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Research Article

URBAN TOURIST ATTRACTIVENESS INDEX - A CASE STUDY OF GREATER HYDERABAD

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ABSTRACT

Hyderabad is a historical city which has emerged as a world-class tourist destination. Tourist with varied profile and diverse origin and motivation visit Hyderabad for various reasons. Keeping in view the multidimensional nature of tourist potential of greater Hyderabad, an attempt is made in this paper to bring out the relative significance of places of tourist interests. Tourist Attractiveness Index (TAI) is used to identify the factors that attracted tourist visiting greater Hyderabad. The TAI is based on Natural tourist resources, Anthropoc tourist resources, Tourist facilities and amenities, availability of general infrastructure. Each of these factors as assigned weightage depending upon its potential for attracting tourists, based on the finding of TAI it is seen that cultural and historical factors are the major drivers of tourist attractiveness in a case of Hyderabad. The overall TAI revealed that Hyderabad has good potential as a tourist destination. Even though Hyderabad has a diversified tourist base, anthropic tourist resources emerged as the major drivers of attracting tourist to Hyderabad.

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INTRODUCTION

Urban places will have certain drivers which attract tourists. Urban tourism explodes the multidimensionality of the city along with multi motivation of the tourist. Tourist with varied profile and diverse origin & motivation visit major urban centers for the purpose of business, training, healthcare, meetings, and conferences. Urban centers provide scope for the multi motivation of the tourist. Many cities all over the world now, exploring the possibilities of developing tourism, as a means to diversify and stimulate urban economic base, tourism promoting resources including heritage, culture and physical and natural factors. Keeping in view the multidimensional nature of tourist potential of Hyderabad, an attempt is made to bring out the relative significance of places of tourist interest.

MATERIALS AND METHODOLOGY

Study area

Hyderabad, the capital of Telangana located between 17°15'N to 17°28'N and 78°-22'30"E to 78°32'33"E. The climate of Hyderabad is generally quite pleasant throughout the year except during summer season. Though climate of Hyderabad is suitable for a visit any time of the year, the best tourist season is from October to February. The elevation of Hyderabad ranges between 350m to 540m in MSL. It is one of the fastest growing metropolises of India. Hyderabad city has grown leaps and bounds in all direction during different phases of its

historical evolution. The impetus for the urban growth is provided by IT sector. The city is cosmopolitan nature. Hyderabad, a medieval historical city has emerged as a world-class tourist destination. Over a period of time, Hyderabad has developed a diversified tourism based that made Hyderabad a sought after tourist destination. It has emerged as a center of multidimensional tourist potential. Hyderabad has a variety of factors both natures, manmade, which is the driving, force of the tourism attraction of Hyderabad. Hyderabad city also blends off the historical city with modernity. Therefore tourist with varied profile and motivation visit Hyderabad for various reasons. Keeping in view the diversified tourist base of Hyderabad an attempt is made though bring out the major determinant of attracting tourist of Hyderabad.

Objectives

The objectives of this study are:

- To classify the various available tourist resources.
- To derive Tourist Attractive Index.

Methodology

In order to quantitatively arrive at identifying the factors that attract tourists to a particular spot, few methodologies are there and one such methodology was the one which is adopted by Tourism Department of Romania. Tourist attractiveness index of Hyderabad is based on the methodology used by National

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Institute for Research and Development in Tourism, Romania with few modifications. Based on the destination from where the tourist is arriving at Hyderabad and also depending on the quality of tourist resources a scale factor 0-3 is used.

Value 0 - for the non-existence of the factor, unfavorable factor as a consequence of degradation, pollution

Value 1 - for reduced quality, uncompetitive factor on the national level.

Value 2 - for satisfactory quality, factor of national interest

Value 3 - factor which favors the development of international tourism

The formula used for calculating the tourist attractiveness index is:

$$I_s(K_v) = (\sum q_i \times c_i) / 3, \text{ where}$$

$I_s(K_v)$ = the tourist attractiveness index

i = the number of components taken into consideration (1,2,3,...n)

q = the value of each component ($\sum q_i = 1.00$, so $0 \leq q_i \leq 1.00$)

c = the qualitative level of the components ($c= 0-3$)

RESULTS AND DISCUSSION

Tourist resources

The following basic components are taken into account for the evaluation of the tourist attractiveness index:

- Natural tourist resources
- Anthropic tourist resources
- Tourist facilities
- General infrastructure

The base components are further subdivided into following factors.

