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## Impact on the development of convention tourism in Telangana

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### Abstract

Tourism Industry has emerged as a vital sector in the process of economic development and most importantly after the liberalization. The effect of demonetization and the impact of the technology has played a key role in the transformation of the tourism industry. Like an ever evolving industry tourism across the world wide has undergone a phenomenal changes. Increased usage of Information technology, social media in providing information in a quicker and faster facilitated the tourist to travel more. With this arouse the new concepts of travel according to the various needs of the tourist. A family tourist has a different need where as a business tourist has a different purpose. Considering the carrying capacity of the destination and the economic propositions few new concepts of travel trends aroused. As India strives to increase its current share of the global Meetings, Incentives, Conventions, and Exhibitions (MICE) market to significantly impact our economy, the exhibition or event industry in Telangana, particularly in Hyderabad, is thriving. The city has emerged as a preferred destination for attracting investors and organizing significant events. Here's an overarching perspective on the state's MICE industry, the government's offerings, and the way forward

**Keywords:** Tourism, development, convention tourism, Telangana

### Introduction

The Travel Tourism Industry since ancient time has proved to be a important industry in the process of progress harmony and development of the state. This is aligned with Socio economic development and most importantly after the liberalization. The effect of demonetization and the impact of the technology have a significant and a pivotal action plan in the transformation of the tourism industry. With constant evolving of the tourism industry, the travel and hospitality sector across the world wide has undergone a phenomenal changes. Increased usage of Information technology, social media in providing information in a quicker and faster facilitated the tourist to travel more. With this arouse the new concepts of travel according to the various needs of the tourist. A family tourist has a different need where as a business tourist has a different purpose. Considering the carrying capacity of the destination and the economic propositions few new concepts of travel trends aroused.

There was a paradigm shift in the beginning of the 20th century. This has emerged to promote new trends in Events Management. Mostly events were related to the product promotion, General Body Meetings, Board Meetings, and expert meetings, industrial meetings educating the staff engaged in the organization, especially for those engaged in sales.

The concept of this tourism is a result of globalization and economic reforms which brought several organizations together. People have been gathering in the form of get-togethers and meetings since ancient times. Archeologists have found primitive ruins that were used for specific gathering by ancient communities and tribes. The major purpose of such gathering is to contemplate and brainstorm many topics including hunting, strategies related to war plans, invasions, harvesting of crops or celebrations and festivities.

Towns and cities have understood the value the organization of meetings in their cities helped them to have visibility for them. Therefore the entrepreneurs and business executives to increase business decided to meet in Detroit, Michigan. This has created history as it was first time invite various corporate meetings to be held in the town Since so many delegates met at the places there was a brain storming and face to face meeting which enhanced the networking opportunities. This was considered as the primary convention organized in systematic manner. This paved way for the establishment of first convention bureau to facilitate all the delegates.

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And so in the year 1896 the Meetings and Conventions industry officially came into existence. Moreover the establishment of such professional associations functions with a vision and objectives. These organizations in turn paved way for more such smaller bureaus which are active in their own destinations. . Since the year 1960 onwards there was a continuous growth of investments into the construction of infrastructure with the sole purpose to support in a conducive manner conferences, conventions, meetings and events. These huge investments amount to several pounds which in turn facilitated the growth of the economy. The Meetings and Conventions and Tourism plays a major role in growth of a destination in establishing infrastructural constructions in terms of Convention centers and Hotels. They provide job opportunities and facilitate in eradication of poverty. As increasing countries, cities and avenues have showed interest in investments in tourism, it has therefore be fitted into social benefits, economic benefits and political benefits through import export revenues and other small and medium size social enterprises.

The Indian convention and meeting business in still infancy period paying only a meagre amount to the world of convention economy, According to the Tourism Satellite Account (TSA) in 2006, the complete tourism sector contributes only 1.4 % of the Gross Domestic Product – GDP and out of that the convention tourism alone contributes to 7-9 %. The growth and emergence of India as the key economic development hot spot compared to China the country recent tourism boom especially in convention tourism integrating the business travelers. The State of Telangana was incorporated as a bifurcated State from Andhra Pradesh on 02nd June 2014 in India. It is situated in the Western part of Andhra Pradesh. It is the 12th state which attracts a lot of International and domestic Tourists. The last Tourism Policy was initiated 1998. Later on in the year 2014 an updated policy was presented by the ministry and several new initiatives have been taken up. During this period there is tremendous change in the overall tourism scenario of the state. The Information Technology, Bio technology Para-medical science and Pharmaceutical Industries have changed the Socio Economic structure of the State. Apart from this the Migrant Andhrite population found it lucrative to invest in the home state for the home coming purpose. Hence, there was a surge in the growth of business traveler.

### **Emerging Trends**

The early nineties have showcased participation in North America and Europe. These two continents have dominated the conventions conference and meeting markets across the globe. The USA holds the premier position for the largest number of events and meetings organized in USA at various destination. But from the year commencing from 1998 onwards event industry has shifted to newer countries and destinations in South Asia Oceania and Asian subcontinent. However some parts of European subcontinent were still a favorite option for meetings. But there is a less participation in countries like United Kingdom, while counties like Thailand, Malaysia, Singapore and Oceanic regions are gaining. This tremendous growth in South Asian, Ocenic and Australian conventions the convention tourism market understood that the business traveler spends more money than the leisure travel. Therefore several countries targeting

the PCO and CVB to host summits, conclaves and conventions in their country. There is a economic benefit for the city which hosts conventions.

