CHAPTER III

AN OVERVIEW OF TOURISM SECTOR IN TELANGANA REGION

3.1 Introduction

Telangana topographically and historically has a variety of attractions including hills, wildlife, forests, forts and temples. This 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 weather is mostly tropical. June to September is the monsoon months and November to January are the best time to visit. In the year 2005, 4,79,541 foreign tourists visited Telangana Region and in the year 2012, 2,25,979 foreign tourists visited Telangana region. In the year 2012 the domestic tourist arrivals shows a significant raise by 85% in Telangana region. The foreign tourist arrival is very good in the year 2007 and an increase of 23.4% is indicated. The years 2010, 2011 and 2012 indicate a decrease of foreign tourists to the Telangana region. In the Vision 2020 document, special emphasis has been laid on the promotion of Tourism. Hitherto emphasis was on heritage, pilgrim, religious, historical and cultural tourism. Notwithstanding the importance of these types of tourism the government in recent times began initiating, rather, shifting the emphasis on eco-tourism, sports tourism, holiday tourism, promotion of which is the emerging trend. Holiday tourism is one other type of tourism that is gaining increased popularity these days Telangana as said above has tremendous unexploited Tourism potential. If properly developed, this can help the state to attract a large share of foreign and domestic tourists.
Table No.3.1

a) Domestic Tourists Arrivals in Telangana Region (in crores)

<table>
<thead>
<tr>
<th>Years</th>
<th>Tourists</th>
<th>Change in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>3.21</td>
<td>_</td>
</tr>
<tr>
<td>2006</td>
<td>4.3</td>
<td>33.9</td>
</tr>
<tr>
<td>2007</td>
<td>4.14</td>
<td>-3.7</td>
</tr>
<tr>
<td>2008</td>
<td>5.05</td>
<td>22.8</td>
</tr>
<tr>
<td>2009</td>
<td>5.04</td>
<td>-0.3</td>
</tr>
<tr>
<td>2010</td>
<td>5.15</td>
<td>2.1</td>
</tr>
<tr>
<td>2011</td>
<td>4.94</td>
<td>-3.9</td>
</tr>
<tr>
<td>2012</td>
<td>9.14</td>
<td>84.8</td>
</tr>
</tbody>
</table>

Source: www.APTDC.in

The Table 3.1 shows the domestic tourist arrivals in the Telangana region i.e. from 2005 to 2012. From the year 2005 to 2006 the percentage increase of domestic tourists is increased by 33.9%. The year 2007 indicates a decrease by 3.7%, the year 2008 indicates an increase of 22.8%, the year 2009 shows a decrease of 0.3%, the year 2010 shows an increase of 2%, the year 2011 shows a decrease of 3.9% and the year shows an upward trend of domestic tourists which 84.8%. Tourism is not very high during the period 2005 to 2011 for obvious political reasons in the state. The growth in the tourism industry is because of Indian economy which has resulted in more disposable income in the hands of middle class, which promoted large number of people to spend money on vacations at home. By improving the basic amenities and tourists facilities such as information centers, public convenience facilities, food courts etc we can see that tourists arrival can be improved in the Telangana region illumination of Bhongir Fort, Warangal Fort, and Development of Pothana Literary Museum at Bommera, Crafts emporiums, workshops and outlets at Penbarthi, pilgrim centers at Vemulawada, Yadagirigutta, Bhadrachalam, etc. The
domestic tourists can be attracted and the tourism in Telangana can be improved in the coming years.

Table No.3.2

b) Foreign Tourists Arrivals in Telangana Region (in Lakhs)

<table>
<thead>
<tr>
<th>Years</th>
<th>Tourists</th>
<th>Change in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>4.79</td>
<td>_</td>
</tr>
<tr>
<td>2006</td>
<td>5.73</td>
<td>19.6</td>
</tr>
<tr>
<td>2007</td>
<td>7.08</td>
<td>23.4</td>
</tr>
<tr>
<td>2008</td>
<td>7.28</td>
<td>2.8</td>
</tr>
<tr>
<td>2009</td>
<td>7.54</td>
<td>3.5</td>
</tr>
<tr>
<td>2010</td>
<td>2.95</td>
<td>-60.8</td>
</tr>
<tr>
<td>2011</td>
<td>2.32</td>
<td>-21.2</td>
</tr>
<tr>
<td>2012</td>
<td>2.35</td>
<td>-2.97</td>
</tr>
</tbody>
</table>

Source: www.APTDC.in

The Table 3.2 shows the arrivals of foreign tourists in the Telangana region. The period from 2005 to 2012 is given in the above table from 2005 to 2006 an increase of 19.6% of foreign tourists is indicated. The year 2007 indicates an increase of 23.4%, the year 2008 shows an increase of 2.8%, the year 2009 shows an increase of 3.5%, the year 2010 shows a decrease of 60.8%, the year 2011 indicates decrease by 21.2% and 2012 indicates a decrease of 2.97%. Tourism in the Telangana region during the period 2008 to 2012 has decreased due to political reasons in the state and also because of various bomb blasts by terrorists at Hyderabad. The 2008-09 global economic crisis had severely impacted international tourism and this resulted in the decline of foreign tourists in Telangana region. By news packages and also by political stability in the region we can attract the foreign tourists in near future. We can attract the foreign tourists to the Telangana region by bringing out the beauty of places through photographic,
exhibition & competitions and also by making Indian TV Channels more aggressive in promoting India abroad.

Making a survey on foreign tourists and their preferences, NRIs can play a major role by giving a better picture of Telangana region, even a small scenic place should have many facilities to attract foreigners, safe and hygienic food, clean environment, sterile of health tourism, sports tourism, adventure tourism are attract more number of foreigners to visit the Telangana region.

Table No: 3.3

c) Domestic tourist arrivals in A.P (in crores)

<table>
<thead>
<tr>
<th>Years</th>
<th>Tourists arrivals in A.P</th>
<th>Change in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>9.35</td>
<td>_</td>
</tr>
<tr>
<td>2006</td>
<td>11.17</td>
<td>19.4</td>
</tr>
<tr>
<td>2007</td>
<td>1.27</td>
<td>14.5</td>
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<tr>
<td>2008</td>
<td>13.26</td>
<td>3.6</td>
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<tr>
<td>2009</td>
<td>15.74</td>
<td>18.7</td>
</tr>
<tr>
<td>2010</td>
<td>15.57</td>
<td>-1</td>
</tr>
<tr>
<td>2011</td>
<td>15.31</td>
<td>-1.6</td>
</tr>
<tr>
<td>2012</td>
<td>20.72</td>
<td>35.3</td>
</tr>
</tbody>
</table>

Source: www.APTDC.in

The Table 3.3 shows the domestic tourists arrivals in Andhra Pradesh i.e. from 2005 to 2012. From the year 2005 to 2006 the percentage increase of domestic tourists is increased by 19.4%. The year 2007 indicates an increase of 14.5%; the year 2008 indicates an increase of 3.6%; the year 2009 shows an increase of 18.7%; the year 2010 shows a decrease of 1%, the year 2011 shows a decrease of 1.6% and the year 2012 shows an upward trend of domestic tourists which is 35.3%. Domestic tourist arrivals in Andhra Pradesh were good during the period 2005 to 2009 due to political stability and tremendous growth in the Indian economy. More and more people
from different states visited Andhra Pradesh for vacation and on business trips. During the period 2010 to 2012 the decrease of domestic tourists is due to political reasons prevailed in the state. By improving the basic amenities and tourists facilities such as information centers, public convenience facilities, food courts etc we can see that tourists arrival can be improved in Andhra Pradesh. The domestic tourists can be attracted and the tourism in Andhra Pradesh can be improved in the coming years by providing facilities to the tourists at the pilgrim centres such as Tirupathi, Durga Temple at Vijayawada, Simhachalam, Draksharamam, Vemulawada, Saraswati Temple at Basara, Bhadrachalam, Yadagirigutta, etc. Eco-tourism at Visakhapatnam, Nagarjuna Sagar, Horsely Hills, Anantagiri Islands, Borra caves, Papikondalu, etc.

