



Exploring The Tourism Potential of Nalgonda District, Telangana: With Special Reference to Selected Destinations

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Abstract:

Tourism development presents a significant challenge requiring strategic attention, particularly as the annual demand for tourism increases. In Telangana, particularly Nalgonda district, the tourism sector holds substantial potential but faces various challenges. Despite the presence of numerous historical and cultural attractions, the tourism sector in Nalgonda has not fully flourished. The Government of Telangana has implemented several measures to promote tourism, focusing on historical and cultural attractions through infrastructure development, marketing campaigns, and cultural events. However, there is a notable lack of comprehensive studies evaluating the effectiveness of these measures. This study aims to understand the current status and potential of tourism in Nalgonda district, crucial for devising effective strategies to boost tourism, leading to economic development, job creation, and cultural preservation. This study will analyse the tourism potential in Nalgonda district using primary and secondary data. Tourist perceptions of historical and cultural attractions will be gathered through a structured questionnaire. Statistical methods such as Chi-Square Test, Kruskal-Wallis Test and Logistic Regression test is employed to summarize and understand tourists' responses, identify relationships, and analyse key factors influencing tourism in Nalgonda. This approach aims to provide a comprehensive understanding of the tourism scenario in Nalgonda district.

Keywords: Tourism Potential, Nalgonda District, Destinations.

1. Introduction

Tourism development presents a significant challenge requiring strategic attention, particularly as the annual demand for tourism increases. In Telangana, particularly Nalgonda district, the tourism sector holds substantial potential but faces various challenges. Despite the presence of numerous historical and cultural attractions, the tourism sector in Nalgonda has not fully flourished.

The Government of Telangana has implemented several measures to promote tourism, focusing on historical and cultural attractions through infrastructure development, marketing campaigns, and cultural events. However, there is a notable lack of comprehensive studies evaluating the effectiveness of these measures. This study aims to understand the current status and potential of tourism in Nalgonda district, crucial for devising effective strategies to boost tourism, leading to economic development, job creation, and cultural preservation.

Tourism Growth and Trends in Telangana

- As per the "**India Tourism Statistics 2023**" report, Telangana recorded 60.75 million domestic tourist visits in 2022, accounting for 3.51% of India's total domestic tourism. The state also welcomed 0.61 million foreign tourists in the same year, representing 0.68% of the country's total foreign tourist arrivals.
- In 2021, Telangana saw 32 million domestic tourist visits and 5,917 foreign tourist arrivals. By July 2022, these numbers had increased to 39.55 million domestic and 35,945 foreign tourists. The Telangana State Tourism Development Corporation aimed for a 20% increase in foreign tourist arrivals and a 30% growth in domestic tourist footfall by the end of 2023 compared to pre-COVID levels.

Tourism's Contribution to Telangana's Economy

- **Gross State Domestic Product (GSDP) Contribution**
 - In 2015-16: Tourism **directly contributed 2.29%** of Telangana's GSDP (₹12,118.68 crore).
 - Including indirect effects, tourism's total contribution was **11.87%**. (*Regional Tourism Satellite Accounts, 2015-16*)
- **Employment Contribution**
 - Tourism directly accounted for **5.13%** of total employment (~10.31 lakh jobs).
 - Including indirect employment, tourism's total contribution was **17.83%**. (*Regional Tourism Satellite Accounts, 2015-16*)

Government Initiatives & Future Plans

- **Telangana Tourism Policy 2025-2030** (Announced in December 2024)
 - Aims to attract **₹15,000 crore** in investments.
 - Plans to create **3 lakh employment opportunities** over the next five years.
 - Seeks to enhance tourism's contribution to **10% or more** of the state's GSDP.

2. Review of Literature:

Key Studies on Rural Tourism (2009-2024): Wiranatha, Chatterjee, and Shah (2024) explore rural tourism's impact on economic growth, environmental preservation, and cultural sustainability. Verma (2023) focuses on community involvement in Himachal Pradesh. Karali (2021) analyzes rural tourism trends. Mustak Ahamed and Sharma (2017) emphasize socio economic benefits of cultural heritage tourism. Kumar (2009) discusses challenges in preserving India's cultural heritage. Sarkar highlights rural tourism's benefits in East Sikkim. Collectively, these studies underscore sustainable development, community involvement, and local resources, addressing challenges and proposing strategies. **Key Studies on Urban Tourism (2006-2024):** Thermadham and Ramzan (2024), Ahirwar et al. (2023), Tan et al. (2022), and others explore economic,

social, and cultural impacts of urban tourism. They analyze tourism's role in economic growth, urban development, and cultural preservation, highlighting challenges and proposing strategies for sustainable development. Emphasis is placed on effective marketing, urban planning, and leveraging local cultural assets. This review covers the multifaceted benefits and challenges of rural and urban tourism, emphasizing sustainable development and strategic planning.

