

LOCAL TOURISM PROMOTION



IDC School of Design
अभिकल्प विद्यालय

PROJECT- 2

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B. Des. (2017-'21)

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I declare that this written document represents my ideas in my own words. Where others' ideas or words have been included, I have adequately cited and provided references to the sources.

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ACKNOWLEDGEMENTS

I thank Prof. Arun Mascarenhas, my guide, for his valuable guidance and assistance during the entire project. It was a wonderful experience to work under him.

I thank all the faculty members of IDC who provided their valuable feedback throughout the course.

Lastly, I would like to thank Rumin Halankar for providing his insights and helping me with the project.

APPROVAL SHEET

The B. Des. Project 1, titled "Local Tourism Promotion" by Akshat D Hyanki, roll number 17U130019, is approved in partial fulfillment of the Bachelors of Design Degree at IDC School of Design, IIT Bombay.

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ABSTRACT

Tourism is one of the major industries in today's world, contributing a lot towards economic and social growth.

This project deals with local tourism promotion in Bhilai, where I will try to understand, find and solve problems that can help improve the experience of the tourists visiting a specific place.

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INTRODUCTION

Tourism is one of the world's fastest-growing industries and a major source of foreign exchange earnings and employment for many developing countries.

It is vital to many countries' well-being because of the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment and economic advancement by working in the industry. This fundamental is also applicable from city to city.

RESEARCH

About Bhilai

Bhilai is a major city in the Indian state of Chhattisgarh. It is also referred to as the Steel City of Central India because of the famous Bhilai Steel Plant, one of India's largest steel plants. It is also a well-known Industrial and Educational hub in central India.

This place is known for its great culture and diversity. The lush green atmosphere, chain of temples, historical relics, and structures make it a major travel destination in central India.

History

Formerly part of the Maratha Empire, the area of Bhilai passed into the hands of the British, who retained their firm grip from 1853 until India gained its independence. The second steel plant, Bhilai

Steel Plant, was later built in Bhilai with the Russian government's aid.

This turned the small, unknown cluster of remote villages into a famous and significant town in Chhattisgarh. Therefore, Bhilai now enjoys the distinction of being one of the world's most organized and fastest-growing cities.

Location

Bhilai lies at 21.21°N 81.38°E in Central India at an elevation of 297m above sea level on the Shivenath river banks, a tributary of the river Mahanadi. It covers an area of 341 km² (132 sq mi).

<https://www.google.com/maps/place/Bhilai,+Chhattisgarh/@21.1952101,81.197989,11z/data=!3m1!4b1!4m5!3m4!1s0x3a293cccec49ed45:0x2b3ff3bd73c91877!8m2!3d21.1938475!4d81.3509416>

Climate

Bhilai has a tropical climate due to its proximity to the Tropic of Cancer. Summer, monsoon, and winter are the three main seasons. Bhilai has an average annual temperature of 26.6°C and receives an average yearly rainfall of 1188 mm. Summer lasts from May to June, with monsoons arriving in July and August. The month of July brings the most rain to the town, with an average of 352mm. Over the winter, there is little rain, with November being the driest month of the year.

Festivals

Bhilai celebrates several vibrant festivals with great zeal and excitement, reflecting the region's rich culture and religious harmony. Hareli is one of the most popular festivals held during the monsoon season in which people pray for abundant crops and God's blessings.

Makar Sankranthi, Diwali, and Dussehra are also celebrated here with great pomp. Ganesh Chaturthi

of Maharashtra, Ugadi of Karnataka, Pongal of Tamil Nadu, Durga Puja of West Bengal, Rath Yatra Jagannath Puri, Eid are some of the other festivals celebrated by various communities on a scale similar to their region of origin.

Sikh festivals like Baisakhi, Guru Nanak Devji's Guruparab, etc., are celebrated here with active participation and passion by people of all religions and communities.

Traditional Foods

Maize, wheat, and jowar form the basic diet of the inhabitants of Bhilai. Most of the traditional foods in Bhilai are made of rice and rice flour, curd, and a variety of green leafy vegetables like cabbage, pumpkin, ladyfinger, etc. Fara/muthiya (rice rolls in white sauce), chousera roti (rice puri's), angakar roti, etc., are some of the famous breakfast dishes made out of rice and rice flour. Spices are widely used in the preparation of various dishes, and so are dairy products such as ghee, oil, vanaspati, and butter. Protein-rich lentils also form an essential part of

Bhilai cuisine. Arhar Dal is the most widely used pulse. The tribal population in and around Bhilai also has multiple varieties of fruits in their diet.

