

# **The Mobile App Idea Competition for Kerala Tourism**

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## **Need for the Mobile App**

The Number of users accessing the internet through their mobile phones in India will touch 185 million by June 2014 according to the report published by IAMAI & IMRB International. With the increasing usage of Mobile Phone for various activities in Day today life and with increasing demand for Kerala Tourism from all over the world, Proper technology has to be adapted at the proper time to meet the right demand.

## **Compatibility of the Mobile App**

It can be designed to the compatibility with iPhone, BlackBerry, Android & Windows Phones.

## **Concept of the Mobile App**

### **Exploring God's Own Country – All in One**

Tourism constitute of four major components, they are Travel, Attraction, Stay & Food

Any Individual who is using this app would be able to find the information about Travel, Attraction, Stay and Food. After knowing the information, the user can do the booking for Travel or Attraction or Stay or Food of accredited service providers. It should be a nice companion since from the plan of Travel till the return to source destination. For example, a traveller is travelling from Cochin to Trivandrum if that traveller wants to have a meal he or she could be able to identify a nearer restaurant and book a meal through this app.

## **Features of this App**

All the features described here is only specific to Kerala Tourism & its supported activities

- Know the Information and Book Tickets in Domestic or International Flights
- Know the Information and Book Tickets in Express or Passenger Trains
- Know the Information and Book Ships, Govt ferry, House Boats, Shikara, etc.,
- Know the Information and Book Tickets in Govt / Private Buses
- Hire a Car / Van / Bus with or without Driver for Local Trips
- Know the Information and Book Various Tourist Attraction Packages
- Know the Information and Book Various Accommodation Options
- Know the Information about various foods of Kerala Cuisine
- Identify the Hotels/Restaurant and Book a Meal
- Travel guide about nearest Airport, Railway Station, Ports, Boat Jetties, Private Bus Stand, KSRTC Stand, Tourist Attractions, Accommodation Facilities, Hotel / Restaurants, Petrol Bunk, ATM, Restroom, etc., based on their GPS Location.
- Synchronising with Social Networking Platforms
- Know the Information about Kerala, its Culture & Heritage
- Currency Convertor for International Currency Rate
- Weather Information about major Kerala cities/towns
- Information on How to Reach Kerala by Road, Air, Rail, Ship
- International Travellers Corner for VISA related information for other nationals
- Gallery can be supported with Mobile Wallpapers & Videos
- Contact Us (Mail, Phone, Fax & Contact Address)