3. Research Gap: The review of literature points out that many studies have been made on Tourism in India in general and on individual aspects of Rural and Urban tourism. But very few studies have been conducted on *Exploring the Tourism Potential of Nalgonda District, Telangana: With Special Reference to Selected Destinations*. It would therefore be appropriate to make such a study to address the gap.

4. Need for the Study

Tourism plays a crucial role in regional economic development, contributing to income generation, employment opportunities, and cultural preservation. Nalgonda district in Telangana possesses significant tourism potential due to its historical, religious, and natural attractions. However, despite its rich heritage and scenic landscapes, the district remains underexplored as a major tourist destination.

This study is essential to identify the untapped tourism resources in Nalgonda, assess existing infrastructure and services, and understand the perceptions of tourists and local stakeholders. By analyzing the strengths, challenges, and opportunities, the study aims to provide insights for policymakers, tourism developers, and local businesses to formulate strategic initiatives for sustainable tourism development.

Furthermore, promoting tourism in Nalgonda can enhance economic growth, create employment, and preserve local culture and traditions. The study will help in identifying areas that require improvement, such as accessibility, amenities, and marketing, ensuring a more structured and efficient approach to tourism promotion in the district.

5. Objectives of the Study

- To understand the Telangana Government's Tourism Policy, focusing on its goals, strategies, and implementation.
- To analyse the perceptions of tourists visited Nalgonda district.

6. Hypothesis of the Study:

Hypothesis for Chi-Square Test

- **Null Hypothesis (H_0):** There is no significant association between Demographic factors (Age, Gender, Occupation and Place of Residence) and perception ratings towards (Overall Experience, Cleanliness, Transportation).

Hypothesis for Kruskal-Wallis Test

- **Null Hypothesis (H_0):** There is **no significant difference** in perception ratings (Overall Experience, Cleanliness, Transportation) among different groups (Age, Gender, Occupation, Place of Residence)

Hypothesis for Logistic Regression Test

- **Null Hypothesis (H₀):** There is no significant relationship between tourist perception factors (Overall Experience, Cleanliness, Transportation, and Safety) and the likelihood of recommending Nalgonda.

7. Methodology of the Study

The Scope of the study focuses on assessing the tourism potential in Telangana, with special reference to Nalgonda district this is known for rich culture, heritage, and cuisine.

Source of the Data:

Both primary and secondary sources will be used.

- a. **Primary Data:** Will be collected from tourists visiting Nalgonda District.
- b. **Secondary Data:** Includes publications from the Ministry of Tourism, Government of India, Telangana Open Data Portal, and relevant reports like India Tourism Statistics 2023.

Sample Selection: The **simple random sampling** method is used, with a sample size of **100**. The sample is proportionally distributed across **five tourist destinations** in Nalgonda District. These destinations were selected using a **lottery system**. From each destination, the perceptions of **20 tourists** were collected. The selected five destinations listed below:

1. Chaya Someshwara Temple – Historical & Religious Heritage
2. Lateef Saheb Dargah – Religious & Cultural
3. Pillalamarri Temple – Historical & Religious Heritage
4. Nagarjuna Sagar Dam – Historical & Scenic
5. Buddhavanam – Buddhist Heritage & Cultural

8. Questionnaire / Schedule Design

A structured questionnaire has been developed with inputs from faculty and the supervisor. The questionnaire is designed to understand tourist perceptions about tourism destinations in Nalgonda Town aims to gather insights into visitor experiences, satisfaction levels, and areas for improvement in the region's tourism sector.

The questionnaire consists of four sections:

1. **Demographic Information** – Collects details on age, gender, occupation, and place of residence to analyse how different groups perceive tourism in Nalgonda.
2. **Awareness and Experience** – Explores how tourists learn about Nalgonda's attractions, their travel frequency, and preferred types of tourism.
3. **Perceptions and Satisfaction Levels** – Assesses visitor opinions on overall tourism experience, cleanliness, transportation, accommodation, hospitality, and safety.
4. **Additional Comments** – Allows respondents to share their memorable experiences and provide further feedback.

