



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A Study On The Telangana Tourism Policy Formulated By The Government Of Telangana

M.Ramakrishna<sup>1</sup>

Research Scholar ,Geography Department

Osmania University

Dr.Mohd Akther Ali<sup>2</sup>

Assistant Professor , Geography Department

Osmania University

### Abstract:

Telangana, a state in India, boasts a rich cultural heritage and diverse tourism potential, spanning from prehistoric times to the modern era. The region, historically known as Trilingadesha, has been influenced by various dynasties, including the Kakatiya, Qutub Shahi, and Asaf Jahi, resulting in a unique blend of Hindu, Persian, Islamic, and Christian architectural styles. The state is adorned with numerous historical monuments, Buddhist and Jain sites, and elaborately carved temples. Telangana also features picturesque natural attractions, including serene lakes, verdant woods, and abundant wildlife. The Telugu language, which was accorded classical language status by the Government of India in 2008, is an integral part of the state's cultural identity. Despite its robust infrastructure, excellent connectivity, and thriving industries such as IT, pharmaceuticals, and film, Telangana has not effectively leveraged its tourism potential over the past decade. To address this issue, the state government has identified tourism as a priority sector and has introduced the "Telangana Tourism Policy 2025-30," the first tourism policy of Telangana. This policy aims to provide the necessary impetus for tourism infrastructure development through strategic concessions and incentives, accelerate the establishment of new tourism projects, and promote Telangana as a top tourist destination globally. The policy also emphasizes effective branding strategies, capacity-building, and institutional mechanisms to improve investor confidence and encourage private sector investment in the tourism sector.

Keywords: Telangana , Kakatiya, Asaf Jahi , Qutub Shahi, Infrastructure, Tourism Policy, institutional Mechanism, investement.

## Introduction:

Tourism is a rapidly growing service industry that plays a crucial role in the socio-economic development of countries worldwide. India has tremendous potential as a global tourist destination, and the industry is exploiting this potential to the maximum. The growth of tourism is fueled by factors such as changing population structure, improved living standards, increased disposable income, and more leisure time. The industry is expected to expand greatly in the future, with the arrival of more sophisticated customers compelling the sector to launch new products, diversify, and improve the quality of traditional offerings. Tourism products encompass a combination of physical and psychological satisfaction experienced by tourists during their journey and stay at a destination, including attractions, transportation, accommodation, and entertainment. The effectiveness of a tourism product is assessed based on its ability to attract tourists, provide accessibility, and ensure a comfortable stay.

Telangana, known for its rich history and cultural heritage, has been referred to as Trilingadesha and Telingadesha in historical literature. The state flourished under various dynasties, developing a unique blend of Hindu, Persian, Islamic, and Christian architectural styles. Telangana boasts diverse tourist attractions, including picturesque nature destinations, Buddhist and Jain sites, and elaborately carved temples. The state also has a robust infrastructure, excellent connectivity, and a thriving IT and pharmaceutical sector. However, Telangana has not effectively leveraged its tourism potential over the past decade. The state now focuses on tourism as a priority sector and aims to provide an enabling mechanism for ease and speed of doing business through the "Telangana Tourism Policy 2025-30," designed to accelerate the establishment of new tourism projects and promote Telangana as a top global tourist destination.

## Review of Literature

Birte Vogel & Jessica Field (2020) felt that tourism is a great way to reconstruct places which have border threats such as Ladakh, Kashmir. Both tourism and trade can be promoted by increasing the number of visitors and the local population. The above-mentioned places are often under threat and might fall back on economic grounds. Hence, by opening tourism as such places, the socio-economic relations could be strengthened by governing tourism and trade

Surya Kiran Kusuma (2019) in his doctoral thesis entitled 'Tourism Law in Andhra Pradesh - A Case Study' took an account of types of tourism legislations that were created and introduced in various countries. He explained the role of tourism laws in governing the tourism industry in India. He elaborated on the legal framework, its scope, and implications in Andhra Pradesh with reference to the various segments of tourism. The study tried to focus on the existing laws relevant to tourism industry and the need for revisiting the same

Hameed Aldebi and NoreyahAljboory (2018) found that the foreign tourists have positive felling about the Jordan tourists' destination and they are also satisfied with the services they received at the places of their

visit in Jordanian. It is found that the foreign tourists' opinion vary person to person and it clearly indicates that nationality doesn't have any impact on the foreign tourists.

