

Online Booking System for KSRTC Budget Tourism Project

Objective: The primary objective of this project is to develop and promote innovative budget tourism products and services that enhance visitor experiences while supporting local economies. KSRTC envisions an advanced booking portal offering over 1,500 diverse tourism packages across multiple districts, complete with features designed to simplify and enrich the customer booking experience.

Project Scope: The project is structured around two priority levels (P1 and P2) and includes the following key features:

1. **Extensive Package Offerings:**
 - The system must accommodate over 1,500 customizable tourism packages, catering to various traveler preferences.
2. **Payment Gateway Integration:**
 - Seamless integration with KSRTC's accounting system and support for multiple unit-level accounts to ensure smooth transactions.
3. **AI Integration:**
 - Leveraging artificial intelligence to offer personalized booking experiences and analyze customer behavior, providing valuable insights for future improvements.
4. **User Experience Enhancements:**
 - The platform will feature a mobile-friendly design, responsive navigation, and high-quality imagery to create an engaging and user-friendly interface.
5. **Local Vendor Collaboration:**
 - Integration with local restaurants, transportation services, and accommodation providers to offer customers a complete and seamless travel experience.

Additional Features: The project will also include other valuable features such as:

- Itinerary downloads
- Weather forecasts
- Social media sharing options
- Comprehensive online booking capabilities for various travel services

With these features, KSRTC aims to provide a modern and efficient booking platform that elevates budget tourism while contributing to the growth of local businesses and communities.