



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY ON TOURISM IN TELANGANA STATE ( A CASE STUDY OF "HYDERABAD INCLUDING CHOWMAHALLA PALACE, A UNESCO, ASIA PACIFIC MERIT AWARDEE")**

**KEY WORDS:** Visiting new places, Revenue, Generate employment, Tourist satisfaction, Impact economy

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**ABSTRACT**

Tourism is one type of business and it is the visiting new places for the tourists. If whenever visit new place for tourists change the attitude, their perception. It is also happy, enjoy do visit new destination or place. Now a days most important for tourists visiting new places or destination. It is generating employment, increase growth rate of economy our country or state. The tourists using with money or currency purchase goods and expense money or currency to train, bus, cars etc., revenue to the Government. So, the tourists visit one destination to another destination or place or country visit new places religious, tours, useful to the tourist enjoy, happy, entertainment, tourist satisfaction. Tourism Marketing is the most important for tourist as well as Government and public and private sector because of expenses their money or currency, accommodation, shopping and another expenses.

**Introduction:**

In India, Tourism is the important for the country or state and increase the value of economy and growing rapidly. According to World Travel and Tourism Council, tourism generate \$210 billion or 9.4% of India's GDP in 2017 and generated and supported 41.622 million jobs, 8.1% of its total employment. The tourism sector is predicted to grow at an annual rate of 6.9% to \$ 450 billion by 2028(9.9% of GDP). According to tourism statistics, over 10 million foreign tourists are arrived in India 2017 compared to 8.89 million in 2016 and growth rate of 15.6%

The world tourism is the United Nations Specialized agency, it is universally accessible tourism. UNWTO's membership includes 158 countries, 6 territories and over 500 affiliate members and it is representing the private sector, educational institutions, tourism associations and local tourism authorities. Its head quarters are located in Madrid (Spain). Since 1980, UNWTO has celebrated World Tourism day on 17<sup>th</sup> September.

**Need of the Study:**

It is universally, saying that the tourism emerged as a fast growing industry. According to human psychology, visit one destination to another destination for the growth and development of a region or state or country and generating multi sector employment and income.

The present study to explore the tourist potential in Hyderabad tourism including Chowmahalla palace, region of Telangana State (before bifurcation the state name is Andhra Pradesh).This information my research work.

**Scope of the study:**

The proposed research work intends to study the impact created by tourism development on the economic conditions of the people in the study of the religion only Hyderabad tourism including Chowmahalla palace. It is also aims at studying the changing trends in number of visitors, visiting to the world heritage centre from the different places of the global wise. It also includes passenger transportation, accommodation, travel agents, travel guides, marketing mix etc., Tourism sector contribution to the economic development, employment generation, foreign exchange reserve, government exchequer, growth of products, develop the surroundings areas, develop the roads and other sectors, develop the hotels, lodges for accommodation purpose.

**Objectives of the Study:**

- To enquire into the availability of infrastructure in the form of basic facilities to attract both Inland and Foreign tourist.
- To know the impact of globalization on tourism with reference to income and employment in the nation.

**Hypothesis:**

Hypothesis are the tentative statements, the validity of which remains to be tested. Hypothesis are conjectures, invalidated are

assumptions that provided direction to any research study.

**Methodology:**

The present study based on Primary and Secondary data. The relevant information and data have been collected through canvassing a well designed questionnaire or schedule, among the selected samples from various agencies operating in the field of tourism. We have prepared separate questionnaire and schedule for getting the information from Tourists, Hoteliers, businessmen, Transport agencies, Tourist guides. Secondary data collected from published Journals, News Papers, Articles, Internet, and Libraries.

**H0:** Development of Tourism in the nation and tourist factors have no significance in terms of creating basic facilities like conveyance, hotels, resorts, guides and security facilities will attract selected all respondents opinions impact of tourism.

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**Plan of Analysis:**

Hypothesis testing means subjecting hypothesis to an approximate empirical scrutiny and statistical test to determine the model fit. The collected data were analyzed with the help of statistical tools and techniques including Parametric and Non-Parametric ones. The tools are used to arithmetic mean, Percentages, Correlation, and further SPSS package technique was availed to make accurate and analysis of data whether necessary. To make the data presentable an effective way, Tables, Charts, Graphs and Diagrams have been made use of.

**Sample Selection:**

The overall sample size is 300 consisting of 5 officials from Department of Tourism, 20 officials from TSTDC, 150 Domestic tourists, 80 Foreign tourists, 10 Tour guide attached to TSTDC, 10 Travel agents of TSTDC, 20 Tourist destination authorities and 5 NGO's and Environment.

**Limitations:**

1. The information given by the tourists, Auto consultancies, Taxi drivers, Hoteliers, businessmen.
2. The findings and observations of this study can't be generalized for all such cases in the terms of geography, style of living, status of the tourist spot.

**Historical Profile of Hyderabad**

Hyderabad is the capital of the Indian state of Telangana (before bifurcation the State name is Andhra Pradesh). It is located on the banks of Musi River in the Deccan Plateau in Southern India. The city's area is 650 square kilometer (250sq mi.) Hyderabad was established in 1591 CE by Mohammed Quli Qutb Shah and

remained under the rule of the Qutb Shahi dynasty until 1687 when Mughal emperor Aurangzeb conquered the Sultanate and the city became part of the Deccan province of the Mughal Empire.