RamphulOhlan (2017) this study examined the relationship between tourism and economic development in India and the study was conducted during the period between the 1960-2014. The study analysed inbound tourism growth is generating revenue for the country both during long and 26 short run period. He suggested that the Government of India should frame innovative and creative polices to attract foreign tourists to visit India.

Jayaprakash Narayana Gade (2016) in his book entitled 'Water Resources and Tourism Promotion in Telangana State' enlisted various types of water resources those exist in Telangana. The author categorized the water bodies as lakes and tanks, waterfalls, rivers, and irrigation projects and elaborated on the tourism potential of those places. He further discussed on the scope for tourism promotion and developmental activities, based on those resources

### **Study Area:**

Telangana encompasses a total area of 1,12,077 square kilometers, which accounts for 3.41 percent of the total land area of the country. The state is bounded by the states of Maharashtra to the north and northwest, Karnataka to the west, and Andhra Pradesh to the south and southeast. Its latitudes range from 15°50'N to 19°55'N, and its longitude is from 77°14'E to 81°19'E.& Chhattisgarh, which is located in the eastern region. Given that it is situated in the center stretch of the Deccan Plateau, the state has a climate that is classified as subtropical.

The average annual temperature ranges from 15 degrees Celsius to 45 degrees Celsius, while the yearly rainfall ranges from 1,100 millimeters to 1,200 millimeters. Several rivers, including the Godavari and the Krishna, are responsible for draining the majority of the state. Out of the ten districts that make up the state, three of them are tribal districts. Telangana has a population of 35.19 million people, which is equivalent to 2.91% of India's total population, according to the Census completed in 2011. Both the rural and urban populations make up 61.12% and 38.88% of the total population, respectively. There are 9.35% of people that are tribal The population density is 306 people per square kilometer, which is lower than the average for the entire country. After conducting the 19th Livestock Census in 2012, it was determined that the overall population of livestock in the state was 56.10 million.

The festivals celebrated in this state are marked by colour, veritable customs and legends and have well-defined rituals. There are two things that are very striking about Telangana's festivals. One, the exceptional veneration of female deities, and participation of women, and two, the universality and secularity of the festivities, which encompass people of all castes and faiths with equal and uniform fervour. Apart from 60 the major festivals such as Makara Sankranti, Ugadi, Dasara, and Deepavali there are innumerable

festivals and fairs that make the calendar in Telangana a multihued tapestry of celebration. The major noteworthy festivals are Bathukamma, Bonalu, Ganesh Chaturdhi, Ramzan, and Sammakka Saralamma Jattara.

The Hyderabad city got the recognition by UNESCO as “CREATIVE CITY” in Gastronomy category in 2019. It was among the two cities from India in the list of 66 cities, other being Mumbai in Film category. Hyderabad city for the 5th consecutive time maintained the status as ‘most livable city’ in the country as per the Mercer’s Quality of Living (India) Rankings - 2019 (143rd position globally). This honour was shared with ‘Pune’, the second largest city of Maharashtra. In addition to the Hyderabad city, every other part of the Telangana region has rich cultural heritage and natural beauty and diversity attracting tourists from many corners of the globe. It has potential to expose the cultural heritage and ecological sites to tourists in addition to earning revenue and promoting employment .



Fig: Location Map of the Study Area Telangana



The population density is 306 people per square kilometer, which is lower than the average for the entire country. After conducting the 19th Livestock Census in 2012, it was determined that the overall population of livestock in the state was 56.10 million.

### **Objectives:**

The main aim and objective of the present study is

1. To study the Tourism development in Telangana State
2. To study about the Tourism Policy formulated by the Telangana State Tourism Development Corporation TGTDC

### **Hypothesis:**

1. Tourism Positively Influences the Preservation and Promotion of Indigenous culture in Telangana
2. TGTDC has a significant positive impact on the Historical Monuments in Telangana for the Promotion of Tourism.