Religions

Bhilai is renowned for its multicultural and diverse population. Apart from Hindus, there are Muslims, Jains, Christians, Sikhs, etc. Bhilai boasts of high levels of linguistic and religious unity, which can be attributed to the people's simplicity and hospitality in Bhilai. People belonging to various religious backgrounds and tribes live together in Bhilai, setting an example of 'Unity in Diversity.'

Ways of travel

Rail:

The nearest Railway Station is Durg Railway Station from Bhilai, roughly half an hour's drive from the city. It has daily trains to Bhopal, Bilaspur, Ahmedabad, Durg, Chapra, Howrah, Nagpur, Puri, Shalimar, Vishakhapatnam, etc.

Air:

The nearest International Airport from Bhilai is Swami Vivekanand Airport, Raipur, roughly 45 minutes' drive from Bhilai. It is well connected with major cities like Bangalore, Bhopal, Ahmedabad, Chandigarh, Chennai, Hyderabad, Indore, Jaipur, Delhi, Kolkata, and Mumbai, etc. via Air India, Indigo, Jet Airways, and Jet Lite.

Road:

Bhilai is 11 Kms from Durg, 30 Kms from Raipur, 137 Kms from Bilaspur, 158 Kms from Gondia, 227 Kms from Tumsar, 255 Kms from Nagpur, 304 Kms from Sambalpur, and is connected through Chhattisgarh State Road Transport Corporation (CSRTC) and some private travel services.

DESIGN PROCESS

1. Research and Content Creation –

Extensive research and rich content creation for online usage. Would include a collection of all the information in as the outcome.

