

TekMindz develops a
Mobile Application for the
Ministry of Tourism,
Government of India.



TRAVEL AND UNRAVEL INDIA

Background

GoTourist is a Mobile Application conceptualized and developed by TekMindz for the Ministry of Tourism of the Government of India. The application was developed for the Government of India's #OpenDataApps Challenge using Open Government Data. The initiative was undertaken to encourage data-driven innovation in the country.

TekMindz developed the application in participation of the #OpenDataApps Challenge to showcase how technology can benefit both the Citizen and Government.

For the purpose of this challenge two data sets of the Tourism Department were selected:

1. **Data Set1:** This provides information about various Hotels, Resorts and restaurant.
2. **Data Set2:** This provides information about various Travel Agents.

Key Challenges

The Government of India, for Ministry of Tourism, has taken major initiatives over the past few years to promote tourism in India. To encourage tourists – local as well from abroad – the government continuously strives to provide visitors the most memorable experience through the best services, safety and security, information and facilities. However, in a country so large, cultures so expansive and places so many to explore, there is a clear need for technology driven innovation for a larger human experience.

In a country so diverse, as exciting as it is to explore new horizons, travelers in India have often faced cultural, lingual and safety issues.

Local information, transportation, accommodation, food, personal safety and social security are often the most concerning and many a time, discouraging factors for a large number of international as well as local tourists.

There was a need for an innovative, technology driven solution that is available right at one's disposal at any minute and gives one all the information one may need at the tap of a button. Moreover, despite there being numerous such Mobile Apps available already, there wasn't a comprehensive solution that is integrated with the Indian Government's own Data Sets – which validates the Application's accuracy, security and efficiency.

The Solution

Through GoTourist, TekMindz has developed a single stop Mobile, Tablet and Web Based Tourism Application. The application will use the government approved data sets from Data Portal of the Government of India i.e. <http://data.gov.in>.

Open source technologies were used for developing the Single Stop Tourism Application.

Social Media

- The Application is integrated with Facebook, LinkedIn and twitter. The feedback provided by the users can be rated

Mobile

- The Mobile application is platform independent and available on Android, iPhone (iOS), Windows Mobile and Blackberry. The application is also available on Tablets.
- Also provided is a Web Interface for users who would like to browse for the details over the internet
- The Mobile application supports QR Code and NFC applications
- The Mobile application also provides Payment Gateway integration for all purchases made for the items/services sold through this portal

Analytics Features

- BI Analytics are used to predict the tourist behavior and for Ministry to take proactive action. Big Data is implemented for Analytics

Cloud Development

- The solution is deployed on Cloud

Key Features

GoTourist Application has the following features, apart from the unique features listed further:

- Access to Service providers to register
- Dashboard of services offered is displayed both to the service provider and Ministry based on real time feedback received from tourists
- Information about Government approved Hotels, Restaurants, Resorts etc
- User can search for Hotels through guided search based on region, address, geo-coordinates etc. The function has Google Maps plotted
- Extensions – can link to trip advisor for hotel rating etc
- Value adds for local attractions and important phone numbers for emergencies
- Registration of tourists
- Photo gallery to create and save photo albums

Some Unique Features

Notifications

- Apart from the features using the open dataset, it can also send real time notifications and news to tourists

Feedback Mechanism

- There is a feedback mechanism to give a view of the quality of service being offered

Guides

- There are short audio files and video animations which will work as guide to explain about the history of the place being visited. This, again, is Government approved data

Trip Planner

- A tourist can place his query and get the list of all places that he can visit
- It will give an effective way in sequence manner of what places to visit, travel approach such as taxi stand and the cost of taxi also.
- Booking of Taxi can also be done in future from here

Decision Support System

- Based on the feedbacks received and analytics in place a basic decision support system is provided

Transport Systems

- All Airlines, Railways can promote the tourism by using the QR Code and NFC features of the app

Information Access through NFC

- NFC tags will be placed on tourists places and as tourists pass by certain points they will be provided with information

Tourist Book

- Tourists frequently visiting various places can place their experiences , photos and memories in it for lifetime

Application Components

Notifications

- A mobile application has been developed that uses the data sets of tourism department
- There are additional features developed in Mobile

Website

- A web site has been developed that uses the data sets of tourism department
- The Mobile and web site applications both use the same data sets
- Additional feature has been developed in the web site

