

Explore Kerala

Ideas for promote kerala tourism and to develop Mobile App

- **AUGMENTED REALITY** - Artificial information about the environment where the tourist reaches.
- **CURRENCY CONVERTER** - User can used to convert their currency. In addition while in travel, user will get *NEAR BY* - foreign exchange agencies.
- **VOICE / TEXT TRANSLATOR** - Tourists can get the translated voice or text while inputting any text or voice in malayalam or any language preferred.
- **MAP EXPLORE** - Kerala map with all visiting places marked. On selecting a spot, user can see all features about the place including photos,videos.Map explore can be filtered by "water tourism","wildlife","historical places" etc.Corresponding places will be marked in the map.
- **NEAR BY** - It can used while travelling. User can select particular range of distance (say 10 km) will list out all places around 10km of the user's position (by GPS).Data will include RAILWAY STATIONS, BUS STATIONS ,AIRPORT, HARBOUR, FOREIGN EXCHANGE, HOSPITALS.
- **DEALS** - It is the main business strategy for the app. It will be linked to RESORTS, HOMESTAYS, HOTELS in Kerala. User can plan their travel with accommodation preliminary. The user can get the descriptions, ratings , user's comments , attractions (Like Ayurveda ,Yoga etc). They can book their STAY via online transactions in advance.
- **BE SOCIAL** - Integration with all major social networking sites (facebook, google+, instagram, twitter, foursquare , linkedin etc). The user can CHECK IN and share photos to social networking sites via the app. On every screen on the app we can give share option for good promotions.
- **SPECIAL ATTRACTIONS** - We can highlight "*GRAND KERALA SHOPPING FESTIVAL*" ,"*FOOD FESTIVALS*", "*CULTURAL EVENTS*" etc, promotions throw the app and attract tourists to these programs.
- **ADDONS** - TIME ZONE CONVERTER , CALENDAR , WEATHER
- **ADVERTISEMENTS**