Table No: 3.4

<table>
<thead>
<tr>
<th>Years</th>
<th>Foreign Tourist arrivals in A.P</th>
<th>Change in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>5.6</td>
<td>_</td>
</tr>
<tr>
<td>2006</td>
<td>6.69</td>
<td>19.4</td>
</tr>
<tr>
<td>2007</td>
<td>7.69</td>
<td>14.9</td>
</tr>
<tr>
<td>2008</td>
<td>7.89</td>
<td>2.6</td>
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<tr>
<td>2009</td>
<td>7.95</td>
<td>0.7</td>
</tr>
<tr>
<td>2010</td>
<td>3.22</td>
<td>-59.4</td>
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<tr>
<td>2011</td>
<td>2.68</td>
<td>-16.7</td>
</tr>
<tr>
<td>2012</td>
<td>2.92</td>
<td>8.9</td>
</tr>
</tbody>
</table>

Source: www.APTDC.in

The Table 3.4 shows the arrivals of foreign tourists in Andhra Pradesh. The period from 2005 to 2012 is given in the above table from 2005 to 2006 an increase of 19.4% of foreign tourists is indicated. The year 2007 indicates an increase of 14.9%, the year 2008 shows an increase of 2.6%, the year 2009 shows an increase of 0.7%, the year 2010 shows a decrease of 59.4%, the
year 2011 indicates decrease by 16.7% and 2012 indicates an increase of 8.9%. The 2008-09 global economic crisis had severely impacted international tourism, causing a decline of 4% in international tourist arrivals and a decrease of international tourism revenues by 6% in 2009. Since tourism has become a major economic engine at a global level, this deterioration had important impacts on various countries and in particular in developing countries, where the sector has become an increasingly relevant source of income and employment. It is the reason for decline of foreign tourists in Andhra Pradesh. The arrival of foreign tourists in India during 2003 to 2007 was very good and the figure is approximately 2 crores. During the period from 2005 to 2007 the foreign tourists in Andhra Pradesh were approximately 20 lakhs and in India it was 100 lakhs. The buoyancy in the tourism industry is because of tremendous growth of world economy which has resulted in more disposable income in the hands of middle class, thereby promoting increasingly large number of people to spend money on vacations abroad or at home. More and more people come to India on business trips. By news packages and also by political stability in the region we can attract the foreign tourists in near future. We can attract the foreign tourists to Andhra Pradesh by bringing out the beauty of places through photographic, exhibition & competitions and also by making Indian TV Channels more aggressive in promoting India abroad.

A survey on foreign tourists and their preferences suggests that NRIs can play a major role by giving a better picture of Andhra Pradesh. Even a small scenic place should have many facilities to attract foreigners such as safe and hygienic food, clean environment. Sterile of health tourism, sports tourism, adventure tourism can attract more number of foreigners to visit Andhra Pradesh.
Table No: 3.5

e) Financial performance Report unit wise up to Sep-2013. (Rs Lakhs)

<table>
<thead>
<tr>
<th>Unit</th>
<th>Revenue</th>
<th>Expenditure</th>
<th>Surplus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>2998.67</td>
<td>3218.25</td>
<td>-219.58</td>
</tr>
<tr>
<td>Transport</td>
<td>2223.58</td>
<td>2750.88</td>
<td>-527.3</td>
</tr>
<tr>
<td>Water fleet</td>
<td>529.39</td>
<td>442.6</td>
<td>86.79</td>
</tr>
<tr>
<td>Sound &amp; Light</td>
<td>297.11</td>
<td>199.06</td>
<td>98.05</td>
</tr>
<tr>
<td>Head office</td>
<td>670.31</td>
<td>1191.09</td>
<td>-52.78</td>
</tr>
</tbody>
</table>

Source: APTDC Financial Performance Reports

From the given Table No 3.5 shows that financial performance of APTDC Unit wise is analyzed and it shows that the Revenue generated from hotels is 30 crores. From Transport the Revenue generated is 22 crores and the expenditure incurred is 27 crores. From water fleet the Revenue generated is 5 crores. A surplus of 87 lakhs is generated. From sound &Light the Revenue generated is 3 crores and expenditure incurred is 2 crores. From head office the income generated is 6.7 crores and the expenditure incurred is 12 crores. We can conclude from the above data that the APTDC has incurred more expenditure rather than revenue and from the above Units only water fleet shows more revenue and the rest of the all units show more expenditure. The overall performance of APTDC shows that approximately 5.6 crores of loss is noticed from the above data. By suitable packages and proper implementation of tourism policy of 2010 it can overcome the loss.
Table No: 3.6

a) Profits / Losses year wise of APTDC (Rs crores)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>105.86</td>
<td>111.79</td>
<td>115.37</td>
<td>123.11</td>
<td>133.75</td>
</tr>
<tr>
<td>Expenditure</td>
<td>82.44</td>
<td>105.17</td>
<td>117.31</td>
<td>121.02</td>
<td>132.81</td>
</tr>
<tr>
<td>PAT</td>
<td>4.26</td>
<td>14.00</td>
<td>(3.05)</td>
<td>1.50</td>
<td>0.88</td>
</tr>
</tbody>
</table>

Source: APTDC Annual Reports

From the given Table No 3.6 shows that income and expenditure of APTDC i.e. from 2008 to 2012 shows that in the year 2008 the income is 105.86 crores and the expenditure is 82.44 crores and the profit after tax 4.26 crores. In the year 2009 the income is 111.79 crores and the expenditure is 105.17 crores, the profit after tax is 14 crores. The year 2010 shows that the income is 115.37 crores and the expenditure is 117.31 crores and the loss is 3.05 crores. The year 2011 shows that the income is 123.11 crores and the expenditure is 121.02 crores and the profit after tax is 1.5 crores. Finally the year 2012 shows that the income is 133.75 crores and the expenditure 132.81 crores, the profit after tax is 88 lakhs. The profit after tax for the year 2009 is the highest for APTDC and it is lower in the year 2012. Therefore, APTDC has to concentrate much in attracting more number of tourists both domestic and foreign such that the profit after tax in the coming year can be improved very much.