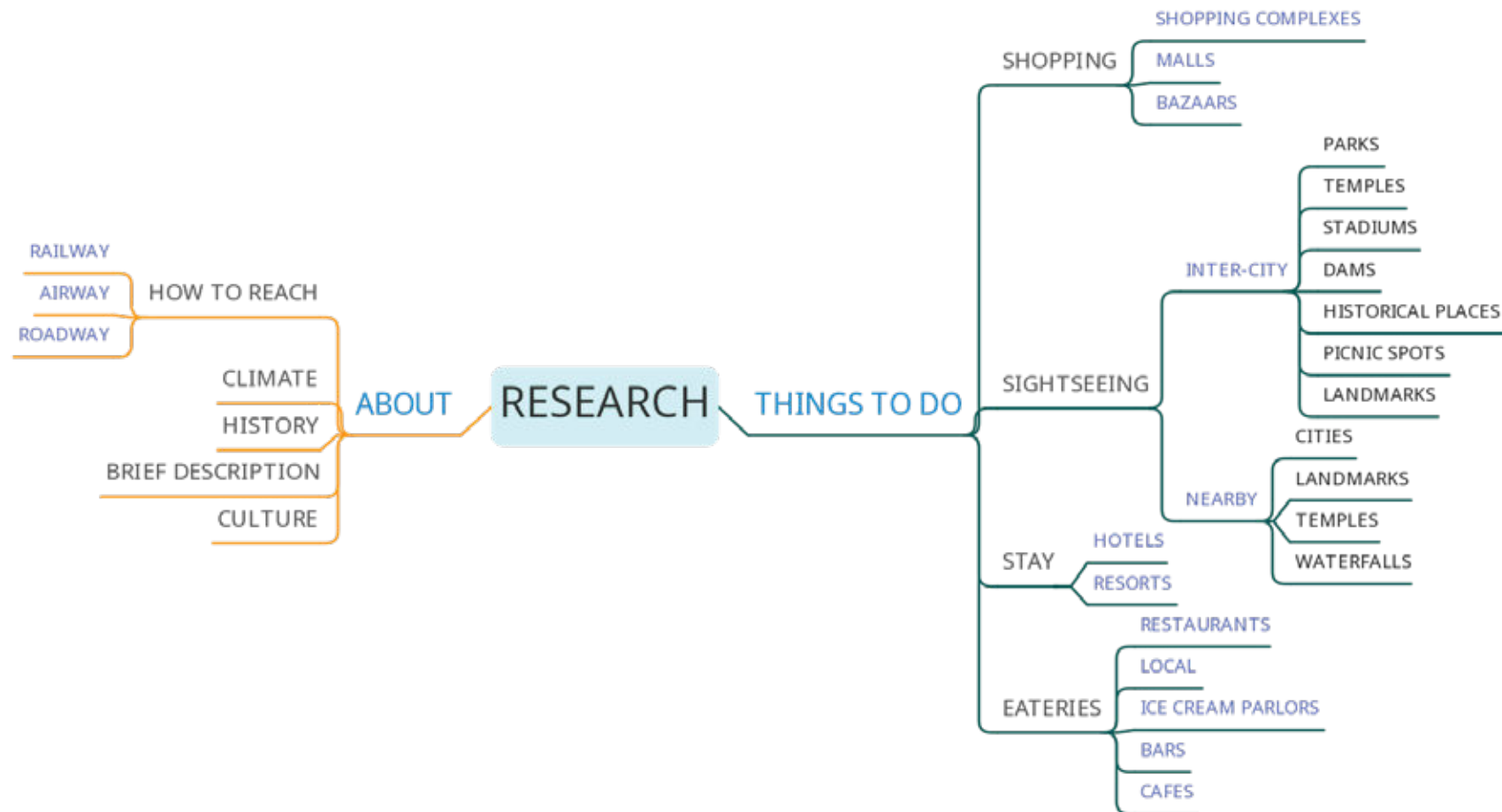
2. Problem Identification –

Identifying the user's problems and analyzing it to come with up a possible solution.

3. Identity Design and Prototype Mockups –

Designing the solution, maybe a prototype, and giving an identity to it.

CONTENT RESEARCH AND CREATION



1. Approaching the problem:

I first started by brainstorming, to get an idea of what can be included as the content and other things that can help the research. The main focus was to collect data that might help a tourist during the travel or visit.

2. Research:

I made a list of restaurants and hotels, places you visit for sightseeing and information and started researching on them. I got most of my information via the internet or over the phone call due to the lockdown.

I frequently visited some places since I was familiar with most of them. I also looked at it from a perspective what visitors preferred and not just the local people.

3. Content organization:

I started refining the collected information and data. I decided to organize it in the form of a document so it can be used as a guide for online or offline usage.

PROBLEM IDENTIFICATION

To identify the problems, the first step was to find out what problems the users faced. For this, I interviewed people from different age groups with different days of visit and other factors.

I also prepared a structure and questionnaire so it becomes easier to make conclusions in later stages.

USER INTERVIEWS

PROCESS –

- User study/ Data collection
- Analysis
- Secondary research
- Re-Analysis

USER STUDY -

Target Audience – People with/out technical knowledge; Reliance on online vs. offline products and services; Both have pros and cons.

People without technical knowledge –

- Have to rely on other services to gain knowledge or avail them

People with technical knowledge –

- Can book their tickets
- Can make use of the available mobile services
- Have to work more to avail the physical services

USERS –

1) Age – 23 years
Gender – Male
Purpose of visit – Holiday
Number of visits – 2nd time
Days of travel – 3.5 days
Number of people traveling with – 4 (friends)
Mode of transport within Bhilai – Hired car
Transport booking – Train, IRCTC
Hotel booking – MakeMyTrip

2) Age – 38 years
Gender – Male
Purpose of visit – Friend's wedding
Number of visits – 1st time
Days of travel – 2 days
Number of people traveling with – 3 (family)
Mode of transport within Bhilai – Ola Cabs
Transport booking – Flight, Air India
Hotel booking – Managed by friend

3) Age – 46 years
Gender – Male
Purpose of visit – Business trip
Number of visits – 4th time
Days of travel – 3 days
Number of people traveling with – 2 (colleagues)
Mode of transport within Bhilai – Office car
Transport booking – Train, Travel agent
Hotel booking – Provided by office

4) Age – 22 years
Gender – Female
Purpose of visit – Holiday
Number of visits – 1st time
Days of travel – 3 days
Number of people traveling with – 2 (friends)
Mode of transport within Bhilai – Hired car
Transport booking – Train, IRCTC
Hotel booking – TripAdvisor

- 5) Age – 25 years
Gender – Male
Purpose of visit – Holiday
Number of visits – 1st time
Days of travel – 4 days
Number of people traveling with – 4 (friends)
Mode of transport within Bhilai – Hired bikes
Transport booking – Train, Counter
Hotel booking – On the spot
- 6) Age – 39 years
Gender – Female
Purpose of visit – Visiting relatives
Number of visits – 3rd time
Days of travel – 3 days
Number of people traveling with – Alone
Mode of transport within Bhilai – Relatives
picked her up
Transport booking – Flight, Travel agent
Hotel booking – Not required

SURVEY QUESTIONS –

- Reason for visiting Bhilai?
- Expectations?
- Brief plan?
- How did you plan your trip?
- How did you book your tickets?
- How did you travel?
- Mode of transport while in Bhilai?
- What did you do if you needed any help?
- Worth visiting?
- How did you locate unknown places?
- How was the food?
- How did you know about the places you visited?
- Use of the internet?
- What all did you look up?
- What do you think you could have done better?

