

Congratulations! Tourists are people who want to spend a lot of money. They just don't know exactly how to do it.

### **INTRODUCTION:**

With the smartphones in every one's hand, an app on this smart phone is the best way to tell them how to spend their money. Tourists in Kerala have a language barrier to interact freely with the locals. This emphasises the fact that your idea of an app for the tourists is a brilliant idea. When these people spend money on various things, the local government indirectly benefit from the taxes collected. With the app, the Kerala Tourism Department can also measure what tourists are searching for and encourage more of such establishments to be set up.

### **APP IDEA:**

With this said, we propose that you have the first page with only five choices. These five choices are what tourists typically look to spend on. The five choices are:

1. How to travel: (bus, train, flight, own car etc)
2. STAY (types of accommodations: hotels, home stays etc)
3. EAT (types of restaurants: local food, multi cuisine, bar etc)
4. SIGHTSEEING (types of places: for family, for adventures, for honeymoon etc)
5. SHOPPING ( same as above ) **PLUS THEY NEED ONE MORE THING:**
6. SERVICES (hospitals, police station, tyre puncture, medical shops, ATMs, banks etc)

The list in the bracket is the list of items that come after making the main choice: For e.g.: if i select "1. How to travel" i should have further choices like: Bus, train, flight, own car etc)

If i further select: Own Car, then i should be suggested with routes, gas stations, restaurants on the way etc)

We propose that each of the above should be rated by the users. The best example for this is tripadvisor.com. But this website mainly deals with places to stay. Where as kerala tourism can include all the above to be rated by the users.

We also suggest that notifications appear based on the location of the tourist to suggest: places to visit, local shopping and local eateries when they are moving. The location of the tourist can easily be tracked these days.

### **CONCLUSION:**

As an advance technique or as an improvement to this app at a later date, the tourism department can first collect the information from the user before suggesting the above places. But we re-iterate, not only as app developers, but also because we are avid tourists, that the above 6 mentioned places are what we look to spend on while we are travelling.

We conclude our document by profusely thanking you for giving us an opportunity to enter this contest. In case you need us to do a story board for the above app, we would be very happy to do it for you. Wishing you all the very best!

### **ABOUT US:**

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