

Mobile App Idea

Title

TourSpread - *Connecting Tourists and Local Businesses*



App Idea

Travel is the collision of strangers in new places. These collisions can be as spontaneous as trying local food at marketplace or as intentional as couch surfing. Our idea is to organize these collisions through mobile application via common interests and needs. Photographers finding a new shot, new travelers looking to avoid scams, and tourists looking for a local's perspective could all use a little help finding one another.

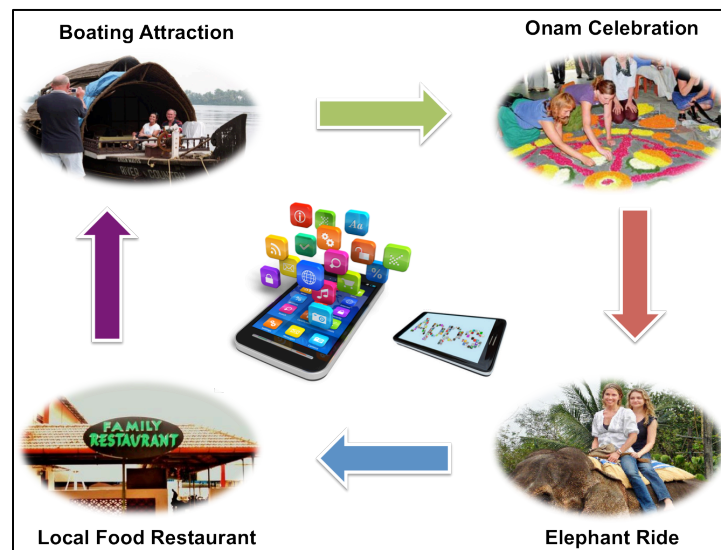


Figure 1 - TourSpread App Idea Design

TourSpread is mobile app idea connecting tourists with other tourists and local businesses to promote tourism in Kerala.

- As a tourist, you can start sending out updates right away to the tourists/local business located in your vicinity using this app. You can also start receiving updates from people around you based on your location and your interests. You can also share your experiences about expeditions with other tourists nearby.
- As a business owner (restaurants, shopping complex), you can publish and advertise for your business to the tourists/users in your vicinity. For example - People also miss to make initial bookings for certain activities like snake boat ride. Through this app, the boat owners/organizations can keep making frequent updates about the seat availability of their boats and other attractions. Thus, based on the attraction located near to their current location, the tourists may receive constant promotional and vacancy messages/updates. This would help save brokerage expenditure.
- Based on the type of updates you send / like to receive, you can become part of a group of “like-minded” people at new place you are visiting.

So even when you're traveling, *TourSpread* makes it easy for you to get in touch with other people who think like you! This app will definitely boost the tourism in Kerala.