

TOURIST PROMOTIONAL APPROACHES IN THE STATE OF TELANGANA

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ABSTRACT

For all destination promoters and providers, the "Tourism Marketing Strategy" (TMS) is the ultimate marketing blueprint. Individual strategies and the most efficient use of available resources in destination advertising and promotion are both part of TMS. Among the numerous components of a location's tourism marketing strategy are buyer personas, search engine optimization (SEO), paid marketing guidelines, a content development calendar, destination movies that provide information, and key performance indicators (KPIs). Officials from Telangana's tourism department are working tirelessly to promote the state to the fullest. They're also improving their promotional efforts and coming up with new strategies to attract as many tourists as possible. They're utilizing social media platforms like Facebook, Twitter, YouTube, and Pinterest, and maintain a moderate presence on these sites.

Key words: Promotional tactics for the Telangana State, tourism in Telangana, prizes and recognition, etc.


I. INTRODUCTION

One of the main drivers of foreign investment in the state's economy is the travel and tourism sector. When considering the economic impact of service industries worldwide, travel and tourism ranks high. It generates a lot of money, helps the economy expand, and makes a lot of people jobs. The desire to see the world and meet interesting people has long been a driving force behind the growth of the travel and tourism business in Telangana State, which has resulted in higher quality service and a thriving economy.

'Visit for all reasons and all seasons' is the perfect way to describe Telangana State, which is endowed with a wealth of natural beauty, fascinating history, and diverse wildlife. The development of Warangal, the state's second most priority area, would not impact the influx of Hyderabad. Coal deposits in Singareni Collieries and rice as the state's principal crop are among Telangana's many mineral riches. The state also grows cotton, sugar cane, mango, and tobacco. Taking everything into account, the state of Telangana has shown tremendous dedication to the advancement of IT and biotech, including that Telangana State has emerged as a leading exporter of information technology in India. As a result of its 68 Special Economic Zones (SEZs), the Indian state of Telangana has become financially stable and has been named one of the fastest-growing states in terms of GDP. With these foundational initiatives in place, the state's GDP jumped to \$120 billion (nominal; 2018-19), putting it in eighth position among Indian states and union territories and 59th place globally.

OBJECTIVES OF THE STUDY

- ✚ To extract the overview of tourism in Telangana State
- ✚ To understand the promotional activities of Telangana State
- ✚ To evaluate the Tourism Marketing Strategies in Telangana State

 To display the awards and rewards secured by the Tourism of Telangana State

II. LITERATURE REVIEW

1. Mekoth, Nandakumar (2011): In the article Mekoth, Nandakumar discussed about the roles of stakeholders regarding promotional activities. They said the major participants in sharing benefits and detriments of tourism in destinations are government, business holders, local community and tourists. It is pointed that these participants are responsible for minimizing the negative impacts and maximizing the positive impacts of tourism in destinations.

2. Bethapudi, Anand (2013): They stated that the Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. With the help of ICT tourism enterprises can easily reach the targeted customers across the globe with in a second with the emergence of mobile computers, web technologies etc.

3. Kotler.P & Keller (2006): Here it is focused on reducing or eliminating of middlemen by encouraging Direct Marketing defined as Consumer-Direct (CD) channel to deliver the goods and services to the customers directly without any intermediaries.

4. Kavitha Toran (2016): In this article, various facts of Telangana State were covered. It is stated that all the individuals are responsible for the growth of Telangana region. Even though the government is taking necessary steps to develop all the sectors of Telangana and it is suggested to the Telangana citizens to support the government to make Golden Telangana.

III. RESEARCH METHODOLOGY

The research is based on the secondary source of information or secondary data collection method, which is collected from Government Agencies, online web portals, Web based statistical records and paper articles and journals. Mainly the data about Telangana tourism and marketing strategies in Telangana tourism is taken from the TSTDC official website.

IV. LIMITATIONS OF STUDY

This study is an attempt to understand about the tourism strategies of Telangana State as overview i.e. not in dept analysis was attempted. Such that it is difficult to conclude that the strategies discussed in this study covered all the areas or strategies that are using by Telangana state government and Telangana State Tourism Development Corporation (TSTDC).

V. RELEVANCE OF STUDY

When it comes to tourism in Telangana, the state government established two separate departments.

1. Explore—which encompasses (a) Historic Sites, (b) Places of Divine Destination, (c) Animals, (d) Natural Wonders, (e) Exciting Adventures, and (f) Parks in Urban Forests; 2. Amusement—which covers (a) Water Parks, (b) Retail Therapy, (c) Unique Adventures

In southern India, you'll find the state of Telangana. Shri. Panyala Bhoopathi Reddy currently serves as Chairman of the Telangana State Tourism Development Corporation (TSTDC), which is an official tourism corporation of Telangana.