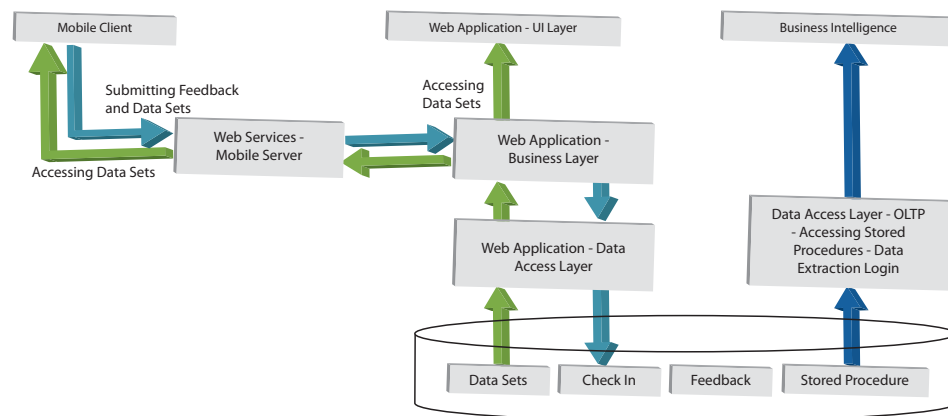
The Integration of Mobile & Website

- The data submitted from the features of mobile application are submitted to the database of website

Business Intelligence

- The data submitted in the web site database from Mobile and website can be analyzed and help in future in predictive analysis

System Overview



Technology Overview

Mobile Application

Mobile Server Web Services

Web Site Application

Web Site Database

Business Intelligence

Android 4.0 and above, NFC, QR Code

Restful Web Services developed in .Net

.Net 4.5

SQL Server 2008

MSBI (Microsoft Business Intelligence), RDLC

Technology Overview



Find Travel Agent

This module uses the data set of Tourism that provides the list of travel agents and their details.



Book Hotels

This module uses the data set of Tourism that provides the list of hotels, restaurants, resorts and their details. Google Maps have been used in this.



Hotel Check In

This module is an additional feature that provides the user facility to notify about his current place of visit. This data will be used by the Government to identify the most frequently visited places.



Tour Gallery

This module is an additional feature that helps the user to capture the photos of the places visited. In future it can be used to post this data to Facebook.



Share

This module is an additional feature that is used to post a message on the wall of Facebook, Linked in and Twitter.



Tour Guide

This module is an additional feature that provides NFC.



Registration

This module is an additional feature that registers the user. Once the user is registered, in future he can receive updates from the Tourism department.



Feedback

This module is an additional feature that is used to capture the feedback of the user. The user can also provide rating and text message. This feature will be used by Government to improve the services.



Scan QRCode

This module is an additional feature that provides the feature to read QR Code.

