

Kerala Tourism APP

Tourism industry is highly dynamic and is evolving day by day. We are trying to develop a product with which we will try to sell various services from the tourism industry. Since we are focusing on service our product should be able to overcome the difficulties faced by the service such as the intangibility, inability to store a service and variability in experience offered for same service. So the tourism app should be able to create awareness, give suitable informations, compare between services and its attributes and thereby eliminating the perceived risk.

Features that should be included in the App

1) Explore Kerala: The God's Own Country:

With this feature we are not trying to sell anything to users but we are sharing an expertise. This will feature the top 5 destination from each district and will give a brief description about the location and also a panoramic view using the App. This will create a unique experience for the user as not many apps provide 360 degree view of the location and description.

2) City Guide: Location Info & Services

This feature should include the information about the hotels and cab services which are affiliated by Kerala Tourism Dept of main tourist cities of Kerala (Eg: Trivandrum, varkala, Allepey, Wayand (Kalpetta). It can integrate trip advisor ratings, so that time to market for the app can be reduced. It should have offline data support in the form of maps and descriptions.

Features that should be integrated with city guides

- a. Offline map support (Data connectivity issues can be reduced)
- b. Hotel, restaurant, cab and other main service informations
- c. Near me feature to show relevant info like hotels, restaurants and attractions based on users current location
- d. Discover the experience :
 - i. Information regarding the sunrise and sunset
 - ii. Information regarding local cuisines, ethnic attractions etc.

3) What Type Are You:

Create a list from which user can select from like

- Culinary tourism
- Adventure tourism
- Cultural tourism etc.

Based on the selection user can get more precise location based on his/her taste. Information is already available in some top websites which can be integrated.

4) User's Community

- a. App should support community discussions so that it can make use of the information for referral tourism
- b. Top destinations based on user ratings
- c. Top 10 destinations based on expert user suggestion

5) My Kerala :

- a. User should be able to create a bucket-list of destination where he/she wants to travel
- b. Plan your annual trip : based on the plan it will get sync with the calendar and will give reminder to the user on the corresponding date of travel

- c. How far you have explored : The app will keep a track of the destinations that are already explored by you and give you suggestions based on that

6) PLAN IT 4 ME!!!

This should be the main attraction.

- User should give the place and date of arrival and departure and the App will automatically plan the tourist destination for the user along with the description and ratings. It can be made more impressive if affiliated hotel info and booking availability can be integrated so that user will be able to know the availability and the estimated budget for the travel.
- Also the app can give small walking and cycling tours for the users by suggesting them the attraction which can be explored by foot/Cycle.

7) Social Media Integration: Inform your friends & Family where you are

Nothing will be complete without a social media touch to it. The app should have an option to upload pics and description about location the user is currently, this can be shared using FB, twitter, pinterest etc. This will increase the popularity of the location as well as the app.

- 8) **Reward Points:** Top recommendations and most no : of helpful votes will fetch reward points for the users which can be redeemed at a later stage, which helps in making the app lively.
- 9) **What is Hot in town(Moving Banner) :** This segment can have moving strip show casing the main attraction in Kerala during that current period. Eg: Snake boat race in Allepey can be a strip news/Theyyam/ Thrissur pooram etc. Can become part of the moving banner strip
- 10) **Cross Selling with airline industry:** Thus providing greater value for customers and multiplying potential turnover for the business.
- 11) **The app can have an affiliated marketing strip** where it can provide information regarding the Airline, hotels, cabs etc. This will bring in revenue for sustaining the app also it can bring in the eye-ball time and pay per click option to integrate admob facility by google.