### **Tourism Policies of India:**

Tourism is a very adaptable and investor-friendly sector that may be cultivated in collaboration with the private sector. The private sector significantly influences tourist operations, as tourism enterprises are predominantly driven by private entities. It also generates prospects for the expansion of small-scale firms to large-scale infrastructure development projects. Therefore, the advancement of tourism, bolstered by private sector collaboration, is crucial and unavoidable. Therefore, in light of evolving economic conditions, there is an increased necessity to engage the private sector as an active collaborator alongside the public sector in the advancement of tourism. In India, substantial investments are necessary for the infrastructure industry, whether in tourism or other domains. A significant share of this investment is anticipated to originate from the private sector. Public-Private Partnerships (PPPs) represent a highly appealing solution for addressing the substantial demand, which constitutes over 50% of the total investment needed for India's infrastructure sector. Effective development necessitates robust collaboration and coordination to align with national policy objectives. Unrestrained and unregulated tourist expansion can undermine the socio-cultural fabric of society and result in detrimental economic consequences. Conversely, when the industry is meticulously planned and expanded at all levels, it results in favorable economic outcomes, including more employment and income prospects, as well as more robust inter-industry connections. Consequently, a framework for tourism growth was evaluated via a policy approach.

The Ministry of Tourism, Government of India came out with three tourism policies till date. Those policies were

1. National Tourism Policy - 1982
2. National Action Plan - 1992
3. National Tourism Policy – 2002
4. National Tourism Policy – 2023

### **1. National Tourism Policy – 1982**

The Ministry of Tourism, Government of India announced its first ever National Tourism Policy in the year 1982. This was coincided with the Sixth Five Year Plan of 1980 - 85. The important features of the policy were to accord high priority to the development of international tourism, to provide adequate tourist facilities at the major centers of cultural interest in a planned manner in coordination with the other concerned agencies including state governments, to make tourism development to be a common endeavor of all the agencies from the sole responsibility of the Government, to take up the development of tourist infrastructure based on 'Travel Circuit' concept, to attract private sector investment in building the tourist infrastructure, to endeavor to obtain the status of an export oriented industry for tourism etc

### **2. National Action Plan 1992**

After ten years of the national tourism policy, the National Action Plan was formulated in the year 1992 to speed up the tourism development in the country. It was coincided with the Eighth Five Year Plan of 1992–97. The salient features of the policy were improvement of tourist infrastructure duly encouraging private investments, recognizing hotels as an important segment of tourism infrastructure in the country, development of areas on selective basis for integrated growth etc. As part of the plan, nine travel circuits and six destinations were identified in the country for intensive development. Out of nine circuits in the country, Hyderabad – Nagarjunasagar - Tirupati was one of the circuits identified for development. Creation of special tourism areas as notified zones for concentrated investment under the scheme of 'Assistance for Specified Tourism Areas (ASTA)' and providing finances for tourism and tourism related industry in specified areas / circuits were the highlights of the National Action Plan – 1992

### **3. National Tourism Policy 2002**

Ten years down the line after the national action plan 1992, the National Tourism Policy 2002 was introduced with the objective of positioning tourism as a major engine of economic growth. The Policy was coincided with the Tenth Five Year Plan of 2002 - 2007. It acknowledged the critical role of the private sector in tourism development. The major highlight of the Policy was the required thrust given to tourism

development through seven key areas. Those seven key areas were Swagat (welcome), Soochana (information), Suvidha (facilitation), Suraksha (safety), Sahyog (cooperation), Samrachana (infrastructure development) and Safai (cleanliness) regarded as 'ahead of its time' with guiding principles that hold relevance even today. It identified opportunities for domestic tourism growth and realized the full potential of the tourism to position India as a unique brand with its 'Incredible India!' campaign in the international arena. The Policy propounded that every tourist visiting India is 'physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated

#### **4.National Tourism Policy 2022**

The National Tourism Policy 2022 is part of the vision of New India on a high trajectory of growth and prosperity. The new Policy is a holistic framework for sustainable and responsible growth of the tourism sector in the country. The policy's objectives include increasing the framework conditions for the country's tourist industry's growth, assisting the travel and tourism sector, and promoting related businesses. The Policy will be in effect for 10 years starting from the notification date unless it is subsequently extended. The majority of the policy's requirements demand simultaneous and coordinated action from the central level, state governments, local governments, and industry stakeholders. Growth of the tourism sector will impact the Indian economy in terms of spreading benefits across the country including remote areas and providing employment and entrepreneurial opportunities to youth, women, marginalized sections of the society and those in the informal sector.