GoTourist Mobile Application



Mobile App Home



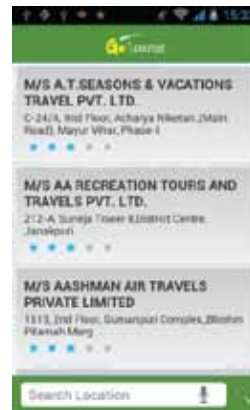
Splash Screen



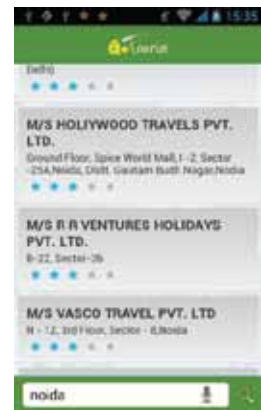
Landing Page



Select Travel Agent



List of Travel Agents with Ratings



List of Travel Agents with Location



Select Travel Agents Details



Book Your Hotel



Your Current Local Position

GoTourist Mobile Application



Hotel Location Filtered by Local region



List of Hotel in the Local region



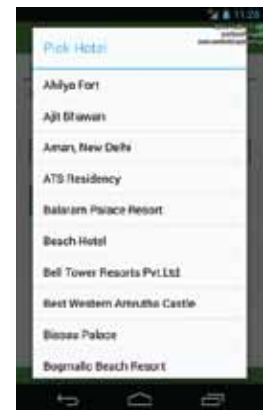
Book Hotel using Payment Gateway



Hotel Check In



Enter Mobile Number & location of stay



List of Hotels



Check In Status is displayed



Tour Gallery



Create & save Photo Albums

GoTourist Mobile Application



Share Feature



Sign In to your Social Medias Account to Share



Update & Share Your Status



Tour Guide – NFC



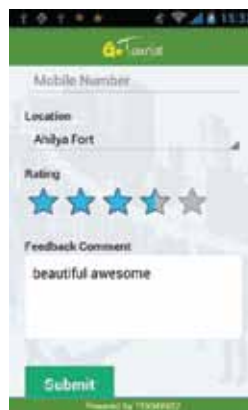
User Registration



Register using your Personal Details



Feedback & Ratings

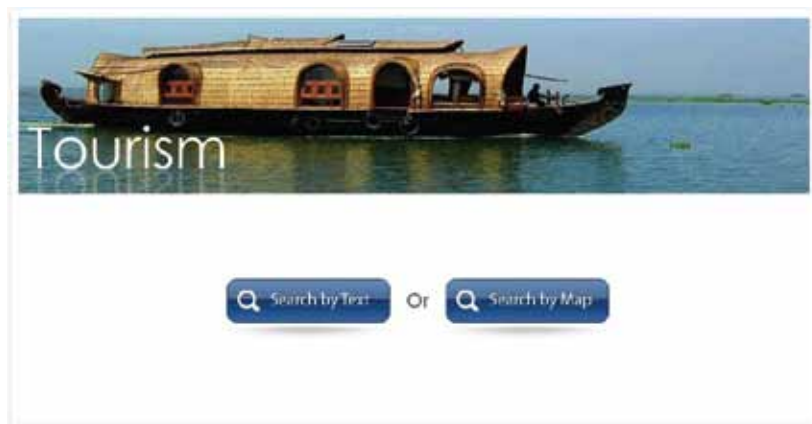


Give Your Feedback



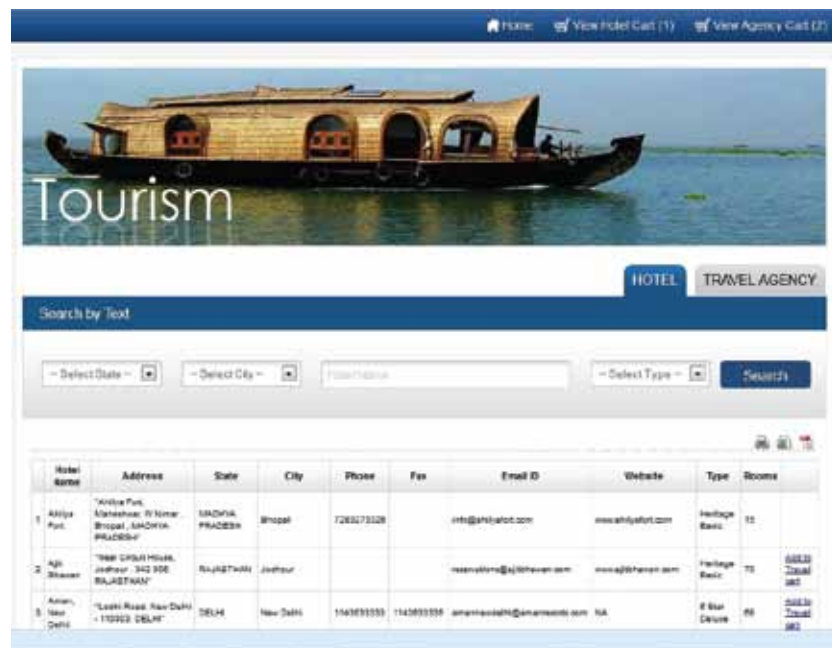
QR Code

Web Site Application



The data set can be searched by Text or by Map i.e. Google Map. The results of search are saved in an **additional feature** of travel cart. The cart can be printed by an **additional feature** of exporting in:

- Excel
- PDF and
- Direct Print



The data set of hotel search is used. A cart is made where the user can add the list of hotels he would like to visit.