The responses from this questionnaire help in understanding tourist satisfaction and provide valuable insights for improving Nalgonda's tourism infrastructure and services.

9. Data Analysis and Findings:

Tourism plays a crucial role in the economic and cultural development of a region. Understanding tourist perceptions about tourism destinations in Nalgonda is essential for improving facilities, enhancing visitor experiences, and promoting tourism growth. To achieve this, a comprehensive data analysis was conducted using various statistical techniques to examine the relationships between tourist perceptions and demographic factors (Age, Gender, Occupation, and Place of Residence).

The study focuses on three key statistical tests:

- ✓ **Chi-Square Test** – To determine associations between demographic factors and perception ratings.
- ✓ **Kruskal-Wallis Test** – To compare differences in ratings across multiple groups.
- ✓ **Logistic Regression** – To identify key factors influencing a tourist's decision to recommend Nalgonda.

9.1: Chi-Square Test (χ^2):

The Chi-Square (χ^2) test is a statistical method used to examine the relationship between two categorical variables. It helps determine whether demographic factors (Age, Gender, Occupation, and Place of Residence) are significantly associated with tourist perceptions about Nalgonda District tourism destinations.

In this study, the Chi-Square test was applied to analyse if different demographic factors (Age, Gender, Occupation, and Place of Residence) have statistically significant differences in their perception of:

1. Overall Tourism Experience
2. Cleanliness & Maintenance of Tourist Spots
3. Transportation Facilities

9.1.1: Impact of Age on Tourist Perceptions: Chi-Square Test Results

Null Hypothesis (H_0): There is no significant association between Age and perception ratings towards (Overall Experience, Cleanliness, Transportation).

Table: 1 Impact of Age on Tourist Perceptions: Chi-Square Test Results			
Perception Factor	Chi-Square Value	p-Value	Significance
Overall Experience	2.81	0.59	Not Significant
Cleanliness & Maintenance	4.03	0.40	Not Significant
Transportation Facilities	10.87	0.028	Significant
Source: Primary Data			

Interpretation:

- **No significant difference in Overall Experience and Cleanliness ratings** across different age groups.
- **Transportation perception significantly differs by age ($p = 0.028$)** → Different age groups view transportation quality differently.

9.1.2: Impact of Gender on Tourist Perceptions: Chi-Square Test Results

Null Hypothesis (H_0): There is no significant association between Gender and perception ratings. towards (Overall Experience, Cleanliness, Transportation).

Table: 2 Impact of Gender on Tourist Perceptions: Chi-Square Test Results			
Perception Factor	Chi-Square Value	p-Value	Significance
Overall Experience	0.15	0.70	Not Significant
Cleanliness & Maintenance	2.93	0.087	Not Significant
Transportation Facilities	0.81	0.37	Not Significant
Source: Primary Data			

Interpretation:

- No significant difference in Overall Experience, Cleanliness, or Transportation ratings between males and females.
- Cleanliness perception is borderline ($p = 0.087$) → Suggests a possible difference, but not strong enough.

9.1.3: Impact of Occupation on Tourist Perceptions: Chi-Square Test Results

Null Hypothesis (H_0): There is no significant association between Occupation and perception ratings towards (Overall Experience, Cleanliness, Transportation).

Table: 3 Impact of Occupation on Tourist Perceptions: Chi-Square Test Results			
Perception Factor	Chi-Square Value	p-Value	Significance
Overall Experience	10.94	0.027	Significant
Cleanliness & Maintenance	7.93	0.094	Not Significant
Transportation Facilities	10.73	0.030	Significant
Source: Primary Data			

Interpretation:

- Overall Experience ($p = 0.027$) significantly differs by occupation.
 - Different job roles (students, government employees, business owners) rate the experience differently.
- Transportation Facilities ($p = 0.030$) also varies significantly across occupations.
 - Working professionals may have different transport needs than students or business owners.
- Cleanliness ($p = 0.094$) is borderline → Some differences exist, but not strong enough to be statistically significant.

9.1.4: Impact of Place of Residence on Tourist Perceptions: Chi-Square Test Results

Null Hypothesis (H_0): There is no significant association between Place of Residence and perception ratings towards (Overall Experience, Cleanliness, Transportation).