3.2 Role of Seasonality on tourist Destinations:

The seasonal variations in climate make significant impact on travel and tourism. The most visible impact is the emergence of tourist seasons because of climatic changes. In the same way the different regions of the country do have specific crops and periods of cultivation depending on their climatic seasons. The period of plenty after the harvest in every agricultural season is therefore, the time for rejoicing and celebrations. A number of fairs and festivals have thus come
into being as a part of India social life that even are influenced by their surroundings. Several other festivals of historic and religious significances are also being celebrated in different part of the country. In fact the India calendar is dotted with hundreds of fairs and festivals which are celebrated with devotion and spiritual fervor. The splendor of these festivals can have no rivals. These fairs and festivals have become a source of great tourist attraction in recent years. A number of them are therefore being organized systematically and given wide publicity to attract tourists. These include a few festivals celebrated everywhere or in most parts of the country and others celebrated only in specific regions.

Other than celebrating holy festivals in Telangana, the craft melas, dance festivals, and general handicraft festivals also held. Exhibitions of various kinds like book exhibition held in December, cultural programmers at Hitex, tribal and handicraft festivals at Shilparamam (details can be seen in latter pages) and scientific and technical exhibitions held regularly in the month of January in Hyderabad.

Let us see in detail about new type of tourist destinations which emerged to cater the needs of tourists in present day world.

3.3 Grandeur rocks of Hyderabad:

This natural heritage has the distinction of being admired by Great poet and noble laureate, Ravindranath Tagore. These ancient granite rock outcroppings are a characteristic of the Deccan Plateau. There are several rock formations in and around Hyderabad. They are in particular attractive and distinctive outcroppings in a hill and valley landscape. This area includes hillocks, old dams and small reservoirs which are used recreationally by local residents but today are under extinction due to urbanization. Many of the rock formations are being quarried to obtain
building stone. Organizations like Society to Save Rocks, has been attempting to preserve these natural heritage and other rock formations in the Hyderabad region. Government has listed nine of the rock formations in a new HUDA regulation for the protection of heritage building and areas. Another 16 rock sites are in the process of being listed and protected under the regulation. The Society is conducting an awareness programme of rock area excursions and lectures along with a media campaign apart from organizing painting, essay and poetry competitions.

3.4 Biological Diversity:

Telangana is a region of biological diversity with rich in flora and fauna. Its topography is convenient for prosperity of habitation of all living organisms. Existence of dense forests, wildlife sanctuaries (Kawal, Etturnagaram, Sivaram, Bhadrachalametc), safari in Nehru Zoological park, bird and deer parks are good examples. It is the responsibility of the tourism agencies to keep the environmental agencies informed about proposed development projects and consult the environmental agencies on whether Environmental Impact Assessments (EIAs) are necessary for particular projects. If problems arise during the course of projects’ development and operation, the environmental agencies should be consulted on these matters. Because of not following proper suggestions many heritage monuments like buildings, springs, fresh water sources, flora in and Hyderabad and in interior forest regions of Telangana is getting disturbed. Therefore, sustainable environmental tourism is need of hour.

3.5 Supports for Meetings, Incentives, Conventions and Exhibitions (MICE) Tourism and Medical Tourism:

Telangana, particularly Hyderabad, also enjoys a competitive advantage over other India States in terms of Medical Tourism and MICE Tourism. The presence of the best airport in the
country, the presence of the best convention centre in the country, the presence of the best exhibition facility in the country, the presence of hotels at par with the best, very good urban infrastructure, moderate climate, and attractive tourist destinations can help position

Hyderabad as the most preferred destination for MICE tourism. As Hyderabad enjoys the presence of highest caliber medical specializations and expertise, it can also be promoted as a major center for Medical Tourism.

MICE Tourism and Medical Tourism require the coming together of both the concerned Government Agencies and the private stakeholders on a common platform. Only is much an eventuality can the strengths of each player be synergized and maximum advantage for the city can be reaped. Government will endeavor to create appropriate organizational structures, preferably in the form of societies, to establish this common platform. The constituted societies can harmoniously organizing MICE Tourism and Medical infusing the required capital in its corpus and by engaging experienced professional to manage these Societies.

The Meetings, Incentives, Conventions and Exhibitions (MICE) tourism caters to such corporate programmer’s tailor-made to suit the client’s requirements in any part of the world.

The size of the conventions, facilities required, competitive pricing, natural attractions, safety and opportunities to shop are some of the factor considered before selecting a MICE destination. From every angle Telangana especially Hyderabad is emerging as a tourist destination.
3.6 Hyderabad Thematic Day Tours:

The Governmental and Non-governmental organizations today are considering about the development of thematic day tours for tourists to Hyderabad under title “Uniquely Hyderabad”. A preliminary map describing possible routes for these tours has been prepared and developed both for advertisement and information of tourists. It is likely these tours would be one-day become popular and may help in earning good revenue to this region. Such thematic day tours include place like.

*Colonial Hyderabad:* This would focus and cover many buildings built during the 18th and 19th century by British and other foreign occupants, including many public buildings, private residences, and other buildings such as the Secunderabad Club, Koti Women’s college (Erstwhile British Residency in Hyderabad), Gun foundry, Clock tower at Secunderabad, etc..

The Department of Tourism should work collaboratively with the military authorities to obtain the necessary special permissions for gaining access to historic buildings currently under the control of the military.

*Nizam’s and the Princely State of Hyderabad:* This tour would include visits to the many relics and monuments of more than 250 year are old belonging to Nizam’s rule in the Princely State of Hyderabad. Handicrafts and Culture of in and around Hyderabad: would then be a more general historical cultural tour of Hyderabad, including visits to the many handicraft outlets in the city and surrounding.

3.7 Deccan Plateau Adventure Tour

The proposed circuits that can become flagship to adventure tourism include:
Hyderabad-Nagarjunasagar-Nagarjunakonda-Srisailam-(Alampur)-Hyderabad: The boat service from Nagarjunasagar should be revived and introduced with a new fast boat service serving this section of the river in both directions. It not only attracts adventure tourists but also river or boat cruise and eco-tourists. Boat landing facilitates will require improvement at all landing locations. This should be combined with an overall improvement of the passenger amenities at these locations including toilets, refreshments and waiting areas. Overall cleanliness and the standards of boat facilities should be improved thus fostering a greater potential cost to the traveler and subsequent return to the operator. Water pollution resulting from these landing facilities should be minimized. All liquid and solid waste should be disposed of in an appropriate manner and not dumped into the lake or river. This may require an additional investment component in the development of this circuit. But such activities will help in keeping environment not only clean but also sustainable in nature even for tourism.

However, it should be accommodated as a critical component. Minimize the use of Plastics and provide adequate garbage facilities for tourists. Tourists should also be made aware of the damage caused by irresponsible disposal of plastics and personal garbage into the lake. It should not be tolerated under any circumstances. Safety standards on board boats should be treated as a major concern. Life boats, firefighting equipment and personal inflation devices should be available for all passengers as a basic minimum.

Godavari Gorge River Cruise: Prior to the development of roads in the area, boats were the principal means of transport. The Godavari Gorge between Papikonda hill range leading from pilgrim town, Bhadrachalam passes through gorgeous hilly passages and hills covered with dense forests is one of the most spectacular boat cruises in India.
3.8 Golconda Fort Encampment:

The proposed Golconda Fort Encampment consists of a temporary village “hotel” consisting of 15 to 25 two person tents and a larger central guest facilities tent erected during the dry season on the open land between the main fort (Balahissar) and the outer fortress wall and moat within the Patancheru and Makki Darwazas (entry gates). The Encampment site features panoramic views of the Balahissor’s north and western facades, including the dominate Darbar Hall, as well as the Qutub Shahi Tombs to the north and the vast open lands, small lake and the Military Academy to the west and south. Only minor glimpses of the surrounding built-up urban areas can be seen to the north and east.

