

Idea proposed to Kerala Tourism by Kottackal Business Solutions Pvt. Ltd. In response to the Ideas competition:

Kerala Tourism can create especially for important tourist landmarks like for example the Kovalam Beach an Augmented Reality (AR) application (app). This will provide an immersive experience to the visiting tourists. which will provide the below:

- a) Layers of different information like History, Geography, Hotels in vicinity etc. in Kovalam integrated as an AR app accessible through devices especially a smartphone.
- b) This app can be promoted will serve as a informational hub for the tourists who visit the destination
- c) Once this information is created as an app, this information can also be used to create magazines, brochures and other promotional material which can be directly scanned by the smartphone and enabled to perform tasks like call to a hotel to book a room.

There is a possibility to price this app so that Kerala Tourism may realise another revenue stream.

If this is extended to the tourist destinations of Kerala, this can drive income and revenues as well as enhance tourist experiance.

We can provide a prototype for the idea if needed.

Contact

Jacob Ninan

Director, Kottackal Business Solutions Pvt. Ltd.

Technopark, Trivandrum - 695 581, Kerala, India

Email : director@kottackal.org

Mobile : 9447763144