

# KSTDC

## **ABOUT:**

Karnataka State Tourism Development Corporation or KSTDC is an organization that was established by the Government of Karnataka state in India to promote Tourism in Karnataka.

The aim of KSTDC was to provide infrastructure, conveyance and other facilities to travelers visiting Karnataka. Part of the mission is also to promote unknown tourist spots in Karnataka.

The corporation runs conducted tours — tours of predetermined places at predetermined times. The KSTDC also owns some hotels and guest houses.

## **THE REQUIREMENTS:**

KSTDC wanted to revamp and develop a new design that matches the current trends and one with a feel good UI/UX experience. Globals was also to maintain the website and improvise each page in terms of Content, Images, Functionality, Development and Maintenance of the entire tourism website.

Provide professional, objective and impartial advice to the client, holding a good rapport and without any conflicts that would clash with this client or others.

Department of Tourism is committed to position Karnataka as one among the most preferred tourist destinations in the domestic and international tourism arena and intends to revamp its existing Karnataka Tourism website into a world-class website. Karnataka State Tourism Development Corporation (KSTDC) is vested with the mandate of promotion of Karnataka Tourism. The present Karnataka Tourism Website lacks the features / aesthetics to match with the latest trends of Tourism Websites. The current website of Karnataka Tourism has limited digital presence and lags behind in visibility compared to other state tourism websites. KSTDC intends to appoint an agency for the design, development, operations & maintenance of website and mobile application for Karnataka Tourism. The key objective of appointing the Consultant is to revamp the existing Karnataka Tourism into a world-class, advanced, interactive and responsive website, so as to provide ergonomic experience for the end users and thereby attract foreign and domestic tourists looking forward to discover and experience Karnataka. KSTDC intends to position Karnataka Tourism website as one among the Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking ([www.alexa.com](http://www.alexa.com)).

Our services including, software development, software implementation and digital services implementation consisted of the following aspects:

1. Website development
2. Operation and Maintenance of website
3. Mobile app development and maintenance

4. Web & Mobile Analytics

5. Search Engine Optimization

**THE SOLUTIONS:**

Catering to the above requirements, we developed an interim website that was completely different from the old tourism website and according to the modern website trends in terms of content (both written and visual-images and videos), website layout (UI/UX), SEO management to name a few.

Since we already had enough knowledge and experience with government projects, their requirements and style of working, it was convenient for us to work on this project. Starting from the scratch, the layout was chosen by the client, the rest of the tweaking of the website design page-by-page, uploading of all government related information that should be visible to the public about the Government of Karnataka, to making every bit of the website attractive for both Indian and Western tourists, we improvised it all. Since content development and management was also in our basket, we chose to make it as interesting as possible in terms of images and videos or the plethora of choices about destinations based content to read, also providing quick links that would re-direct visitors to website that gave them more information by other tourist related websites such as TripAdvisor and The Lonely Planet.

**THE ADVANTAGES:**

- A user-friendly website with an attractive UI/UX experience inside the various ERP modules.
- Plenty of information about the destinations, about Government of Karnataka, Tourism Policies, Department of Tourism available to the public, primarily focusing of access to information.
- Website is monitored, maintained enhanced and updated regularly by our team both from technical end and in terms of information (both Kannada and English). The client only has to only send related documents to us necessary for upload.
- All the important information that a tourist needs to access to is all available in the Home Page which makes it more user-oriented and serve their interests as well.