The encampment would be patterned after the Royal Comps concept conceived by the Maharaja (Gaj Singh) of Jodhpur at the Nagaur Fort in Rajashtan and at several other locations. The Royal Camps are composed of luxurious guest tents that make it possible to stay in places where no hotel should be built. The Golconda Fort Encampment would offer guests a step back into India’s past when whole communities of tents would be temporary assembled for guests at weddings, for a viceroy and his entourage, for celebrations or while on safari. Guest activities could include evening fireside presentations on the fort’ and nearby tombs’ history and heritage, cultural music and dance performances, possible camel rides within the confines of the fort’s outer walls and on the adjoining western plain, and a morning sunrise picnic breakfast within the main fort from on top of Darbar Hall’s viewing roof. They would also enjoy the spectacular of the fort’s golden wash in the late afternoon sunsets. The Encampment area would be secured be temporary barriers during the occupancy period, and would be accessed by a narrow drive extending from the Military Academy access road.
3.9 Heritage Hotels Scheme:

An important move within the conservation circles in India was the initiation of the Heritage Hotels Association and the supportive Heritage Hotels Scheme. The rich history of Telangana as a past of Indian culture has ensured that there remains a large number of feudal estates usually called ‘thikanas’ Havelis and ‘Gadis’ that comprise a variety of small forts and palaces. Similarly, there are a number of mansions of earlier aristocratic families. These hotels offer a unique opportunity for tourists to experience the art and architecture of these historic building and to better understand the life of this unique element of India’s history.

This national scheme has been successful in the development of a number of hotels and in reviving of grand old buildings for contemporary use. The adaptive reuse of these buildings has proved profitable in almost all cases. Good examples of the reuse of palaces and historic buildings are found in Mysore, Bangalore and throughout Rajasthan. This culture is deliberately entering Hyderabad.

3.10 Golf Courses:

The charms of Telangana and Hyderabad as a tourist destination is unique Hyderabad exude a cultural amalgamation of northern and southern India. Its language is a curious blend of old Urdu and many regional languages, spoken with a peculiar accent that sets a Hyderabad apart. Under its rulers, Hyderabad developed a distinct style in almost every facet. Its richly flavored cuisine, its etiquette, its handicrafts, its festivals and fairs were borrowed from all over the country and abroad, and then colored in its own hue. In the same manner new sports too has entered India way back few centuries like golf. Today golf as a sport has become one of the
important aspect in international tourism. Sometimes regions tourism and its levels of tourist amenities are being measured by availability of golf courses of international standards.

*Bolaram Golf Club course in Hyderabad:* The Bolaram Golf Club course in Hyderabad offers a good golfing facility in this important tourism destination of the country. The course, founder way back in 1888, is spread over 160 acres. The army takes care of the course now and old browns have been converted into regular greens. Lending itself beautifully to the surroundings, the Course boasts of a natural lake and stretches into the Naya Quila. The spectacular 18 hole Golf Course, designed creatively to accentuate the historical setting whilst preserving the ecological balance, is an experience to cherish for golf lovers and tourists.

*Hyderabad International Golf Club at Golconda:* This golf course has been designed by David Hemstock and is a par 726700 yard course set in one of the most amazing locations within the world famous Golconda Fort. Unfortunately ‘Hyderabad Golf Association’ has not been able to take possession of the 110 acres within the ‘Naya Quila’, which was to accommodate 16 holes. They have, however, developed six holes in the area under their possession and players are repeating these holes to play 6, 12 and 18 holes as well. Two holes within Naya Quila are in play.

**3.11 Other Entertainment & Recreation facilities:**

The Telangana and its fifth largest metropolitan city of India, Hyderabad, do not bore the tourists. The city provides a number of places and activities that tend to brighten up the things. There are numerous entities that serve as popular entertainment in the city. Established in the city are scores of cinema halls and theatres. The cinema halls feature Telugu, Hindi as well as Hollywood movies. The theatre like cinema halls often features shows and performances. The
traditional puppet show at Hyderabad puppet Theatre is one good experience. The puppet shows, primarily meant for children. Are based on informative topic and presented in an entertaining way. Performances are frequently held at various auditoriums in the city.

3.12 Amusement Parks in Hyderabad:

Amusement parks established in the city also avail wonderful opportunities. These parks are filled with a lot of amusement and entertaining stuff. Even if you are hooked up with work during the day, there is night and of course nightlife. The nightlife in the city is one way to get over with the things and get a blast at some rocking party. The discotheques and pubs, established in the city, are really handy. And to complement all there are beautiful lakes, museums, parks and gardens. To make it all simple there is enough, at Hyderabad, to enjoy.

Hyderabad in the last decade has surfaced as a tourist hub in India sub-continent. Tourism from all over the country is pouring in these days. There are provisions of every sort present in the city. To brighten up the things there are amusement parks, which happen to be characteristic by their own definition. The amusement parks at Hyderabad are filled with the excitement and thrill which is seldom observed when you are visiting places. The amusement parks are primarily meant for the local population of the city. Such avenues do a good business as they provide the vent, best means for a brief getaway from the modern and mechanical life. Filled with a lot of crazy activities and amusing games the parks are one thing children won’t compromise for. The parks in the city features a number of water related activities that wash off all the worries and for good. The environment is calm and serene, except for the outbursts of participants and visitors. Treasure Island, Ocean Park and Elles World are great such places and are worth visiting, which provide the said avenues.
3.13 Hyderabad Nightlife Fever:

Hyderabad has an energetic and a cosmopolitan nightlife. There are many pubs and bars in Hyderabad that are open till the wee hours. The nightlife offers some popular entertainment with nightclubs, theaters and lives music that attracts young adults. As the sun goes down Hyderabad Nightlife heats up. Prepare yourself for a great nightlife in Hyderabad. There are plenty to choose from. Popular nightspots in Hyderabad include 10 Downing Street, F Bar & Chimneys, Touch, Liquids and Coco’s. Some popular nightspots are within hotels and others are independent. Few Nightclubs are limited to the five-star hotels, which all have their own discos, bars and sometimes gaming rooms. As you’d expect, these are mainly frequented by hotel guests - well heeled Indian and foreign tourists - but they’re open to any reasonably dressed patron. Partygoers can find a variety of upcoming events at local hotspots that may be of interest. You can find few discos and all-night joints further out of the city. Most of them have couple-entry. The city comes alive during the night and these places tend to shut early in the morning. Few places have restrictions where you are allowed only with your partner. Banjara Hills, Begumpet and Somajiguda are always buzzing with excitement. One can sit and listen to the sounds of live entertainment, or dance the night away at one of the hottest clubs. Regardless of your pleasure, you are sure to have the time of your life. Thus there is no dearth a deficiency for tourist rejoices in Hyderabad especially.