Shri. B. Manohar Rao is the Managing Director (FAC). The corporation was previously headed by the retired Director General of Police Pervaram Ramulu. This organization works on behalf of the state of Telangana to increase tourism both domestically and internationally. Historical sites, monuments, forts, waterfalls, woods, information technology centers, and temples are all part of the Telangana REGION. Officially, the state of Telangana is home to sixty divine locations, thirty-four heritage spots, twenty-nine nature discoveries, eighteen wildlife sanctuaries, two adventure trip spots, eight boating units, two shopping destinations, and seven multi-experience sights.

There has been an upward trend in the number of foreign tourist arrivals (FTAs). Sixty-4,000 people from other countries visited in 2014. The goal is to surpass ten lakh FTAs by 2020, and there are already more than three lakhs. While most out-of-town visitors to Telangana stay in or visit the capital city of Hyderabad, the state's administration has made a concerted effort to promote all of Telangana's districts, not just the well-known Hyderabad. In 2017, the Telangana Tourism Board organized fourteen road shows, targeting towns in the Northeastern area of India—a prime destination for tourists interested in healthcare and education—in particular. These shows included Jaipur, Lucknow, Pune, and many more. Without reducing the number of tourists visiting Hyderabad, one of the best examples of promoting other districts is the rise of Warangal as a significant tourist destination.

7. AWARDS AND REWARDS OF TELANGANA

Telangana State honoured with eight National Tourism Awards for promoting strategic tourism and cleanliness in the state at the World Tourism Day Celebrations of the Ministry of Tourism in New Delhi. The awards were received by Telangana State Tourism are:

1. Award for cleanliness in the stat
2. Best Tourist Guide 3. Best Tourism Promotion
4. Best Publicity Material
5. Best Heritage City
6. Best Maintained and Disable Friendly Monument
7. Civic Management Tourist Destination in India
8. Best Stand Alone Convention Centre and
9. Best Medical Tourism Facility

prizes included In addition to this, the state has received numerous awards for its significant contributions. These include the "Central Board of Irrigation and Power award 2018," the Economic Times Business Reformer of the year 2018 for Chief Minister K. Chandrashekar Rao, an award for GHMC in Solid Waste Management 2018, 22 skoch awards for MA&UD, 4 Swachh Survekshan awards for 2018, and the PM's Excellence Award for GHMC in 2018. Five awards were bestowed upon Telangana for its implementation of NREGS from 2016 to 2017: Gems of Digital Telangana, E-Governance in the health sector, Best Urban Infrastructure, Best Performing Large State, and ICFA Agriculture Leadership to CM K. Chandrashekar Rao. Minister KT Rama Rao was named Leader of the Year in 2017. Telangana also bags 5 awards at FICCI Homeland Security Conference 2017, National EGovernance Gold award, Telangana Police secure Best Performing State Award 2016, CSI Nihilant E-Governance award of Excellence 2016, CNBC-TV18's

Promising State of the year award 2016, Telangana State Skill Development Mission (TSSDM) gets ASSOCHAM award 2016, TASK for PRCI Chanakya Academic Excellence award 2016, award for Inclusive Development 2015, Renewable Energy award 2015, HUDCO's award for Water Grid Project 2015, and Best Infrastructure award 2014 - According to the report of India Today the ranks secured by the Telangana State in the category of best performing state in the year 2017 in - Economy 1st rank, Infrastructure 11th rank, Agriculture 7th rank, Education 14th rank, Health 12th rank, Law &

8. MARKETING STRATEGIES IN PROMOTING TELANGANA STATE

Every state, country or private destination is mainly based on the components of tourism industry that are as follows:

1. Travel Agent: Telangana State currently taking services from 128 Travel Agents appointed by the government and placed their offices all over the India and regulated by Telangana State Tourism Development Corporation (TSTDC) Ltd. Travel Agent provides information to the people on various available holiday packages, they sense the tastes, budget and their travel plans. The 128 travel agent's offices are placed at Hyderabad and Secunderabad (38), Armoor (1), Warangal (1), Tirupathi (3), Nellore (2), Madanapalle (2), Visakapatnam (8), Kakinada (3), Rajahmundry (2), Bangalore (19), Chennai (7), Kolkata (12), Vijayawada (8), Mumbai (3), Pune (5), Thane (1), Noida (1), Shirdi (1), Ahmedabad (2) and Kula lumpur (1)

2. Tour Operators and Catering & Lodging: Tour operators offer holiday packages, that comprises

(a) Travel by rail, road or air, (b) Accommodation like hotels, resorts, apartments etc., (c) Travel services like Airport Pick and drop, site seeing, excursion etc. Lodging & Catering consist of those who provides accommodation to the people in the form of hotels, resorts, apartments, camps, guest houses etc.

Telangana Tourism is dealing in Hospitality, tourism, hotel and catering industries with 76 tour operators delivering service in various operations namely booking offices, air, rail and sea Telangana, guided tours and visits Telangana, integrated travel services, road/air Telangana, children's holidays Telangana, interpreters Telangana, business Telangana, educational Telangana, safaris Telangana, sporting excursions Telangana, coach tour Telangana, event tourism Telangana, group Telangana, leisure Telangana, international Telangana, medical tourism Telangana, and national Telangana.

3. Transport: Travel industry cannot survive without availability of various transports. Tourist mode of transport depending upon the travel budget, destination, time, purpose of the tour and convenience to the point of destination. Here Telangana has no issues in terms of transportation. Telangana transportation itself speaks its story by facts associated with it.

a. Roadways: Telangana has Asia's biggest Inter City Bus Terminal (ICBT) situated in Miyapur (Hyd), which has nearly 200 busbays and parking for nearly 1000 buses. Telangana State has a total of 16 national highways which of 2690.23km long. Telangana also has Mahatma Gandhi Bus Station (MGBS) in Hyderabad and Jubilee Bus Station (JBS) in Secunderabad serves intercity bus services and all of these transportation services headed and controlled by Telangana State Road Transport Corporation (TSRTC).

b. Railways: The history of railways of Telangana region starts from the time of Nizam of Hyderabad in 1874 which operates under the head of South Central Railway. Both Secunderabad and Hyderabad are the main divisions of SCR followed by Kachiguda Railway Station falls in the state. Apart from the traditional railways, Telangana started Metro Rail service in the Twin cities (Hyd & Sec) that are connecting whole cities from Miyapur and Lingampally to Uppal and

Hayatnagar.

C. Airways: Telangana has airport situated at Begumpet, Hyderabad, that serves majorly to the state of Telangana previously which was replaced by newly established 'Rajiv Gandhi International Airport' at Shamshabad is an international airport serving to Hyderabad, Telangana has world class standards, largest airport in the state and one of the busiest airports in the country. Apart from these domestic airways, some of the other domestic airports namely 'Warangal Airport', 'Nizamabad Airport' and 'Ramagundam Airport' that are in a plan of upgradation and new airport construction are also in plans at 'Karimnagar and Kothagudem.

4. Attractions: The principle of attraction is to create the need for the attraction on a particular location to invite more footfalls. It may be huge theme park, a museum, a gallery, a heritage structure, and educational center etc., many countries see the need to have one or more visitors attractions in the area to attract huge potential tourists. Telangana State has plenty of tourist spots or destinations that are most attractive and associated with historical and amazing facts. According to online website

resource traveler favourites attractions in Telangana state are: Ramoji Film City, Charminar, Birla Mandir, Golconda Fort, Falaknuma Palace, Chowmahalla Palace, Nehru Zoological Park, Chilkur Balaji Temple, KBR park, Salar Jung Museum at Hyderabad, Bhadrakali Temple, Ramappa Temple, Thousand Pillar Temple, Laknavaram Cheruvu at Warangal, Ujjaini Mahakali Temple Secunderabad, Yadagiri Gutta Temple at Nalgonda, Pochera Waterfalls, Kuntala Waterfall at Adilabad and many more.

9. FINDINGS

Travel and tourism is one of the largest service sectors globally in terms of its contribution to the economy

Telangana State is a blessed state with rich historical and cultural heritage, flora and fauna, the destination to 'visit for all reasons and all seasons'.

Telangana State has nearly 68 Special Economic Zones (SEZ) in India with that state developed its financial stability and the state also declared as one of the fastest growing state in economy

Telangana state listed 8th in the list of Indian states and UTS by GDP and 59th rank in the world (as country) with \$120 billion (USD) (nominal; 2018-19).

Tourism of Telangana State honoured with 8 National Tourism Awards for promoting strategic tourism and cleanliness in the state.

Telangana State ranked 1st in Economy and Inclusive Development, 7th rank in Agriculture and 8th rank in the field of Tourism.

To promote tourism of Telangana State 128 Travel Agents appointed by the government and placed their offices all over the India and regulated by Telangana State Tourism Development Corporation (TSTDC) Ltd.

Telangana Tourism is dealing in Hospitality, tourism, hotel and catering industries with 76 tour operators delivering service in various operations

Telangana State has no issues in terms of transportation. Telangana transportation itself speaks its story by facts associated with it. The state is enriched with roadways (TSRTC), Railways (SCR), Metro railway (HMR), Airway (RGIA)

10. CONCLUSION

The Telangana State has more scope in developing its strategies and marketing regarding the development of tourism industry. However, the state has performed immensely effectively in the overall development and immense hike in domestic

tourist arrivals as well as Foreign Tourist Arrivals (FTA). The study is confined within the boundaries such that it is not practical to give the conclusion upon the overall performance of the Telangana State Tourism Development Corporation (TSTDTC) and the other contributors connected with tourism industry.

11. SUGGESTION

The study is an attempt to understand the tourism marketing and strategies in promoting tourism in the country. Thus the study is concise within the limitation, such that there is a broad scope in carrying on this study to some extent and in deep analysis of the performance of the various strategies, areas and ways to promote tourism of the state.

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