### **Convention Business Process**

The importance of convention tourism at a global level has a tremendous growth in economy and it has been widely discussed. ; many of the European countries and small island countries have proved that even with small events and conventions can contribute to the trained human resources and grow economically strong along the assisting the convention and tourism sector. Tourism related to business and delegates have significantly contributed for the economy of the society better than the leisure tourists. The process of convention is initiated from the bidding of RFQ-request for proposals. These are shortlisted and a detailed planning is made basing on the requirements of the delegates. Once the planning process is in palce it is therefore put for marketing and promotions. Basing on the number of participants then it is understood how to execute the event.

### **India convention Promotion Bureau**

The Bureau which promotes convention tourism in India popularly known as I C P B has fundamentally been established to promote only conventions and summits. This is under the Umbrella of tourism ministry This is a nonprofit organization with membership comprising of representative of national stake holders comprising of airlines, hotels, travel agents, tour operators, professional conference organizers, state government, etc. the ministry of tourism participates in international mice trade shows namely IMEX Las Vegas, IMEX Frankfurt, AIME Melbourne, EIBTM Barcelona, etc. through its overseas India tourism offices and ICPB and also organizes road shows in partnership with ICPB to attract convention to India. The Incredible India campaign promoted by the Indian government as the most preferred destination for meetings, incentives, conferences and exhibitions (mice) destination through the global media campaign. The promotional shows, workshops and seminars conducted by the offices in foreign attracted lot of queries and Ministry of tourism also provides central financial assistance for setting up of convention centers as part of the scheme for large revenue generating projects. Ministries of tourism also support the conventions India conclave organized by ICPB wherein Indian suppliers showcase the convention facilities to potential buyers from India and important international source markets.

The Local tourism projects which are included in the local state level are generally assisted by the collaborative approach by the commercial association's line financial institutions and banks. These will facilitate to work on a public and partnership mode with private enterprises. The toll bridges, small hotels way side amenities public places etc. are enhancing the development through infrastructure. Therefore can be considered as large revenue improving projects. The much acclaimed visa which is given by the government as electronic version is applauded by the corporates and the commercial executives. Moreover the procedure to obtain this electronic version of visa is made easy the stake holders.

### **Social Factors**

Being Indian is an incredible feeling who takes pride in

belonging to India. This belongingness is enhanced even to the cities when events are conducted. A summit which is organized primarily generates employment opportunities and income. This income in turn increases the Standard of the Living of the individual. Along with this the quality of life improves and there is appositive attitude towards work. Thus this Positive attitude enhances the mutual confidence among the people. Finally it culminates into the pride feeling. Sports Events like Common Wealth games and Olympics give a tremendous patriotic feeling to the citizens of the Country.

### **Economic Factors**

Several delegates, business and professionals portable during the year to join several meetings and conventions. Therefore the economic impact of these meetings play a major role of the travel and tourism accommodation segment. Most of the conference participants conduct meeting and use the same venue for their stay. The effect of the delegate expenditure is either direct or also indirect which is experienced throughout the city and the venue has a tremendous effect on the sightseeing, local tours, local restaurants and shopping malls.

### **Convention Tourism in Telangana**

According to the State Government data, during the last year, Hyderabad has received investments totaling almost `7,500 crore (US\$965.25 million) in the Pharma, Biotech, and Medical devices sectors. The Telangana Government has collaborated with pharma companies, including Dr. Reddy's Laboratories and Laurus Labs, and has also received a `15,000 crore investment from Microsoft. The Telangana State Government has authorized a `1,479 crore administrative sanction for establishing eight new medical colleges and improving associated government general hospitals. The Indian Railway Catering and Tourism Corporation (IRCTC) expects to earn `26 crore from 2,00,000 tourists in Hyderabad during the fiscal year 2022-23. Domestic tourist arrivals in the state were 35 million in 2020, while overseas tourist arrivals exceeded 0.05 million. The State Government has prioritized tier II cities like Warangal, Karimnagar, and Nizamabad. In addition, the state is seeking to build three new airports in Adilabad, Nizamabad, and Warangal. With the recently announced Indigo's direct daily service from Hyderabad to Dhaka, Hyderabad International Airport has added yet another international destination to its portfolio, enhancing medical travel to the city as well as tourism and leisure travel between Bangladesh and Telangana. The state's overall growth is also heavily supported by sustained physical infrastructure development, which includes the extension of the railway network, Greenfield and brownfield airports, industrial corridors, the Regional Ring Road, and metro train routes.

### **Conclusion**

Telangana has only 2 percent of the country's population, but generates the fifth-largest share of GDP. According to the Government, Telangana per capita income climbed by 130 percent to `2, 78,000 in seven years from 1, 24,000 in 2014. In the same year, the Gross State Domestic Product grew from `5.6 lakh core in 2014 to `11.54 lakh crore. Experts predict that the booming growth of MICE events and medical tourism will put Hyderabad on the international

map, propelling the city's hospitality business to new heights. In JLL's City Momentum Index (CMI) 2019, Hyderabad was ranked second among the top 20 global cities.

India's enormous outbound MICE and business travel sector is anticipated to be valued at roughly US\$93 billion by 2030, with a resurgent outbound tourism market worth US\$45 billion. The Indian hospitality sector expanded substantially in the second quarter of 2022 (April-June), thanks mostly to rising demand for MICE and business travel.

India aims to capitalize on its G20 leadership by hosting a worldwide meet on investments in its tourist sector and a conference on corporate tourism next year. Indian states may exhibit their capabilities to international investors in order to attract tourism infrastructure investments.

Telangana is seeking to build three new airports in Adilabad, Nizamabad, and Warangal. In addition, with Indigo's recently announced direct daily service from Hyderabad to Dhaka, Hyderabad International Airport has added yet another international destination to its portfolio, enhancing medical travel to the city as well as tourism and leisure travel between Bangladesh and the State.

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