In Hyderabad ladies are not left behind, one can find ‘Ladies Night’ on every Wednesday or Thursday where only ladies are allowed. Few clubs arrange ‘Ladies Night’ on other days of the week too. Now with so many pubs to choose from, the party circuit has just got hotter for youngsters. So for both women tourists and Generation- X tourists Hyderabad is an exciting place to be visited.
3.14 Resorts and Multi theme parks in Telangana:

Most of the resorts in Telangana are concentrated in and around Hyderabad. A resort is a place used for relaxation or recreation. They are attracting visitors for holiday or vacations. Resorts are places, towns or sometimes commercial establishment operated by a single company. In and around few well known resorts for tourist recreation are Pragati resorts, Golconda resorts, country club, Mt. Opera Multi-theme Park and Resorts, Srinidhi resorts, etc.

Mt. Opera Multi –Theme Park & Resorts, Hyderabad: Mount Opera Theme and Park at Hyderabad have acquired a world class reputation that has brought fame and glory to this region and acquired popularity among tourists. Located on the city outskirts Mount Opera Theme Park and Resorts is clean, pleasant and pollution-free place for a perfect holiday. Luxury and Comfort blend together to offer tourists the finest of high quality entertainment and pleasure in this region. This resort has become Hyderabad’s most popular entertainment hub.

Ocean Park: Ocean Park is situated at 20 km away from Hyderabad, in 20 acres of landscape gardens, an amusement park that one hasn’t seen the likes of yet in India. It is one of the first theme parks started in twin-cities and continues to be great hit especially with children. But it is not the young ones alone who enjoy, even adults can have lots of fun here. It is family amusement park offering a good mix of fun and thrills for people of all ages with water rides kiddies pool, wave pool, water slides, dry rides-super loop, the 60 feet high ride, bumping cars, slam bomb etc. The park has a water sports section and another one for amusement games. A plethora of water-based settings tempt you to revel in water rides and pool delights; water that’s remarkable fusion of fun and frolic for everyone in the family. Foot proof and safety-proof, the settings are clean and water is filtered to international standards. Here one can relive their
childhood or romp around amid the various water bodies. If one enjoy the thrills of the games where the ships and trains make half and full circles, where tea cups juggle in the air and one is literally taken on a ride, then Ocean park is the place for everyone.

Ocean Park is divided into different sections, in the kids section there is a wading pool and fountain, while the adults section has the exhilarating water slides. There is also waves and swimming pool with different sections for men women and children. Jet skiing is also available. Toy train, helicopters, huge air filled balloon, video games are available for children and for adults there is toratora ride, single loop roller coaster and a ship that sails from side to side churning your insides out. Thus this place is good for a day out and for accommodation.

**Snow World:** Snow World is an amusement park located in Hyderabad, within an area of about 2 acres beside Indira Park and along the Hussain Sagar Lake. This snow world was developed with public private partnership. It is third biggest in the world after ones in Malaysia and Singapore. Every day, the top layer of snow is cleaned and an additional two to three tons of snow, which is generated within the facility, is used to top the snow spread. The artificial snow is made using a patented technology from Australia. The water used is filtered four times before utilizing it to snow such that even if children consume it, they will not be harmed. The park can accommodate a total 2,400 visitors in a day. Every visitor gets acclimatized to lower temperatures in a step-wise manner, 20°C (68°F), then 0°C, and then a subzero temperature. This method is approved internationally. In addition, visitors are given protective clothing and a steaming cup of soup to help them acclimatize to the temperature change. The internal area, also called the Cryo Zone, maintains a constant temperature of –5°C. For 1 hour, a maximum of 300 visitors at a time can explore the different facilities such as kid’s snow play area, snow wars, snow tube slide, sleigh slide, ice-bumping cars, merry-go-round, snowfall feature and an ice
skating ring. The visitors are exposed to snowfall for ten minutes for every hour. The indoor resemble a cave that was uniquely designed using plaster of Paris.

3.15 Technology parks in Hyderabad

Software Technology Parks of India (STPI) is a society set up by the Ministry of Communication and Information Technology, Government of India, with the objective of encouraging promoting and boosting software exports from India. STPI is statutory body and internet service provider. STPI is one of the first data communication carriers of India STPI also holds the Internet Service Provider (ISP) license with operational jurisdiction covering the entire country of India. STPI offers leased line services to the premium segment, where quality is of utmost concern. STPI is a statutory body for providing Single Window Clearance to software exporters. The STP Scheme provides these units with lucrative incentives, which have made it a phenomenal success. Over 6,000 companies nationwide enjoy the benefits of this scheme. As a part of this technology park has been set and this today is visited by many professional tourist and visitors and this is attracting revenue for tourism industry and investment in IT field in this region.

Fab City: India is on course to become the hub of assembly-test-mark-pack (ATMP) facilities. While existing players are set to invest huge sums to expand their operations, new players are also showing interest in setting up ATMP units. ATMP facilities led the development of semiconductor ecosystem in countries like Taiwan and it could trigger the same effects. Hyderabad in Telangana is competing with world and making its niche for itself and thus attracting investments and visitors. Government and Some India have announced the setting up of a $3-billion (Rs 13,500 crore) project to manufacture semiconductors used in computers,
mobile phones and other digital devices at a 1,200-acresite near the Hyderabad international airport. Two other semiconductors makers Nano Tech and Cypress Semiconductor have evinced interest in locating their bases in the Fab City and negotiations are on to woo some more semiconductor companies. Hyderabad has been hotly pursuing for the projects to be established.

3.16 Scientific and educational institutions:

Birla Institute of Technology & Science, Pilani – Hyderabad (colloquially shortened to BITS Pilani, Hyderabad Campus (BPHC) is an all-India technical and science institute for higher education in Jawaharnagar Village, Shamirpet, Hyderabad. The Hyderabad Campus was conceived as a way to provide a serious, focused and rigorous environment with state of the art facilities and operate on the cutting edge of knowledge and pedagogy, Research and development activities. The culmination of some of this research has led to the granting of parents to professors. For attending seminars, for presenting papers and also for exchanging and learning new things this educational institution is attracting many visitors both local and foreign. Along with the above there are other research institutions that are attracting visitors by organizing seminars, by throwing open their research institutions for naïve students and common people. India Institutions of chemical Technology, Centre for cellular and Molecular Biology, Defense and research development organization, Bharat heavy electrical limited, Bharat dynamics limited, Manuguru heavy water plant etc are few internationally renowned organizations present in Hyderabad.

3.17 About Gun Foundry:

The Gun foundry is located in a narrow lane near Nizam’s College and opposite to department of archeology and Museums in Hyderabad. The walls of this Gun Foundry made of
bricks, lime and mortar, was about 50 feet high. Due to the rampage of time and negligence, the original height has come down to 25 to 35 feet.

One can still see specimens of the cannons and cannonballs manufactures in the Gun Foundry, in the Public Gardens and various other places in Hyderabad, bearing inscriptions regarding their manufacture. This is the only existing Gun Foundry as the rest were dismantled. Today, Gun Foundry is the protected monument of Department of Archaeology and Museums. Many residential complexes have come up around this historical complex. This 18th century historical and scientific monument is attracting visitors who are interested in heritage, educational and scientific tourism.

