

An App to create a Zap

Name : Kerala Calling

Target: International/ domestic tourists

This free to download App initially will have following segments, those can be extended with the ascending number of users.

Take a Tour

By highlighting the major attractions of state, packages, tourist facilities, state's arrangements for their security, seasonal/off season offers etc, this virtual tour will make it easy to users, so that they could make a mind to visit Kerala among other tourist places.

Get a view card

This segment will have a large collection of picture postcards, those user can mail, save, forward or print from their phone.

Sounding good

This segment will provide the users downloadable country/ folk music of region in form of ring tone, caller tune or just mp3 clippings to cheer them up.

Virtual Guide

This segment will have an animated guide to helping those, are planing to visit Kerala. The guide will tell them orally about the accommodation, transportation, foods, shopping, festivals, museum, cultural centers, tourist attractions etc. of the cities/sites, they want to explore in their tour.

Just a call away

This segment will consist every single telephone number, an outside visitor may need while being in state, E.g. Local Police, TICs, Medical Help, Cab services etc.

Selfies from you

In this segment, "Once have been kind" of tourists will post their own picture at various locations, they visited in the state, taken from their smart phone or digital camera.

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