Natural tourist resources

- Landscape
- Relief
- Climate
- Water bodies
- Birds/Animals
- Flora
- Protected areas
- Rockscape
- Quality of the environment

Anthropic tourist resources

- Historic and art monuments
- Archaeological
- Religious
- Museums
- Traditional architecture
- Crafts and handicrafts
- Traditional customs

Facilities

- Accommodation
- Food traditional
- Health care facilities
- Recreational units

General infrastructure

- Accessibility
- Infrastructure
- Tourism information

Each of the basic components is assigned weightage depending upon its potential for attracting tourists. The following table gives the total default/ assigned and actual / derived values for 4 major components. By default or the assigned weightage is 40 points for natural factors out of which the derived/actual values for Hyderabad are 23 only. As seen from table-1 in a case of Hyderabad the potential of natural factors in the tourist attractiveness is not very significant.

Table 1 Weight age assigned to base components in Tourist Attractiveness Index

S.no	Component	Derived/ Actual	Default/ Assigned
1	Natural potential	23	40
2	Cultural/Historical	24	30
3	Tourist facilities	10	16
4	General infrastructure	7	14
	Total	64	100

As observed from the table-2 that out of 30 points assigned to the cultural/historical component, the derived value is 24 points, which suggests that Hyderabad is a tourist destination known for historical and cultural factors. This observation is in support of the first hypothesis which states that Hyderabad is known for historical/cultural tourism.

Basic criteria	A. Natural potential	B. Cultural - Historic potential	C. Tourist facilities	D. General infrastructure	Maximum points
Assigned value (%)	40 (Default) 23 (Actual)	30 (Default) 24 (Actual)	16 (Default) 10 (Actual)	14 (Default) 7 (Actual)	100 (Default) 64 (Actual)
Sub-criteria	A1, A2, A3, A4, A5, A6, A7, A8, A9	B1, B2, B3, B4, B5, B6, B7	C1, C2, C3, C4	D1, D2, D3	
	Landscape, Relief, Climate, Water bodies, Birds/Animals, Flora, Protected areas, Rock scape, Quality of the environment	Historic and art monuments, Archaeological, Religious, Museums, Traditional architecture, Crafts and handicrafts, Traditional customs	Hospitality, Traditional food, Health care facilities, recreational units	Accessibility, Infrastructure, Tourism information	
Weight age %	7, 5, 5, 4, 3, 2, 3, 7, 4	7, 3, 4, 4, 3, 4, 5	5, 4, 4, 3	7, 5, 2	100

Source: National Institute for Research and Development in Tourism, Romania - adapt and modified.

Figure 1 Greater Hyderabad Tourist Attractiveness Index

Hyderabad is not well developed in terms of tourist facilities, which is suggested by the fact that out of 16 assigned points, Hyderabad has 10 points only. Similar is the case with general infrastructure facilities. Out of 14 default or assigned points the actual or derived value for the city is 7 only. It suggests that the overall facilities & amenity level are satisfactory.

Table 2 Level of tourist attractiveness index

S.no	Points	Level of tourist attractiveness
1	<30	Poor
2	30-60	Satisfactory
3	61-75	Good
4	>75	Excellent

To know the overall tourist attractiveness of Hyderabad city, the derived/actual maximum points are classified into 4 classes which are shown in the table given below.

Out of 100 maximum default points, the actual points obtained by Hyderabad is 64 only, (figure-1) indicating that the overall level of tourist attractiveness of Hyderabad is good. Based on the tourist attractiveness analysis, the following observations are made:

- Cultural/Historical factors are major drivers or determinants in case of Hyderabad.
- There is scope for the improvement in the tourist related and general infrastructure facilities.
- The overall rating of Hyderabad is the good tourist spot, but the tourist Department should focus on improving the tourist related amenities.

CONCLUSIONS

Hyderabad city is a favorite tourist destination with an inflow of large number domestic and international tourist. The city has diversified tourist spots. A large number of factors contributed to the growing tourist promotion in Hyderabad, Even though urban tourism is multifaceted in nature, in the case of Hyderabad the historical and cultural factors have emerged as the major drivers of tourist attractiveness. The overall Tourist Attractiveness Index revealed that Hyderabad has good potential as a tourist destination. Even though Hyderabad has a diversified tourist base, anthropic tourist resources emerged as the major drivers of attracting tourist to Hyderabad.

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