3.18 Hyderabad book exhibition:

The Hyderabad Book Fair occupies prominence next only to the Kolkata book fair and will be inaugurated on every 16 December. The Fair will be open for around ten days. About a lakh free oases are distributed to educational institutions, prominent citizens, writers and organizations. Journalists, teachers and students will be allowed on their identity cards. The Book Fair society also organizes a walk for books along with writers, poets, artists etc. There will be meetings, seminars, book release functions, face to face with authors, felicitations to the seniors, competitions etc on the book fair dais every day. Cinema artists are also expected to add glamour to the occasion. The Hyderabad Book Fair society it may be recalled was formed in by popular publishers and book sellers in 1985. The first fair was held in City Central Library, Ashok Nagar which was a great success. The fair enthused the organizers. Later it was shifted to places like Kesav Memorial High School, Nizam’s college, public gardens, Exhibition ground and now at people’s plaza. With the active cooperation of the Government it is held in the
Peoples plaza for the past 5 years attracting people in a big way. By now it has become part of the city culture and everybody loves it whole heartedly. The 25 year old Hyderabad Book Fair aims to take books nearer to young and the children and also to promote good reading culture in the people. As publishers of various fields and places like New Delhi, Chennai, Kolkata, Mumbai, and Vijayawada, etc. are participating, it will be a real feast for book lovers.

3.19 Food festivals:

A food festivals is a festival; usually held annually, that uses food, often produce, as its central theme. “These festivals have always been a means of uniting communities through celebrations of harvests and giving thanks for a plentiful growing season. They can be traced back thousands of years to celebrating the arrival of harvest time, the autumnal equinox, and the honoring of earth gods.”

Increasingly, vegetarian food festivals are becoming some of the largest food celebrations in the country, including Veg-fests in India and world. India is one of the few countries in the world that can boast of people from different backgrounds and different religions living together and enjoying and celebrating festivals of each other with the same enthusiasm as they celebrate their own. These different religions provide India with a lot of different festivals that are celebrated all year long. As a matter of fact some people say that India is a country where a festival is celebrated every day. These festivals offer a great opportunity for people from different religions to enjoy the traditional delicacies that are cooked using the traditional recipes. These traditional recipes have been passed on from generations to generations. Each and every festival brings with it the joy of the festivals and ceremonious food that is awaited for all year long. These special
recipes provide a great opportunity to discover and taste the delicacies of Indians. Everybody is allowed to forget about their health related problem and enjoy the food and sweets to the fullest.

Likewise, every festival in Telangana region have a different approach towards food for example on one hand the festivals of Shiva Ratri celebrated is about staying hungry whole day and enjoying food only on the next day and on the other hand the festivals of Diwali, Sankranti, Dashera offers a great opportunity to enjoy some of the best spicy as well as sweet food. Irani tea, Biryani, Haleem (prepared during Holy month Ramzan) and many other food delicacies are a few good examples of Telangana food. This diversity in the food and the cooking gives this region and identity of its own. The tourists who visit to Hyderabad want to relish the dishes special to this region.

3.20 Medical tourism:

The first recorded instance of medical tourism dates back thousands of years to when Greek pilgrims from all over the Mediterranean to the small territory in the Sardonic Gulf called Epidauria. This territory was the sanctuary of the healing god Asclepius. Epidauria became the original travel destination for medical tourism. Factors that have led to the increasing popularity of medical travel include the high cost of health care, long wait times for certain procedures, the ease and affordability of international travel, and improvements in both technology and standards of Care in many countries. The avoidance of waiting times is the leading factor for medical tourism from the UK, whereas in the US, the main reason is cheaper prices abroad.

In the context of global health, the term “medical tourism” is pejorative because during such trips health care providers often practice outside of their areas of expertise or hold different (i.e., lower) standards of care. Greater numbers than ever before of student volunteers, health
professions trainees, and researchers from resource-rich countries are working temporarily and anticipating future work in resource-starved areas. Medical tourism (also called medical travel, health tourism or global healthcare) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of travelling across international borders to obtain health care. These days to provide cheap and quality medical service to visitors’ new spa culture are emerging in around Hyderabad. Sanatoriums, traditional medical facilities are sprouting up to cater the needs of tourists and visitors who along with recreation wants to cure ailments like asthma, bronchitis and various other health related disorders. This tourism is also attracting domestic and foreign tourists to this region.

Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, and convalescent care is available. Definitely, Telangana, especially Hyderabad is offering treatment to various ailments at cheap Costs and in this multi and super specialty hospitals are playing important role. The facilities in some hospitals are up to the mark of international standards. Hyderabad today is catering many patients from neighboring countries cheaply when compared to European countries. Not only this, the indigenous knowledge of medicine is also having big demand which is mostly free from any side effects. This is attracting many visitors here and bringing revenue along with them leading to multiplier effects in tourism industry. These days, foreigners, out of health consciousness, are coming to India to learn Meditation, Hatha Yoga, Laya Yoga, Mantra or Japa Yoga along with Royal or Raja Yoga based on teaching of Patanjali (belonging to 300 A.D). Medical tourism carries some risks that locally-provided medical care does not. Some countries, such as India, Malaysia, or Thailand have very
different infectious disease-related epidemiology to Europe and North America. Exposure to diseases without having built up natural immunity can be a hazard for weakened individuals, specifically with respect to gastrointestinal diseases (e.g. Hepatitis A, amoebic dysentery, paratyphoid) which could weaken progress, mosquito-transmitted diseases, influenza, and tuberculosis.

Medical tourism may raise broader ethical issues for the countries in which it is promoted. For example in India, some argue that a “policy of” medical tourism for the classes and health missions for the masses’ will lead to a deepening of the inequities” already embedded in the health care system. In Thailand, in 2008 it was stated that, “Doctors in Thailand have become so busy with foreigners that Thai patients are having trouble getting care”. Medical tourism centered on new technologies, such as stem cell treatments, is often criticized on grounds of fraud, blatant lack of scientific rationale and patient safety. But so far such experiments are not here in Hyderabad and other towns of Telangana. However there are reports of Surrogacy is increasing in India and Telangana that is promoted by foreign parents who don’t have children naturally due to health related problems.

Medical tourism sector in Telangana is expected to experience an annual growth rate of 10%. As said the advantage for medical tourists include reduced costs, the availability of latest medical technologies and a growing compliance on international quality standards, as well as the fact that foreigners are not likely to face a language barrier. The most popular treatments sought in India by medical tourists are orthopedic surgery. India is known in particular for heart surgery, hip resurfacing and other areas of advanced medicine.
3.21 Rural Ethnic Tourism in Telangana:

Rural tourism in Telangana aims to provide the discerning traveler with a multitude of distinctive, first-hand experiences in an interactive informative and organic setting in rural areas of this region can be had. A type of ethnic tourism can be improved to attract more visitors. Community based rural tourism is envisaged to provide sustainable livelihood and promotion of rural craft, culture, heritage and environment in their natural forms by offering an enhanced choice to visitors seeking a unique experience, thus increasing awareness and exposure to rural way of life across the state while improving the quality of life of the village communities, encouraging gender equity and community ownership through an equal partnership between hosts and tourists leading to overall holistic development through tourism. But this tourism is in its initial stage here. Rural tourism helps in Preservation and conservation; it will lead to basis to infrastructure plan. Rural culture, craft, heritage and environment is maintained. Rural areas can be developed by making people in rural communities as stakeholders and equal partners and not mere objects. This also increases livelihood and economy of rural areas. Providing facilities for tourists and visitors to visit areas like Pochamapalli, Sircilla, Pembarti, Gadwal, Nirmal, Karimnager along with Tribal hamlets etc in Telangana enable in developing rural tourism.