In between the tourism policies of 1982 and 1992, a 'National Committee on Tourism' was formed in the year 1986 which evaluated the economic and social benefits of tourism for the country and submitted its report in the year 1988 with a comprehensive plan for development of tourism in the country. All these policies, action plans, reports were used as referral documents by many state governments to align their developmental plans and prepare their tourism policies

#### **Telangana State Tourism Policy 2025-30:**

"Telangana Tourism Policy 2025-30", is the First Tourism Policy of Telangana, designed to provide necessary impetus for Tourism Infrastructure Development with strategic concessions and incentives, so as to significantly accelerate the establishment of new tourism projects and promote Telangana as one among the top Tourist destinations across the globe with effective branding strategies, capacity-building and institutional mechanism.

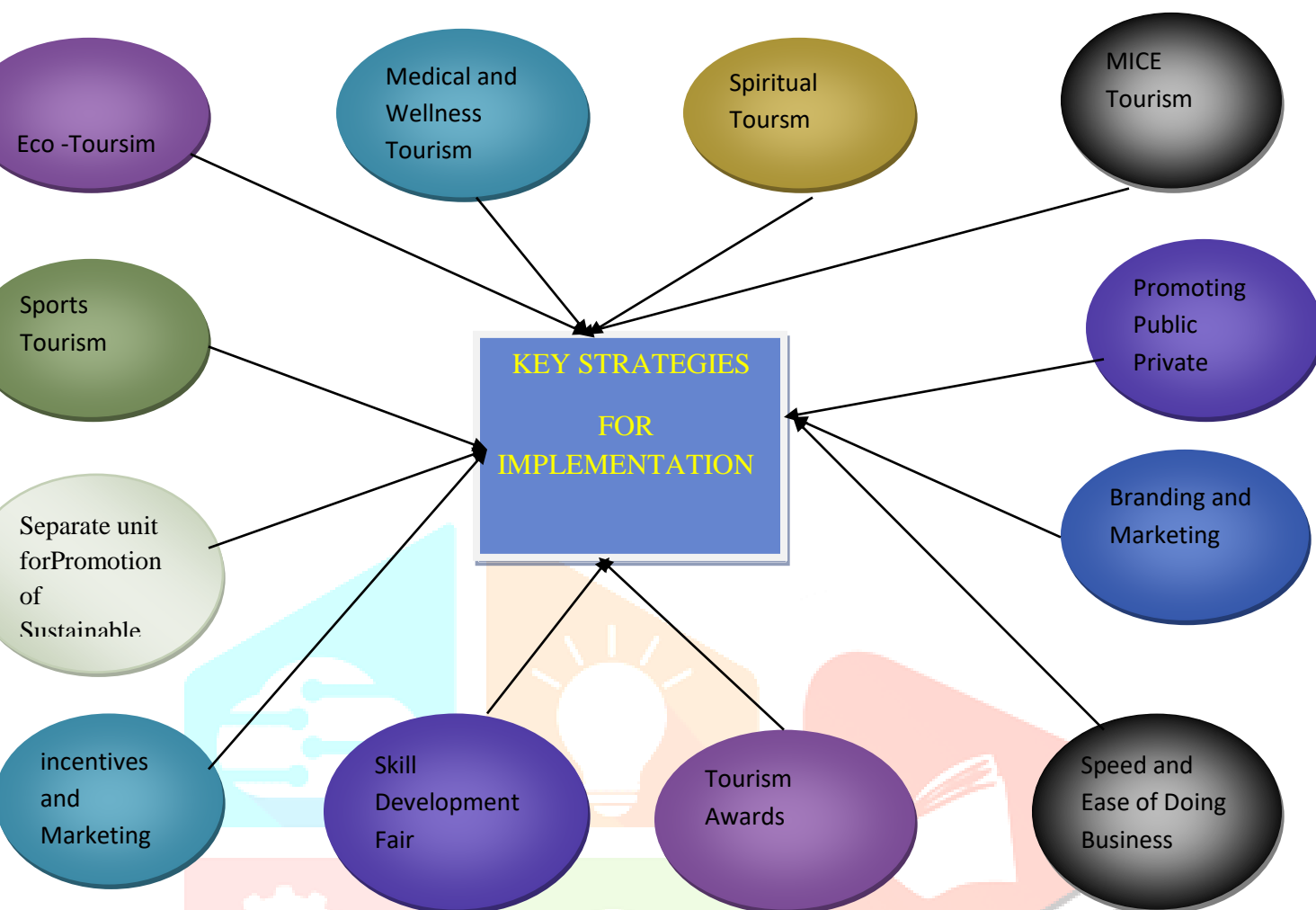
The policy aims to achieve the following outcomes:

- a) Attract Rs.15,000 Crores of new investments to tourism sector in next 5 years.
- b) Create additional Employment Opportunity for 'Three Lakh people' in next 5 years.
- c) To position Telangana in top 5 States in domestic and international tourist arrivals.
- d) Position diverse attractions of the state at Global level through concentrated efforts on digital marketing platforms / strong social media presence / literary documentation and preservation.
- e) Enhance tourism contribution to 10% or higher of the State GDP.

