

THE SOUL OF KERALA

One stop solution for homestays and food services that provide budget accommodation and promote tourism in remote areas

Map location and availability of E-toilets

Bestowed with stunning beaches and picturesque backwaters, Kerala, is undoubtedly a global tourism superbrand.

But is the “Kerala experience” limited to these beaches and backwaters? The National Geographic Traveller identifies Kerala by its “*verdant paddy fields and shady coconut groves*”. Watching toddy being tapped or a *Theyyam* artist putting make up is an amazing experience. How many tourists get to experience these “thrills” that are exclusive to the Soul of Kerala?

Many such destinations, particularly those that reveal our ethnic art forms, festivals and culture, located in villages, suffer neglect because tourists fail to find proper accommodation and food. Being often seasonal, developing them into full-fledged tourist destinations may not be economically viable. And in cities too, that host International events, budget accommodation is often a nightmare.

The mobile app lists homestays available at a particular location, sorted by tariff / availability /features/ reviews and ratings. Photos and reviews on the app posted by previous guests ensure proper maintenance and courteous behaviour from the owners. The app also permits booking and paying for homestays. Homestay owners receive an SMS alert once their rooms have been booked.

Government certified food providers that serve ethnic dishes to tourist at home stays are also listed along with reviews and ratings. These food providers need not necessarily run restaurants, but provide food on order.

Washrooms at remote tourist destinations are of prime importance. Mapping locations and availability of E- toilets, first introduced in Calicut by the Govt. of Kerala, will encourage tourists to explore even the wildest parts of the state.

Benefits

- One stop solution to find budget accommodation and food even in the remotest corner of Kerala.
- Attract tourists to villages to experience the true Kerala where it was now impossible to find accommodation
- Revive and promote village art forms and festivals of Kerala
- Provide hassle free budget accommodation for participants of international events like IFFK and Biennale
- Help home stay owners and food supplies advertise themselves
- Force hotels to maintain competitive pricing and solve the problem of rooms being overbooked during peak season
- Improve public health and hygiene by popularising E-toilets.