**UNESCO Award for Chowmahalla Palace**

Chowmahalla palace, the Royal seat of the Asaf Jahi rulers, has bagged the coveted UNESCO Asia Pacific Heritage Merit award for cultural heritage conservation for 2010. Out of 43 countries, Hyderabad's Chowmahalla Palace has been selected for the award. UNESCO director general will come down here in November to present the award to Mukarram Jah Bahadur, grandson of the seventh Nizam, Mir Osman Ali Khan.

The prestigious UNESCO Asia Pacific Merit award for cultural heritage conservation was presented to Chowmahalla Palace on Tuesday, March 15<sup>th</sup>, 2011. UNESCO representative Takahiko Makino formally handed over the plaque and certificate to Princess Era, former wife of Prince Mukarram Jah Bahadur. The award ceremony was attended by members of the Royal family and other dignitaries, officials and members of the conservation project team.

**Important Sites tourist in Hyderabad:**

Hyderabad, the capital of Telangana State, along with its twin city Secunderabad has over 400 years of history. Important sites are Charminar, Macca Masjid, Laad Bazaar, Golconda Fort, Qutb Shahi Tombs, Taramati Baradari, Birla Mandir, Birla Planetarium, Salarjung Museum, Public Gardens, Nehru Zoological park, Mir Alam Tank, Shilparamam, Hitech City, Hussain sagar lake, The Nizam Silver Jubilee Musium, Durgam Cheruvu, Chilkur Balaji Temple, KBR National Park etc.,

**Analysis of Expectations of Visitors, the Existing Facilities, Resources and Problems faced by Tourists:**

The questionnaire developed for the present study also includes data on expectations facilities and problems and resources, various respondents for this data include Department of Tourism, TSTDC, Domestic and Foreigners, Guides, Local people, Agents etc. Some important parameters are analyzed in my research work. All this data analyzed and interpreted in the following:

1. The total outlay of DoT on destinations development.
2. New tourist destination development by DoT
3. Marketing strategy of department of tourism
4. Bases of Market segmentation
5. Tour circuits
6. Tour packages
7. Peak and off seasons
8. Budget estimation
9. SWOT analysis
10. Factor affecting the performance
11. Nearest competitors
12. Marketing objectives
13. Mode of selling tickets
14. Promotional measures and Demand creation
15. Tariff structure.

**Problems faced by Tourists:**

**1. Accommodation and Housekeeping:**

Respondents, on being asked on whether they would like to stay in the accommodation provided by TSTDC or in the houses of friends and relatives tourist making 87 percent of the total have preferred to stay in the accommodation provided by TSTDC to stay in otherwise.

Here, some important problems are analyzing and interpreting, remaining problems are analyzed in my research work. The following table and relevant figure do highlight the same.

**Table 1.1 Accommodation and house keeping**

S. No.	Options	Number	Percentage
01	TSTDC	200	87
02	Friends	30	13
<b>Total</b>		<b>230</b>	<b>100</b>

(Source: Primary Data)

(N=230; Domestic =150; Foreigners = 80)

Though TSTDC accommodation is not very much satisfactory tourists in large number or favoring TSTDC accommodation.

**2. Catering and Room Services**

**Table 1.2 Catering and Room services**

S.No.	Options	Number	Percentage
01	Satisfied	60	26
02	Not Satisfied	170	74
<b>Total</b>		<b>230</b>	<b>100</b>

(Source: Primary Data)

When the tourist respondent have been asked about satisfaction levels about catering and room services more tourists (170 constituting 74%) consisting of domestic and nondomestic have expressed that they have not be satisfied with catering and room services while the remaining 60 making 26 percent have been satisfied. Data in this regard are placed on Table and figure.

The following problems are done in my research work. So, the above two tourists problems are drawn the tables and it is considered as Primary data.

3. Adequate entertainment recreational facilities
4. Opinion about stay in the hotels
5. Cases of theft in tourism programme
6. Way of life of local customers
7. Sanitation facility in tourist places
8. Water supply facilities
9. Road facilities
10. Problems of parking in Tourism destinations
11. Developments in visited tourist places
12. Fixation coolies
13. Local facilities
14. Availability of Nursing homes and medical facilities
15. Ranking of problems faced by local people.

**Findings:**

1. The tourist priorities at eaters on package tours are hygiene, variety, taste and style. The major consideration was cost in availing all these services. The cost factor is more pronounced in case of domestic tourists.
2. As far as marketing strategy of Department of tourism, Government of TS is concerned the strategies were tourism products or destinations, promotion of products, pricing, distribution and people.

**Suggestions:**

1. The main suggestion is the Government must take steps to combat Terrorism, Naxalism and Law and order problem. Because they are the deterring factors for the growth of tourism.
2. It is suggested to that the Department of Tourism, Government of TS to have an ongoing environmental analysis programme to identify their Strengths, weaknesses, Opportunities and Threats from time to time.

**Conclusion:**

In this tourism, the tourists are doing enjoy and happiness to their family members and friends. So, the tourists using with money or currency to purchase items, to eatery purpose, accommodation purpose etc. It is also one of the marketing and business. Marketing strategies, performance, tourist satisfaction, tourist experience, tour packages, tour attractions, amenities, customer relationship management.

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**Web Sites:**

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