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Thiruvananthapuram: A business-to-business (B2B) mobile application 'Book Kerala' has been launched, which will connect Kerala's tourism sector with travel and tourism booking agents in India and abroad.

State tourism minister Kadakampally Surendran launched the app, which connects properties, travel and tour operators, at a function held here on Monday. "This is a great initiative which will be a boost to our tourism sector. The recent houseboat mishap has caused a great damage to our tourism industry. There are many service providers which function illegally, and new initiatives like this should be very cautious while adding service providers," the minister said.

The app, a new initiative of Expro Technologies, is expect-



ed to bring together major tourism stakeholders including resorts, houseboats, homestays and medical tourism under one server. "This new B2B booking management system is gathering information of houseboats, ayurveda centres, homestays and resorts for creating a sophisticated database," said Anim Komachi, chief technical officer of Expro.

The app will also facilitate agents to connect with tourism providers, do direct booking according to budget and date availability, make online payment and manage commission and cancel bookings. They could make use of this system by logging on to www.bookkerala.com.