



# APP IDEA CONTEST - KERALA TOURISM

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## Gamify the Experience

- **Share the “Kerala Experience”**

Every user/traveler can rate a particular place on a scale of 5. This would add to the overall user ratings for the place. The place can also be optionally rated based on various amenities like food facilities, quality of the places of interest, Safety for tourists, Crisis Management, Overall Experience.

The user can also provide a small blog on the place, describing the experience. The user can also upload photos from the place. Selected photos and blog posts appear in the User Feedback section of the place that is available for other travelers to view. This would provide a crowd-sourced platform for publicity and also to help Kerala tourism to improve areas in which the state lacks, to make the “Kerala Experience” a complete fun-filled one.

The best photos and blog posts that best describe the Kerala Experience can be awarded at the end of a travel season (monthly/annual which can be decided).

- **Traveler of the Year**

Travelers earn points for how they enjoy the state. Every registered user in a travel calendar is a participant. For every visit the traveler makes, he/she will earn a few points. The visit can be confirmed from their GPS location or coarse-location based on network data.

The person who makes frequent visits to the same place will be awarded lesser points, as people exploring more places have to be given better positions in the ranking. Also, for Indians, their home town is fixed from most visited place. This way, there is fair-play.

At the end of a travel season, best travelers can be awarded based on points they gather.

- **Know the Place**

Each place a traveler visits will unlock a new set of **quiz**. The traveler’s location can be used for unlocking. The quiz will be based on the place, presented from a wide category of questions that test the knowledge of the *local culture*, the *local history*, etc. This will help travelers know the place better. It will kindle the curiosity while seeking answers thereby helping the traveler to know even less popular destinations in the locality.

## Additional Merits

These features can help tourists participate actively in popularising Kerala tourism and also help channelise the fun-filled experiences. Proper documentation is possible on stats is possible, which will help the authorities at multiple levels.