### **Key Highlights of the Policy:**

- Tourist police units and patrols to be established across key tourist locations
- Women-friendly measures to be implemented to protect the safety of female tourists
- Tourism Friendly Index (TFI) to be used to evaluate safety standards of destinations
- Closed-circuit television surveillance systems to be installed at all tourist attractions
- 5.Rajiv Gandhi International Airport to be positioned as a focal point for tourism
- Dry Port to be developed along Regional Ring Road to promote business tourism
- World-class shopping experiences to be created along Regional Ring Road
- Godavari and Krishna river tourism to be promoted through various initiatives
- Helipads and air connectivity to be provided at all Special Tourism Areas
- Golf tourism potential in the state to be explored
- Strong social media and digital presence to be created to promote tourism
- Familiarization trips to be conducted for domestic and international travel community
- Targeted wellness and meditation centers to be developed at Buddhavanam and Nagarjunasagar
- Existing sports infrastructure to be revitalized and international sports arenas to be created
- "Adoption of Monuments" by corporates to be encouraged for heritage conservation
- Special Tourism Areas (STAs) to be developed across the state on mission mode
- Telangana to be positioned as a top eco-tourism destination.
- Local communities to be empowered through active participation in ecotourism
- Infrastructure development to support ecotourism with minimal environmental impact.
- Local communities to be trained in conservation and sustainable tourism practices
- Ecotourism activities to follow sustainable practices for environmental sustainability





## INSTITUTIONAL MECHANISM

The following institutional mechanism is proposed for implementation of the Tourism Policy

1. **State Tourism Promotion Board (STPB)** shall be established. The board shall be chaired by Hon'ble Chief Minister with other relevant ministers as members. Principal Secretary, YAT&C will be the Convener. They will deliberate on important decisions regarding policy and strategic projects. For the category of Iconic and Mega Projects, the STPB will be the approving authority.
2. **Empowered Committee (EC)** will be chaired by Hon'ble Tourism Minister and Hon'ble Ministers for Finance and Industries will be Members. Other Ministers will be invited based on the relevance of the subject. Principal Secretary, YAT&C will be the Convener. Committee will take important decisions in tourism sector in respect of certain projects assigned by STPB, monitor the project implementation within the given timelines and resolve the interdepartmental issues, if any. For the category of large projects, medium projects and small/micro enterprises, the EC will be the approving authority.

3. **Destination Management Organizations (DMOs)** headed by District Collector, will be established at each STA to have holistic approach in planning, development, implementation, promotion and management. Project Management Unit (PMU) under TGTDC will review and monitor the activities of DMOs and STAs. For the STAs which fall under more than one district, the Principal Secretary, YAT&C will nominate one of the District Collector as head of DMO.

### **Conclusion:**

The objective of the plan is to provide the tourism industry with the much-required boost that it requires. In order to accomplish this, the plan makes an effort to implement a combination of legal frameworks and promotional incentives. This objective will be accomplished through the promotion of the development of ecosystems that are suited for enhanced investments. This will be the means by which enhanced investments will be made. In accordance with the Sustainable Development Goals (SDGs) that were set by the United Nations, the policy would facilitate the promotion of tourism practices that are environmentally friendly. The policy provides an emphasis on the conservation of the environment, the effective use of resources, and the reduction of waste generation throughout the tourism industry. In addition to guaranteeing compliance with the Environmental, Social, and Governance (ESG) principles, the policy also lays an emphasis on the ESG principles. In order to accomplish this objective, it is required to both put into action measures that are friendly to the environment and to offer incentives to those who engage in activities that are socially and environmentally responsible. In turn, the policy supports responsible tourism, which in turn helps to develop local communities, provides a boost to the economy of rural areas, safeguards cultural assets, and insures that the region will continue to enjoy economic prosperity over the long term. In the event that this comprehensive strategy were to be put into action, Telangana would be positioned as a premium destination that offers tourists an experience that is truly unique and immersive. As a consequence of this, the state would be in a position to offer benefits that will continue to accrue to subsequent generations.