STRUCTURE OF USER STUDIES –

1. Planning –
Includes the study of how different users plan out their visit to Bhilai
2. While traveling to Bhilai –
Includes problems faced by the users when traveling to Bhilai (Hometown to Hotel in Bhilai)
3. While in Bhilai -
Includes problems, the users face when in Bhilai (Choosing transport, traveling within Bhilai, Info on local businesses, etc.)
4. After the trip –
Includes the analysis of what they could have done better in the trip

ANALYSIS –

Part 1 – Planning

Insights –

- On and off-season – Some people tend to visit Bhilai depending on whether it is a comfortable season to go or not. And for this, they use the internet to do research.
- Office work – There are a handful of people who visit Bhilai, sometimes frequently, for their work purposes.
- Relatives – Some people visit Bhilai to meet their relatives for a certain amount of time.
- Budget – Budget is a significant part of their planning. People tend to plan their travel and stay according to their account.
- Travel and stay – For the most part, people use the internet for bookings and look for various options according to their budget. They use multiple sites for bookings, hotels, travel, etc. and some people depend on their travel agents to choose what's best for them.
- Misinformation – In some cases, people are unsatisfied after reaching the place they booked or wanted to visit. This may be due to misinformation or lack of research.
- Unwilling to take risks – Due to lack of reviews, some people only visit famous places. This hinders the users from exploring the area on their own.

- Things are not going according to plan – People often tend to have flexible timings and think they will visit places according to their comfort. This often leads to users missing out on a lot of good stuff.

Notes –

- Information on when Bhilai is visited the most should be available, allowing the user to get an idea of when a good time to visit Bhilai is. A rough estimate might be helpful.
- According to the budget, making itinerary can be changed according to the places people want to visit, including the number of days they are coming for.
- Bringing together all the services to help the user plan everything easily in a single place, including the itinerary.

- Make multiple reviews, information available and allow alternate options of what people do otherwise.
- Provide every and accurate information on where they will stay, where they will visit, how far the distance from their hotel is, etc.

Part 2 – While going to Bhilai

Insights –

- Improper planning – Some people visit Bhilai without proper planning, and this becomes a disadvantage for the user since they have little to no knowledge about the place. This also makes them rely on locals, hotel receptionists, etc., who may have certain biases regarding specific areas.
- The improper planning also results in an improper itinerary which might hinder them

from visiting every place they would have liked to see.

Notes –

- Providing trusted information since sometimes asking people may give out false or biased information.
- Having an option to make a quick itinerary would help people in these situations.

Part 3 – While in Bhilai

Insights –

- Choosing the right mode of travel within the city – People use public transport or rented vehicles for this purpose. Users often are unaware of the cost and information about these services and hence face many problems.

- Choosing the right places to visit – Many people who visit new areas tend to ask local people about what places they should see, and sometimes, they regret going to visit that place since they had no prior information about it.
- Lack of essential and subtle information – Locating places like ATMs can be quite tricky in some areas. Nearby ongoing events can also be something they are interested in. People may forget about the timings about opening and closing of shopping areas, restaurants, etc.
- Cheating – This is something people often get trapped into. It usually happens because of the lack of information.

Notes –

- For public transports, the information should be available on the availability and the rough estimate of the cost. It would depend on many factors like the number of people, weather, and traveling distance for rented vehicles.
- Accurate information should be available to the users, so they know about the place before their visit.
- Providing users with information like the location of important places, events nearby, timings of different places would benefit them.
- Having reviews on places people visit would help other new travelers know the place they are visiting.

Part 4 – After the trip

Insights –

- Many things, no time – Sometimes, due to lack of proper planning or not having enough time, people miss out on certain things.

Notes –

- Planning according to the number of days of visit and places of interest.

Questions that people ask themselves while traveling –

1) While planning –

- When can I visit the place?
- What would be a good time to go?
- What all things would I be able to visit and do there?
- How much should I spend on the trip?
- How should I travel?
- Where will I stay?
- How much research should I do before the visit?

2) Before reaching Bhilai -

- When will I reach Bhilai?