The above is a view of Hotel Cart



The above is a view of Hotel Search by Map

Showing 1 of 3 results

| Hotel Name | Address | State | City | Phone | Fax | Email ID | Website | Type | Rooms |
|------------------------------------|--|---------------|------|------------|------------|--------------------------------|--------------------------|---------------|-------|
| 1. Country Inn & Suites by Carlson | "S.K.S. Sita - N/A/NOIDA, DIST. GHAZIABAD - 201010, UTTAR PRADESH" | UTTAR PRADESH | | | | info@cityholidays.in | www.cityholidays.in | 5 Star | 216 |
| 2. Future Inn (Gurgaon) | "Gini of Angel Baby Products Pvt. Ltd. Plot NO. 1 A, Block - 1 Sector - 27 Gurgaon, UTTAR PRADESH" | UTTAR PRADESH | | 121388444 | 120380144 | gm.room@mylordhotels.com | mylordhotels.com | 4 Star | 42 |
| 3. Holiday Regency | "Holiday Regency (A Unit of Omsons Holiday Inn Pvt. Sec-28 Gurgaon, Dist. Gurgaon, Haryana, UTTAR PRADESH" | UTTAR PRADESH | | 881381235 | 881381235 | info@holidayregency.com | holidayregency.com | 5 Star Deluxe | 74 |
| 4. Hotel Crown Sheraton | "Bajaj Road, Agre - 202011, UTTAR PRADESH" | UTTAR PRADESH | | | | info@hotelcrownsheron.com | www.hotelcrownsheron.com | 5 Star | 237 |
| 5. Hotel Trident - Agre | "Bajaj Road, Agre, UTTAR PRADESH" | UTTAR PRADESH | | 8822235000 | 8822231812 | reservations@tridenthotels.com | NA | 5 Star | 138 |

The above is a view of results for Hotel Search by Map

Home View Hotel Cart (1) View Agency Cart (2)

Tourism

HOTEL TRAVEL AGENCY

Search by Text

- Select State - - Select City - Agency Name - Select Type - Search

Showing 1 of 197 results

| | Name of Agency | Address | Phone | Fax | Email | Region | City | State | Contact Person | Type |
|---|--|--|---------------------------------------|-----------------|-----------------------|--------|---------|-----------|-----------------------|-----------------------|
| 1 | M/S. CHARI TRAVELS & TOURS PVT. LTD. | No. 6, Ground Floor, Five Star Road, Katturbar Nagar, Arjuna | 044 - 4218 7188, 044 - 4218 4219 8800 | 044 - 4218 7108 | charitw@rediffmail.in | South | CHENNAI | Tamilnadu | MR. R. PANDIAN | Inbound Tour Operator |
| 2 | M/S. PULCRUM TOURS & TRAVELS (P) LIMITED | No. 4, G.S. Colony, Old Chinnai Road, Chinnai | 044 - 2438 2400 | 044 - 2408 3487 | info@pulcrum.in | South | CHENNAI | Tamilnadu | MR. K. R. SUBRAMANIAN | Inbound Tour Operator |
| 3 | M/S. INDIA ASIA LEISURE SERVICES LTD. | 1A, Starline Apartments, 23-D, North Beach Road, T. Nagar, (Starline Office) | 044 - 2812 2473, 044 - 2812 2788 | 044 - 2812 2212 | info@india-asia.com | South | CHENNAI | Tamilnadu | MR. K. RAJ PRASAD | Inbound Tour Operator |

The above is a search result of Agency Search by Text

Tourism

HOTEL TRAVEL AGENCY

Search Agency by Map

The above is a search of Agency Search by Map

Home View Hotel Cart (0) View Agency Cart (0)