It is possible for the government to regularly evaluate and adjust its policies in order to fulfill the needs and goals that it has set for itself. This is done in accordance with the requirements and goals that the government has set.

## REFERENCES

1. Travel and Tourism, The World's Largest industry, World Travel and Tourism Council Report, 1942, p.8.
2. Sarma, K.C., Tourism Policy Planning Strategy, Pointer Publications, Jaipur 1996, pp. 62-63.
3. Virender Kaul., Tourism and Economy, Har and Anand Publications, New Delhi 1994, p.95.
4. Romila Chowda., Tourism Promotion, Publisher., Sonali New Delhi, 2004, p.17.
5. Chandraiah, K., Hyderabad 400 Glorious Years, published by Chandraiah K. Memorial Trust, Hyderabad, 1998, pp. 22-26.
6. Prasangi, P., Tourism in Andhra Pradesh. A Socio-Economic Study, Ph.D. Thesis, Osmania University, 1983, Hyderabad, pp 86-88,
7. Nag, J., Hotel for Tourism Development, Metropolitan Book Private Limited, New Delhi, 1984, p.8.
8. Anand. M.M., Tourism and Hotel Industry in India, Practice Hall of India, New Delhi, 1976, p.86.
9. Praveen Sethi., Millennium Travels in Travel and Tourism, Rajat Publications, New Delhi, 2002, p.194.
10. Romila Chowla., Tourism Promotion, Sonali, New Delhi, 2004, p.18.
11. SunilGupta.,S.P. Bansal., Tourism Travels 21st Century, Deep-Deep Publications, New Delhi, 2001, p.14. 33
12. Singh, R. (2017). Exploring the Architectural Heritage of Warangal Fort. Indian Historical Review, 2017, Hyderabad.pp.111-112
13. Praveen Sethi., Millennium Travels in Travel and Tourism, Rajat Publications, New Delhi, 2002, p.44.
14. Sherey S.P. – Conservation of Historical Buildings and Areas in Hyderabad Hyderabad Urban Development Authority, p.32.
15. 32. Ishwar Das Gupta., Cultural Tourism, Adhyaan Publishers, New Delhi, 2003, p.46.
16. Bhatia.A., Tourism Development Principles and Practices, Sterling Publications, New Delhi 2002 A-34.
17. Biju Mathews. Heritage Capital, Hyderabad Picture Book, The Indian Express Newspaper, Mumbai, 2008, p.66.
18. Hanmantha Rao. Y., Andhra Pradesh at 50 (Data Based Analysis), Hyderabad 1998, p.48.
19. Shivanagi Reddy, E., Buddhist Archaeology in Telangana, Telangana Tourism Buddhavanam Project, Hyderabad, 2019, pp.30-32.

20. Rao, T.V. (2020). Rediscovering the Temples of North Telangana for Modern Tourism. South Asian Archaeology, 2020, Hyderabad.p.63
21. Joshi, D. (2017). Cultural Heritage of Telangana: Fostering Tourism through Ancient Monuments. Journal of Tourism Research, 2017, Hyderabad.p.43 34
22. Jain, A. (2019). Reviving Historical Tourism in North Telangana: A Study of Forts and Temples. Tourism and Cultural Heritage, 2019, Hyderabad.p.24
23. Patil, S. (2018). Monuments as Tourism Drivers in North Telangana. South Indian Journal of Tourism, 2018, Hyderabad.p.96
24. Singh L.K., Trends in Travel Tourism and Law, Gyan Publishing House, New Delhi, 2008, pp. 22-28.
25. Kevin Hannam and Anya Diekmann, Tourism, and India: A Critical Introduction, Routledge, Oxon, 2011, pp.1-14. 26. Ruchi Ramesh and Sudhir Kumar Singh, Tourism in India: Challenges and Opportunities, Pentagon Press, New Delhi, 2012, pp.31-33.
27. Swain S. K., & Mishra J. M., Tourism: Principles and Practices, Oxford University Press, 2012, pp.140-144.
28. Socio Economic Outlook Report - 2019, Planning Department, Hyderabad, 2019, p.33.
29. Jayaprakash Narayana Gade., Water Resources and Tourism Promotion in Telangana State, Zenon Academic Publishing, Hyderabad, 2016, pp. 177- 182