Table: 4 Impact of Place of Residence on Tourist Perceptions: Chi-Square Test Results			
Perception Factor	H-Statistic	p-Value	Significance
Overall Experience	1.28	0.53	Not Significant
Cleanliness & Maintenance	0.76	0.68	Not Significant
Transportation Facilities	1.78	0.41	Not Significant
Source: Primary Data			

Interpretation:

- No significant differences in perception ratings based on place of residence.
- Local vs. non-local tourists rate their experience, cleanliness, and transport facilities similarly.

9.1.5: Findings and Conclusions from Chi-Square Test

- ✓ The Chi-Square test results indicate that age and occupation play a crucial role in shaping tourist perceptions, particularly in transportation and overall experience.
- ✓ Older and younger tourists rate transportation differently, likely due to differences in travel preferences.
- ✓ People in different professions have varied experiences, meaning tourism services may need customization based on occupation.
- ✓ Gender and place of residence do not significantly impact tourist perceptions, suggesting that tourism experiences in Nalgonda are fairly consistent across these groups.

9.2: Kruskal-Wallis Test

The Kruskal-Wallis test is a non-parametric statistical test used to determine whether there are significant differences in perception ratings across multiple independent groups. Unlike ANOVA, which assumes normally distributed data, the Kruskal-Wallis test is ideal for ordinal data such as tourist ratings of overall experience, cleanliness, and transportation.

In this study, the Kruskal-Wallis test was conducted to examine whether different demographic groups (Age, Gender, Occupation, and Place of Residence) perceive tourism in Nalgonda differently. Specifically, the test was used to assess whether these groups provided significantly different ratings for:

1. Overall Tourism Experience
2. Cleanliness & Maintenance of Tourist Spots
3. Transportation Facilities

9.2.1: Test Objective:

We will test whether perception ratings (dependent variables) differ significantly across multiple demographic groups (independent variables).

9.2.2: Hypothesis:

- **Null Hypothesis (H_0):** There is **no significant difference** in perception ratings (Overall Experience, Cleanliness, Transportation) among different groups (Age, Gender, Occupation, Place of Residence)

9.2.3: Variables Selected:

- **Dependent Variables (Perception Ratings)**
 - Overall Experience
 - Cleanliness & Maintenance
 - Transportation Facilities
- **Independent Variables (Demographic Groups)**
 - Age
 - Gender

- Occupation
- Place of Residence

9.2.4: Kruskal-Wallis Test Results and Interpretation

The Kruskal-Wallis test checks whether perception ratings significantly differ across different demographic groups.

Significance Level ($\alpha = 0.05$)

- If p-value < 0.05 , we reject the null hypothesis (significant difference exists).
- If p-value ≥ 0.05 , we fail to reject the null hypothesis (no significant difference).

Table 5: Kruskal-Wallis Test Results Summary

Demographic Factor	Perception Factor	H-Statistic	p-Value	Significance
Age	Overall Experience	2.81	0.59	Not Significant
	Cleanliness & Maintenance	4.03	0.40	Not Significant
	Transportation Facilities	10.87	0.028	Significant
Gender	Overall Experience	0.15	0.70	Not Significant
	Cleanliness & Maintenance	2.93	0.087	Not Significant
	Transportation Facilities	0.81	0.37	Not Significant
Occupation	Overall Experience	10.94	0.027	Significant
	Cleanliness & Maintenance	7.93	0.094	Not Significant
	Transportation Facilities	10.73	0.030	Significant
Place of Residence	Overall Experience	1.28	0.53	Not Significant
	Cleanliness & Maintenance	0.76	0.68	Not Significant
	Transportation Facilities	1.78	0.41	Not Significant
Source: From Primary Data				

Key Findings Kruskal-Wallis Test:

1. Age significantly affects perceptions of Transportation Facilities ($p = 0.028$).
 - Older and younger tourists may have different views on transport quality.

2. Occupation significantly affects Overall Experience ($p = 0.027$) and Transportation Facilities ($p = 0.030$).
 - Different professions (students, employees, business owners) perceive tourism differently.
3. Gender and Place of Residence do not significantly impact perception ratings.
 - Males and females have similar opinions on cleanliness, transport, and overall experience.
 - Local vs. non-local tourists do not have major differences in ratings.

Conclusion Kruskal-Wallis Test:

- ✓ Tourism improvement strategies should focus on transportation facilities, as perceptions vary by age and occupation.
- ✓ Occupation-based differences in overall experience suggest that different groups (students, business owners, employees) may have distinct expectations.
- ✓ Cleanliness & Maintenance has no significant variations, indicating a common perception across demographics.

9.3: Logistic Regression

In tourism research, understanding the factors that influence a tourist's decision to recommend a destination is crucial for improving visitor satisfaction and tourism development. Logistic regression is a predictive statistical model used to determine which factors significantly impact a binary outcome—in this case, whether tourists recommend Nalgonda as a tourism destination (Yes/No).

For this study, logistic regression was applied to analyze how different perception factors influence a tourist's likelihood of recommending Nalgonda. The key independent variables considered were:

Overall Tourism Experience

Cleanliness & Maintenance of Tourist Spots

Transportation Facilities

Safety Perception

9.3.1: Objective of Logistic Regression test in This Study

- ✓ To determine which factors, play the biggest role in influencing tourist recommendations.
- ✓ To analyze whether cleanliness, transportation, and safety are strong predictors of a positive recommendation.
- ✓ To provide data-driven insights for tourism authorities to improve the visitor experience.

9.3.2 Hypothesis:

- **Null Hypothesis (H_0):** There is no significant relationship between tourist perception factors (Overall Experience, Cleanliness, Transportation, and Safety) and the likelihood of recommending Nalgonda.

9.3.2: Model Overview

- **Dependent Variable:** *Would you recommend Nalgonda?* (Yes = 1, No = 0)
- **Independent Variables:** Overall Experience, Cleanliness, Transportation, and Safety ratings
- **Pseudo $R^2 = 0.1341$** → The model explains **13.41% of the variation** in tourist recommendations.

- **LLR p-value = 0.0094 (< 0.05)** → The overall model is **statistically significant**.

Table: 6 Logistic Regression Test results & Interpretation of Key Predictors				
Variable	Coefficient (coef)	p-Value	Significance	Interpretation
Overall Experience	-0.7852	0.195	Not Significant	Experience rating does not strongly predict recommendations.
Cleanliness& Maintenance	-0.8769	0.260	Not Significant	Tourists' cleanliness perception does not significantly influence recommendations.
Transportation Facilities	-0.1824	0.767	Not Significant	Transport quality has no significant impact on recommendations.
Safety Perception	1.6666	0.009	Significant	Tourists who feel safer are more likely to recommend Nalgonda.
Source: Primary Data				

9.3.3: Findings from Logistic Regression test:

1. Tourist safety perception is the strongest predictor
 - $p = 0.009$ (< 0.05) → Significant influence on recommendations
 - Higher safety ratings increase the likelihood of recommending Nalgonda.
2. Overall experience, cleanliness, and transportation do not significantly impact recommendations
 - Even though these factors are important, they do not strongly predict whether a tourist recommends Nalgonda.

9.3.4: Conclusion Logistic Regression test:

Improve safety measures → Since safety perception has the highest impact on recommendations, authorities should focus on:

- Enhancing security at tourist spots
- Installing surveillance & emergency facilities, Promoting safety awareness among tourists

10. Conclusion of the study

This study provides valuable insights into tourist satisfaction and perceptions in Nalgonda.

- ✓ **Transportation Quality Matters** → Both age and occupation affect transportation perception, indicating a need for better travel facilities.
- ✓ **Safety is the Most Influential Factor** → Tourists are more likely to recommend Nalgonda if they feel safe.
- ✓ **Occupation Affects Tourism Experience** → Different job groups have different expectations from tourism.

- ✓ Gender & Place of Residence Do Not Impact Perception → Tourism experiences are consistent across genders and locations.

11. Suggestions

Improve transportation services by addressing the specific needs of different age groups and occupational categories, as respondents highlighted concerns regarding accessibility and convenience.

- ✓ Enhance tourist safety measures by strengthening security, emergency response systems, and awareness programs, as many respondents emphasized safety as a key factor in their travel decisions.
- ✓ Develop customized tourism packages tailored to the preferences of students, professionals, and business travellers, based on respondent insights about varying expectations from tourism experiences.
- ✓ Maintain cleanliness and improve infrastructure, as some respondents expressed concerns about maintenance, even though cleanliness was not a primary factor influencing their recommendation of Nalgonda.

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