Thus, rural tourism is a multifaceted activity that takes place in an environment outside urbanized areas, it is an activity characterized by small scale tourism businesses, set in areas where land use is dominated by agricultural pursuits, forestry or natural areas. Rural tourism can represent to the tourist the essence of country life. It would be unwise to define rural tourism too narrowly as it involve tourists’ perceptions that they are experiencing ‘the country’. The development of rural tourism should greatly enhance the opportunities for rural populations to participate in and benefit from tourism.
**Shilparamam:**

This craft village was conceived with an idea to create an environment for the preservation and encouragement of traditional crafts. There are ethnic festivals round the year here. Shilparamam, a crafts city conceived in the year 1992, is situated just about few kilometers from Hyderabad city. Sprawling over 65 acres (260,000 m²) of land in the hi-tech hub city of India, Shilparamam gives ambience of tradition and cultural heritage. For promotion and preservation of India arts and crafts and to motivate the artisans, the government established this platform. Enchanting the blend of arts and artifact, epitomizing the true legacy with the diverse natural beauty or rural India, Shilparam is tribute. Exhibiting the rustic richness and creativity of Hyderabad, it has captivated the imagination of visitors. The lush and serene environment of Shilparamam is sculpted with woodwork, jewelry, cloths and local crafts of each region of the country. Showcasing a plethora of artistic ethos, Shilparamam is set amidst gardens, cascading waterfalls and natural rock heights is an eye feast to many domestic and foreign visitors.

**Major Attractions and Recreational Area at Shilparamam: The Rural Museum:** The rural museum, surrounded by trees, is a miniature depiction of typical India village. Over 15 life-sized huts, authentically constructed out of baked clay and thatch, depict rural and tribal lifestyle and the life of various artisans. It provides a window to rural life for city dwellers and those who have never visited a village before. The museum houses sculptures and life size models depicting the day-to-day activities of the rural artisans.

**A) Boating:** Shilparamam has a beautiful lake which also offers the delight of boating in it. Both rowing and paddle boats are available.
B) **The Rock Museum:** Shantiniketan’s Subroto Basu has fashioned a rock garden here at Shilparamam by blending his own rock collections with the natural and picturesque rock formations found in the village. The natural formations stand untouched in a scenic form in Rock Museum. This Rock Museum adds a fantastic ecological side to Shilparamam.

C) **The Recreational Area**

Towards the entrance of Shilparamam there is a lush green lawn with beautiful landscaping surrounding by ethnic motifs and terracotta sculptures.

D) **Night shopping**

Shilparamam has hundreds of stalls. There is wide range of handicrafts available for shopping, right from toys to carpets. Here visitors can buy handmade sarees and textiles of different states. Textiles ranging from Tangail, Sambhalpur, Paithni, Kashmiri to Kanjeevaram, Dharmavaram, Tanjavur, Madurai, Peddapuram, Bandar, Guntur and other sarees. It also has Salwaarkamiz, Ghagras, Kurta, Carpets, etc. Here a special Artisan Bazar is also there providing the original art forms directly from the makers.

**Hussain Sager:**

Hussain Sager is a lake in Hyderabad, built by Hazrat Hussain Shah Wali in 1562, during the rule of Ibrahim Quli Shah. It was a lake of 5.7 square kilometers built on a tributary of the River Musi to meet the water and irrigation needs of the city. There is a large monolithic statue of the Goutam Buddha in the middle of the lake which was erected in 1992. At the end of the Hussain Sagar one can find the Masjid and Dargah of SayedaniMaa Tomb. Built in the 16th century the lake was named to express the gratitude of Ibrahim Quli Qutub Shah to Hussain Shah Wali who helped him to recover from illness. It is a sprawling artificial lake that
holds water perennially. Linking the twin cities of Hyderabad and Secundereabad, the lake and its environs have several parks and scenic spots. The broad road on the tank bund is lined with lawns and 33 statues of famous personalities that (which are now partially destroyed) stand along the bund of the lake. The well laid out Lumbini Park located in the Buddha Purnima project has a musical fountain. The lake was a hot spot as a suicide location but these have reduced in the last few decades, possibly due to the worsening water quality.

The lake is encompassed on one side by the beautiful Lumbini Park, an amusement park for the young and old alike. Then there is the enchanting Birla Mandir hewn on a hillock nearby. Standing on the Tank Bund at night, one is awe-struck to see the glimmering row of lights outlining the lake that look like “a diamond studded necklace”. This is the necklace road being readied to enhance the beauty of Hussain Sagar.

The majestic white arch that forms the entrance stands high and immaculate into the bluish white sky beckoning the motorists a free and easy passage on the wide long stretch of the Tank Bund. The two lions standing straight in support of the roof of the arch beside the pillars and the tapered dome with globular design akin to pinnacles on top are all styled after the traditional Hindu temple designs, much like the “simhadwaram” (the lion gateway). As said above, statues lining Tank Bund were installed almost two decades ago by the NT Rama Rao government. These statues of the greatest and best talent from Telugu speaking world span centuries of brilliant lives. Its uniqueness lies in the fact that it connects the twin cities of Hyderabad and Secunderabad. Throughout the year Tank Bund presents a picture of hustle-bustle of the regular traffic.
**Sailing:** HussaianSagar Lake is a popular spot for sailing. Various regattas have been held here since 1971 jointly by the EME Sailing Association and the Secunderabad Sailing Club. The *Hyderabad Sailing week* has been conducted here since 1984 when the first Laser boats (an Olympic class boat) were introduced by the Laser Class Association of India. The event has grown from strength from 10 Laser entries in 1984 to 110 Laser entries in 2009. The event has traditionally been a multi class event jointly hosted and conducted by the EME Sailing Association and the Secunderabad Sailing Club and been conducted with military precision for the past 24 years. In August 2009 the lake was witness to the monsoon regatta in which sailors from all over India had participated. Different classes of sailboats and yachts were raced including four J24, eighteen Hobie Cat and Forty-seven Optimist (dinghy). The regatta was conducted by Laser Sailor Suheim Sheikh.

**Botanical Garden- Hyderabad**

An eco-tourist place, the botanical garden is in Madhapur, near the Hi-tech City, approximately 16 kilometers from Hyderabad. The garden sprawls over 120 acres of vegetation. On completion, the garden will possess 19 Vanams or sectors. This garden includes medicinal plants, fruit and timber trees, ornamental plants, bamboos, palm trees and aquatic plants. The design of the park includes Rolling Meadows, water bodies, and lush green grass lands. For people who would like to retire shortly from the busy city life, the garden is an excellent choice. Tents are available if one plans to stay. Bamboo and palm sectors are a major attraction in the park.