Tourism

Showing 1 of 2 results

| | Name of Agency | Address | Phone | Fax | Email | Region | City | State | Contact Person | Type | |
|---|---------------------------------------|---|----------------------------------|-----------------|----------------------------------|--------|-----------|----------------|---------------------|-------------------------|-----------------------------|
| 1 | M/S. AIR ARAN TRAVELS PVT. LTD. | HP - 16, Khasaria Road, Mansarovar Complex, Harnagar Road, Bhopal | 0755 - 2575 478, 0755 - 2580 771 | 0755 - 4270 770 | aramanavasi@rediffmail.com | INDIA | BHOJAL | Madhya Pradesh | MR. SUNIL KOTIA | Travel Agent | Add to Cart |
| 2 | M/S. ASHISH TRAVELS | Shop No. 1, Plot No. 6 'C' Sector, Indrapuri, Dist. Jubbulpur, Rajan Road, Bhopal | 0755 - 2580 878, 0755 - 2587 488 | NA | ashishtravels1087@rediffmail.com | INDIA | BHOJAL | Madhya Pradesh | MR. HARISH WADHAWAN | Travel Agent | Add to Cart |
| 3 | M/S. INDIAN DISCOVERY | 3 - 4, 1st Floor Jain Towers, Tussel Chowk, Jabalpur | 0761 - 4004 837 | 0761 - 4004 837 | info@travelindia.com | INDIA | JABALPUR | Madhya Pradesh | MR. VISHAL GUJAIN | Inbound Tour Operator | Add to Cart |
| 4 | M/S. KHAJURAHO TOURS | Khajuraho Samaha Road, Khajuraho | 0768 - 272 243, 0768 - 274 287 | 0768 - 272 287 | khajuraho_tours@gmail.com | INDIA | KHAJURAHO | Madhya Pradesh | MR. S. S. LAHARIA | Inbound Tour Operator | Add to Cart |
| 5 | M/S. PLANET DREAMS SERVICES PVT. LTD. | LG-005, H.B. Tower, Plot No. 283 Chuna Shakti, Jalar Road, Bhatu Dinkara Patta | 0785-2430447, 0785-4394815 | 0785-4394808 | planet_universe@yahoo.co.in | INDIA | Bhopal | Madhya Pradesh | MR. Tarek Sharma | Foreign Travel Operator | Add to Cart |

1 2

The above is a view of results for Hotel Search by Map

Travel Fax Cart Mobile Search

Top 10 Top Agency Bookmarks Tools Help

Search: [] Top 10 Agency

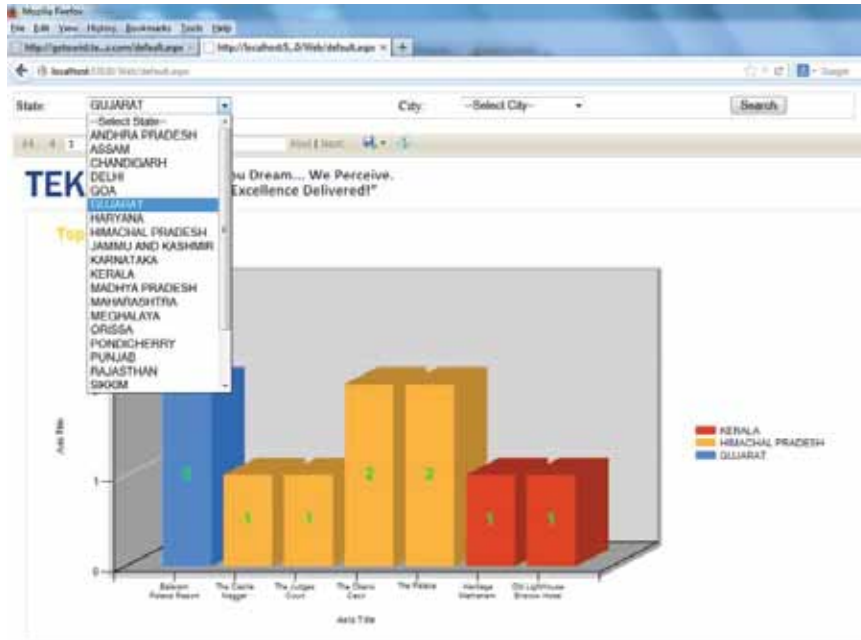
1000 Agencies Found Top 10 Agency

| | Name of Agency | Address | Phone | Fax | Email | Region | City | State | Contact Person | Type | |
|---|--------------------------------------|--|----------------------------------|-----------------|---------------------------|--------|-----------|----------------|-------------------|-----------------------|-----------------------------|
| 1 | M/S. INDIA TRAVELS & TOURS PVT. LTD. | No. 1, Shanti Road, Near Police Station, Indrapuri, Bhopal | 0755 - 4210 718, 0755 - 4210 719 | 0755 - 4210 719 | india@india-travels.com | INDIA | BHOJAL | Madhya Pradesh | MR. S. S. LAHARIA | Inbound Tour Operator | Add to Cart |
| 2 | M/S. KHAJURAHO TOURS | Khajuraho Samaha Road, Khajuraho | 0768 - 272 243, 0768 - 274 287 | 0768 - 272 287 | khajuraho_tours@gmail.com | INDIA | KHAJURAHO | Madhya Pradesh | MR. S. S. LAHARIA | Inbound Tour Operator | Add to Cart |
| 3 | M/S. INDIA TRAVELS & TOURS PVT. LTD. | No. 1, Shanti Road, Near Police Station, Indrapuri, Bhopal | 0755 - 4210 718, 0755 - 4210 719 | 0755 - 4210 719 | india@india-travels.com | INDIA | BHOJAL | Madhya Pradesh | MR. S. S. LAHARIA | Inbound Tour Operator | Add to Cart |