3) After reaching Bhilai –

- Where do I go now?
- How do I travel?

4) During the trip –

- Where do I go first?
- How do I go there?
- Is the place I am going to visit worth it?
- Where do I eat?
- What can I do tonight?

5) After the trip –

- Was the trip worth it?
- What can I do better next time?

SECONDARY RESEARCH –

- WikiTravel –
The WikiTravel page for Bhilai only provides basic information about the place. There are many areas where hardly any information is available.
- MakeMyTrip –
Little to no information about Bhilai but allows booking of hotels, vehicles on rent, etc.
- TripAdvisor –
Has a lot of information and reviews about places in Bhilai. You can also plan your trip. Forwards you to other sites for booking purposes.
- M-indicator –
Rich and live information but only limited to Mumbai.

CONCEPTUALISATION

None of the above services provide help in making a flexible itinerary. You still have to refer different products to avail multiple services.

PROBLEMS –

- Difficulties while visiting new places – When people plan to visit new places, they have various questions/ doubts regarding planning, traveling, staying, sightseeing, etc.
- Use of multiple products and services – People use different services and products to plan their travel and stay, like travel agencies, websites, guides, etc. The use of these multiple services and products creates a hassle for the users by increasing their workload.

POSSIBLE SOLUTION –

- Bring these products and services together – Bringing together these products and services would help the travelers plan their trips more efficiently and improve their travel experience. This would also allow the users to have a wide variety of options, flexible itinerary, so they do not miss any aspect.

DEFINING THE BRIEF

The goal would be to have:

- End to end support – A single product for all the services to make it easier to plan the trip. A guide in every aspect.
- Enhanced user experience – Providing right information at the right time. Suggesting users on what to do but also keeping it flexible.

DESIGN

1. Identity Design

I first started by thinking about what Bhilai represents. I thought about the greenery, the steel plant and the education hub. I tried to implement these elements in the design.

I first tried out experimenting with the name as a logo itself and then finally decided to make a different logo for it altogether.

I also tried out various orientations, fonts, etc and tried to choose what would suit the logo best.

BHILAI

BHILAI

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BHILAI
TOURISM



Final Design



2. App Prototype

I tried to solve as many problems as I can. I tried to make a simple interface which was easy to explore and helped a person in his journey as much as possible. Although the prototype can be improved further, this was just some important aspects that would save a lot of time in the journey of a traveller.

I decided on making the following pages for the first look at the prototype:

Sign up and Login Page

Landing Page

Explore Page

My Plans Page

My Bookings Page

My Profile Page

Welcome

Please login or sign up to continue using the app



Enter via Social Networks



Use e-mail to signup

Sign Up

Already a member? [Login](#)



Discover BHILAI



Welcome to *Bhilai*

Search



Explore



Shopping



Places



Hotels



Food

Popular Places



Tri Bagh



Sector - 6 Market



Civic Center



Welcome to *Bhilai*

Bhilai



Bhilai Hotel
Bhilai Steel Plant
Bhilai Famous Places
Bhilai Food



Shopping



Places



Hotels



Food

Popular Places



Tri Bagh



Sector - 6 Market



Civic Center



Welcome to **Bhilai**

Search



Shopping

Sort By

Name



Sector- 6 Market

Timings : 10 am - 11 pm

Wednesday Closed

[More Details](#)



Civic Center

Timings : 10 am - 11 pm

Sunday Closed

[More Details](#)



Treasure Island

Timings : 11 am - 11 pm

[More Details](#)



Welcome to **Bhilai**

Search



My Plans

Sort By

Date



12/05/2021



13/05/2021



15/05/2021



New Plan



My Plans



Date ▼

Type of Place/ Activity

Time

▼

Shopping

Movie

Temples

Restaurants

3 hrs

Create



My Plans



13/05/2021

Place/ Activity



Dongargarh

Details

☒



Sector-6

Details

☐



Civic Center

Details

☐

Edit



Welcome to **Bhilai**

Search



My Bookings

Dates



Hotel Vatsa

View



BOM - RPR

View



RPR - BOM

View



New Booking



My Bookings



Flight



One Way



Round Trip

Departure Date

11/05/2021



From

BOM



To

RPR



Search



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FUTURE SCOPE AND CONCLUSION

The data collected during this project can be used as a source of information in many different ways. The main focus was content creation and then the app prototype.

The app tried to solve some of the many problems that users faced during their journey.

The app can be further developed the future and the interface can be further improved. This project was just a little showcase for how a little change can save so much time in a person's travel journey.

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