

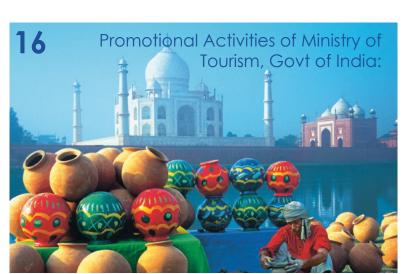


The Federation of Telangana and Andhra Pradesh Chambers of **Commerce and Industry**

Telangana Tourism

Positively Transforming





RESEARCH TEAM

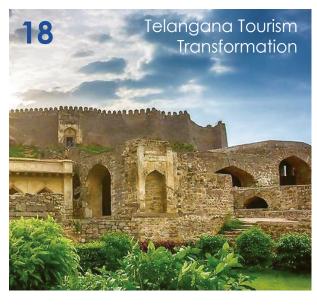
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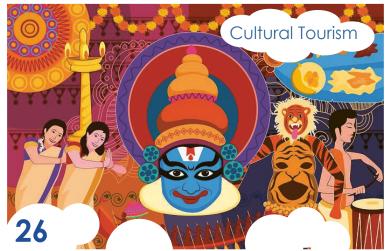
Mrs. T. Sujatha Joint Director

Team

Ms. S. Sai Ankitha Mrs. Radha Kumari Mr. Srikanth K

Design Mr. Srinivas Arroju





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A. CHANDU LAL
MINISTER FOR S.T. DEVELOPMENT
TOURISM AND CULTURE



Room No 260, First Floor, D-Block, Telangana Secretariat. Phones: 040 - 23453894 (O) 040 - 23454063 (F) Hyderabad.

MESSAGE

I am extremely happy that FTAPCCI is organizing "Tourism Conclave" at a time when Tourism is identified as the tool to achieve inclusive growth globally.

It is estimated that after crossing 1 billion marks in 2012, the international tourist arrivals by 2030 will reach 2 billion marks. These constantly increasing figures make tourism one of the global economy's most dynamic sectors. Tourism is today the 3rd largest export industry in the world after chemicals and fuels. It brings hope, prosperity and understanding to so many lives and livelihoods all over the world.

Tourism has demonstrated its capacity to increase competitiveness, create job opportunities, stem the rural exodus, generate revenues and reinforce the sense of pride and self-esteem within communities.

Government of Telangana, realizing the opportunities offered by the tourism sector for the promotion of new socioeconomic prospects and better livelihoods for communities, is giving thrust to the sector by implementing number of projects.

The Heritage circuit, the Eco tourism circuit and the Tribal circuit projects are designed to showcase the history of Telangana, the rich flora and fauna and the beautiful scenic locations and culture of Telangana.

Hyderabad is emerging as an MICE Hub in India with its world class facilities to hold Meetings and conferences, the Hyderabad city is also carving its name in the Medical Tourism map of the world.

I congratulate the organizers on this occasion and Telangana government strives for Sustainable Tourism for Development as a way to poverty eradication and the conservation of the environment and cultural heritage.

I wish all the participants success and prosperity

(A CHANDULAL)



B. Venkalesham I.A.S.
Secretary to Government,
Youth Advancement,
Tourism & Culture Department,
Government of Telangana.



1st Floor, D-Block, Secretariat, Hyderabad - 500022. Telangana State, Off: +91-40-23452055 Fax: +91-40-23452054 Email: secy.yatc@telangana.gov.in (official) sectourapp@gmail.com (for Appts.)

MESSAGE

I am pleased to know that FTAPCCI, in association with GPS (Global Panorama Showcase) is conducting "Tourism Conclave" form 28th June to 30th June 2018 at Hyderabad.

Tourism sector plays a vital role in promoting economic growth of the region by stimulating growth in other sectors through its linkages. According to the World Tourism Organization, worldwide, the sector accounts for 10% of GDP and 7% of total exports. Also 1 out of 11 jobs are in tourism. It, therefore, occupies an important place in the economies of individual States and in policies that focus on inclusive development and environmental sustainability globally.

Telangana State has rich culture and heritage and is endowed with natural scenic locations such as waterfalls, wildlife, dense forests, and rivers and has large number of historical places and rich architectural buildings dating back to Cholas and Kakatiya and Nizams dynasties. The government of Telangana is promoting the Tourism sector by implementing many projects under various schemes of Central and State governments to showcase Telangana as one of the attractive destinations for tourists. The success of these projects is visible from the growth of the tourism sector and the number of travelers at double digit number for the last 3 years.

Hyderabad is fast becoming a hub in MICE Tourism in the country and the city is also witnessing a rapid growth in Medical Tourism.

The initiative of FTAPCCI to organize the Tourism Conclave at Hyderabad is appreciated and I wish the Conclave a huge success.

I congratulate the Research Team of FTAPCCI for coming out with a comprehensive report on "Telangana Tourism - Positively Transforming (Great journeys – fascinating places)".

Secretary to Government



I am very happy that FTAPCCI, in association with GPS is organizing a three day "Tourism Conclave" from 28th to 30th June 2018.

The global potential of tourism for socio-economic development is widely recognized and celebrated through World Tourism Day by all the countries. With more than one billion international tourists now traveling the world each year, tourism has become a powerful and transformative force that is making a genuine difference in the lives of millions of people.

Telangana, the 29th State of India has a glorious history of at least two thousand five hundred years or more. The state topographically and historically has a variety of attractions including hills, wildlife, forests, forts and temples. Telangana region has a rich cultural heritage and is known for its rich history, architecture and culture. This region has all required qualities for emerging as a potent tourist destination in India.

In recent past, The State has become a major attraction for medical tourism and also business tourism with the promotion of MICE and development of convention centres. The government is focusing on promoting other areas of tourism such as eco-tourism, tribal tourism, heritage tourism and educational tourism by building necessary infrastructure.

The conclave aims at highlighting the various opportunities in the Tourism Sector of Telangana and brings together various stakeholders in the country to facilitate the investments into the Sector.

I extend my warm welcome to all the participants and the government officials of various States and the officials of participant countries and wish them a very successful time.

I congratulate the Research Team of FTAPCCI for coming up with a comprehensive report on the Tourism Sector in Telangana.

Gowra Srinivas
President



I am extremely happy that FTAPCCI, in association with GPS and the support of Department of Tourism and Culture, Government of Telangana is organizing three day "Tourism Conclave" from June 28th to 30th, 2018 at Hyderabad.

As the world prepares to adopt a new sustainable development agenda, tourism should be recognized for its ability to create jobs, promote local culture and products and champion the conservation and sustainable use of marine and terrestrial habitats.

Telangana, being youngest State of the country is gradually tapping all its potential resources for achieving double digit growth consistently. Tourism is one of the potential sectors the strengths of which are largely remained untapped and unknown to people in India and abroad.

Tourism Conclave aims to project the opportunities in tourism sector of Telangana State and to popularize the various tourists' attractions in the State both nationally and internationally.

FTAPCCI, being an apex industry body in the State is always in the forefront to work closely with the government for the benefit of investors, entrepreneurs, policy makers and all the stakeholders throughout the supply chain of a sector/industry.

The "Tourism Conclave" will be organized on a bi-yearly basis to make it more outcome-oriented by following up with the MOUs entered during the conclave.

I am pleased that the Research team of FTAPCCI has brought out a comprehensive report on Telangana Tourism which gives a glimpse of Tourism Sector of Telangana - various tourists' locations in the State and details of ongoing and new projects of Tourism.

Sanjay Kapoor Secretary General

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Incredible India **Early Development**

The first conscious and organized efforts to **■** promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

The tourism activity gained momentum with the several significant steps taken by the Government. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the New Tourism Policy recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchavati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised. The National Tourism Policy, 2002 focused on enhancing employment potential within the tourism sector as well as to foster economic integration through developing linkages with other sectors. The policy takes into consideration seven keys that will provide the thrust to tourism development - Swagat (welcome), Soochna (information), Suvidha (facilitation), Suraksha (safety), Sahyog(cooperation), Samrachana (infrastructure development), Safai(cleanliness).



I.I Present Scenario of Tourism in India

Travel and Tourism's contribution to GDP

Travel and tourism play an important role in India's economy. Tourism can offer direct and indirect aid to a nation's economy. Directly it provides economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirectly helps in creation of economic activities through government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector.

Contribution of Travel and Tourism to GDP

Table 1.1 Year Value (% share of GDP)

2006	9.6
2007	10.1
2008	10
2009	9.6
2010	9.2
2011	9.2
2012	9.2
2013	9.2
2014	9.2
2015	9.4
2016	9.5
2017	9.4

(Source: www.knoema.com)

Figure 1.1

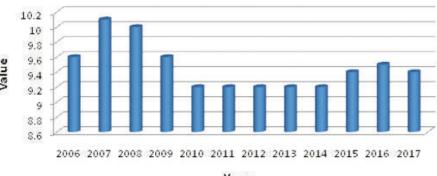


Fig 1.1 shows that the share of tourism sector in GDP actually declined by one percentage point between 2007 and 2010 (from 10.1% to 9.2%), and then for five years i.e. from 2010 to 2014, the percentage share remained constant. There is marginal improvement from 9.2% to 9.4% between 2014 and 2017.



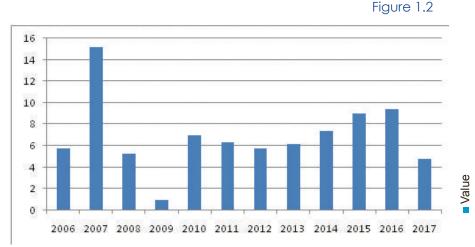
India - Contribution of Travel and Tourism to GDP growth rate

Table 1.2

Year Value (% share of GDP)



(Source: www.knoema.com)



There is reduction in the contribution of travel and tourism to GDP growth from 2007 - 2017.

The contribution of travel and tourism to GDP growth (where GDP growth taken as 100) decreased from as high as 15.2 in 2007 to 4.8 in 2017.

Contribution of travel and tourism to GDP (in Rs crore)

Table 1	1.3	
Year	Value	
2006	3,882.00	
2007	4,730.60	
2008	5,434.50	
2009	5,726.80	
2010	6,722.30	
2011	7,777.40	In the last decade
2012	8,870.40	the contribution of travel and
2013	10,036.20	tourism to GDP
2014	11,287.50	increased by
2015	12,459.20	fourfold from Rs. 3,882.00 crore
2016	13,997.50	in 2006 to Rs.
2017	15,239.60	15,239.60 crore in 2017.

(Source: www.knoema.com)

Total contribution of travel and tourism to GDP in India 2013-2027* (in billion U.S. dollars)

Table 1.4

Year	Value
2013	113.2
2014	125.21
2015	129.49
2016	208.9
2027*	424.5

(Source: travel & tourism economic impact 2017 India, world travel and tourism council)

Figure 1.3

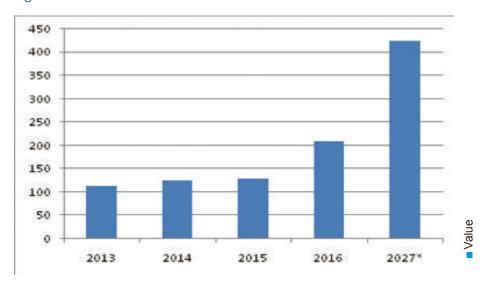


Figure 1.3 shows the total contribution of travel and tourism to GDP in India from 2013 to 2027. With an increasing trend in the value contribution of Travel & Tourism in India from 2013 to 2016, the total contribution of travel and tourism to Indian GDP is expected to be doubled in a decade from \$208.9 billion in 2016 to \$424.5 billion U.S. dollars by 2027.

I.II Tourism as Employment Generator

Travel & Tourism's Contribution to Employment

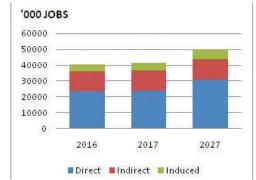
Travel & Tourism generated 25,394,500 jobs directly in 2016 (5.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

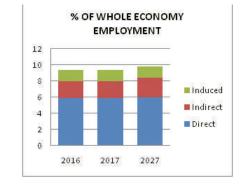
By 2027, Travel & Tourism is expected to account for 31,910,000 jobs directly, an increase of 2.1% pa over the next ten years.

(Source: TRAVEL & TOURISM ECONOMIC IMPACT 2017 INDIA, World Travel and Tourism Council)

India: Total contribution of Travel & Tourism to **Employment**

Figure 1.4

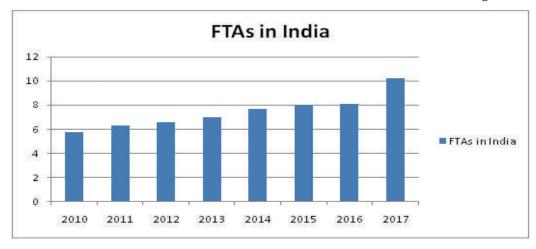




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Foreign Tourist Arrivals (FTAs):

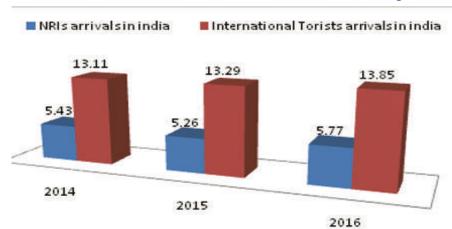
Figure 1.5



There is a fourfold increase in the number of tourist arrivals into the country though there are wide fluctuations in Y-o-Y and percentage change in number of tourist arrivals. In the last 7 Years i.e. from 2010-2017 the number of tourist arrivals almost doubled. (Annexure 1)

NRIs & ITAs in India

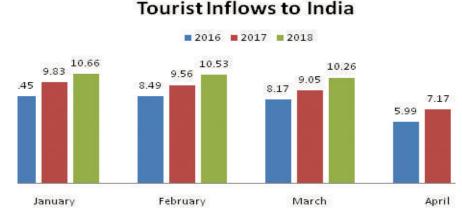
Figure 1.6



Source: (i) Bureau of Immigration, Govt of India The increase in Non-Resident Indian (NRIs) and International Tourists arrivals (ITAs) though positive, is not very impressive.

Tourist Inflows to India

Figure 1.7



Source: Ministry of Tourism, Govt of

Fig 1.7 shows that compared to 2016 there is a decrease in the tourist inflows when we compare the figures on month on month basis from Jan, Feb, March and April of 2016 to 2018. This indicates that the tourism opportunities in India are not aggressively promoted by the government and other stakeholders. Focussed campaigning is needed for promotion of various types of tourism in the other countries of the world.

FTAs from the Asian countries are dominated as compared to the rest of the countries. The presence of Indian tourism sector in Latin American, South Africa & East European countries seems to be negligible. The government can focus to promote the Indian Tourism opportunities in those countries where the presence is negligible for achieving higher growth rates.

(Ref.: Annexure II)

FTAs on e-Tourist Visa:

Tourism is one of the significant instruments for economic growth and employment generation in the country and recognizing this government of India took various initiatives to promote tourism in a big way. One of the key initiatives was introduction of Tourist Visa on arrival (TVOA) scheme. Initially, when the scheme was first introduced in 2010 it was extended to citizens of five countries namely Finland, Japan, Luxembourg, New Zealand and Singapore.

From then onwards, the scheme is extended to citizens of more and more number of countries and presently more than 160 countries are covered under the scheme.

India's performance in tourism sector showed a remarkable progress after the introduction of IVOA scheme in terms of increase in number of foreign tourists and foreign exchange earnings.

Comparison of Tourist arrived on e-Tourist Visa in India during January-April 2017 and January-**April 2018**

Table 1.5



Figure 1.8



■ Tourist arrived on e-Tourist Visa

With the implementation of e- Tourist visa there is jump in the number of tourist arrivals, for example, it was increased to 918792 in January-April 2018 as compared to 581783 in January-April 2017.

Foreign Exchange Earnings (FEEs) through tourism in India (Rs in crore)

Table 1.6

Years	FEE	Growth Rate (%)
2017	18037	9 17
2016	15414	6 14
2015	13521	5

FEEs from the tourism sector in India increased from Rs.154146 crore in 2016 to Rs.180379 crore in 2017 recording 17% growth rate.

FEEs for the period January- April 2018 was Rs. 68,629 crore as compared to Rs. 60,079 crore during the same period in 2017 showing growth of 14.2%.

Promotional Activities of Ministry of Tourism, **Govt of India:**

Iconic Tourist Sites:

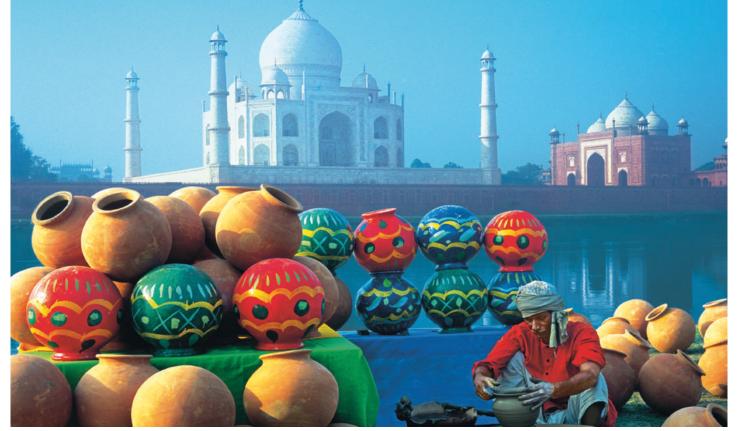
inistry has initiated work on **LV** development of prominent tourist sites into Iconic Tourism destinations by following a holistic approach involving infrastructure and skill development, development of technology, attracting private investment, branding and marketing. During this quarter, stakeholder consultation meetings were held at Taj Mahal, Fatehpur Sikri, Humayun Tomb, Qutub Minar, Red Fort, Khajuraho, Kaziranga, and Kumarakom for development of Iconic Tourist Sites.

Campaigning:

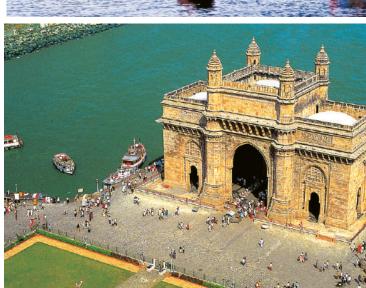
Government of India had undertaken many initiatives to showcase Indian tourism through various campaigning modes such as Zee, Sony, Aaj Tak, Colors and NDTV and also international TV Channels such as CNN, BBC, Discovery+TLC, CNBC news etc.

Also government is organizing various series such as music series, Incredible India Heritage Series.

The ministry also participated in various international events such as International Tourism-Bourse (ITB)-2018 held at Berlin, Germany; FITUR (Feria Internacional De Turismo) in Madrid, Spain, and 8th ASEAN-India Tourism Ministers' 2018 held at Chiang Mai, Thailand etc.

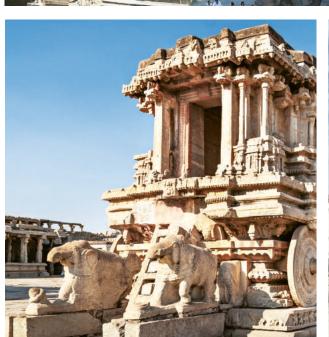






Draft National Tourism Policy 2015 released

by The Union Ministry of Tourism on 1 May 2015 aims in boosting tourism sector in the country. Its objective is to increase India's share in world tourist arrivals from 0.71% in 2016 to 1% by 2020 and increase to 2% by 2025. The marginal share of less than 1% in world tourist arrivals indicates that the penetration of India into the world tourism is yet to gain momentum compared to the potential & opportunities for tourism sector in India. Given the vast size & various geographical variations such as large number of scenic beaches, hill resorts, forests, sanctuaries, pilgrimage importance there are huge opportunities for tourism sector's growth and creation of large number of employment to local people. The large number of popular artifacts & handicrafts of various States, if promoted vigorously (strongly) can provide livelihood to large number of artisans and also help in reviving these arts.











II. Telangana Tourism Transformation

Tourism is not only a growth engine but also an employment generator. The sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world" s total jobs directly and millions more indirectly through the multiplier effect as per the UN"s World Tourism Organization (UNWTO).

Thus, promotion of Tourism sector gives a big boost to the growth of the economy both for national as well as state economy. The sector's promotion contributes to the incomes of the local population. The improved amenities to attract the tourists contribute to better standards of living and promotion of welfare.

The multiple benefits that occur to the people of the region and the possibility of huge employment generation directly and indirectly made "Tourism Sector" one of the focused sectors of the government.

II.I Genealogy of Telangana

Telangana, the 29th State of India was born on June 2, 2014. The State has a glorious history of at least two thousand five hundred years or more. The mighty empires and kingdoms of Satavahanas, Vakatakas, Ikshvakus, Vishnukundins, Chalukyas, Kakatiyas, Qutub Shahis and Asif Jahis rose in the State. There are many historical and heritage places in Telangana built during the periods and are attracting tourists in large numbers to the State.

The emergence and flourishing of these powerful political formations is in itself a proof of existence of a sturdy economic, social and cultural structure. Thus Telangana has been a vibrant social entity by the time of the Buddha and continued to be so for the next two and a half millennia. speaking land including parts of present day Maharashtra and Karnataka. The Moghul empire waged war and defeated Golconda in 1687 and for about three decades Telangana was again witnessed chaos and fragmented rulers.

Satavahanas (250 BCE – 200 CE)

After the fall of the Mauryan Empire, around the third century BC there arose the first significant kingdom under the Satavahanas from this region. The earliest capital of the Satavahanas was Kotalingala (now called as Kotilingala) and then moved to the other popular capitals like Paithan and Amaravati (Dharanikota) only after two centuries of their rule. The coins issued by the Satavahana kings Simuka (BC 231-208), Siri Satavahana, Satakani I, Satasiri, Satakani II, Vasittiputta Pulumayi, Vasittiputta Satakani and their governors were discovered in Kotalingala. Numismatic and epigraphic evidence showed that the Satavahanas ruled a larger area of the peninsula, with oceans as borders on three sides. Literature like Gathasaptashati, painting like Ajanta flourished during the Satavahana rule.

The traditional Sri Koteswara Siddeshwara SwamyDevasthanamtemplewithpicturesque background is about 60 km from the district headquarters town of Karimnagar.

Buddhism and Jainism also prevailed in the region on "Munula Gutta' as was evident during the excavations made by the State Archaeology Department.



Post-Satavahana (200 CE – 950 CE)

After the fall of Satavahanas in the third century AD, Telugu-speaking areas were divided under various small rulers and till the emergence of the Kakatiyas, for about six or seven centuries this fragmentation continued. Research found that Telangana was ruled by various kingdoms like the Ikshvakus, Vakatakas, Vishnukundins, Badami Chalukyas, Rashtrakutas, Vemulavada Chalukyas, Kalyani Chalukyas, Mudigonda Chalukyas, Kanduri Chodas and Polvasa dynasty.



Kakatiyas (950 CE – 1323 CE)

The sub-feudatories of the Rashtrakutas emerged themselves as independent kings and founded the Kakatiya dynasty around 950 AD and this kingdom became strong and united whole of Telugu-speaking lands and lasted for more than three centuries and a half. The kingdom saw powerful kings like Ganapatideva, Rudradeva and Prataparudra as well as the first ever woman ruler in the subcontinent Rudramadevi. The Kakatiyas ruled from Hanumakonda in the beginning and shifted their capital to Warangal later.

The Kakatiyas are known for their irrigation public works, sculpture and fine

arts. The Kakatiya kingdom flourished economically leading to cultural progress

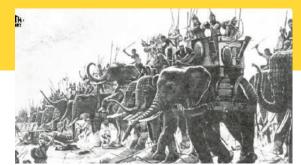
In 1323, Delhi army could lay seize on Warangal fort and capture Prataparudra, who, according to the legend, killed himself on the banks of the Narmada unwilling to surrender when he was being taken as prisoner of war to Delhi.



During the period of Qutb-Shahis and Asaf Jahis many historical monuments were built which are attracting large number of tourists to Hyderabad. Majority of these monuments are under the maintenance of Department of Archeology and Museums.

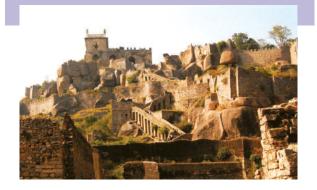
Post-Kakatiya Interregnum (1323 - 1496)

After Prataparudra was defeated by Malik Kafur in 1323, the Kakatiya kingdom was again fragmented with local governors declaring independence and for about 150 years Telangana w as again under different rulers like Musunuri Nayakas, Kalinga Padmanayakas, Gangas, Gajapatis, and Bahmanis.



Qutb-Shahis (1496 - 1687)

Sultan Quli Qutb Shah, subedar for Telangana under the Bahamanis, with Golconda as his capital, declared his independence in 1496 and seven sultans of this dynasty ruled not only Telangana but the entire Telugu-speaking land including parts of present day Maharashtra and Karnataka. The Moghul empire waged war and defeated Golconda in 1687 and for about three decades Telangana was again witnessed chaos and fragmented rulers.



Asaf Jahis (1724-1948)

In 1712, Emperor Farrukhsiyar appointed Qamar-ud-din Khan as the viceroy of Deccan and gave him the title Nizam-ul-Mulk. He was later recalled to Delhi, with Mubariz Khan appointed as the viceroy. In 1724, Qamar-ud-din Khan defeated Mubariz Khan and reclaimed the Deccan suba. It was established as an autonomous province of the Mughal empire. He took the name Asif Jah, starting what came to be known as the Asif Jahi dynasty. He named the area Hyderabad Deccan. Subsequent rulers retained the title Nizam ul-Mulk and were called Asaf Jahi Nizams or Nizams of Hyderabad. The Medak and Warangal divisions of Telangana were part of their realm.

Golconda Fort, **Qutb Shahi** Tombs and Charminar are the landmarks the landmarks that symbolize the Qutb Shahi the Qutb Shahi Dynasty.

Golconda Fort, Shahi Qutb Tombs and Charminar are that symbolize Dynasty. Golconda Fort lies 11 km to the west of city of Hyderabad,

while the Qutb Shahi tombs are a further kilometre north-west of the Fort. Charminar is located in the heart of the old city of Hyderabad. Even though not located within the same complex, these three monuments together represent the earliest Qutb Shahi layer of Hyderabad's history and belong to the Qutb Shahi dynasty that ruled the region from 1518 A.D. to 1687 A.D* (https://whc.unesco. org/en/tentativelists/5573/)

of literature, art, architecture, and Culture and rich food. All major public buildings in Hyderabad City were built during his reign under the British Raj. The Asaf Jahis were prolific builders. Several palaces of the Nizams were:

Chowmahalla Palace (official residence of early Nizams), Purani Haveli, King Kothi Palace, Hyderabad House (New Delhi), Falaknuma Palace etc

Other landmarks of Hyderabad such as High Court of Judicature, City College, Public Gardens Jubilee Hall, and Assembly Building etc are built by Nizams.

The prominence given to education by the last Nizam is evident from establishment of Osmania University Arts College and Osmania Medical College. The architecture of these buildings and palaces was a fusion of European traditions with Hindu and Islamic forms and motifs.



Telangana Tourism

Present Scenario

Telangana region has a rich cultural heritage and is known for its rich history, architecture and culture. This region has all required qualities for emerging as a potent tourist destination in India

STATE	TELANGANA
Formation	2 June 2014
Capital	Hyderabad
Districts	31
Geographical Area	
(sq km)	114,840
Population	39.12 Million
GSDP (2017-18)	5,49,479 Cr
Growth rate	10.4%
Official Language	Telugu &
	Urdu

Source: www.telangana.gov.in

Introduction

The Telangana state topographically and **L** historically has a variety of attractions including hills, wildlife, forests, forts and temples. Telangana region has a rich cultural heritage and is known for its rich history, architecture and culture. This region has all required qualities for emerging as a potent tourist destination in India.

The growth of the tourism sector in any State is highly dependent on tourism amenities.

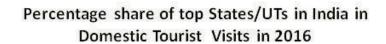
Therefore, the government has a critical role to play in developing basic infrastructure. At present most of the tourists arrival in the Telangana State is confined to Hyderabad, the state capital, and some pilgrim centres.

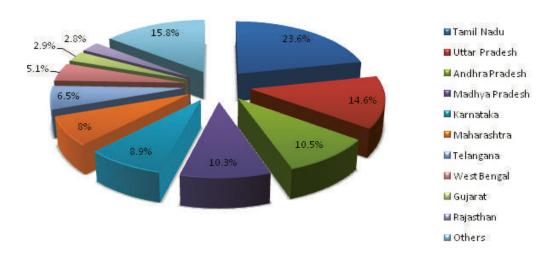
However, in the recent years, the State has become a major attraction for medical tourism and also business tourism with the promotion of MICE and development of convention centres. The government is focusing on promoting other areas of tourism such as ecotourism, tribal tourism, heritage tourism and educational tourism by building necessary infrastructure. Telangana is not only one of the preferred destinations for domestic, but also for foreign tourists. It is home for famous heritage monuments, natural spots, and divine shrines.

Performance of Tourism Sector:

The share of Telangana State in the overall Domestic Tourists Arrivals is 5.9% and ranked at 7th position among all the states and Union Territories of India. Similarly, the share of Telangana in Foreign Tourists Arrivals is 0.67% and is ranked at 18th position. Thus, the State has long way to go in attracting the foreign tourists by developing the important tourist locations and make them widely publicized and promoted to move up the rank.

Figure 2.1





Following table shows District Wise (erstwhile 10 Districts) Domestic and Foreign Tourists arrivals in Telangana State (2014 - 2017).

Table 2.1:

District Wise Domestic & Foreign Tourists arrivals in Telangana (2014 -17)

Districts	2014		2015		2016		2017	
	DTA's	FTA's	DTA's	FTA's	DTA's	FTA's	DTA's	FTA's
Adilabad	69,35,126	80	1,63,06,399	67	59,99,969	10	54,73,080	11
Hyd & RR Dist	. 92,97,426	70051	95,98,946	1,22,838	2,33,94,705	1,63,631	2,71,60,242	2,47,179
Karimnagar	1,19,48,325	0	3,09,27,387	0	11,970,590	0	1,56,99,622	0
Khammam	52,24,220	0	1,13,54,693	9	58,94,061	0	56,36,720	0
Mahbubnagar	53,91,195	2789	68,44,742	1470	94,76,778	942	86,31,974	1136
Medak	19,70,837	0	23,40,260	0	45,99,600	0	1,16,96,040	0
Nizamabad	6880	3	13819	0	6569	0	22,489	0
Nalgonda	83,97,827	10	73,20,908	500	75,87,061	0	72,43,644	2
Warangal	2,32,27,277	2238	98,09,162	1794	2,62,31,497	1,987	37,02,785	3,518
Total	7,23,99,113	75,171	9,45,16,316	1,26,678	9,51,60,830	1,66,570	8,52,66,596	2,51,846

The data reveals that

- The Domestic and Foreign tourists' arrivals recorded Y-O-Y growth in Hyderabad and Ranga reddy Districts.
- The number of foreign tourists to the State, though recorded a
- positive growth is very low
 - Except Hyderabad, Ranga Reddy, Warangal and Mahbubnagar
- there were no foreign tourists to other districts

There is a considerable fall in number of tourists in 2017 (8.52 crore) compared to 2016 (9.51 crore)

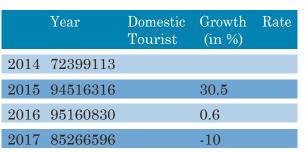
Figure 2.2 Foreign Tourists Arrivals (2014-2017)

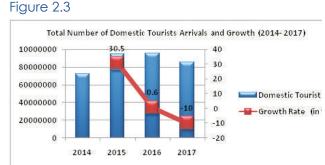


The increasing trend in number of foreign tourists may be attributed to promotion of MICE and Medical Tourism in the State apart from attractive structures, monuments, sanctuaries, temples and culture. The robust infrastructure and maintenance of public and private places in different districts also adds value in attracting foreigners.

Table 2.2:

Table 2.2: Growth Rate of DTAs in **Telangana State (2014 – 2017)**





Though there is a huge jump in the total number of domestic tourists arrivals in 2015 compared to 2014, the next two years 2016 and 2017 recorded negligible and even negative growth rate in DTAs.

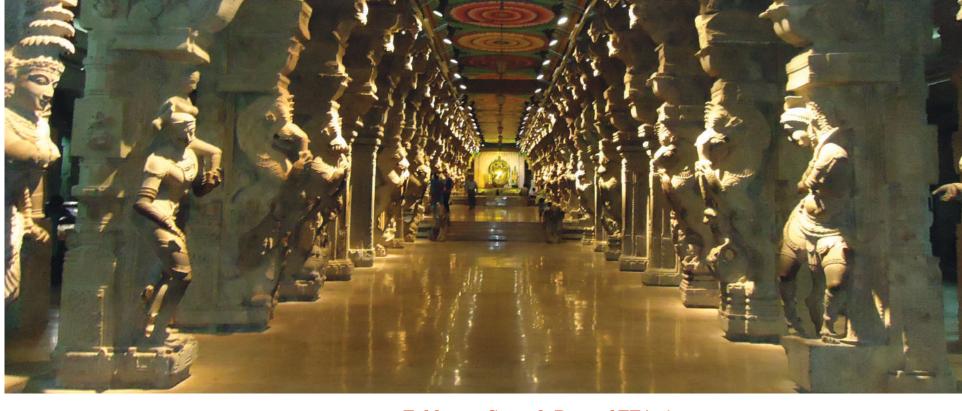
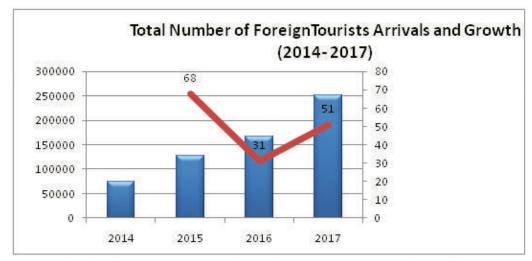


Table 2.2:

Table 2.3: Growth Rate of FTAs in **Telangana State (2014 - 2017)**

	Year	Domestic Tourist	Growth (in %)	Rate
2014	75171			
2015	126678		68	
2016	166570		31	
2017	251846		51	

Figure 2.4



It is observed from the month wise arrivals of domestic tourists and also foreign tourists that months of December to February is most preferred time followed by months of June-July.



Cultural Tourism:

(Colours of Festivals)

Globalization and Tourism development works in hand in glove. Tourism can be a vehicle for international understanding by way of bringing diverse people face to face.

Tourism can be divided into six major types on the basis of purpose such as culture, heritage, religious, nature, business etc

- Cultural Tourism Heritage Tourism Eco Tourism

- MICE Tourism
- Temple Tourism
- Medical Tourism

The Telangana Region has more than 5000 years of cultural **L** history and is the foremost centre of culture in Indian subcontinent during the rule of Hindu Kakatiya dynasty and the Muslim Qutb Shahi and Asaf Jahi dynasties. The rulers' patronage and interest for arts and culture transformed Telangana into a unique multi-cultural region.

The regions' major cultural events celebrated are "Kakatiya Festival" and Deccan Festival along with religious festivals such as Bonalu, Bathukamma, Dussehra, Ugadi, Sankranthi, Milad un Nabi and Ramadan

Telangana State has long been a meeting place for diverse languages and cultures. It is known as "South of North and North of South". It is also known for its Ganga-Jamuna Tehzeeb and the capital Hyderabad is known as a miniature India.

The vibrant and unique folk festivals, Bonalu and Bathukamma, that reflect the Telangana culture, were declared as the state festivals by the government.

Bathukamma

Bathukamma represents cultural spirit of Telangana. Bathukamma is a beautiful flower stack, arranged with different unique seasona flowers most of them with medicinal values, in seven concentric layers in the shape of temple gopuram.

The floral festival is celebrated predominantly by the Hindu women of Telangana. Every year this festival is celebrated as per Shalivahana calendar for nine days starting Bhadrapada Amavasya (also known as Mahalaya Amayasya or Pitru Amayasya) till Durgashtami, usually in September-October of Gregorian calendar.

Telangana had been releasing Rs 10 crore each year — Rs 1 crore for each district (erstwhile 10 districts), to celebrate Bathukamma on a grand scale. From October 2016 the budget for the festival increased from Rs 10 crore to Rs 15 crore.

The government planned a mega Bathukamma festival with 15000 women in line with ONAM in Kerala. The festival is celebrated throughout the State and also in oversees for ten days in a grand scale show casing the unique culture of Telangana.

Bonalu

Bonalu is a Hindu Festival and Goddess Mahakali is worshiped. Bonalu is an annual festival of Telangana celebrated in Twin Cities of Hyderabad and Secunderabad and other parts of Telangana. It is celebrated in the month of Ashada Masam, in July/August.

> The word Bonam (corruption of the word Bhojanam in Sanskrit) which means a meal or a feast in Telugu, is an Offering to

Mother Goddess. Bonam is the pot in which women prepare rice cooked with milk and jaggery in a new Brass or

Earthen Pot adorned with Neem leaves, turmeric, Vermilion. The Bonam is lit with a lamp on the top and is offered to Goddess Mahakali along with Turmeric-Vermilion, Bangles and Saree across the Temples.

Being the state festival, the Government of Telangana allocates an amount of Rs.10 Cr every year to organize the festival in smooth manner. The major Bonalu events are held at Ujjaini Mahankali temple in Secunderabad.

Bonalu involves the worship of Mother Goddess in regional forms like Mysamma, Pochamma, Yellamma, Peddhamma, Dokkalamma, Ankalamma, Poleramma, Maremma, Nookalamma.





Telangana International Kite Festival

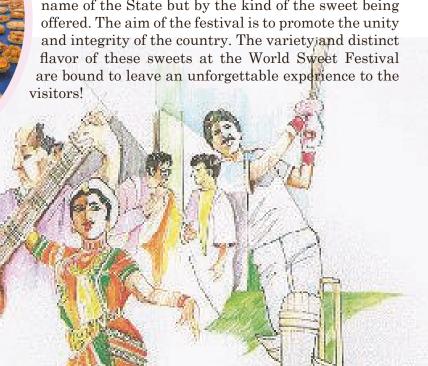
The Department of Youth Advancement, Tourism and Culture, government of Telangana State, in collaboration with the Royal Kite Flyers Club of India and Aga Khan Academy initiated the International Kite Festival. The first Kite Festival was held on 14th & 15th January 2016 and is celebrated with much pomp and splendor every year.

The festival brings together international teams of professional kite-flyers, along with thousands of kiteenthusiasts from around the city of Hyderabad and from other States. The festival aimed to educate and entertain through a series of kite-making workshops, kite-flying lessons, and kite-fighting competitions is also seen as major tourism promotional event.



The World Sweet Festival

The World Sweets Festival is also celebrated by the government of Telangana to show case the variety of cuisines of the State. The festival is one of its kinds where in the sweet stalls will be categorized not by the name of the State but by the kind of the sweet being offered. The aim of the festival is to promote the unity and integrity of the country. The variety and distinct flavor of these sweets at the World Sweet Festival are bound to leave an unforgettable experience to the



Eco Tourism

(Rejuvenate Mind and Soul)

Introduction

Wildlife has been revered as a tradition in the history of our country. The Concept of Wild Life Conservation dates back to the reign of Emperor Asoka, who has created sanctuaries for wild animals. The adoption of National Policy for Wild Life Conservation in 1970 and the enactment of the Wild Life (Protection) Act 1972, have led to a significant increase in the number of protected areas. Several Sanctuaries, National Parks and Biosphere Reserves have been notified in India and their numbers is on the rise every day.



Geography

eographically, Telangana State is of 1,14,367 Sq. Kms lying between 12° 37' and 19° 54' N Latitude and 76° 46' and 84° 46' E Longitude. Located in the South Central region of India, this state is bordered by Andhra Pradesh on the South and East, Karnataka on the west, Maharashtra on the North and North-West, Madhya Pradesh, Chattisgarh States on the North-East. The Forest Area of Telangana State is 28809.08 Sq.Kms which is 25.19% of State Area. The Tiger Reserves, Sanctuaries and National Parks cover an area of 5693.165 Sq.Kms or 4.98% of the Geographical Area of the state and 19.76% of the forest area.

The Deccan Plateau

Broadly the state is located in Deccan Plateau Geographic zone. The Deccan Plateau is characterised with open, thorny, scrub jungle dominated by the Acacia, Albizia, Hardwickia and allied species. It is interspersed with huge rocky outcrops and grass lands locally called as

'Kanchas'. This area supports a variety of rich flora and fauna and endangered herbivores like Blackbuck, Chinkara, Chowsingha etc. Due to extensive hunting, the Asiatic Cheetha that once thrived here has become extinct.

Flora and Fauna

Telangana state has rich flora and fauna with its varied geographic features, has diverse habitats, harboring several and unique flora and fauna.

The Ministry of Tourism, government of India is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/ UTs and the Private Sector for the development and promotion of tourism in the country.

The important schemes announced by Ministry of Tourism, Government of India are:

- ▶ PRASAD Scheme
- ▶ SWADESH Darshan Scheme

Swadesh Darshan Scheme

Under this scheme the Government of India is developing Tourist Circuits on specific themes to attract tourists having special interests in visiting such places. Various themes which are specific and unique to the areas such as Culture, Heritage, Wildlife etc., are developed to support local communities, providing employment and also to foster social integration.

Two circuits are identified and are being promoted in Telangana State under the Swadesh Darshan Scheme.



Eco-Tourism Circuit in Mahaboobnagar district. An amount of Rs. 91.62 Cr is sanctioned for the project in the year 2015-16



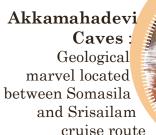
Singotam:

the entry point of the circuit, Proposed as "Water Sports Hub" due to perennial water availability

Somasila: ideal place for starting river cruise tourism on Krishna River

Srisailam:

One of India's most holy sites, one of the twelve Jyotir Linga Shiva shrines as well as one of the eighteen most sacred goddess shrines, or Shakti Pithas





Farahabad Farahabad, means 'Mount Pleasant'. is at an altitude of 914 mts in the Nallamalla Hills in the Eastern

Ghats.

Vanam Kadalivanam Caves are

Kadali

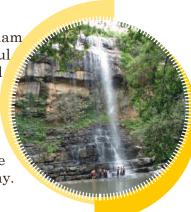
natural caves at a distance of 22 Kms from Srisailam and 12 Kms from Akka

Mahadevi Caves

Uma Maheswaram

Temple destination dedicated to Lord Shiva located in picturesque Nallamala forest range $\sim 135 \text{ kms from}$ Hyderabad

Mallelatheertham - Beautiful waterfall located in the midst of Nallamalla Forest. 8 km in diversion from Hyderabad - Srisailam state highway



Egalapenta – Left bank of Srisailam project

Tribal Circuit in Warangal District. An amount of Rs. 84.40 Cr is sanctioned in the year 2016-17 to develop the circuit.

Gattamma (Mulugu)

the gateway to Medaram Entry point to then Tribal Kingdom (Pagididda Raju, Tribal Chief in 13th Century), 50 km from Warangal & 190 km from Hyderabad

Laknavaram Laknavaram Lake, Nature's retreat

Medaram

- Part of Dandakaranya - the largest surviving forest belt in the Deccan plateau, hosting of Sammakka Saralamma Jatara, Bi annual festival - Second largest congregation in India, after Kumbha Mela

Tadva part of Eturnagaram Wildlife Sanctuary; Has scenic terrains, undulating landscapes and a plethora of exotic species of flora and fauna

Bogatha Waterfalls Beautiful waterfalls located at a distance of 18 km from Mallur, Known as Niagara of Telangana

Damaravai Megalithic burials located at Damaravai, about 15 km from Tadvai

• Mallur - "Chintamani Jalapatham" a natural spring runs through the dense forest - believed to have medicinal qualities

Telangana Tourism

Tiger Reserves in Telangana

1. Amrabad Tiger Reserve

The Amrabad Tiger Reserve, spread **■** over 2,800 sq.kms in the districts of Mahabubnagar and Nalgonda, is the largest tiger reserve in the country. Earlier, it was part of 'Nagarjunasagar-Srisailam Tiger reserve' but postbifurcation, the northern part of the reserve is vested with Telangana state and renamed as 'Amrabad Tiger Reserve'. The southern portion continues to be 'NSTR' is with Andhra Pradesh. There are an estimated 23 Tigers in the reserve.

It provides an employment to approximately 60 people.

2. Kawal Tiger Reserve

Kawal Tiger Reserve is situated at Jannaram mandal which is the major city of Adilabad district in Telangana. the Reserve provides sanctuary to deers, sambars, wild buffaloes and good number of langoors. The Govt of India has declared Kawal wildlife sanctuary as a Tiger Reserve in 2012. It is home for several species of birds among which the most common is the Parakeet and the Great Indian Bharadwaj and several species of reptiles like Iguana, Monitor lizard and the most poisonous Rattle snake.

The sanctuary is rich with Teak plantation stretched over an area of 892.23 square kilometers with a dense and pristine range of forest area.

There are two rivers enriching the place with their beautiful ambience, Godavari and Kadam.

It provides an employment to approximately 20 people.



Sanctuaries in Telangana

Besides the two Tiger Reserves in the State, there are 7 wildlife Sanctuaries protecting its rich bio diversity.

1.Eturnagaram Wildlife Sanctuary

Eturnagaram Wildlife Sanctuary, one of the oldest sanctuaries (declared in 1952) of Telangana is located in Eturnagaram village in Jayashankar district in Telangana, India. It is located 250 km (160 mi) away from Hyderabad and 100 km (62 miles) away from Warangal.

The land is undulating from steep slopes to gentle slopes from West to East. Three-quarters of the area consist of a plain while the rest is hilly with many streams and springs. The biennial festival of Sammakka Saralamma Jatara is held in the sanctuary. The sanctuary is rich in flora and fauna and offers exciting experience to the visitors.

A perennial water source called "Dayyam Vagu", divides the sanctuary into almost two halves. It is home to Tiger, Leopard, Wolf, Dholes, Golden jackals, Sloth bear, Chousingha, Blackbuck, Nilgai, Sambar, Spotted deer, Chinkara, Indian giant squirrels and many kinds of birds. Reptiles like Mugger crocodile, Python, Cobra, Kraite, Star.

2. Kinnerasani Wildlife Sanctuary

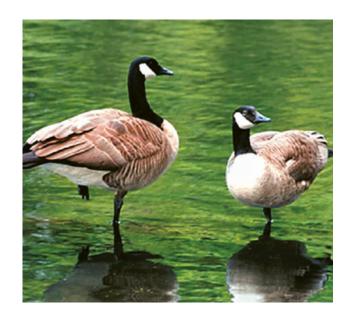
The Kinnerasani Wildlife Sanctuary is located in Khammam district of Telangana, India. This exotic wildlife sanctuary is the natural habitat of some exotic wild life and tourists visiting the sanctuary can easily spot the wide range of animals taking shelter in their natural homes. With such a sanctuary, the government gives these animals a scope to enjoy their life and regenerate.

The Kinnerasani Wildlife Sanctuary is located at a distance of 21kilometers away from the Paloncha town which is in the district of Khammam. The wildlife sanctuary covers an area of 635.4 square kilometers and this plentiful land serves as the native land for several endangered species. This sanctuary got its name after the river Kinnerasani. This river divides the sanctuary and meets Godavari. The fauna found in this sanctuary

are Panthers, Chinkara, Chousinghas Sambar, Cheetal, Gaurs, Hyena, Jackals, Wild Boars, Tigers, Sloth Bear, and Black Bucks. Tourists can also spot a number of birds like Jungle Fowl, Quails, Partridges, Peafowl, Nuktas, Spoonbills, Teals, and Doves.

3. Manjera Wildlife Sanctuary

The Manjeera Sanctuary situated along the mighty river Manjeera near Sangareddy town is at a distance of about 50 kilometres from Hyderabad. This Sanctuary, located between the Manjeera and Singoor rivers, follows the course of Manjeera river over a length of 36 kilometre with an average width of 500 to 800 m. It has got 9 small islands which are the





Telanaana Tourism | 33

main building & roosting sites for birds.

This Riverine habitat principally declared as a sanctuary for crocodile and later it was declared as a bird sanctuary because of the island that attracts a large number of the bird communities. The Sanctuary is also a lifeline to Hyderabad city to supply the drinking water.

The Sanctuary is rich in Flora and Fauna and the presence of large number of roasting and nesting sites made the sanctuary home for migratory birds of 63 species has trees like Acacia nilotica (Babul) and Prosopis (these serves as a roasting and nesting sites) in abundance (on island as well as the river banks) interspersed with thick growth of ipomea, reeds species are also found.

The reptilian fauna is worth mentioning with a variety of freshwater Terrapins and Monitor lizards and the breeding Marsh crocodiles.

4. Pakhal Wildlife Sanctuary

The Pakhal Wildlife Sanctuary is a striking manmade lake, which was completed in the 1213 AD by the royal Kakatiyas. This beguiling sanctuary is spread over an area of 860 square kilometers. The place gets more interesting as this amazing plateau region is surrounded by a mesmerizing range of low hills. The environment of the sanctuary and the Pakhal Lake as an add-on form the most stunning sight ever. The flora consists of mixed forests, bamboo and teak forests.

The wildlife park's natural scenic beauty and its breath taking landscape are extremely captivating. A visit to this promising spot would never disappoint you. The Sanctuary has a rich diversity of flora and fauna of over 200 species of Plants and many wild animals.

The months of November to June are the best to visit this place.

5.Pocharam Forest & Wildlife Sanctuary

Pocharam Forest & Wildlife Sanctuary is situated at a distance of 15 km from Medak and around 115 km from Hyderabad, Telangana, India.

Tourists can avail of private transport to reach the sanctuary from Medak. Pocharam Forest was reported to be a favourite hunting ground for the Hyderabad Nizam who had declared it as a wild life sanctuary as early as the beginning of 20th century.

Surrounded by lush green forest, the place has rich flora and fauna attracting winged visitors such as Brahminy Bucks, Bar-Headed Goose, and Open Billed Stork. The place is an ideal spot eco-tourism where visitors can enjoy spotting five species of Antelopes and Deer. The sanctuary is home to animals like Wild Dog, Leopard, Wolf, Jackal, Forest Cat, Sloth Bear, Sambar, Nilgai, Chinkara, Chital, and four horned Antelope.

The ideal season to visit is October to May

6. Pranahita Wildlife Sanctuary

The Pranahita Wildlife Sanctuary is a hilly and undulating forest region of the Adilabad district (northern region of Telangana state). Named after the River Pranahita, a tributary of the Godavari, that flows through it and acts as the main source of water for the Sanctuary, the forest is an exhilarating experience. Established in 1980, the park is known to be one of the oldest protected area in the Telangana region. This Sanctuary borders with Maharashtra state.

The sanctuary flourishes with over 185 species of plants and richness of the floral diversity. The sanctuary is an abode for over 20 species of reptiles, over 50 species of birds, over 40 species of mammals.

7. Sivaram Wildlife Sanctuary

The sanctuary, established in year 1987 is also home to delectable vegetation including gumpena, timan, terminalias, kodsha and teak etc. Besides delicious shrubs, the sanctuary spread across a huge area of 36.29 sq kms inhabit animals like nilgai, tiger, wild boar, panther, python, langur, sloth bear, sambhar, cheetal, rhesus monkey etc. Tourists will also see crocodiles that are found in River Godavari. Telangana State is also home for three national parks, and two Zoological Parks and two Deer Parks

Kasu Brahmananda Reddy National Park, Hyderabad

Mrugavani National Park, Chilkur, Hyderabad

Mahavir Harina Vanasthali National Park (Deer national park), Hyderabad

Nehru Zoological Park, Hyderabad

Kakatiya Zoological Park, Hanumakonda, Warangal

Karimnagar Deer Park

Kinnerasani Deer Park

Funding: the projects under eco tourism receive the funds under various government schemes:

Funding: the projects under eco tourism receive the funds under various government schemes:

- * Centrally Sponsored schemes for development of the two Tiger Reserves in Telangana such as Amrabad and Kawal.
- * Integrated Development of Wild Life habitat for developing the Seven Wild Life Sanctuaries and Three National Parks.
- * Biodiversity Conservation Society of Telangana (BIOSOT)
- * Zoos and Parks Authority of Telangana (ZAPAT) for better management of all the Zoos and Parks in the State and also for expeditious utilization of the funds released by the Central Zoo Authority as well as State Government.



Religious **Tourism**

Nourishing Our Souls

↑ tour of the famous temples / religious Aplaces has dimensions beyond faith, for many it ends up in the discovery of a little part of them that revels in the feeling we call India.

It is about those moments we awe at the skill of craftsmen who created timeless architectural wonder and a captivating journey into a history world. It is an experience with a different kind of horizon.

Telangana is a land of magnificent temples that have remained intact exposing the marvel and glory of culture, art and architecture.

Temple tourism in Telangana is set to get a major fillip with the State government planning to beautify more than 20 temple tourist destinations across the State. Here are some of the few famed temples in Telangana.

Yadagirigutta Narasimha Swamy Temple situated on a beautiful and pleasant Hillock in Town. Government is spending a whopping Rs. 2,000 cr. to develop Yadagirigutta into Tirupathi of Telangana

Sri Raja Rajeshwara Temple, Vemulavada, dedicated to Lord Shiva built by King Rajaraja Chola.

Seetha Ramachandra Swamy Temple, Bhadrachalam dedicated to Lord Rama. located on the banks of Godavari River.

Balaji Temple, Chilkur popularly known as "Visa Balaji Temple", on the banks of Osman Sagar in Hyderabad. It is one of the oldest temples in Hyderabad built during the time of Madanna and Akkanna, the uncles of Bhakta Ramadas.

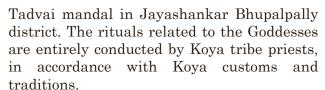
Sammakka Saralamma Jatara or Medaram Jatara is a tribal festival of honouring the goddesses celebrated in the state of Telangana, India. This Jatara is known for witnessing one of the largest people gatherings in the world. The Jatara begins at Medaram in











Medaram is a remote place in the Eturnagaram Wildlife Sanctuary, a part of Dandakaranya, the largest surviving forest belt in the Deccan.

Jatara is celebrated during the time the goddesses of the tribals are believed to visit them. It is believed that after Kumbha Mela, the Medaram jatara attracts the largest number of devotees in the country.

Bhadrakali Temple, Hanamkonda located on the hilltop between the twin cities of Hanamkonda and Warangal.

Thousand Pillar temple is located in Hanamkonda part of the Warangal city, dedicated to Shiva, Vishnu and Surya. This famous historic monument was built in a typical Chalukyan style of architecture by King Rudra Deva.

Keesaragutta Temple is dedicated to Lord Siva and his consorts Bhavani and Sivadurga, located in Rangareddy district of Telangana. This temple is also known as



Ramalingeshwara Swamy temple, as Sri Rama installed Siva lingam here.

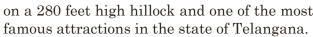
Ramappa Temple also known as Ramalingeswara temple is located in the valley of Palampet village, 77 km from Warangal. The temple is known for its elaborate carvings, floating bricks and stands as a remarkable testimony of Kakatiyan architecture.

Sangameshwara temple is another fine example of Chalukyan grandeur, situated in Alampur, Mahbubnagar district. Alampur is a temple-town situated in Mahbubnagar district in the Telangana state.

Gnana Saraswati Temple is located on the banks of Godavari River at Basar, dedicated to Goddess Saraswati. It is one of the two most famous Saraswati temples in India.

Karmanghat Hanuman Temple is one of the oldest temples in the city, located at Karman ghat. The temple is most famous Lord Hanuman temple spreading over three acres land in the area Karmanghat near Hyderabad.

Birla Mandir Hyderabad is one of the most beautiful temples in Hyderabad and one of the 18 Birla Mandir in India. The temple is built



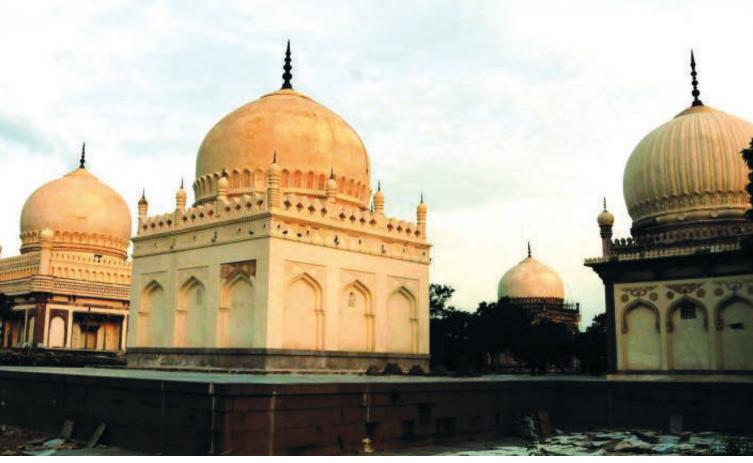
Kondagattu Temple is dedicated to Lord Anjaneya Swamy located about 35 km from Karimnagar. The temple of Kondagattu is one of the famous temples of Karimnagar now called Kondagattu Anjaneva Swamy Temple.

Meenakshi Agastyeswara Swamy Temple is located at Vadapalli and a famous place of worship for Lord Shiva's devotees. The Shivalinga is situated 120 metres above from the water level of the river but Shivalinga is always full of water.

The historical Chaya Someshwara Swamy temple located at Panagal is dedicated to Lord Shiva and it is a popular site during the festival of Shivarathri. There are two famous Shiva temples, Chaya Someswara Swamy temple and Pachala Someswara temple.

Lakshmi Narasimha Swamy Temple is situated at Nampally Gutta, 32 km from Karimnagar. The temple is nestled on a small hillock on the Vemulawada, dedicated to Lord Lakshmi Narasimha and built in a model of Snake. Nampally Gutta temple has the largest statue of snake in India and it is one of the most famous tourist places in Telangana state.





Heritage Tourism

Buildings Speak

The Ministry of Tourism is the nodal agency to promote tourism, is developing one heritage circuit under the Swadesh Darshan Scheme with total outlay of Rs. 99.42 crore during the fiscal year 2016-17 for the development of heritage circuit:

The circuit covers:

- · Qutb Shahi Tombs complex,
- · Paigah Tombs,
- Hayat Bakshi Begum Masjid and
- · Raymond's Tomb.

Hyderabad, once the land of Nawabs, was historically a famous diamond and pearl trading centre, from where it got its popular name – the "City of Pearls".

The pearl city of India is an internationally famed tourist destination not only for its brilliant pearls, exquisite cuisine, greenery, or landscapes but mostly for the rich cultural heritage it anchors.

Charminar The monument, built by Quli Qutub Shah in the year 1591, is located in the heart of the city. The iconic monument is a prominent tourist spot for Indian, as well as international travelers. The structure, reflecting the impressive Cazia style, comprises of four minarets, each 48.7 meters tall, and houses a mosque with 45 prayer spaces.

Golconda Fort The fortress, originally built during the Yadava Dynasty in the 13th century, is an embodiment of history. It was later administered by the Kakatiya Dynasty, and the Bahmani Dynasty, from whom it went under the control of Qutb Shahis, and finally, the Mughal Dynasty.

The awe-inspiring structure is famous for its incredible acoustic effects. It leaves visitors open-mouthed when they clap their hands at Fateh Darwaza, and the sound is clearly heard at Bala, located a kilometre away. The whispering walls and royal palaces are other main attractions of Golconda fort.

Salarjung Museum The stunning Salarjung Museum was founded in 1951. The museum is the home of India's finest collections, most of which are of Mir Yousuf Ali Khan's, known as Salar Jung III.

The collections are so exhaustive that they are classified into various sections like European Art, Far Eastern Art, Indian Art, and the Art of Middle East. There is also a gallery to enthrall children.

Salarjung Museum's collections span across the world, and they include Indian sculptures, Chinese porcelain, bronze statues, woodcarvings, antique jewelry, jade carvings, Persian carpets, glass work and much more.

Makkah Masjid, the 400-year-old ancient mosque, was constructed by Muhammad Quli Qutub Shah, the founder of Hyderabad.

Makkah Masjid is significant because Qutub Shah personally laid its foundation stone and built the city of Hyderabad around it.





The mosque, which can be considered as the birthplace of Hyderabad, was built from a special soil brought from Mecca. It is also believed that one of the rooms have Prophet Muhammad's hair.

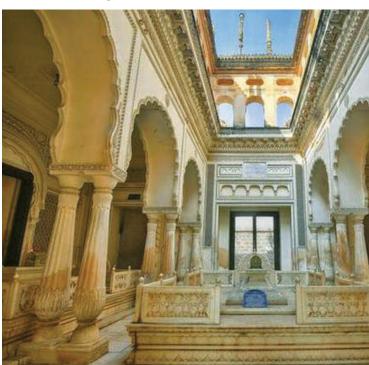
Qutb Shahi Tombs, a series of seven tombs belonging to the Qutubuddin Dynasty, is an important heritage site in Hyderabad.

Constructed in the 1500's, Qutb Shahi Tombs draw tourists for its exceptional architecture, which blends Persian and Hindu styles. The tombs, a burial ground of the Qutubuddin Dynasty, teleport people back in history.

Chowmallah Palace, standing tall for over 200 years, was the office of Nizams. The palace is separated into three parts, including, the Northern Courtyard, the Southern Courtyard, and the Khilwat Mubarak. Chowmallah Palace was a location for major events and ceremonies back in those days. Its plush interiors and opulent exteriors are beyond admiration.

Paigah Tomb, the final resting place of Paigah nawabs, reflects a blend of Mughal, Rajputana, Deccan, and Persian architecture.

Falaknuma Palace built by an Italian architect through one of the Paigah nobles, Nawab Viqar al-Umra', complete with Italian marble, Louis XIV-style decor, a Mughal ambience, Italian marble staircases and ornate fountains. It has now been undertaken by Taj group to develop this as a heritage hotel.



Meetings, Incentives, Conferencing, Exhibitions **MICE Tourism**

'Inspiring New Connections'

T Tyderabadoffersaninterestingcombination **■** for both MICE and leisure travellers who can enjoy the world class infrastructure and experience warm hospitality & culture.

The city has a princely legacy of the Nizams heritage with a variety of tourist attractions like Charminar, Qutub Shahi Tombs, State Art Gallery, Historic Parks, India's largest stone Buddha statue, and many more. The boom in IT and Pharmaceutical sectors, Bio-Technology, Nano-technology, life sciences has changed Hyderabad into a fast developing business centre. The city offers the best international connectivity and facilities and has grown into a world class Meetings, Incentives, Conventions and Exhibitions destination.

Hyderabad International Convention Centre (HICC), managed by Accor (the world's leading hotel operator and market leader in Europe) is the first purpose build convention centre in India & has played an important role in developing the city's dream by contributing to position Hyderabad as the best MICE destination in South East Asia.

HITEX Exhibition Center offers world class convention facilities and services endeavoring to the success of events hosted here.

Among the national and international business community, Hyderabad is the new buzzword. The city has become the most favored destination for all International conventions, meetings and trade shows. Many world class business convention centres and scenic resorts that have come up in down town Hyderabad are equipped with facilities to make the delegates feel at home and take a time out. The accessibility by air and railway is also one of the reasons for fast development of Hyderabad as best MICE destination.

Advantage Hyderabad: Centrally located

in India, Well connected via Air, Rail and Road, Proactive and Super Supportive State Government, Abundant inventory of quality hotel rooms (in close proximity to HITEX, HICC, and other convention centers), Rich with history and tradition, Known worldwide for its renowned city cuisine, Pleasant climate almost throughout the year, Home to global corporate giants viz. Google, Microsoft, GE, Facebook, etc. This has been validated by global organizations - According to Mercer's 'Quality of Living Report-2015, Hyderabad is the Best City to Live in India and Hyderabad is the second best place in the world that one should see in 2015, according to 'Traveler' magazine published by National Geographic.

Every year, at least 20 big international meets and 30-40 national level events are hosted by the city primarily because of the world-class infrastructure.







Medical **Tourism**

Beyond Healthcare

Medical tourism refers to people traveling to a country other than their own to obtain medical treatment. Health tourism / wellness tourism is a wider term for travel that focus on medical treatments and the use of healthcare services. It covers a wide field of health-oriented tourism ranging from preventive and health-conductive treatment to rehabilitation and curative forms of travel.

Medical Tourism is a growing sector in India and the number of foreign patients travelling to India to seek medical treatment is growing year after year. The number of patients from Bangladesh and Afghanistan is more due to their proximity and poor development of medical infrastructure in their home countries.

Hyderabad is one of the top five Indian cities (Chennai, Kolkata, Mumbai and Bangalore are the other four cities) that attract largest number of international patients for treatment. The city is turning into a major hub for medical tourism due to the advantages it offers -like competitive pricing, air connectivity and quality healthcare. It is estimated that on an average, every month about 1,000 foreign nationals visit the city on medical tourism.

The foreign tourists who come on medical purpose are from African countries such as SAARC countries, Tanzania, Somalia, Nigeria, Middle East, Oman, CIS and South East Asia, Nepal, Bangladesh etc.

The city offers world class treatment in the fields of heart surgeries, joint replacements, brain and spine surgery using robots, bone marrow transplants, cancer treatment, stem cell treatment, bariatric surgery, dentistry, heart and lung transplant, gynecology surgeries, colorectal surgeries, gastroenterology procedures, IVF (infertility), cochlear implant (Hearing aid), plastic

surgery, kidney transplant, liver transplant, cornea transplant, critical care in elders, rehabilitation and preventive health checks etc. and alternative medicine.

The revenue generated through medical tourism in 2009-10 was Rs 3 crore which has expanded to Rs 15 crore by 2018 and is projected to touch Rs 50 crore in next few years.

The private hospitals such as Apollo, Care, Max, Star, L.V. Prasad Eye Institute, Global etc are making huge investments to constantly upgrade/update their medical technologies and professional skills which is the main reason for attracting foreign nationals for treatment, coupled with world class treatment at cheaper cost and sharp marketing is making Hyderabad city a medical tourism hub.

In Hyderabad the number of medical tourists is growing between 20 to 30 per cent annually.

Benefits choosing Hyderabad for medical treatments:

- Internationally accredited medical facilities in Hyderabad you sophisticated technologies and equipment.
- Medical treatment costs are lower by at least 60 - 80% compared to similar procedure in the US and UK
- Quality in Healthcare (JCI accredited hospitals).
- Highly trained doctors / surgeons and medical support staff in Hyderabad have the required skill set to carry out complicated procedures.
- · No waiting list or delays to consult with a specialist.
- · Fluent English speaking staff greatly reduced language barriers.
- Options like private room, translator, private chef and dedicated staff during the patient's stay among other custom-made services are available.
- Can easily be combined with a holiday / business trip.

The sizeable international student community





in Hyderabad played a big role in promoting the medical tourism in the Telangana State capital.

"The Pan-African-e-network project too has played a part in Hyderabad becoming a popular medical tourism destination. Many cardiologists and paramedical staff of African countries have been trained under the network and the awareness about the facilities in Hyderabad is well known in these countries now."

However, compared to other top 4 cities in the country, the number of international patients arriving as part of medical tourism is very low and Hyderabad has a long way to go.

Suggestions for improvement

- Government of Telangana should show case only JCI / NABH /NABL accredited hospital for treatment of foreign patients. Hospitals with this accreditation have / follow patient safety norms accepted globally. Patient safety is paramount important to sustain medical tourism industry.
- Govt. should work with local airport for direct flight connectivity from Africa to Hyderabad. Air India – national carrier should operate direct flight to major African countries as Hyderabad get majority of patients from African continent & GCC region.
- Hyderabad should become most patient friendly city in India. Govt. should create cheaper accommodation amenities closer to the hospitals that are treating foreign patients. Usually patient prefer to stay less than 1 kilometer distance from their hospital in order to arrive on time to meet the doctors & get back to guest house after treatment.
- Govt. Tourism department should also conduct Medical Tourism road shows in Africa & Gulf countries & showcase major hospitals that are rendering world class services & promote only these hospitals, to maintain standards, safety & reputation of Hyderabad city as "Medical Mecca' of India.
- To attract more foreign patients, Govt. of Telangana should develop digital campaign for promoting medical tourism.
- Govt. should take stringent action against hospital / nursing homes that do not provide quality services / do not have highly qualified doctors.
- Foreign student population in Hyderabad should be totally restricted not to deal with foreign patients. The students' reference to poor and substandard quality hospitals for commission will impact on brand ' HYDERABAD"

New Ventures and Promotional Activities

Adventure Tourism

Now a day, Adventure tourism is attracting the young generation more than any other. As travelers seek new and different experiences, adventure tourism is gaining more and more popularity.

Adventure Tourism is a major focus area for the Department of tourism as there is great scope for the sector in Telangana State. The Government of India's Ministry of Tourism has formulated detailed guidelines for ensuring minimum standards in Adventure Tourism activities such as mountaineering, trekking, paragliding, bungee jumping and river rafting. Registration of Adventure Tourism operators has also been made compulsory.

Some of the activities promoted by Telangana State Tourism Department are:

Rock Climbing at Bhongir Fort:

Bhongir Fort is the single largest monolithic rock in entire Asia. People train at the Bhongir Fort hills and scale Mount Everest as it offers a 90 degree fall at 700 ft. Malavath Poorna, the youngest girl to climb Mount Everest and her fellow climber Anand Kumar trained here," The State is planning to build gondolas here. A cable car system will be ready in a year. Rs. 50 cr was allocated in 2016 towards this.

Water Sports

The State Government took a decision in January 2018 to introduce water sports and various facilities for tourists at all irrigation projects and tanks in the State. The government has taken initiative of developing lake view guesthouses and recreation facilities on the waterfront of irrigation projects and water tanks to create new tourist attractions.



The Kotepally Dam

Introduction of 14 double kayaks and 10 single kayaks made Kotepally Dam a most sought after water sports destination near Hyderabad. It is attracting over 10000 tourists on weekends and holidays and creating employment to local people, directly and indirectly. The project is the brainchild of Member of Parliament from Chevalla, Konda Vishveshwar Reddy.

Boating and adventure Sports

The Hussain Sagar lake in Hyderabad is quite naturally a preferred value for a wide range of exciting water sports. It offers many aquarecreation options as well. Kids can paddle, while boat rides are meant for the entire family. There are facilities for adventure sports like parasailing and yachting. The annual regattas held here attract skillful yachters from all over the country. The national lacer Championships and other boat races are grand and prestigious events. Off-beat business gatherings, unique get- togethers and a customized parties can be organized by hiring any of the luxury Cruisers. Currently, three of the luxury Cruisers 'Bhagamati', Bhageerathi' and Khairun-nissa' are in great demand as floating venues. One could also take a Boat Ride to the Buddha statue on a shuttle boat.

Eco-Tourism

Department of Forest is also doing its bit to promote tourism. The boost in eco-tourism receipts in Bhupalpally district which has over 75 per cent forest cover is one such case.







Octopus View Point:

A new tourist spot was opened at Amarabad Tiger Reserve called 'Octopus Viewpoint', located five km from Domalpenta. It offers a view of River Krishna and the adjoining forests. This tourist spot is 42 km from Mannanur on the Hyderabad-Srisailam highway. The Department is building a watch tower and a forest trail for visitors to have closer and first-hand experience of the forest.

Pakhal Lake:

About 10 km from Narsampet town and 57 km from Warangal city, Pakhal lake is one of the few unpolluted lakes in India. It was constructed by Kakatiyan ruler Ganapatideva in 13th century AD. Of late, it is attracting migratory birds in large numbers. The Tourism Department constructed seven cottages and a restaurant, among other facilities, at the eco-tourism resort near the lake.

The Forest Department plans to develop Pakhal lake, which is part of the Pakhal wildlife sanctuary, at an estimated cost of Rs. 1 crore in a bid to promote eco-tourism in the district.

While trekking and day camping facilities are available near the lake, officials plan to arrange a canopy walkway (treetop walk). The department is also setting up an environmental education centre and a herbal park with 200 varieties of medicinal plants is on the cards.

Night Safari

The Government of Telangana proposed to develop a night safari park at Kothwalguda in 50 hectares on the lines of Singapore with an aim of making Hyderabad a recreational and tourism hub. The proposed site at Kothwalguda is located between ORR and Himayathsagar. The project is expected to be complete by September.

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Telangana Arts and Crafts

T andicrafts have always been a remarkable feature of Indian art and crafts. Telangana is yet another great site offering ample astounding handicrafts. The artisans still make these extraordinary handicrafts with dexterity. Whether it is needle craft or bronze castings, metal craft or stone craft, Telangana has a wide array of handicrafts that can become a part of your lifestyle. The eminence of these handicrafts lies in their traditional method of creation. These handicrafts are loved and adored not only by Indians, but people from all parts of the world. Many inhabitants of the state still rely on the handicraft industry. Scroll down to get more information about the famous handicrafts of Telangana.

Banjara Needle Crafts

The embroidery and mirror work, created by the 'Banjaras' (Gypsies) on fabrics, have become the part of each person's wardrobe in India. These people employ their dexterity in needle craft and create incredible designs on clothes. This work of art is known for its intricate and colorful designs. The craft has evolved through centuries across generations. It is an embroidery and mirror work on tapestry. The work pieces are bright-coloured. Banjara needle craft is unique to the region of Telangana.

Bidri Craft

Bidri craft is another craft that serves as the pride of Telangana. This unique art of silver inlay on metal has always been enthralling people with its lure. The historical events reveal that this craft was brought by Iran migrants to India. The artisans practiced this art and brought it on the world wide panorama. Bidriware is considered an important export handicraft item from India's handicraft market and seen as a prized symbol of wealth. This native art form has also gained the Geographical Indications (GI) registry.

Dokra Metal Crafts

Dokra Metal craft is quite prevalent in the tribal regions of Telangana. The craft is practiced in Jainoor Mandal, Adilabad District of Telangana. The places like Chittalbori and Ushegaon are the main promoters of



this art. The notable fact about Dokra craft is that each piece is different from the other. All the objects are created niftily by hand, boasting of individualistic touch. The designs made are metal figurines, elephants, folk motifs, peacocks, horses tribal Gods and also household articles such as measuring bowls.

Nirmal Arts

Nirmal town of Adilabad district is known for its wide range of handicrafts. The skilled craftsmen make the objects appear authentic with their brilliant use of colors and traditional techniques of creating objects. The colors are extracted from the natural dyes. The popular 'Moghul' miniatures are made on 'Ponniki', which is a soft white wood. It is further strengthened with coatings of tamarind seed paste, fine muslin and pipe clay.



Bronze Castings

Telangana has been known world-wide for its amazing Bronze castings. These castings require special skills to create incredible idols. The craftsmen are required to study details of the 'Shilpashastra'. The aesthetics of the idols are made by their physical measurements, proportions, description of the deity, characteristics and symbolism. While exercising solid casting of icons, the mould is prepared by several coatings of different clay on a finished wax model. This process provides the fine curves to the cast-image.



Karimnagar Silver Filigree

Since 19th Century AD, the craftsmen of Karimnagar produced rich intricate trellis made by twisting silver wire, which referred as Jaali. It is believed that silver filigree craft was adopted from Elgandal town near Karimnagar before it moved to Karimnagar town nearly 200 years ago.

Silver Filigree of Karimnagar is a unique art form by expertise craftsmanship. The silver is designed to create range of products with intricate and magnificent motif patterns. Earrings, necklaces, bangles, rings and pendants are included in traditional products. Idols of lord Ganesha, lord venkateshwara adorning figurines of deities created for worship. Puja items and decorative art pieces are created inspired by flora and fauna, Birds, peacock, chariots and even ladies bags utility ware like plates, trays, attardaans, ugaldaans, ittardaans, changerdaans (oodhdan), spoons, ashtrays, photo frames, boxes and cases in different shapes and sizes. Storage items are made with multipurpose compartments for or keeping different items like spices, betel nuts, betel leaf (paandaan). Containers, lamp stands, flower baskets, rose water sprinklers and other fancy items are include in the distinct products.

Suggestions for promotion of Tourism

Considering the fact that Telangana is the youngest State of the country, the progress of the State in every sector is impressive and the Tourism sector is also recording positive growth in number of FTAs, DTAs and foreign exchange earnings. The Department of Tourism and Culture is actively promoting the tourists' attractions in the State, and is implementing many new projects to attract the tourists. The sector is identified as one of the focus sectors in industrial policy and promotion of the State considering the fact that the sector can create job opportunities and livelihood to local population.

The government of Telangana is making great efforts to promote tourism industry in the State. Keeping in view the importance of the sector in the contribution to GSDP, employment, livelihood and regional development, following few suggestions are made for furthering the growth of the sector in Telangana:

Corporate sponsorship for heritage buildings

One of the biggest charms of Telangana Tourism is its architecture and wealth of historic monuments. Telangana has a rich historical background and there are many monuments belonging to various dynasties' that ruled the region in squalid environments.

An effective solution for this would be to outsource the maintenance and exterior lighting of the heritage monument to corporate giants in return for some branding opportunity. This will improve the facilities and environment and leave the people with pleasant experience.

Tourism is not just Sightseeing Spots:

Tourism should not be promoted as just sightseeing spots; they need to be promoted as "destination experiences". Steps should be taken to make the tour replete with guides, activities for the children, interactivity for the tourists with culture of the place, organizing cultural activities (dances and other art forms) culinary points etc.

These activities leave the tourists with the experience of involvement and give them urge to visit the place again and again.

Build great roads and access points

'Create better infrastructure' is a generic statement. But it is critical to build good roads and approach points to tourist destinations. For foreign and domestic tourists alike, a bumpy ride with potholes to reach an exotic destination leaves them with a bitter experience and does no good.

Some of the suggestions that are critical for tourism promotion are - Train travel packages; Easy bus connections and safe car hire services; Good freeways and highways; Clean and safe accommodation facilities; Maintenance of quality of food

Aggressive Marketing Strategies

The Telangana government should pursue aggressive online and other marketing strategies to promote the State as a must visit place.

The government has great ideas and is very proactive in implementing many projects that are unique and unprecedented. They need to be sufficiently marketed to create awareness among the people about the locations and places and the facilities available, packages offered etc. Aggressive marketing is absolutely critical to be seen and heard.

Sell niche tourism areas separately

The economic impact of nische tourism is proven and contributes to the location development immensely.

Niche tourism, through image creation, helps destinations to differentiate their tourism products and compete in an increasingly competitive tourism environment.

The State of Telangana need to promote the specialised products of tourism in the State such as presence of luxury spas, yoga centres, wellness centres, nature cure, presence of internationally reputed academic and research institutes, presence of good number of bird/wildlife sanctuaries etc. more vigorously to attract more and more tourists.

Bringing the Arts and Crafts of Telangana into Limelight:

Telangana is a land of variety of arts mostly confined to villages and rural areas. There need to be a specific campaign of promotion for bringing the arts and crafts of Telangana into limelight. Introducing 'Rural Packages' and present to the World the arts and crafts will not only create visibility and business for tourism sector but will also have visibility impact for the State of Telangana.

Creation of good amenities:

The campaign of "Swachh Telangana" is showing the results and there is considerable improvement in the amenities in public places. But there still is a lot of room to make improvement and foster basic hygiene to appeal to the foreign tourists to other places of tourism in the State besides Hyderabad.

Medical Tourism Hub:

Hyderabad, with its world class infrastructure, good air connectivity by major airlines and cheap flights to Hyderabad from USA and other countries are driving the remarkable growth of medical tourism in Telangana State.

In view of massive rise in number of medical tourists visiting the city every year, setting up of 'facilitation centre' to provide medical tourists accommodation, hospital and doctor details, registration facilitation, translators, travel and other provisions will give further boost to medical tourism in the State. promoting home-stay facility for medical tourists to bring down their cost of stay will be an added advantage.

Early establishment of integrated medical tourism hub in Hyderabad as a one-stop center for all medical requirements and facilities as proposed by Government of Telangana makes the medical tourism thrive in the State.

Skill Development for MICE Industry:

Hyderabad has emerged as most attractive destination for MICE tourism and setting up of skill centre for human resource development for MICE industry will create large number of jobs in the state. Specialised training programs to provide skills at entry level management in handling MICE activity can make huge positive impact on the growth.

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TSTDC ACTIVITIES

Telangana State Tourism Development Corporation (TSTDC) is a nodal agency promoting Telangana tourism. TSTDC was incorporated under the Companies Act on 28th August-2014.

The Corporation is entrusted to develop tourist infrastructure, package tours for overall development of tourism in the State. It is involved in many areas of activities such as hotels, resorts, wayside amenities, tourist packages, boats etc. TSTDC has also ventured into new tourism related fields like, Heritage, Pilgrimage, Eco-tourism etc.

Main objectives of TSTDC:

- Tourism Infrastructure Development.
- · Circuit / Destination Development.
- · Destination Development.
- Promotion of New Tourism Products and Destinations.

The key activities of the Corporation are classified as follows:

- Hospitality (Hotels & Catering Units)
- Transport (Guided & Package Tours)
- Water Fleet (Leisure Cruises & Pleasure Boating)
- · Sound & Light Shows
- · Eco-Tourism
- Construction of new tourism projects

Haritha Hotels	33
Wayside Amenities	7
Transport Fleet	43 Buses
Water Fleet	74 Boats
Sound and Light Shows	03 nos

Current status of the Infrastructure

Hospitality: The Corporation has developed a chain of hotels and restaurants providing quality accommodation and food for tourists at important locations. The Corporation operates Hotels & Resorts consisting of Restaurant, Bar & Wayside amenities spread across the state.

Transport: The Corporation has one of the most modern transport fleet (43 nos) for any corporation in the country and operates a number of package tours to different destinations within and outside the state. Apart from the above fleet strength, TSTDC has Volvo buses, Mercedes Benz buses, local sightseeing buses, AC Hitech buses, Non-AC Hitech buses, AC Mini buses and one highend customer oriented CARAVAN vehicle. TSTDC undertakes customized tours for its clients and runs packages which have been popular among the public through its modern fleet. The fleet is operated through a wide network of information & reservation offices located in important cities and through the booking agents.

Water Fleet: The Corporation operates leisure based cruises and water sport boats at different lakes and rivers in Telangana. Steel Vessels, Mechanized boats, Pontoon boats, deluxe boats, Speed boats, Jet ski, Leisure boats and pedal boats

Sound and Light Shows: TSTDC presents Sound & Light shows at historical fort –Golconda Fort at Hyderabad, Warangal fort, Warangal and Elagadal Fort Karimnagar. The shows have recorded narrations (English, Hindi & Telugu) along with imaginative use of music, sound and light effects – creating a dramatic history of the forts.

Eco-tourism: The Corporation was the first to take up Eco-tourism initiative in the State. It identified lakes, caves, waterfalls, islands,



hillocks, rivers and forests as the natural resources with tourism potential.

Cultural Festivals: TSTDC organized state festivals — Bathukamma & Bonalu festivals. Extensive use of media and press for campaigning, creating awareness for its properties is also promoted by organizing festivals which would held each year as a part of its calendar events.

Single Window Service: For the first time in India, TSTDC has introduced Customized Tours to fit the specific needs of tourists. The tour is customized on the requirement of choice of activities of the tourists and TSTDC which helps and plans the entire itinerary to providing a seamless tour experience.





Warangal - the New Tourism Hub

Hyderabad is no more the only major tourist destination in the State, with Warangal emerging fast as a worthy contender for the top spot.

Warangal has a Master Plan and is receiving Central Government aid under three schemes: HRIDAY (Heritage City Development and Augmentation Yojana), AMRUT (Atal Mission for Rejuvenation of Urban Towns) and SCM (Smart City Mission), a rarity in India. The State Government has also chipped in. The city of lakes also has beautiful monuments of Buddhist, Jain and Hindu origin very similar to Angkor Wat in Cambodia that attracts two million FTAs a year!

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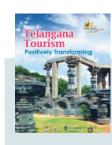
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This report is conceived and developed at FTAPCCI by its Research Team under the guidance of Smt. T. Sujatha, Joint Director & Head (Research Wing), FTAPCCI

PROJECTS OF TSTDC

ON-GOING PROJECTS

The Corporation commenced Projects under different Schemes i.e., Niti Aayog, Swadesh Darshan and Telangana State budget. The status of the Projects is given below:

Niti Aayog Scheme

S.No.	Project	Sanctioned (Rs. in crores)
1.	Multi-purpose Auditorium at Gajwel, Siddipet district	15.97
2.	Theme Park at LMD, Karimnagar district	15.17
3.	Eco-Tourism Development of Kinnerasani Wild Life Sanctuary, Bhadradri Kothagudem district.	10.77
4.	Budget Hotel, Kothagudem	12.36
5.	Development of Spiritual and Meditation Centre at Ramappa Island -	3.26
6.	Tourism Infrastructure Development at Nagarjuna Sagar	7.20

Swadesh Darshan Scheme

Eco-Tourism Circuit in Mahaboobnagar district (Swadesh Darshan Scheme):

Sl.No.	Destinations	Sanctioned (Rs.in crores)
1. 2. 3. 4. 5. 6. 7.	Somasila Singotam Akkamahadevi Caves Kadali Vanam Egalapenta Farahabad Mallelatheertham Uma Maheswaram	91.62

Hyderabad Heritage Circuit (Swadesh Darshan Scheme):

Sl.No.	Destinations	Sanctioned (Rs.in crores)
1. 2. 3. 4.	Qutubshahi Heritage Park Paigah Tomb Hayat Bakshi Mosque Raymonds Tomb	99.42

Tribal Circuit in Warangal District (Swadesh Darshan Scheme):

Sl.No.	Destinations	Sanctioned (Rs.in crores)
1. 2.	Gattamma (Mulugu) Laknavaram	
3.	Medaram	84.40
4.	Tadvai	
5. 6.	Damaravai Mallur	
7.	Bogatha Waterfalls	

On-Going Projects Under State Budget

Sl.No.	Destinations	Sanctioned (Rs.in crores)
1.	Qutubshahi Heritage Park	
2. 3.	Paigah Tomb Hayat Bakshi Mosque	99.42
4.	Raymonds Tomb	

On-Going Projects Under State Budget

Sl.No.	Destinations	Sanctioned	(Rs.in crores)
1.	Kaloji Kalakendram at Warangal		50.00
2.	Buddha Vanam (Completion of ongoing se	egments)	25.00
3.	Development of Arial Ropeway at Bhongi Fort in Bhongir Yadadri district	r	16.50
4.	Development works for creation of Touris Park at Komati cheruvu, Siddipet district		2.00
5.	Budget Hotel at Siddipet		14.00
6.	Tourist facilities at Khilashapur Fort in Jangaon district		2.50
7,	Bund beautification of Pandavula Cheruvat Gajwel, Siddipet district	⁄u	2.00
	Total		112.00

Tour Packages in Telangana

Telangana Tourism offers attractive tourist packages for divine destinations, wild life, and more. It also offers Daily Tours, Weekend Tours, Inter State Tours, or On Demand Tours as and when you wish.

Annexure I

FTAs in India and percentage change over the years from 2000- 2017

Year	FTAs in India (in Million)	% change over previous year
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.08	9.7
2017	10.2	15.6

Source: (i) Bureau of Immigration, Govt of India

(ii) IBEF for 2017

Annexure II

The percentage shares of top 15 countries in Foreign Tourist Arrivals during April 2018 in India

Ban gladesh	24.32%
USA	11.21%
UK	9.14%
Sri Lanka	3.48%
Australia	3.33%
Malaysia	3.06%
China	2.62%
Canada	2.53%
Germany	2.48%
France 2.33%	
Japan	2.22%
Russian Federation	2.07%
Thailand	1.70%
Afghanistan	1.65%
Nepal	1.64%

Source: Ministry of Tourism, Government of India

Annexure III

Top 15 ports percentage share of Foreign Tourist Arrivals in India during April 2018

Port	% share of FTAs		
Delhi Airport	28.75%		
Mumbai Airport	14.46%		
Haridaspur Land Check Post	11.40%		
Chennai Airport	7.44%		
Bengaluru Airport	5.81%		
Kolkata Airport	5.58%		
Cochin Airport	4.21%		
Hyderabad Airport	2.64%		

Annexure III

Top 15 ports percentage share of Foreign Tourist Arrivals in India during April 2018

Port	% share of FTAs
Gede Rail Land Check Post	2.63%
Goa Airport	2.30%
Ghojadanga Land Check Post	1.63%
Ahmedabad Airport	1.28%
Trivandrum Airport	1.21%
Amritsar Airport	1.06%
Chitpur Railway Station	0.99%

Source: Ministry of Tourism, Government of India

Annexure IV

Month Wise Domestic and Foreign Tourists Arrivals in Telangana (2014 - 2017)

Month/ Year 2014			2015		2016		2017	
	DTA's	FTA's	DTA's	FTA's	DTA's	FTA's	DTA's	FTA's
January	7054726	82484	6049233	14993	7773492	16449	6638294	19727
February	21090174	8217	6235464	11533	25675243	30163	7352530	18482
March	4751396	8270	4763908	8947	7315916	13354	6170773	14259
April	4483056	3735	4395550	6661	5240071	8516	7174972	13359
May	4900962	2253	5297345	7118	4842816	8662	6721830	13358
June	4609502	3172	4548880	8004	15406150	10440	6717719	12852
July	3123136	6345	37035005	12445	3999732	17262	5547058	18428
August	4622793	3986	4499472	10783	5904126	13032	6774758	17369
September	3931856	4431	4491468	7988	4472139	9589	6203439	28294
October	4088647	8211	4896533	10091	4473561	12998	6972887	26762
November	4654121	5466	5469635	12514	5002576	8266	7219814	29603
December	5088744	12801	6833823	15601	5055008	17839	11772522	39353

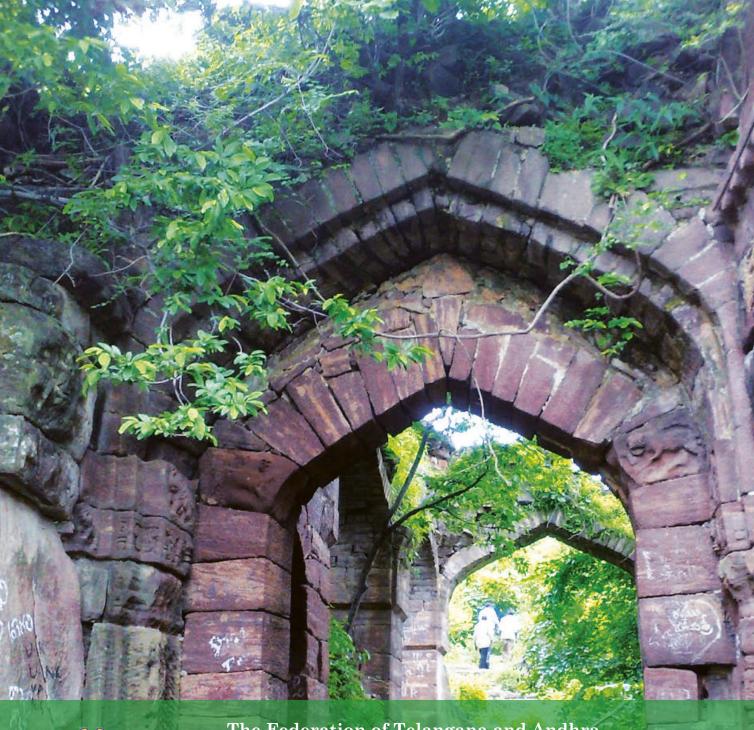
Source: TSTDC, Government of Telangana

Annexure V

Project	Facilities	Upcoming projects	
Amrabad Tiger	Mannanur CBET Cottages	Octopus View Point	
Reserve	Farhabad view point and Jungle Safari Mallalatheerhan Water Falls Kardiliban Package Tour		
Kawal Tiger Reserve	Deer Rehabilitation Centre (DRC) Safari Environment Education Centre Nursery Kadam Dam	Nature trails Hiking / Trekking tracks	
Eturnagaram Wildlife Sanctuary	Tadvai Forest Huts Environment Education Centre Dolmens or Aakshasa Guhalu Kondeti View point Blackberry Island Bird Watching Trekking Night Jungle Camping Forest Cycling Jungle Safari Rock Climbing		
Kinnerasani Wildlife Sanctuary	Boating Bird watching Swans Deer Park Environment Education Centre Nursery	Cottages Glass house	
Manjera Wildlife Sanctuary	The row boating facility		
Pakhal Wildlife Sanctuary	Boating Crocodiles	Nursery – Medicinal Plants Environment Education Centre	
Pocharam Forest & Wildlife Sanctuary	Safari Children Park Bird View poing Dam Fort		
Pranahita Wildlife Sanctuary			
Sivaram Wildlife Sanctuary	Hiking Track Kakatiya Structures Bird view point	Boating	

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The Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry

Head Office: Federation House, FAPCCI Marg,

Red Hills, Hyderabad - 500 004

Ph: 23395515 (8 line) Fax: 040 23395525 e-mail: info@ftapcci.com www.ftapcci.com

Branch Office: O/o 54-16-1/2 -A, Central Excise Colony 3rd floor,

Gunadala, Vijayawada

Ph: +91 866 2499055 Fax: +91 866 2499056

e-mail: info.vijayawada@ftapcci.com