Munnar tourism to get a tech boost with QR code

Sandeep Thomas | TNN

Idukki: The district administration is exploring QR (quick response) code usage opportunities in tourism as part of developing a sustainable tourism development programme in the Munnar hill station.

The administration will develop a mobile app and a website and provide QR-coded information. According to Devikulam sub-collector S Premkrishnan, the aim of the project is to develop a sustainable tourism policy and draw more tourists to the hill station by offering them better facilities and services.

"Munnar and nearby places are dotted with several tourism destinations. But most tourists do not know much about them and the distance to such spots. Sometimes, local guides and taxi drivers fleece the tourists," Premkrishnan said.

"As part of the project, the district administration directed an NGO, Kites Foundation, to conduct a study. As part of the study, Munnar was divided into seven parts and information was collected about major attractions, locales, accommodation facilities and on the distance from Munnar to these areas. We are holding a three-day hackathon "Code4 Munnar", a camping initiative at the College of Engineering at Munnar on January 29, 30 and 31 for the purpose," said the sub-collector.

The QR code and mobile application will help in providing in-depth information to tourists, he

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said, adding that travellers can easily access the coded information at major centres of Munnar. When a tourist scans the QR code (for example in cards in rooms, notices and message boards in hotels) they will get a lot more information than they get from the usual, fixed displays.

Likewise, the QR code system will help them quickly access details buried in websites, including information on nearest petrol pump, toilets, hospitals and other facilities, said Premkrishnan.

"The project will be implemented under the aegis of the district tourism promotion council (DTPC). In addition, the DTPC will provide training to 30 expert guides so that they can display all the necessary information on the website," he added.

"The project will be launched in February. In the second phase, resorts and hotel owners will be included in the project," he said.