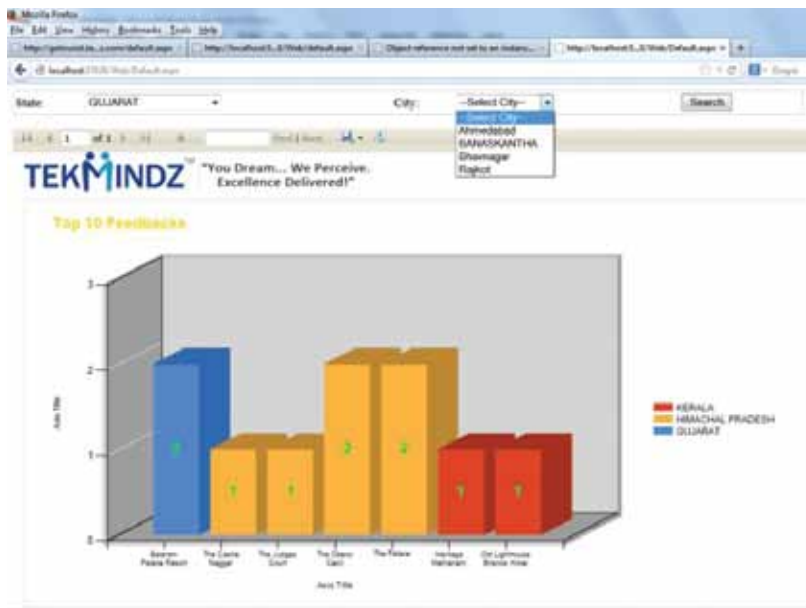
The above is a search result of Agency Cart



Business Intelligence Dashboard: This dashboard provides the list of top ten visited placed with count



Business Intelligence Dashboard: By State



Business Intelligence Dashboard: By City

Background

- By having data captured in real time about the services being offered and dashboard being made available, it will help the government to proactively act in areas which need improvement and again track the changes made
- It will showcase transparency in government as all approved providers and resources will be made available to tourists
- Since tourists will provide feedback, their participation will be encouraged
- Going forward there will be blogs and feedbacks of tourists
- Government will come to know through analytics which are the most frequent visited places and which ones are not visited, season impacts and where to invest money the next year to increase tourists
- The decision support system will provide transparency that the department is taking based on the feedback and then again showing the statistics after the decision has been taken.
- Citizens will be encouraged as they can post their experiences and good photographs of the places visited, write stories etc. There will be awards for each tourist place for tourists that have registered. The tourist book feature will encourage them to store all their places they visited

Data Sets

Following Data Sets are used:



Approved Service Providers (Adventure Tour Operators, Domestic Tour Operators, Inbound Tour Operators, Tourist Transport Operators and Travel Agents) as on 12.03.2013



Approved Hotels/Restaurants/Air Catering Units/Time Share Resorts/Apartments/Convention Centre/Bed & Breakfast as on 12.03.2013



What content is available to partners via API? A limited number of partner keys to our API are available every year.

Watch Videos

Following Data Sets are used:



Watch YouTube Video of the GoTourist Mobile Application.



Watch Detailed Demo of GoTourist Application on YouTube.

About TekMindz

TekMindz is an IT consulting & technology services company with headquarters in India, serving clients across Asia/Pacific, Middle East, North America and Africa. Bringing together technology, people and processes across diverse sectors for organizations around the world, TekMindz enables business enterprises and governments to most effectively serve their customers and citizens.

Know more about us by visiting our website at **www.tekmindz.com**

India Headquarters

Samin TekMindz India Pvt. Ltd.

Unit No. 2, Second Floor,
NPX Tower, Sector 153,
Noida - 201310 (U.P.) India
Tel : +91 120 2552500

USA Location

Samin TekMindz, Inc.
4677 Old Ironsides Dr,
Suite 170,
Santa Clara,
CA 95054
Tel : +1 408-300-9533

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