**NTR Garden:**

It is a good place to hang out in the evenings for the young as well as the old. NTR Memorial Gardens are the latest and exciting attractions of Hyderabad. They are situated at
Hussain Sagar Lake. They were built in memory of the late Shri N T Rama Rao. The NTR Gardens has been set up in an area of about 36 acres. The gardens provide a calm atmosphere and up to the present time the garden also provide recreation facilities like boat ride, car café, children’s playing area, eat out joints, fruit restaurant (the 2000-square-metre restaurant is circumvented by three petal-shaped ponds), Japanese garden, machan tree, souvenir shops, and so on. A railway having a single track takes the guests all around the gardens. Different types of flowerbeds and the verdure provide a pleasing change to the people who tired of with pollution and traffic in the city.

**Durgamcheruvu:**

The Durgam Cheruvu (lake) is located near the Hi-tech City, the home of information-technology industries in Hyderabad. This lake, which is also called the Secret Lake, belongs to older times. This lake once served as a drinking water source to the Golconda Fort. The lake is located on the lush green terrains of the Jubilee Hills. Rich scenic surroundings and the picturesque lake waters made this become a major tourist attraction. Pedal boating, camping, and trekking facilities are available. A cafeteria as well as a refreshment center is located on its banks. Granite shields around here are one of its kinds in Asia. They date back to around 2500 million years, bringing rock lovers from all over the world.

**Lumbini Park:**

Lumbini Park is a small public, urban park of 7.5 acres (0.030 km; 0.0117 sq mi) adjacent to Hussain Sagar in Hyderabad. Since it is geographically located in the center of the city and is in close proximity to other tourist attractions, such as Birla Mandir and Necklace Road, it attracts many visitors throughout the year. Constructed in 1994, the park is presently being maintained
by the Buddha Purnima Project Authority. In 2007, it was one of the targets of the 25 August 2007 Hyderabad bombing that killed 44 people. Such type of unrest conditions hampers tourism as a whole. Lumbini Park features a musical fountain and well landscaped garden.

In 2000, the Buddha Purnima project Authority (BPPA) was established to maintain specially designated development areas in Hyderabad. Among tourist attractions such as Necklace Road and NTR Gardens, Lumbini Park is being maintained by BPPA. To enhance the inflow of visitors, additional facilities such as laser auditorium, boating facilities among other visually appealing features such as gardens and musical fountains were provided. In 2006, the park was named T. Anjaiah Lumbini Park in honor of the late Chief Minister of Andhra Pradesh.

HITEC City:

HITEC City stands for Hyderabad Information Technology Engineering Consultancy city. It is a major technology township which is at the center of the information technology industry in Hyderabad. HITEC City is spread across 151 acres (0.61 km) of land under suburbs like Sharthpur, Kondapur, Gachibowli, Nanakramguda, Manikonda, Thellapur, etc. soon after India started witnessing an IT revolution with Bangalore, Mumbai, Chennai and Delhi as key IT hubs, the government realized the need for infrastructure to attract investments of several IT companies. It was a well-known fact that a large number of IT professionals working in Silicon Valley and other technology hubs were from this region. This prompted the government to start the project with private investments. I&T Info city is the first software technology park layout in HITEC CITY which attracted major technology companies like Accenture, Microsoft, Oracle, etc. This attracting not only investments but also visitors on business purposes and thus enhancing tourism with multiplier effect here in this region.
3.22 Hyderabad International Convention Center:

Hyderabad International Convention Center (HICC) was built by Emaar MGF of India. The company is partly owned by Emaar of UAE. The Hyderabad International Convention Center with 5,000 seating capacity is India’s largest and the most technologically advanced convention facility. It is an integrated 291,000 square foot (27,000 m) facility with a 287-room-capacity business hotel, Novotel Hyderabad, covering (61,000 m). This air-conditioned center can be configured to increase seating capacity to about 6,500

HITEX Exhibition Center:

Hyderabad International Trade Expositions Limited (HITEX) is a state-of-the-art venue for international exhibitions, conferences, trade shows, and corporate events in India. It was conceptualized by German architects and inaugurated on January 14, 2003 by then Commerce Minister Arun Shourie.

ShilpakalaVedika:

The Shilpakala Vedikaia a government owned Auditorium is located at HITEC City. This 60,000 sqft (60,000 m) Convention center includes an auditorium which is flexible in design and offers a variety of configuration selections. In literal terms: “Shilpa” means sculpture, “Kala” means art, and “vedika” means platform. While Shipakalavedika is a multipurpose auditorium, Shilparamam is a crafts village.

Ramoji Film City:

Romoji Film City is the largest Film City in the World situated in Hyderabad City. Romoji Film City (RFC) is one of the world’s largest integrated film studio complexes at over
2,000 acres (8.1 km) of land, situated near Hayathnagar and Peddamberpet on outskirts of Hyderabad. It is also a popular tourism and recreation centre, containing both natural and artificial attractions including an amusement park. The Outer Ring Road Phase 2 has acquired lands at the entrance and is set to intersect the city. Every year, the studios attract over a million tourists, and the complex creates revenues in billions of rupees. Located at the entrance of the film city are the 3 star hotels, Tara and a 5-star hotel, Sitara for the film production units as well as for tourists. Once inside, there is Hawa Mahal, an intricate miniature Golconda Fort, which is on a hilltop from which one can have a Bird’s-eye view of the whole studio. The film City provides honeymoon packages and banquet halls for corporate retreats and conventions. The vintage Film City coaches shuttle visitors around the studios on a guided tour. There are several settings in the studios which lead the visitors from streets of the Mauryan Empire or the Mughal Empire or even the American Old West. There’s also the famous Hollywood sign displayed on the hills at the studios.

3.23 Sports tourism:

Since the late 1980 sports tourism has become increasingly popular. Events such as rugby, Olympics, Commonwealth games, Asian Games and football world Cups have enabled specialist travel companies to gain official ticket allocation and sell them in packages that include flights, hotels and excursions. Sports in Telangana in general and Hyderabad in particular were always the vestige of Royalty. The truly global sport that came to India was football, hockey and Cricket, through the British. Patronized later by the ruling Nawbas and Princes of various states all over India, it gained prominence to its current state now where Cricket is next only to religion. There day’s lawn tennis, chess, golf in particular on international standards is gaining popularity among the local people and the visitors. 2007 world Military Games & the
National Game: Hyderabad hosted the Fourth World Military Games in 2007, under the aegis of International Military Sports Council. The Games, to be held for the first time outside Europe, witnessed over 3,000 army personnel from 100 countries competing in Boxing, Shooting, Archery and Swimming. This event not only brought many foreign and domestic visitors to India or Hyderabad.

3.24 Other Attractions in Telangana/Hyderabad:

There are many other tourism attractions besides above in Telangana which has aesthetical and natural those are attracting many visitors from ancient times to modern. They are like Birla Mandir, boat club, Prasads IMAX, heritage walks, etc to make this region one of attractive and most tourist potential region of the world. But yet India has to make up for attracting and encouraging other mature type of tourisms like dark tourism, vacilando tourism and so on

3.25 Summary:

Telengana has a variety of attractions hills, wildlife, forests, forts and temples. The Telangana region has all the required qualities for emerging as a potent tourist destination in on country. The government in recent years focuses on eco-tourism, sports tourism, holiday tourism etc. If property developed a large number of foreign and domestic tourists can be attracted to visit the places in and around the Telangana region.
REFERENCES:


