

Tourism Information Portal (TIP) for **Department of Tourism, Govt. of Orissa, India**

The tourism industry is heterogeneous and fragmented. It involves many different players, both private and public, and draws on the widest possible range of cross-cutting skills. Cooperation mechanisms and public and private partnerships centered on Information Technology need to be established in order to enable new product ranges to be developed and make it easier to promote them on new markets. The question which now needs to be addressed is how to use local, national, sub-regional and global partnerships and alliances to maximize the benefits offered by the Internet medium.



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Business Challenge

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Now the question is - What does the tourist seek? And the answer is Nothing! He likes what he sees, he chooses where he is sure and he travels to those places which he confirms. Our objective should be to build-in these features into an application where the tourist gets all these things together."

The objective of the given project is - the creation of the infrastructure allowing the tourist to take a closer look at the nature of the Orissa, the cultural heritage and a life of the local population, to be engaged in the productive leisure.

Specific objectives of TIP:

- To support Tourist & Tourist Offices
- Encourage economic growth by supporting the establishment of tourism.
- To foster holiday inclusion by helping tourist.
- Ever growing database of information with an organic growth.
- Interaction with the customers for site updation and enriched information.
- Creating awareness amongst people throughout the globe, to bring people to the site and subsequently to Orissa.

Solution

TIP (Tourism Information Portal) application works in the concept of Internet technologies to provide enriched information relating to type of destinations of Orissa and their detailed profiling. These details would comprise of information relating to the basic amenities essential for a tourist interested in Orissan destinations.

Just as the Internet presents both challenges and opportunities to tourism companies, it also requires a new approach for tourism promotion. The department plans to come up with its new strategy through a range of instruments, which includes a tourism portal with customized, dynamic content provided direct to the customer from various parts of the world, together with a supporting data warehouse solution. In this light, a PPP (People Participation Portal) is offered as a solution which ensures organic growth of the information-ready website, which can become the ultimate destination for tourists to Orissa.

We have a system which provides information tagged with a system which provides facility to add the information. Now for a win-win therapy, it is required to have interactive interfaces with the tourists or browsers of the portal, to get their side of the story. Their experiences, their knowledge regarding a destination, their tour diary, are a better set of information than all other resources of the portal combined. Therefore the web portal would encompass a CRM (Customer Relationship Management) solution for collecting and presenting additional information

Apart from giving the customers the scope to write back, they would also appreciate a one-stop program, where they would book their accommodation, their travel agents and prepare their itineraries. DOT has its own well-built infrastructure to cater to this requirement. Therefore the portal would offer a medium to link all these DOT resources for online registration and confirmation of a tour packages.

All the above applications combined together ensure that if the government is able to bring a browser to the portal, he would end up becoming a tourist. The portal would be a marketing instrument with strong branding based on emotional impact. It attracts and creates a link with the customer, involves him, and shows him a different destination of his choice. This "go deeper" strategy of presenting a content rich image of Orissa is to be communicated to customers.

Results

Reaching Tourists Directly

The tourism portal has been fundamental in the development of Orissa the brand, which is important for differentiating the state from others and key to customer decisions on choosing Orissa as their tourist destination. In particular, the portal supports the Department of Tourism's promotional strategy by providing almost tailor-made information and services directly for the individual tourist.

It would be very difficult and expensive for the department to undertake major advertising campaigns in many different countries, but this portal gives us the opportunity to reach out to customers directly, no matter where they live.

Builds Relationships with Tourists

The portal is not only simply a brochure replicated on the Internet. It has the capacity to build online experiences, presenting users with services and products in which they showed an interest on previous visits to the site.

If the look of the site is always the same, people will go to it once and maybe twice, but not a third time. The portal is a marketing instrument with strong branding based on emotional impact. It needs to attract and create a link with the customer, involve him, and show him a different country.

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The tourism portal is not a marketplace, but it does have links to other tourism-related sites such as those for hotels where people can book and pay for their services. Essentially, the Department of Tourism gives local tourism companies a venue for presenting themselves. For small operators especially, the portal provides a great opportunity to reach customers directly and to sell their services and products worldwide.

Supporting Foreign Visitors and Local Companies

Rather than simply throwing out information, the portal provides tourists with fast and easy access to the information and services that interest them. The site gives visitors the ability to plan and organize their trip and provides support for their personal travel decisions.

The department wants to develop an innovative system. It's very dynamic with the capability for planning, geo-referencing, and downloads. It also has a very advanced and fast search system. It goes straight to the information you're searching so you don't lose time.

Gaining the Flexibility to Improve

The Department of Tourism has an ambitious set of objectives, which, in a fast-changing market, can be achieved only by having flexible strategies and systems, and by working in partnership with the private sector. Department know all about tourism and also know the technology is changing every day, so we are always working to improve the portal. What we have now is the starting point.

DOT Personnel Benefits

By launching the Tourism Information Portal, DOT will get benefit in the following areas.

- Increase in tourist traffic for the state
- Facilitates better customer service
- Increase customer's satisfaction
- Reduced operating costs
- Efficient Event Management
- Increase Access control and security
- Facilitates efficient Market Research
- Balance market competition
- Assured return on investment for the state (ROI)
- Increase Brand Value

Approval Management

The framework provides customized approval process that span the entire spectrum of tourism process management needs from structured to unstructured workflows.

Increased competitiveness and productivity

This framework will increase DOT value and combine two of its main assets: people - knowledge worker and knowledgebase their information system.

Portal Administration

Enables you to create authenticated users and assign passwords and access rights to each user. It also allows the assignment of information seeker along with work flow mechanism for controlling automated publishing of information on the web site with or without second party approval.



At CSM, we understand the critical nature of keeping the customer's organization up and running from an IT perspective. We understand the technical issues within complex systems and work to put together the best solution to support end users' needs, both today and in the future.

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