

Concept Note

Digital Platform Development for Community Based Tourism, Kerala

Objective

To design and develop an integrated digital platform for Community-Based Tourism (CBT) Kerala that enables **product discovery, real-time booking, payment processing, and administrative monitoring.**

Key Components

1. Public Platform

A visitor-facing portal to showcase CBT tourism offerings across Kerala.

Features:

- Home page with destination highlights
- District-wise destination listings
- CBT packages and experience display
- Product/ Souvenir Listing
- Stories, blogs, and gallery
- Contact and enquiry interface

2. Customer Portal

A user interface for customers to explore, book, and manage their travel.

Features:

- Package browsing with filters
- Real-time availability view
- Booking and secure payment integration
- Booking history and cancellations
- Wishlist functionality
- Reviews and ratings system
- Automated notifications (Email/SMS/WhatsApp)

*Partner (Enterprise) Module to be discussed

3. District-Level Admin Module

To enable decentralized management at the district level.

Features:

- Experience/package creation and updates, as per Enterprise ID
- Product listing
- Media uploads
- Availability calendar and slot management
- Booking and customer management
- Earnings dashboard and commission tracking
- Revenue Disbursement
- Refund approvals and workflows
- Enterprise profile management

4. Super Admin Module (State Level)

Centralized monitoring and control of the platform.

Features:

- User and role management
- District-wise performance dashboards
- Financial tracking and reporting
- CBT impact monitoring (bookings, income, employment, participation)

5. Booking Engine – Core System**Key Functionalities:**

- Real-time availability tracking
- Inventory locking to prevent double booking
- Dynamic pricing (weekday/weekend, peak season, group discounts)
- Group booking support
- Add-ons system (meals, guide, transport, accommodation)
- Unique booking ID generation
- Automated expiry of unpaid reservations

6. Payment System & Notifications

A secure and integrated financial transaction system.

Features:

- Payment gateway integration (Razorpay; Stripe for international users)
- Multiple payment options (UPI, cards, wallets, net banking)

- Automated commission deduction and entrepreneur disbursement system
- Refund processing system
- GST-compliant invoice generation
- Multi-channel notifications:
 - Booking confirmations
 - Reminders
 - Cancellation alerts
 - Refund updates

7. CBT-Specific Features

Enterprise Profiles:

- Storytelling (culture, heritage, conservation)
- Member showcase and skills directory
- Community-managed photo/video galleries

Impact Tracking:

- Income generated
- Employment created
- Enquiry to Booking Tracking
- Tourist footfall and seasonal trends

Review & Rating System:

- Verified booking-based reviews
- Multi-dimensional ratings (experience, hospitality, value)
- Content moderation
- Partner response mechanism

8. Reporting & Analytics

Reports:

- Booking reports (volume, conversion, cancellations)
- Financial reports (revenue, commissions, payouts)

Features:

- District-wise analytics
- Seasonal trend analysis
- Export formats (PDF, Excel/CSV)

- Real-time dashboard visualizations

9. System Integrations & Multi-Language Support

Integrations:

- Google Maps (location, navigation)
- Payment gateways (Razorpay, Stripe)
- SMS & Email services
- WhatsApp Business API
- Cloud storage for media
- Social media sharing
- Analytics tools

Language Support:

- English and Malayalam
- Scalable for additional languages

Authentication & Role-Based Access

Role-based system for:

- Customers
- Partner/ Enterprise Login
- District Level Admins
- State admins

Includes OTP login and Google authentication.