

The App

The initiative of Kerala tourism department to develop an app to promote 'digital tourism' is appreciable.

We encounter tourist guides at any tourist location, who are the lifelines sustaining the tourism at the place. This app should perform the role of a guide representing the whole tourist Kerala. Any tourist must be confident, for, he is accompanied by this comprehensive guide.

App-Structure and Action

- First of all app should have much detailed description about the destinations including the significance of the place, food, accommodation, travel, ...etc. These bulky informations should be arranged in such a manner, easy navigation is possible.
- Rail based tourism is on the rise (eg:-Nilambur-Shoranur) -Train timings should be given.
- A **GALLERY** tab-enlists all the pics, videos and other events from different areas.
- Department offices details, phone numbers.
- App processed for **GPS** enabled systems-Automatically fetches nearby tourist locations at any point by the help of GPS.

Additional Features

- App-as **TRANSLATOR**-the major problem a tourist confronts is that of communication gap. When he type the command in English, the Malayalam version should be produced in voice, by which he can pronounce it.
- Homestay tourism is rampant nowadays. The app as the conduit conserving the **FRIENDSHIP** between the host and the guest.
- **COMPETITIONS**-Articles, descriptions about places, descriptions about art forms like Kathakali,-can be promoted by conducting virtual competitions with rewards.
- **CONCEPT OF LEVELS**-The levels of a tourist increases when he visits more and more places. The levels can be redeemed as products/services at the tourist centres.
- Connection with Google. Facebook, Twitter, Youtube, ..etc. Any alien interested one could see his friend's visits and travels.
- Furthermore, one could acknowledge his friends about the marvels. He can post the pics, videos, events, ..etc.
- Frequent notifications about weather,etc. Notifications about currently popular destinations.
- Attractive **DESIGN**-greenery-attracts.
- App-to all department officials-to coordinate it's action.