

In this site you can..

About India:

be amazed by the splendor of art and culture,
and get exciting information from a range
between a 5000-year history and future..

Destination guide:

get enticed into a world of travel opportunity.. choose
your destination, the perfect for you..

Accommodations:

Plan your accommodation before you leave
your home and your worries of a comfortable
holiday stay is

Traveling:

Find out the best way to travel.. practical and
updated information to serve you better..

Share experiences:

Interact with people, record and share your
experiences, post your views..



111 Department of Tourism,
Ministry of Tourism and Culture,
Government of India. 2010. webmaster@tourismofindia.com

Explore Incredible India

Website design For Department of tourism India

VC Project II

Rambrijesh (02625010)

Guide: Ms. Ashis Jalote

// So far as I am able to judge,
nothing has been left undone,
either by man or nature, to make
India the most extraordinary
country that the sun visits on his
rounds. Nothing seems to have
been forgotten, nothing overlooked. //

Mark Twain

Project2: Website design For Department of tourism India

by
Rambrijesh
02625010

Project guide
Ms. Ashis Jalote

Industrial Design Centre
Indian Institute of Technology
Bombay
2002-2003

Approval Sheet

The Visual Communication project titled '**Website design For Department of tourism India**' by Rambrijesh (02625010) , is approved as partial fulfilment of the requirements for the Post Graduate Degree in Industrial Design.

Project Guide

Chairperson

Internal Examiner

External Examiner

Acknowledgment

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Introduction

India, a land of fascinating experience and exhilarating destinations. A vast country with a history that goes back 5000 years. Its vast geographical diversity, heritage & culture, fairs & festivals, yogic education, varieties of cuisine & monumental attractions are unparalleled to any other country in the world.

India boasts of high mountain ranges, vast plateaus, long beaches, dense tropical rain forest, sandy deserts, a country with strong regional flavor, rich with local traditions. Modern India is home diverse set of people, at one end the sophisticated urban jet setters & at the other end: untouched tribal cultures. To top it, it's a living heritage unlike many countries in the world. The amazing variety has left many visitors wonderstruck.

Condé Nast Traveller has placed India among the top 10 must-see countries

India has an unlimited variety and innumerable tourist destination to showcase. But its not in the top tourist destinations¹....off late the tourist inflow is registering sturdy growth.

To reach out to a larger audience group, a new aggressive integrated (web, print, TV Commercial) campaign 'incredible India' has been launched. As a result the official tourism website is getting enormous hits, but fails to satisfy the users because it fails to give the required services and information.

The project: Design of website for Department of tourism India.

¹ ranked 35th in the world after Thailand and Japan
(As per tourist inflow in 2000)

Communication objectives

The proposed project is to create a web site for the Department of Tourism India, with the following set of objectives:

'Inform'

to provide essential info & easy access to the various tourist products and services

'Explore India'

to showcase its diversity and inspire visitor to visit more places in India.

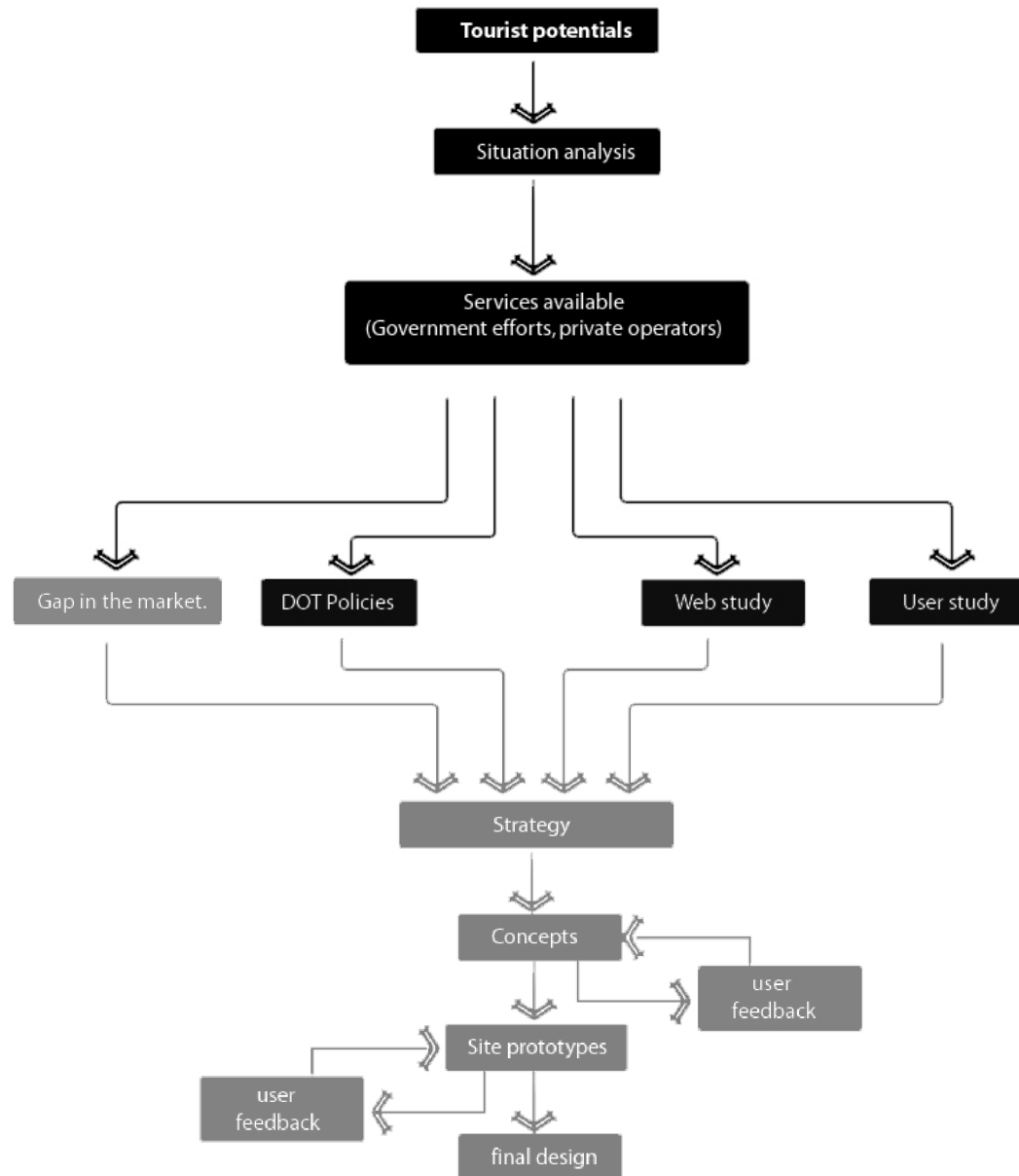
'Convert into actual travel'

Help visitors to convert their interest into actual travel, provide service to aid that.

'Create Identity'

Exploring the possibilities of creating an Unique identity for Indian tourism.

Methodology



Chapter1: Situation analysis

Topics covered :

Current situation of the Tourism Industry.
Available Tourism Services.
Findings from the User Studies.

Tourism industry

Current situation

Tourism is a big industry in India

- Tourism activities provide employment to 10 million people directly and additional 10 million indirectly.
- India is one of the top 4 domestic tourism markets in the world.
- The domestic market has kept the tourism industry afloat with an annual average of 234 million tourists.
- India averages 2.54 million International Tourists annually.
- Travel receipts in India amounted to \$ 3.04 billion in 2001.
- India Tourism records steady growth with a 14.5% rise in tourist arrivals & a 20% growth on foreign exchange between January & September 2003

India is all set to be the hottest tourist destination of the world.

Tourism is a big industry in India

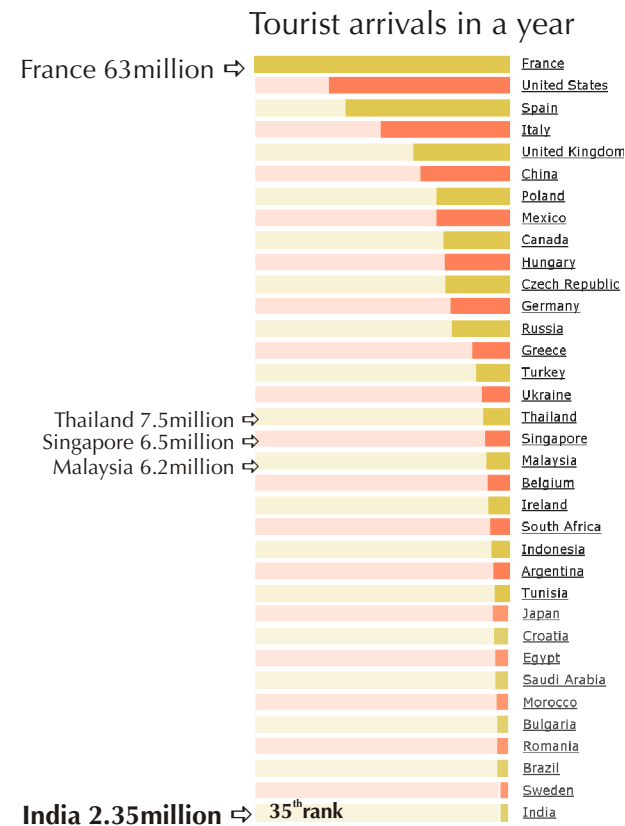
For the development and promotion of tourism in the country, The Department of Tourism(DOT) under the Ministry of Tourism and Culture was setup. This nodal agency helps coordinating activities of various Central Government Agencies, State Governments/Union Territories and the Private Sector.

- DOT Supplies information and data on tourist areas to the public, publicizes India so as to encourage Indian and international tourists to travel to India

It has 21 offices in India and 18 offices abroad. With an annual budget allocation of Rs.66.50 crores for Promotion & Publicity alone!!! (for 2002-03)

Tourism industry

Current situation - flip side



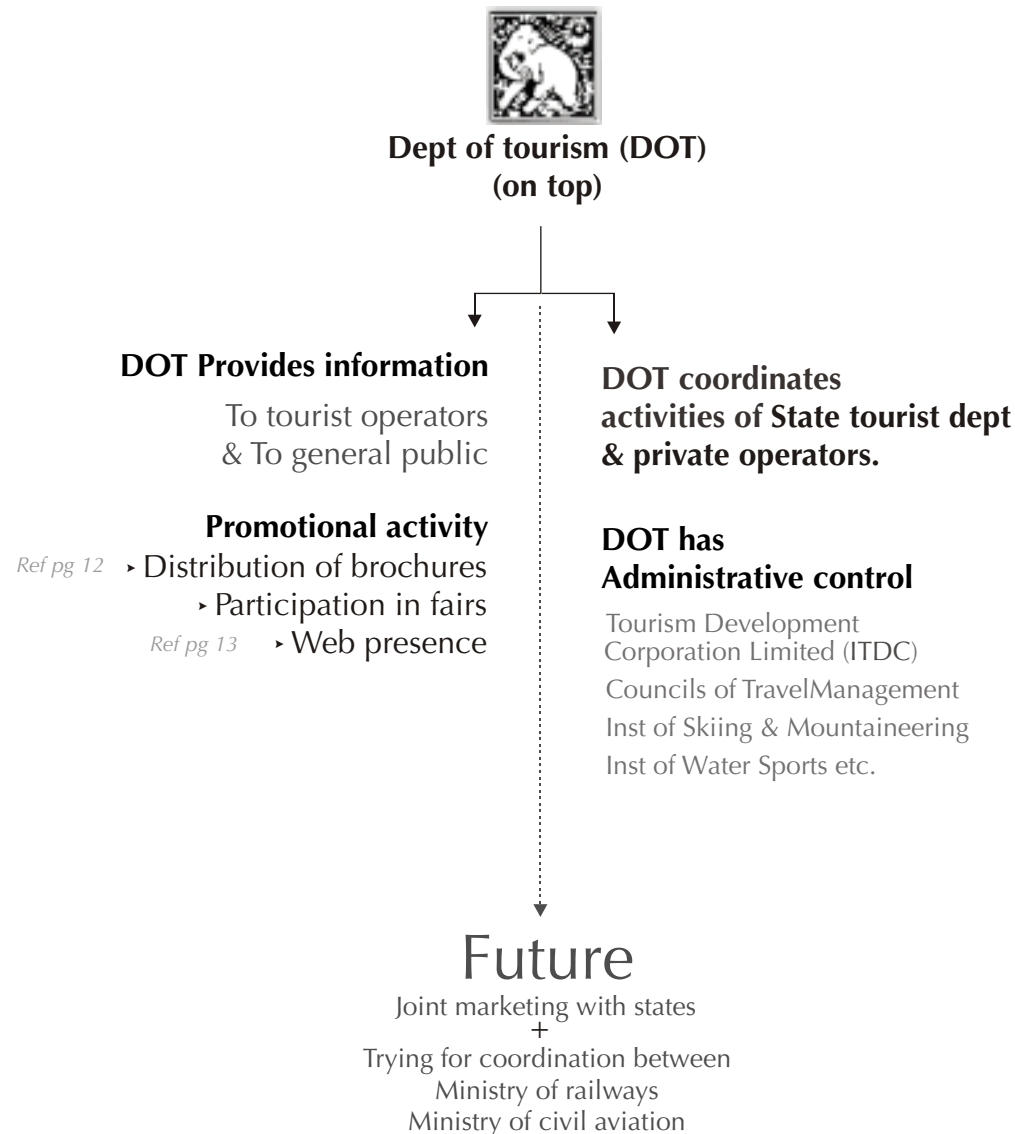
Yet

- ▶ India's standing on world tourism is comparably very low 35th rank (with inflow of 2.35million)
- ▶ Smaller countries in ASIA are rated higher than India (Thailand 7.5 million, Malaysia 6.5 million Singapore 6.2 million)
- ▶ The Department of tourism spends 65.5 crores for its promotional activity
- ▶ There is not much of coordination between the center, states, private operators.
- ▶ Lot of funds are spent into offline campaigns (participation in fairs ,brochures, etc)

Web as a medium is largely ignored and its potential not been fully tapped.

Tourism industry

About department of tourism



The Department of Tourism(DOT) functions under the Ministry of Tourism and Culture. It is the nodal agency for the development and promotion of Tourism in India, coordinating activities of various Central Government Agencies, State Governments/Union Territories and the Private Sector for the development and promotion of tourism in the country. Its also responsible for:

- ▶ Formulating policies & programs
- ▶ Catalyzing private investments
- ▶ strengthen promotional & marketing efforts
- ▶ Providing trained manpower resources
- ▶ Developing infrastructure
- ▶ Conducting research and analysis

Lets look at the various attempts made by the government agencies and private operators to promote tourism.



Pro's and cons

- › It is visually rich, includes maps, and relevant historic setting.
- › but....Accommodation information is not included.
- › Only limited copies are printed.
- › Each year, brochures are recompiled & made into new handouts.
- › These brochures, don't have a wide reach, they are only available in 21 cities in India.

Tourism Services available Department Brochures

Visitors can get free counseling and free handouts (brochures) only at the Department of Tourism (DOT) offices in 21 cities in India and in 18 cities abroad.

Cyclostyled prints of hotels information for various destinations, quarterly magazine are available on request.

All states print their own brochures, and distribute them in their respective State tourist counters.

Types of handouts:

- ›Thematic guide (Buddhist sites, world heritage sites, Hill stations, North east etc)
- ›Guide Maps (city, state etc)
- ›Circuits (Delhi-Agra-Jaipur)
- ›General information (arts, crafts, dance orchids etc)

India tourism official website
www.tourismofindia.com provides
information about various destinations
(classified by themes).

- The site is registering steady increase in hits because of 'Incredible India ' campaign (TV commercials and print campaigns), but its web campaign site offers **just a web presence**, not updated for 2 yrs now.*

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Tourism Services available

Department of tourism Official website

Problems in Existing site

- › Largely a textual site, lack of images, maps of the destinations
- › One fixed way of navigation
- › Some important links are hidden, up-front
- › unfortunately, other websites have to be used for travel arrangements & booking accommodation. (Both of which are available on visit to their tourist counters)
- › Scope of each menu & the information provided by the menu are not clear (problems with terminology used)

Misc problems

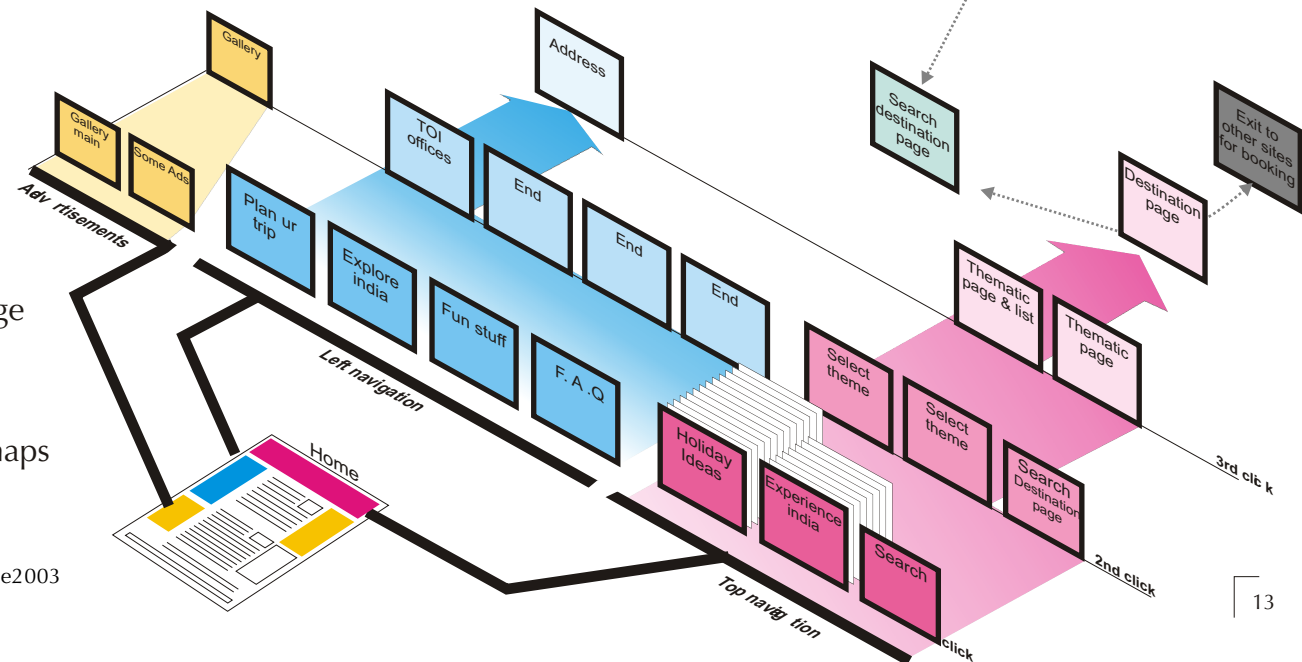
- › Size factor: page size and image compression (landing page 750 KB)

Hidden features, can not be accessed by menu



- Destination level page
 Ex: Tirupathi
- › Long winding text
 - › Lack of images & maps

Screen shots of website as on june2003



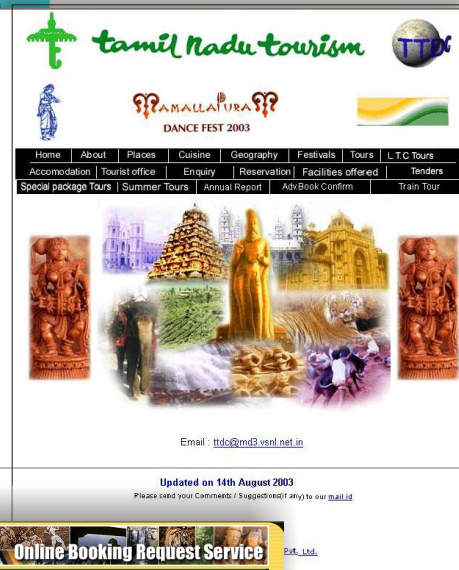
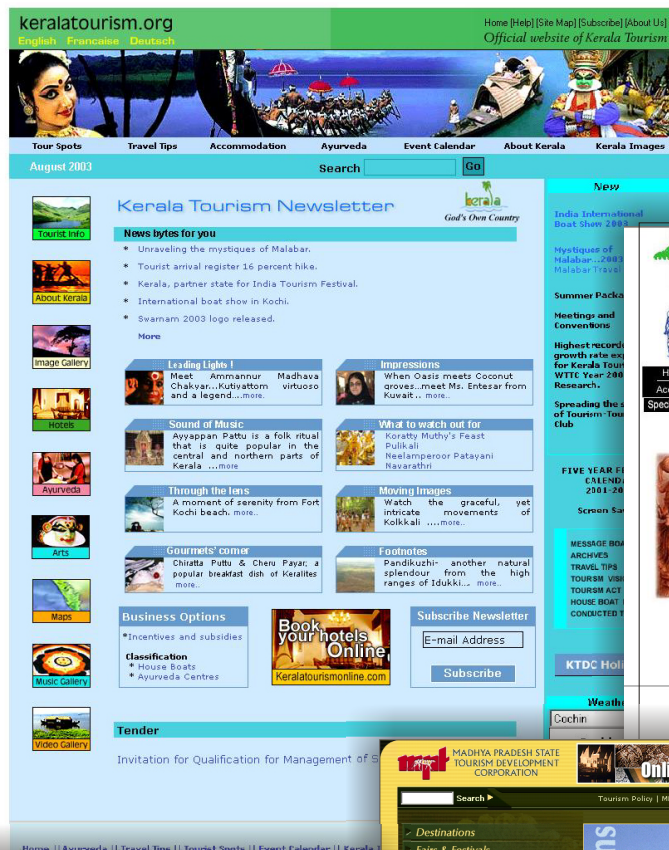
Tourism Services available State tourism website

State level website:

- ▶ Most states have their own tourist promotion site and brochures.
- ▶ Few state have just few pages in some general state website..
- ▶ There is inconsistency of facilities offered and information provided from states to state.

Few states even provide online booking and itinerary on their website

- ▶ <http://andaman.nic.in>
- ▶ www.orissa-tourism.com
- ▶ www.keralatourism.org
- ▶ www.goacom.com
- ▶ www.tamilnadutourism.org





Tourism Services available Private Operators

Private Operators

SITA, SOTC, Thomas cook, and local players like Kesari Patil etc.

They offer ready-made package tours on popular routes, mostly works out to be expensive, but all hassle of booking, commuting stay is taken care of.

- Target only upper middle class and have packages for only popular circuits
- Most of them are expensive
- They have strong hold with corporate clients
- All information about destinations are provided by Department of Tourism
- They do not provide proper information until they are convinced that you are a potential customer!
- Brochures are not circulated freely to every one.
- They offer most of their tour packs and itineraries online too.

www.indiavisit.com

Club Mahindra Holidays
www.mhril.com/home.asp

Tourism Services available Private portals

Private portals:

There are lot of private travel portals offering their offerings on their web but booking happens still offline. A few of them are very popular and provide booking of their services online.

- When it come to paying online, People don't trust private players for giving their credit card details.
- Few site say they are accredited by the DOT , Department is still understood as the trusted player in the tourist industry.

Most tourist operators have their offerings on the web, offer only popular routes.

Few sites are:

www.e-tourismindia.com, portal of lot of small travel sites,
www.thomascook.co.in booking tours and star hotels,
www.indiavisit.com lets you choose from a list of itinerary and hotels affiliated with them.

www.makemytrip.com online tickets air travel, www.tourismofindia.com refers to this site.

www.makemytrip.com

www.e-tourismindia.com

Tourism Services available

Guide books



Learning from guide books

- › It's have comprehensives information about most popular places.
- › Each city introduced with a warm up text, then they go on to popular associations, and its Uniqueness.
- › The write up is approached like a Living experience about the city
- › Accommodation, amenities available, shopping, eating, travel details: with rates, frequencies details are available.

General characteristics of Guide Books

- › It is activity/ task oriented
- › Broad coverage of the place
- › Quickly get overview and uniqueness
- › Tips, practical information are available
- › It has a map with hotels and landmarks marked.

Tourism Services available

A comparison chart which consolidates attempts from various government players, private players with the quality of services offered.

	Government	Information booklets	Package tours	Information online	Online booking	Comments
Ref pg 11-13	Dept Of Tourism	★ ★ ★		★ ★		Online content is not so rich as their Brochures.
	India Tourism Development Corporation		★ ★ ★	★		Services are not available online
Ref pg 14	States Tourism Development Corporation (Ex: MTDC, KSDC, MPDC etc)	★ ★ ★	★ ★	★ ★	★	Inconsistency (between states) in information & services provided.
	Private players					
Ref pg 16	National players (Ex: SOTC, SITA, MAHENDRA, THOMAS COOK etc)	★	★ ★ ★	★ ★	★ ★ ★	Only popular routes covered.
	Regional players (Ex: Kisarai, Raj tours, travels etc)	★	★ ★			Strong hold in their region, wide coverage of destinations
Ref pg 17	Guidebooks (Ex: Lonely Planet, traveller etc)	★ ★ ★		★		Gives very focused travel related/ experience based information.

★ Excellent ★ Good ★ O.k

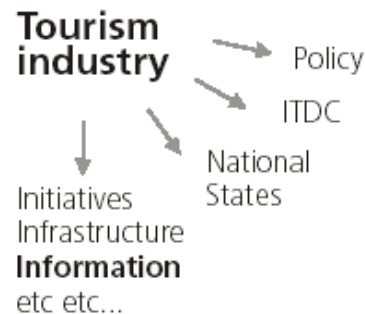
Summary

Proposed website=

**DOT + ITDC +
State itineraries +
booking gateway +
more**

Tourism development in India is a mega task, involves a lot of coordination from lot of sectors, the scope of the project is limited to the information and the basic services of the tourism industry.

Megatask.



The DOT is the single leading player in the tourism industry. Their website should reflect that.

Current official website just offers a mere web presence, it doesn't tap the internet..

Web Tourist segment growing (*'Tourist magazine'* march 2003)

The success of print and TV ad campaign 'incredible India' have helped a great deal to increase the web hits by 70%.

Success examples like "indianrail.govin" has proved the fact that, if useful services are available online, is bound to become a hit.

The Department of tourism print brochures are available only 21 cities, and help only a very small segment of people. Regional centers provide region specific information only

Working across the rigid boundaries of various departments to help solve problems to tourist.

Ideally there should be a one-point destination for all the travel needs. Considering internet penetration has increased, and web having a large reach, could be used as an cost effective and effective medium for tourism promotion.

Tourism industry

Tourism policy (2000-05)

Adoption of New Technologies and Action Points relating to Soochana (information)

Efforts have been made to adopt the technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, to the benefit of all concerned.

Information technology shall be given the pride of place in the efforts to promote Indian tourism. Every endeavor in this regard would increasingly rely on optimizing the use of e-commerce use of internet for dissemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, development Audio Kit Tourist Guidance System at important monuments and heritage sites, networking of States, setting of tourist information Kiosks, encouragement to information technology and eco-friendly practices by the private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism. It shall be ensured that Information Technology (IT) and Indian Tourism (IT) become synonymous.

Action Points relating to Promotion and Marketing

Launching of a multi-media CD-ROM and creating an integrated website on Indian tourism. Developing a clear identity of Indian tourism product by promoting selected theme based tourist attractions.

From the policy its very clear that:

- › A clear identity for Indian tourism is to be established.
- › A common gateway for information & providing the essential services are considered(portal)
- › E-commerce & other possibilities are to explored in web

Parallel study

Official Tourism sites from other countries

New Century. New World. Australia.



www.australia.com

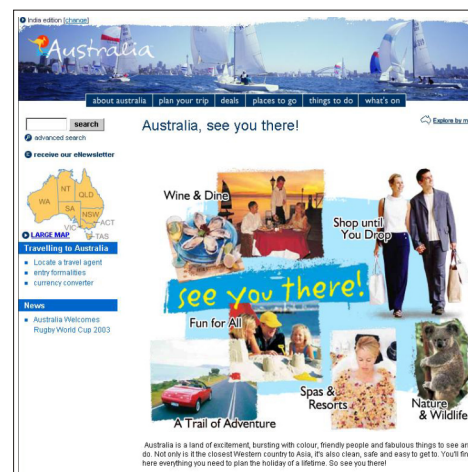
Explore what to do, where to go, unique experiences, and the best deals to visit Australia.

- Bring all their offerings on the Internet
- Make it a one-stop place for all their tourist requirements
- Exhaustive coverage of the destinations and themes.
- Depending on the country of origin, different information is provided
- Update deals/ discounts are available online.

Olympics actually increased the web hits by a whopping 700 %.

• The site was used to create and promote the Australia's New brand value.

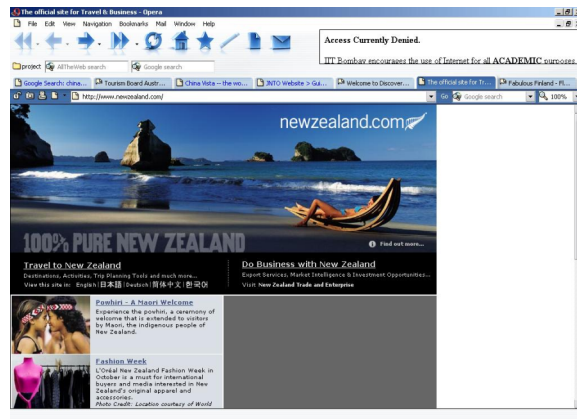
"New Century. New World. Australia."



Parallel study

Official Tourism sites from other countries

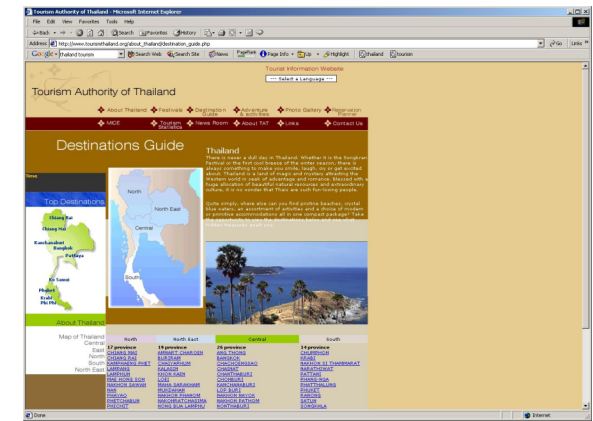
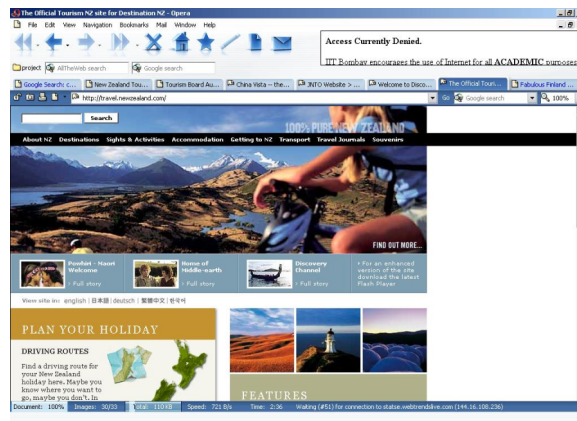
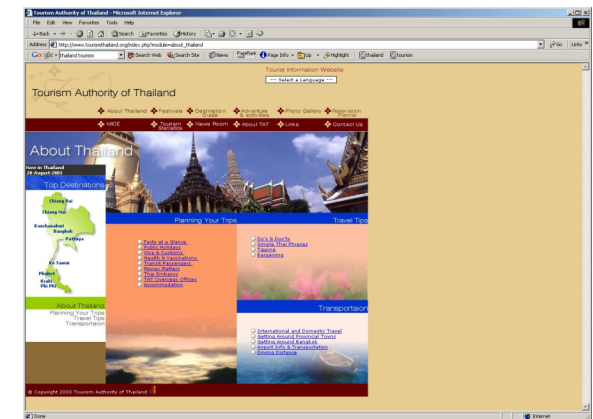
www.nzlive.com



www.tourismsingapore.com



www.tourismthailand.com



Domestic tourism segment

DOT figures:

Total Domestic tourists at 234 million almost 100 folds more than the 2.54 million foreign tourist arrived in 2001.

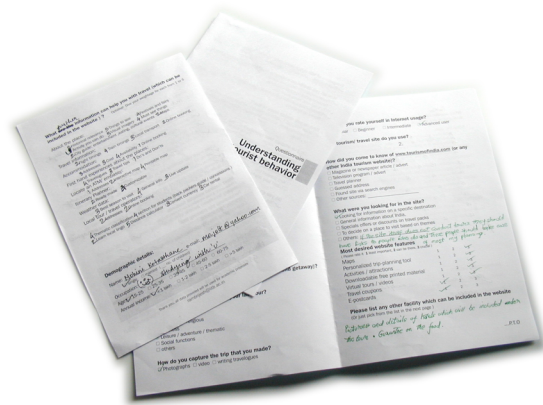
Some typical characteristics and figures of domestic segment:

- An average 35 % visitors leave home to meet friends, relations attend social functions.
- Around 50 % seek holidays.
- 13.8 % take Leisure trips
- Surprisingly only 6.9% of the lot visit religious places.
- Business visits 10.4 %

The domestic segment is the primary target group for the project. Currently most websites target the international tourists

Advantages of addressing the domestic segments:

- the domestic segment is a potential segment, but also the most neglected.
- There are lots of website sites, services which are aimed at the affiliate crowd and the international audience.
- Specific utilities could be developed to help them plan their itinerary, tours.
- Domestic segment would demand very specific information and broader coverage of destinations is required.



User activities flow

Seek Inspiration

Past memory, magazine, campaign, friends pics. Etc



Get Information

Brochures, guide books, friends, agents etc.



Plan - Bookings

Travel booking, Hotel accommodation, calling,



While in the travel

keep asking, talk guided tours, search for local information centers



Post travel

write letters to friends, recommend, show pics to relatives.

Survey/interview

A survey and personal interviews (30 samples) was conducted to understand tourist mentalities and the tourist expectations from website. This has helped me a great deal in the project & the inputs obtained have been integrated in the proposed website.

User samples, consisting of varied user group with different profession like students, family , corporate etc. Based on their inputs these insights were inferred..

- ▶ Many didn't know DOT existed
- ▶ Touring in India happens as a by product of social events, conferences etc
- ▶ The accommodations and travel is pre booked if traveling with family, were as students enjoy unplanned trips.
- ▶ People like printed material when they are traveling, brochures, maps, pamphlets etc.
- ▶ First hand narrations of the experience are very valuable for the decision about a new place to visit
- ▶ Family travels- pre planned & pre-booked Students enjoyed unplanned trips..

Understanding the user segment

Survey/interview

The information need and the expectations varied on two factors
1) whether user is made up their mind about the place
2) They are indecisive

TOP 5 things users wished to get.

1) Having decided where to go

- ▶ How do I get there.... mode of transport: rail (train no, distance, hrs), air (nearest airport), road etc (well connected or how to connect?)
- ▶ Where to stay?(vicinity, cost, availability)
- ▶ The place is good because of 1, 2,3 reasons
- ▶ List of things to see/ do (activities, ride on camel, use the ferry etc)
- ▶ Best time to visit, nearby place etc.
- ▶ Maps and pictures of special attractions.

2) People who are indecisive about place

They want a list of tour able new venues which *match their preferences* (and of course all the above mentioned points too)

(Survey form attached)

Survey form

What further information can help you with travel (which can be included in the website) ? Optional-

Give your weightage for each from 1 to 5

About the place:

- ☐ Historical relevance ☐ Things to see ☐ Festivals and fairs
☐ Activity you can do ☐ Visual imagery ☐ Must see things
☐ City guide: entertainment ,eating, cultural events ☐

Maps

Travel information:

- ☐ Flight timings ☐ Train timings ☐ Local transport ☐
Online booking

Accommodation:

- ☐ Addresses ☐ Cost ☐ Availability ☐ Online booking

First hand experiences about the places.

- ☐ Travelogues ☐ Travel tips ☐ Do's and Don'ts

Locate an ATM/ embassy:

- ☐ Addresses ☐ Interactive map ☐ Printable map

Itinerary Planner:

- ☐ Ready made ☐ Customizable

Weather data:

Demographic details:

Name: _____ email: _____

- ☐ single ☐ married (___ no. of children)

Occupation: _____

Age: ☐ 15-25 ☐ 25-35 ☐ 35-45 ☐ 45-60 ☐ 60-75

Annual income: ☐ <1 lakh ☐ 1-2 lakh ☐ 2-5 lakh ☐ >5 lakh

Thank you, all data provided will be used for academic purposes
rambrijesh@iitb.ac.in

Questionnaire

Understanding tourist behavior

Survey form

Frequency of travel (please choose one)

- ☐ Once a month ☐ Quarterly ☐ Half yearly ☐ Once a year
☐ Occasionally

How do you decide on a place to tour? (please check relevant boxes)

- ☐ Recommended by family and friends.
☐ Recommended by travel magazines.
☐ TV programs, News paper Ads.
☐ Carefully selected after going through guide books.
☐ Picked up randomly.

How do you decide when to tour?

- ☐ Office holidays ☐ children holidays ☐ depends on weather,
☐ Aligned with other activities (marriages, official visits, conference, etc.)
☐ any time.

Do you engage tour operator? ☐ Yes ☐ No

If 'yes' in what stage:

- ☐ Travel booking ☐ Places of stay ☐ Local sight seeing

In terms of extent of planning (travel, accommodation, local transport, etc), do you undertake a

- ☐ Well planned trip ☐ Little bit planned trip ☐ Unplanned trip
☐ I don't take any hassles I join a trip

Do you go out on short trips to nearby places (weekend getaway)?

How would you rate yourself in Internet usage?

- ☐ Not familiar ☐ Beginner ☐ Intermediate ☐ Advanced user

What tourism/ travel site do you use?

1. 2.

How did you come to know of www.tourismofindia.com (or any other India tourism website)?

- ☐ Magazine or newspaper article / advert
☐ Television program / advert
☐ Travel planner
☐ Guessed address
☐ Found site via search engines
☐ Other sources: _____

What were you looking for in the site?

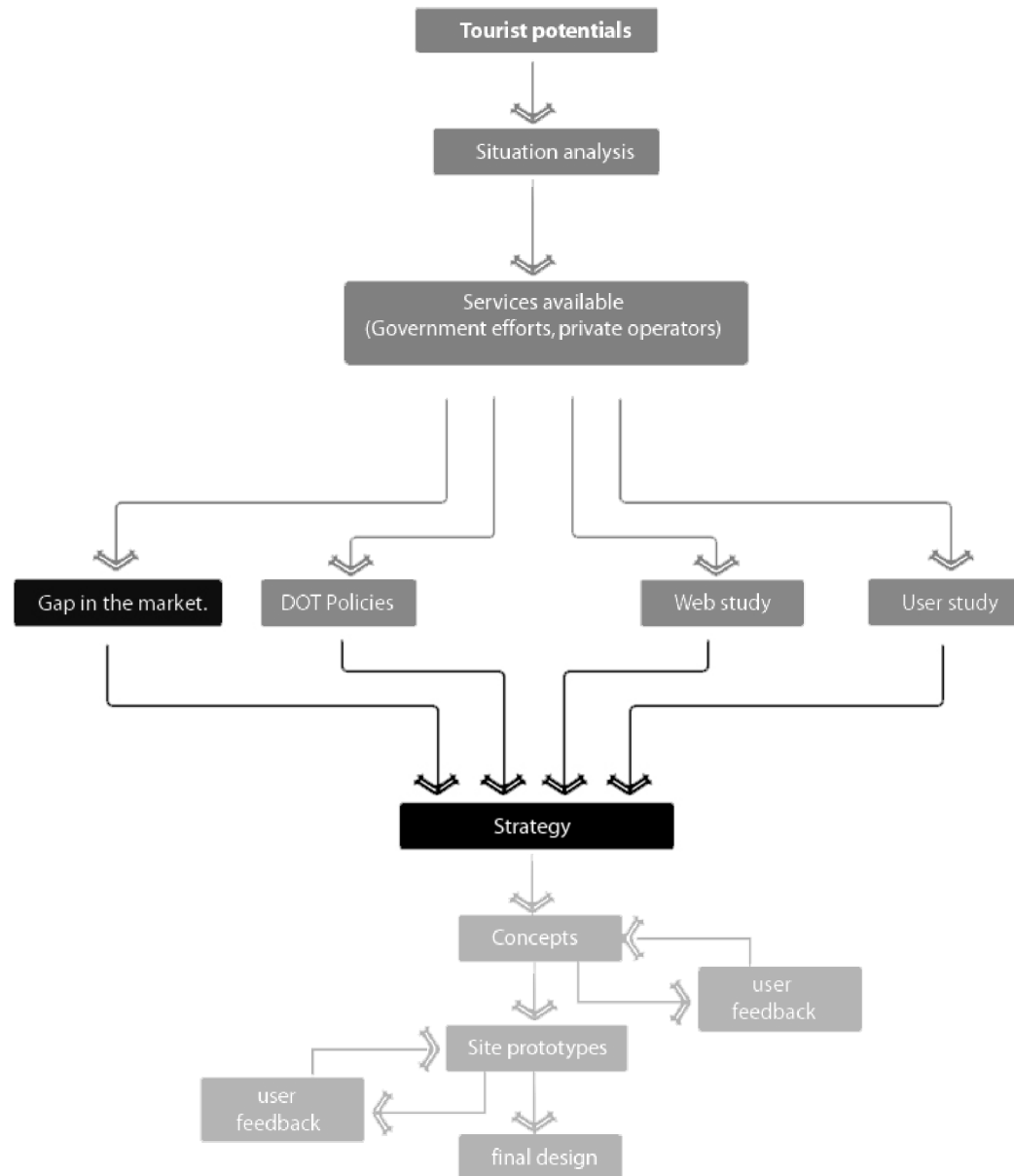
- ☐ Looking for information on a specific destination
☐ General information about India.
☐ Special offers or discounts on travel packs
☐ To decide on a place to visit based on themes
☐ Others: _____

Most desired website features

(Please rate it 1 least important, 2 can be there, 3 crucial)

Maps	1	2
3		
Personalized trip-planning tool	1	2
3		
Activities / attractions	1	2
3		
Downloadable free printed material		1

Methodology



Chapter 2: Design Objectives

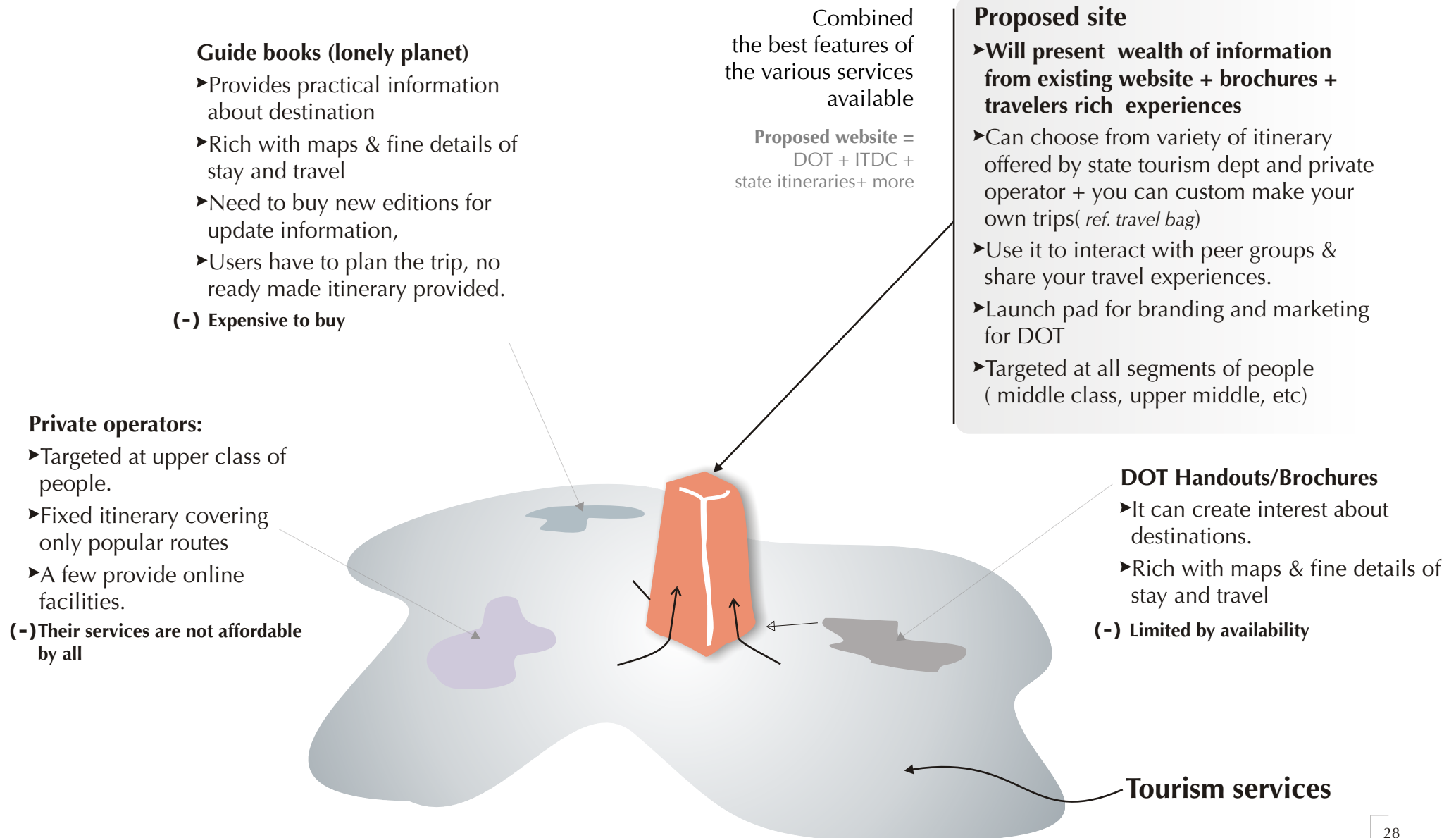
Topics covered :

Site positioning

Phases in the project

Strategy used in the site

Site positioning



Site positioning

Creating a niche

By the extent of reach & usefulness
The proposed site is positioned on top



Make a one-point-entry website to consolidate the scattered information & to use it to maximizing opportunities offered by new technologies to promote tourism in India.

- › Easy access of essential information
- › Clear, organized, usable information about destinations
- › Centralizing states & private operators offerings (itinerary, deals etc)
- › to aid to convert interest into actual visit, assist to plan holidays (Trip planning utility, maps based search, custom brochures, theme based classification)
- › Inform & Motivate people to travel in India.
- › Use the site to drive promotional and marketing efforts, could be used as powerful branding tool.
- › Hotels / Home stay can directly provide their services online.

Project phases

The proposed project is explored in a phased manner, in each phase different levels of improvement are planned.

*Basic
improvements*

✓ **Phase1**

Working from existing site, use the content:

- Make Information more easily assessable,
- Add relevant, relatable information.
- Work out classification, representations.
- Work on imagery.

*Leverage
the web medium*

✓ **Phase2**

- Help you interactively plan your trip,
- One point entry for all your tourist needs,
- Interaction with other like-minded people

*Future
scope*

Phase3

Once relevant infrastructure is available, the site will provide full integration.

- A frame work for online booking of hotels, travel from the website.
 - Printable/online dynamic maps (with amenities, driving directions etc)
-

Strategy to be used in the site



Features

- › One point entry /Integrated website:
Pool all state tourism information and itinerary / Integrated with content and with booking and travel
- › Promote the not so prominent destinations too, give destination of month etc,.
- › Provides services that aid in planning, inform during actual travel, post travel

Visual goals

- › A **strong Indian imagery**
- › Show diversity existing in India
- › Icons, patterns, dividers can have Indian character

Information

- › Utilize the wealth of info available in the brochures
- › **Provide brief overview, which can be expandable to detailed information.**
- › Provide the relevant information at right places
- › **Cross link/** cross sell information

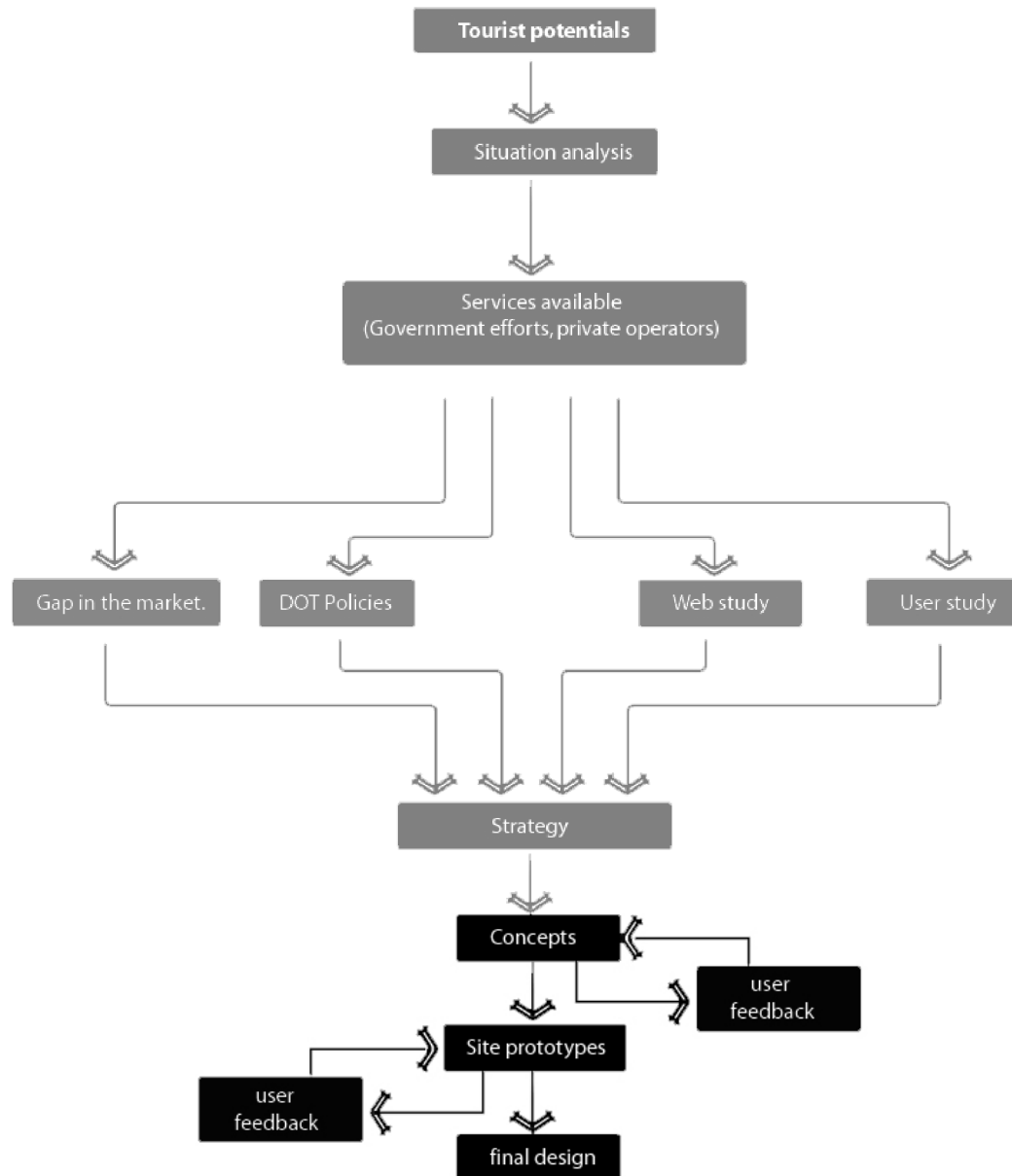
Navigation goals

- › **Multiple ways** of getting destination information
- › Users should know what they can expect from the site/menu
- › Should know where they are (Awareness)

Technology

- › Size factor: between 120-200 KB
- › Use pre loading of images & caching of repeating elements.
- › CSS (cascading style sheets)for style control, print page.
- › Data base driven dynamic site
- › Individual states can update their itinerary & hotel details
- › Forums used for interaction between travels and staff.

Methodology



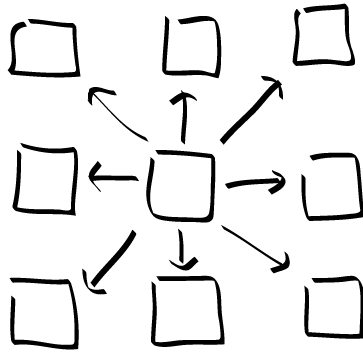
Chapter 3: Concepts

Topics covered :

Initial iterations

Final concepts

Site features, screen shots



Site map up front:

Expose the site map in the front, so that visitors have a very clear idea of what the site has to offer in detail.

It did not offer any challenging visual experience in the process.

- Utility value high
- Scope for imagery was very less.



Metaphor of an avid traveler:

This traveler is an adviser, or the 'travel genii' for the website. You ask him questions and the answer will be given. There were delimiters like cost, number of days, zones, themes he will suggest the most appropriate destinations based on your preferences.

- Focus was on information retrieval offered less scope for visual experience.

Initial concepts



The final concept:

Note

A mix of visual and information

It's a mix of the two earlier concepts with a focus on the imagery, trying to create a clear brand value with imagery. The Menu name are the main activities most users are looking for (know about India, designation guide, share travel experiences etc)

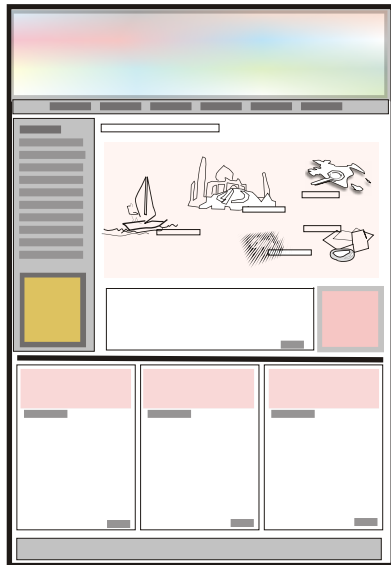
- Imagery based
- Creating brand 'Incredible India'
- Activity based menu
- Travel related metaphors tried for some sections (post cards, travel bag etc)
- Other concepts included as features

Thoughts on final concept

With the earlier discussed final concept some navigation ideas were tried.

1) Features as a collage of images:

collage is made with image representing various site features, Subsequent pages can be accessed by clicking various parts of image.



2) Features as the menu headings.

The sites major tasks are prominently mentioned as Menu headings.

- ▶ Basic Drop down menu type navigation
- ▶ Contextual menu appearing when required.

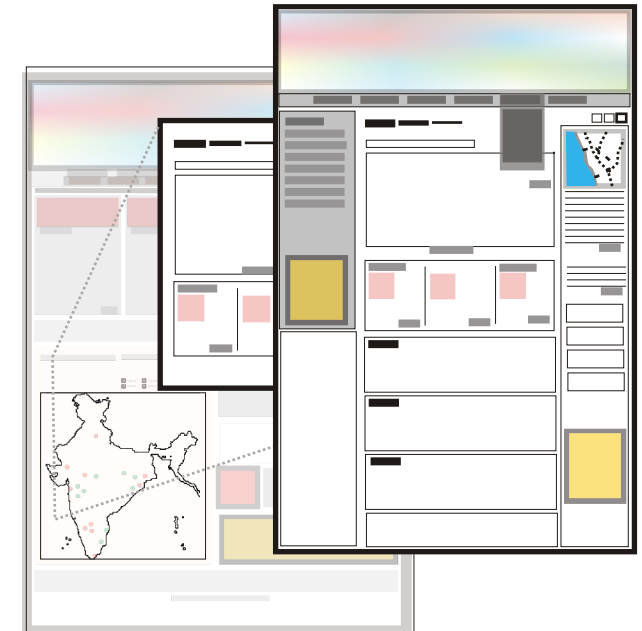


Initial concepts

Navigation ideas considered.

3) Interactive map based.

In place of linear menu driven navigation, an interactive map based navigation was considered. A pop up appears to give basic information on the place. Further details could be probed following the link in the pop ups.

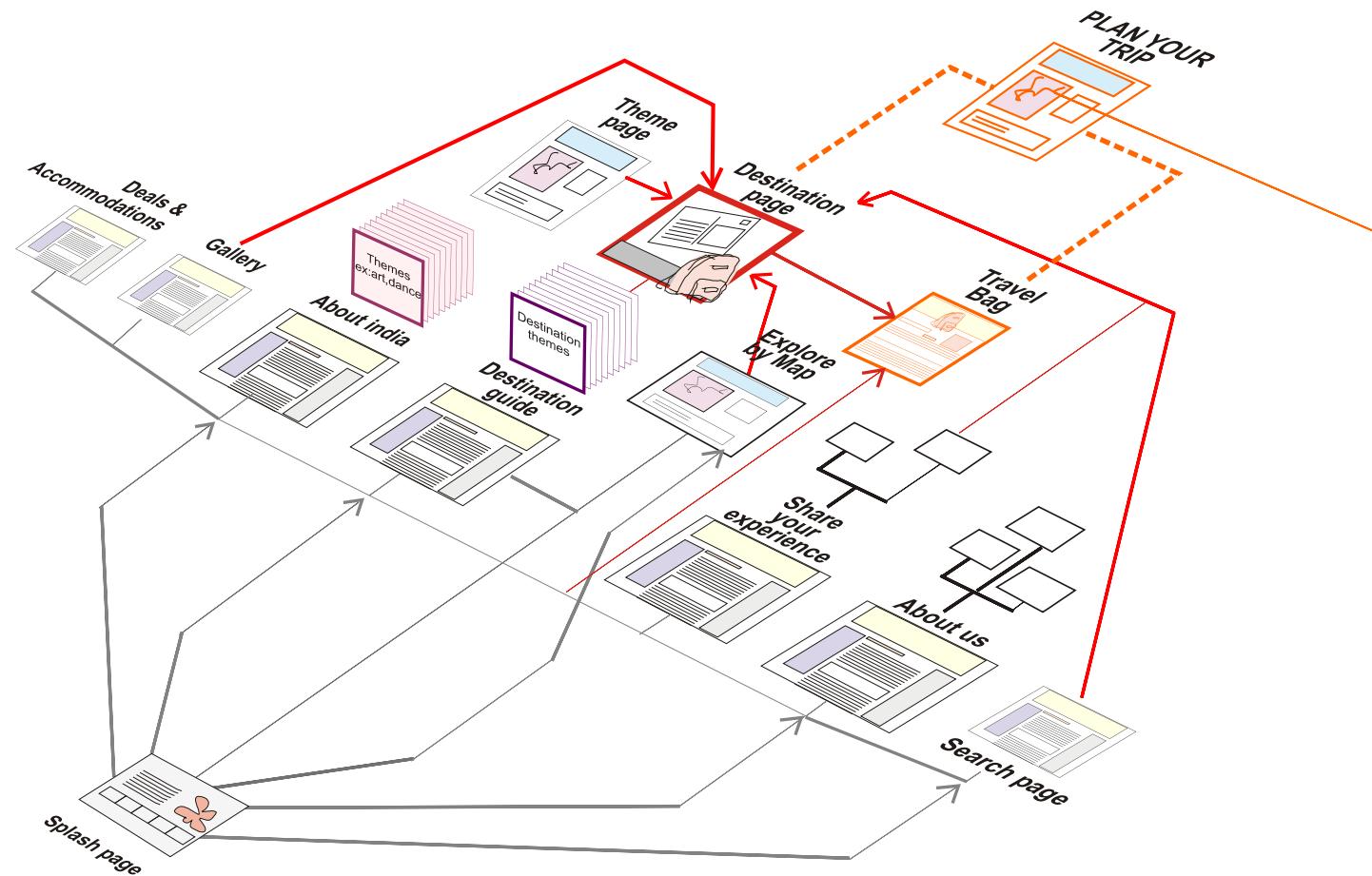


Note

Again, each idea had its strong points, so a combination was finally chosen

Final concept Site Map

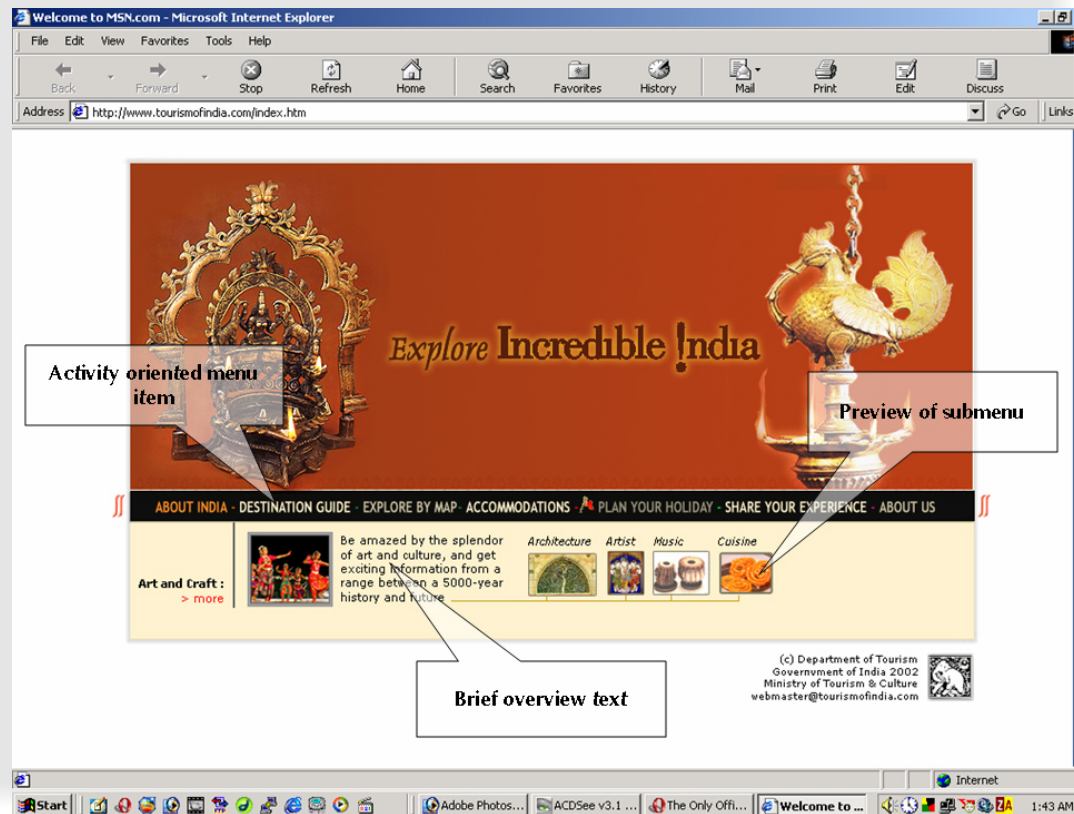
Splash page/home → First level page
(ex: abt India, destination guide etc) → Destination → Plan your trip



NOTES

- › Multiple ways of getting to the required **DESTINATION PAGE**
- › Collect interested destinations in **TRAVEL BAG** and plan your trip with travel bag
- › **PLAN YOUR TRIP:** check your Train connections, timings, itinerary , hotel booking

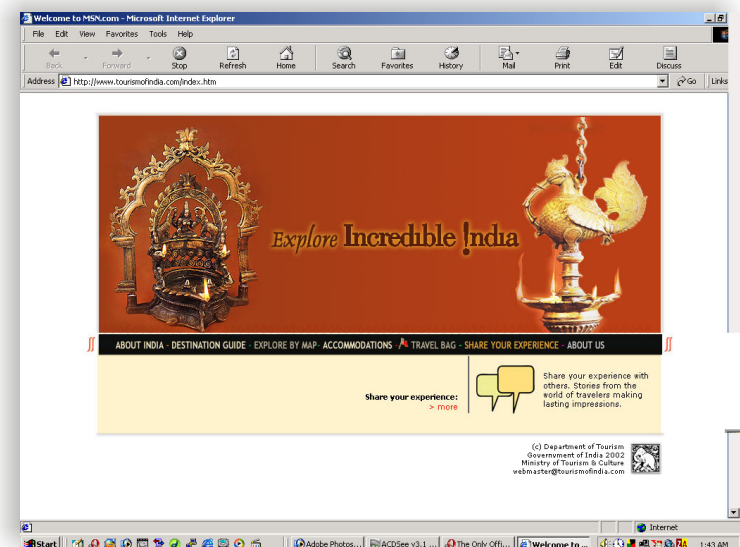
Parts of the website Splash page



It's a fast loading introductory page and explains what features the site offers, and give a direct link to most features. It has these components:

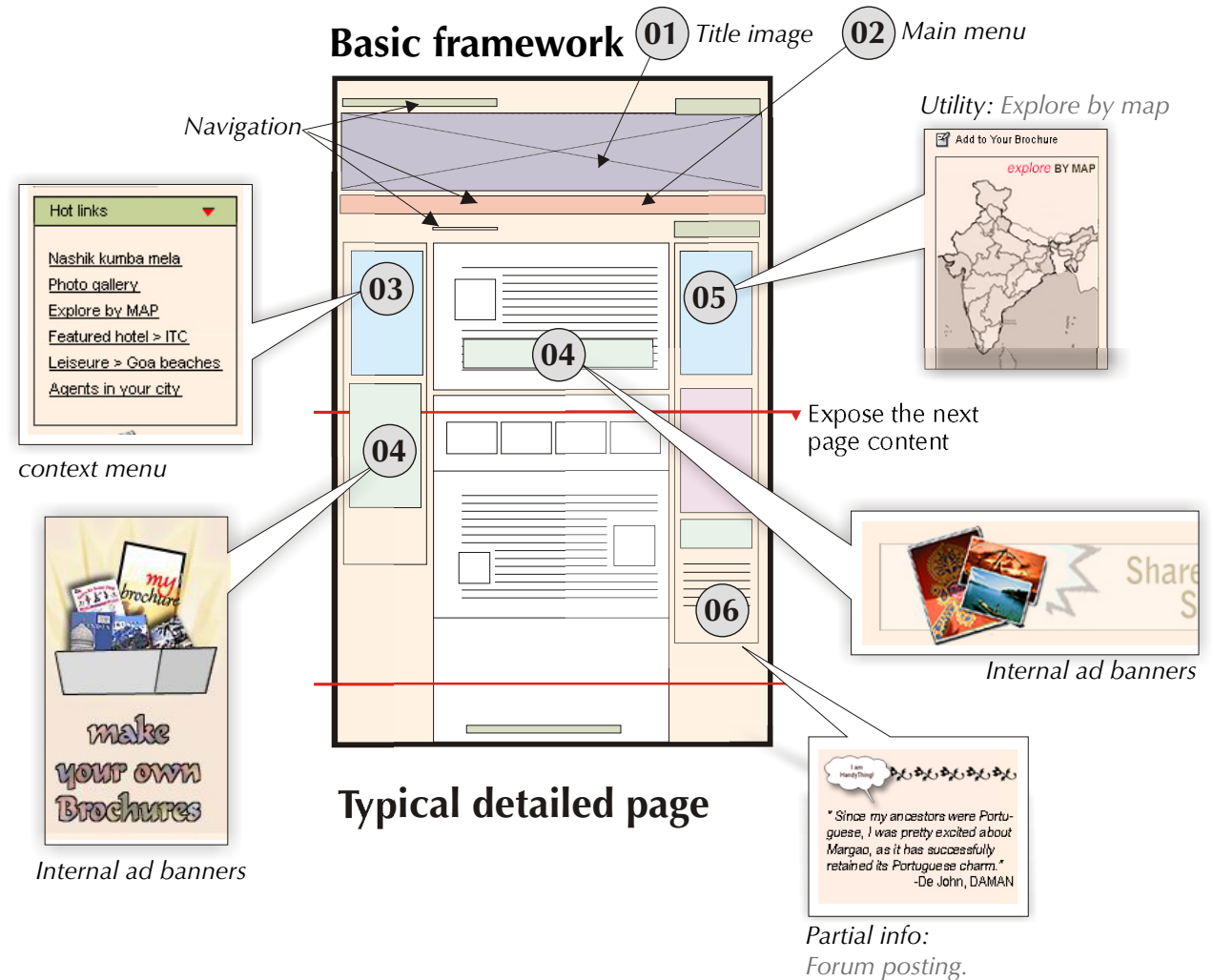
- Welcome message
- Strong image component
- the display image change every visit.
- Direct links to various features pages (about India, destination guide, search etc)

Parts of the website Splash page



Parts of the website Landing page

- 01** Title image / Menu / submenu
- 02** In the header area, there is a band of image which changes as per the menu page.
- 03** Hot links
Shows list of most accessed pages. Its understood most people like to take the route most other people take or like to know 'the' happening destination.
- 04** Internal ad banners:
Features of the site are internally advertized so that it reaches many more.
- 05** Utility: Explore by map:
This give a visual way of searching for information.
- 06** Partial information:
It has 'quotes', interesting-partial statements which kindles curiosity to read more.



Parts of the website Landing page



Parts of the website Components of Landing page

Menu and submenu

About India	Destination guide:	Travels bag
India facts	Explore by map	what is travel bag?
Arts & craft		.Aurangabad
Dance & music	Adventure Trails	.Pune
Festivals & fairs	Beaches of India	.Ahmedabad
Sports & martial arts	Hill Stations	.Review items
Literature & folklore	Temple trail	Print as a brochure
Medicine& health	Pilgrim Destinations	
Culture& heritage	World Cultural Heritage	
India landscapes	The Desert Adventure	
Hi-tech India	Forts and Palaces	
	Lure of the Jungle	
	More...	
Image gallery		
Related books&links		

Share experiences:	About us
Travelogues	About DOT
Share picture	Offices in India/abroad
Interact Forum	State tourism offices
	How can you help us?
	Advertise with us.
	Newsletters

The screenshot shows the 'Incredible India' website landing page. At the top, there's a navigation bar with links: HOME | ABOUT US | SITE MAP | SEARCH. Below this is a large banner featuring a peacock and the text 'About india'. A search bar with 'Advanced search' is on the left. On the right, there are links for 'Print page', 'Email this page', and 'Add to Your Brochure'. Below the banner, there's a section titled 'Namaste, Department of tourism welcomes you.' with a quote from the Readers' Travel Awards 2003. To the right is a map of India with the text 'Explore Art centers'. Below this is a section 'Share your photos Share your travel experiences' with a photo of a temple. Further down, there are four featured articles: 'THE ANCIENT CITY' (Varanasi), 'ABOUT SANSKRIT' (Forbes Report), '30,000 VISITORS DAILY' (Tirupathi Temple), and 'CRADLE OF RELIGIONS' (four religions). Below these is a large section titled 'RELIGION' with a detailed description of India's religious diversity. To the right of this is a box titled 'INDIA PROFILE FACTS & FIGURES' containing statistics on population, area, coastline, languages, and major religions. At the bottom, there are three small images: 'Khajuraho', 'Hotel Lake Palace, Udaipur', and 'Ajanta'. The footer says 'Ayurveda is the earliest school'.

Main and submenu

Explore by map

Interesting items

More destination

Featured themes

Ad space

Initial attempts



Title image

Utility:
Explore by map

Parts of the website Landing page

- ▶ Title image
- ▶ Explore by map, search options
- ▶ Utilities like print page and mail page
- ▶ Internal promotional/ linking ad banners
- ▶ Featured hotel, destination etc.

Initial attempts



Internal
ad banners

Drop down
menu

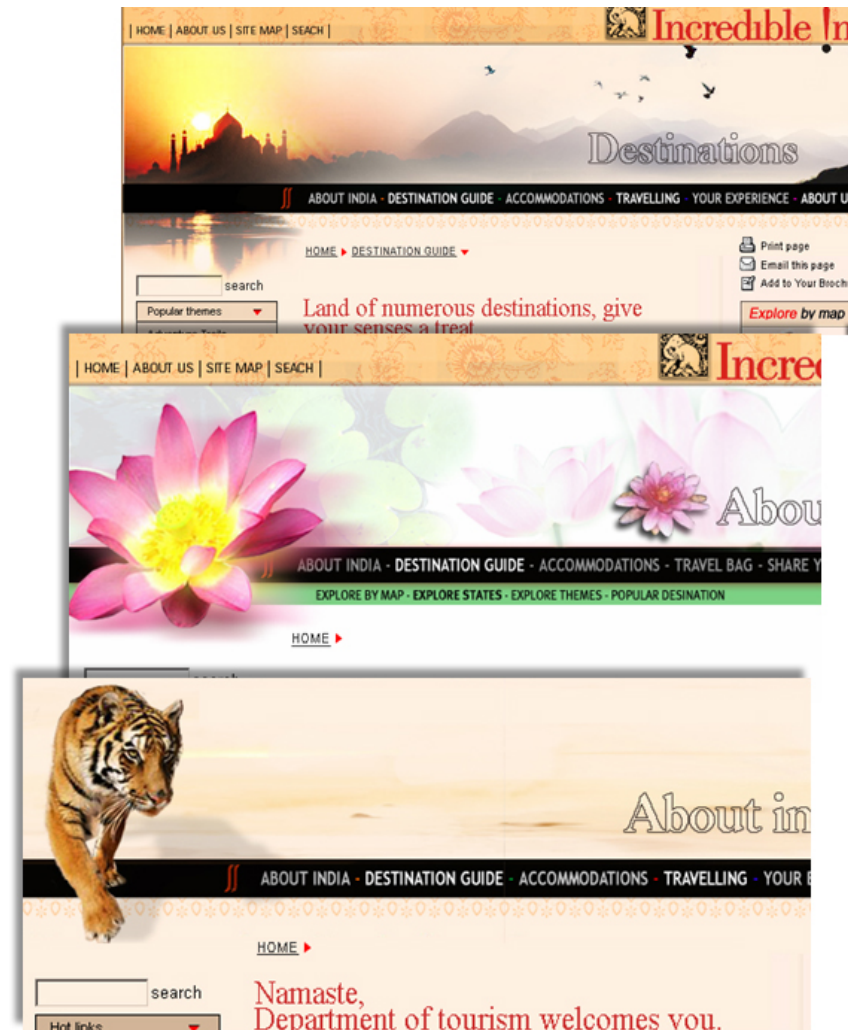
context
menu



Parts of the website

Title image

Grand title images



Title image samples



Parts of the website

Second level page: ex: Destination guide



Destination Guide:

This page has links related to finding out more about the various options available to tour in India.

- A brief overview
- Thematic stamp/ picture.
- Palaces related to the theme.

Key

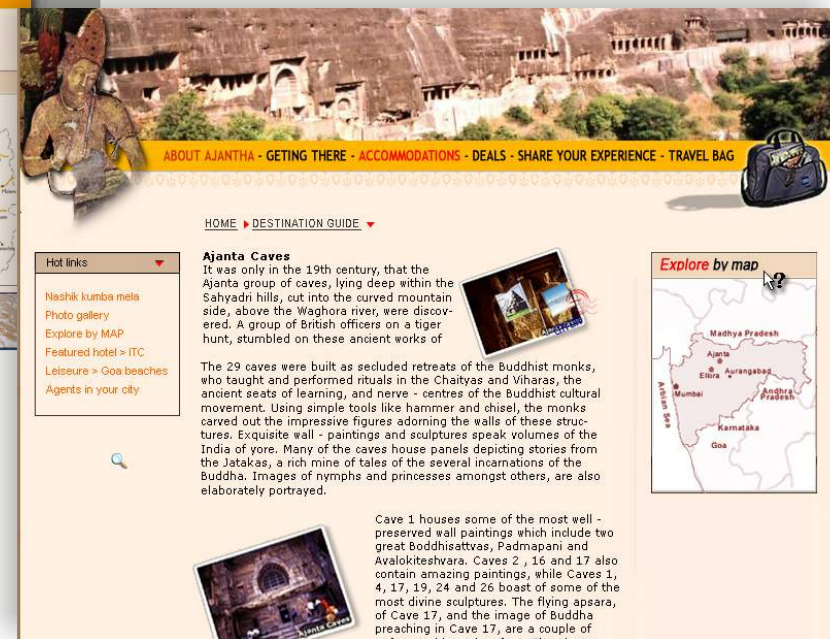
- 01 Title image
- 02 Main menu
- 03 Contextual menu
- 04 Internal ad banners
- 05 Explore by map

Parts of the website Destination page

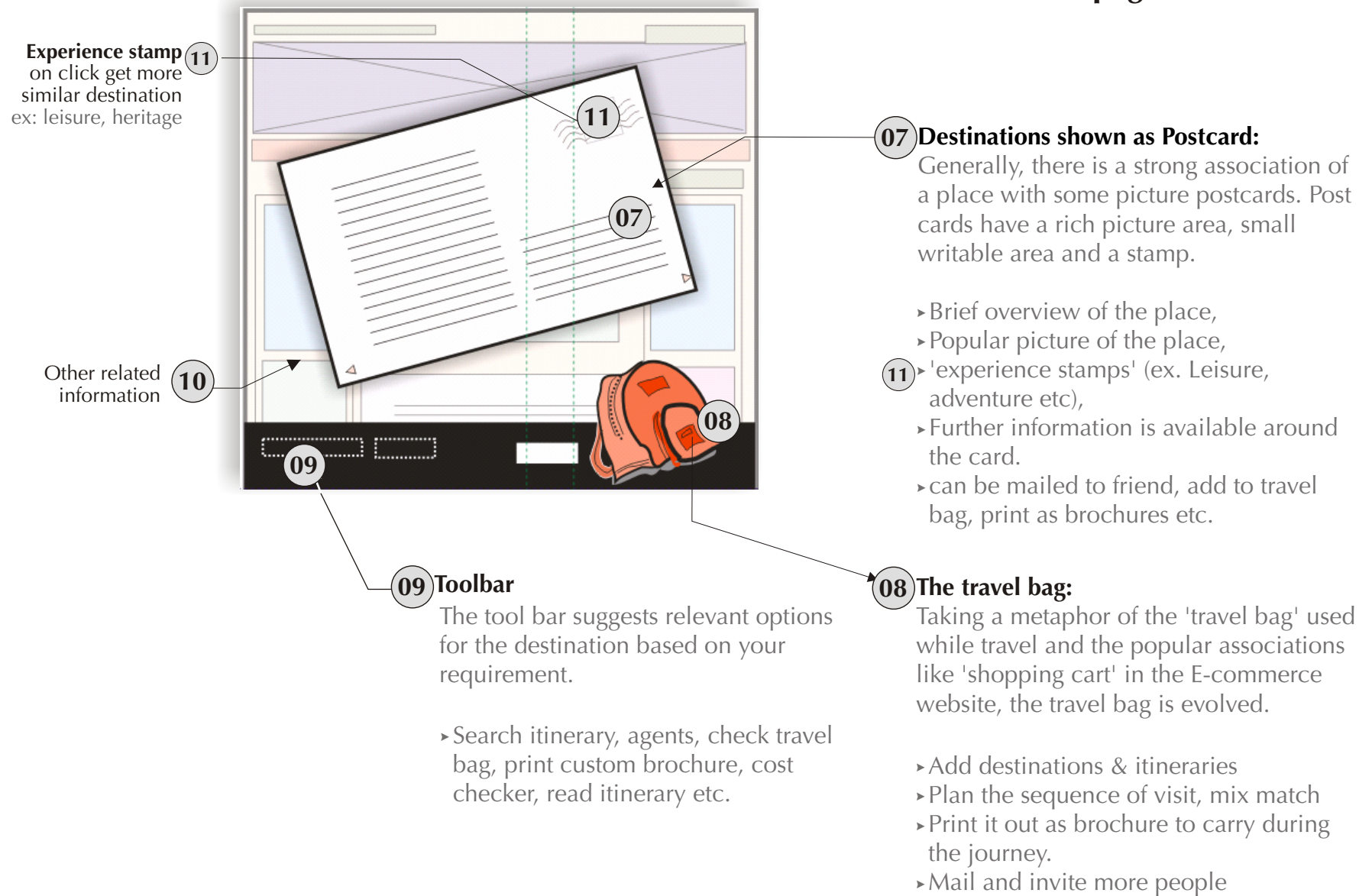
(Goa destination page)



(Ajanta destination page)



Parts of the website Destination page



Parts of the website Destination post card



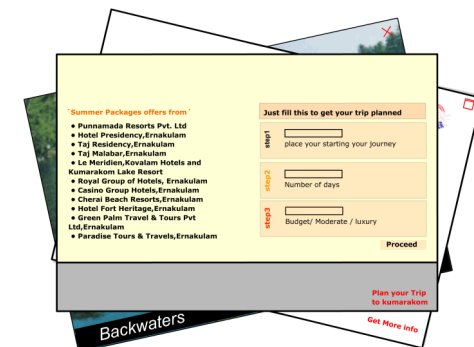
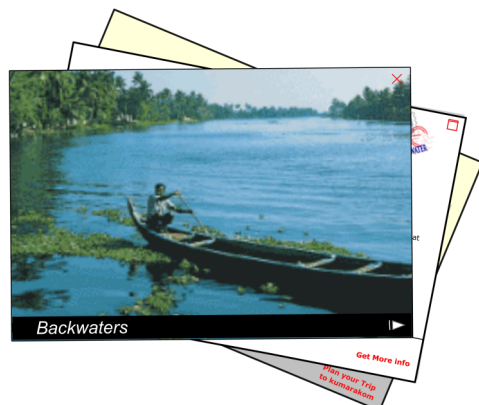
The basic destination page is shown as a road blocker/overlay on the screen. Only the basic information is given, further information is obtained by clicking the detailed page. It has three components (discussed below).

The destination also can be collected in Travel Bag, and planned later.

- Popular picture of the place,
- 'experience stamps' (ex. Leisure, adventure etc),

- Further information is available around the card
- Brief overview of the place,.

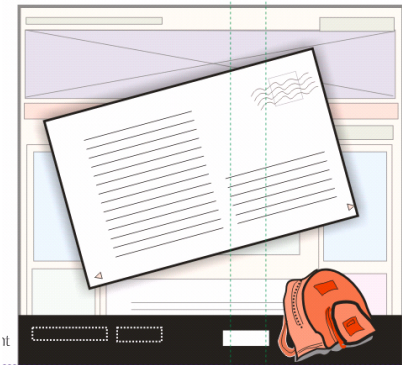
- Book your trip, mail to a friend, add to travel bag, print as brochures etc.



Parts of the website

Destination post card

Postcard:
the site overview and images.
can mail, print, add to travel bag!.



Earlier layout for the Detailed destinations page,
it contain all the required information about the destination
(overview, pictures, best time to visit, nearby places, travel
from-to, image gallery, popular itinerary, forum postings etc



(Goa destination page)

Parts of the website Explore by map

Plan your Trip

this is a utility etc etc etc..Please select your place youare starting your journey. dont read any further

Make Brochure

Expand All
Add all details to Brochure

Popular themes

- Adventure Trails
- Beaches of India
- Backwaters of Kerala
- Hill Stations
- Temple trail
- The Buddhist Circuit
- Pilgrim Destinations
- World Cultural Heritage
- The Desert Adventure
- Forts and Palaces
- The Lure of the Jungle
- Dive destinations
- Ecotourism
- Health Resorts
- Religion in stone
- The Golden Triangle
- Offbeat Destinations

Browse by state

Recently selected

- 1) Mumbai
- 2) Calcutta
- 3) Bhuvaneshwar

Travel Details:(6)

Mumbai to Calcutta

- 1) Kolkata express (36 hrs) Daily
1 a/c,ac 3tier, 2nd, sleeper [check availability]
- 2) Abjyukar express (40 hrs) M,W,F
1 a/c,2nd, sleeper.....[check availability]
- 3) Howrah Mail (36 hrs) Daily
A/c 3tier, 2nd, sleeper.....[check availability]

Accomodation: (65)

Home stay (25 entries)
Economy Hotels(26 entries)
Moderate hotels (13 entries)
Deluxe hotels (10 entries)

Your itinerary

Please pick starting date

Day 1 Start from Mumbai
2000hrs Howrah express - (please confirm)
1930 hrs Kolkata express - (please confirm)

Day 2 Train travel
Day 3 Arrival at Kolakata
Stay details (---empty! Please check---)
Itinerary (--Not planned--)

Day 4 Bhuvaneshwar
Travel details (---empty! Please check---)
Stay details (---empty! Please check---)
Itinerary (--Not planned--)

Day 5 Konark
Travel details (---empty! Please check---)
Stay details (---empty! Please check---)
Itinerary (--Not planned--)

Information on Calcutta

Calcutta
Konark is the site of the Konark Temple, cited as one of the best examples of religious architecture in the world. Dedicated to Surya, the Sun God, the temple

05 Explore by map: Interactive map

It is a zoomable map showing destinations as dots. A visual way of searching for destinations.

- ▶ Delimiters (zone, themes.)
- ▶ List of popular themes maps
- ▶ On mouseover give a brief overview: uniqueness, best time to visit, popular associations
- ▶ On click, popup the destination page.
- ▶ If current location can be registered, it suggests the travel options (air, train etc)

Explore by map

Please select the region and theme to generate a map of your choice. Click on the cities to get further information

Step 1 select region

☐ East ☐ North ☐ West ☐ South

Step2 Destination classification

☐ Holiday/leisure ☐ Temple/Pilgrimage ☐ Beaches ☐ Business/Conference ☐ Backwaters ☐ Heritage ☐ Hill Stations ☐ Adventure ☐ Forts and Palaces ☐ Vaid life

Step3 Generate Map

Tamil nadu : land of temples
Keywords: Temple, Music, Art, culture, Literature
Cities: Chennai, Madurai, Tiruchirappalli, Rameswaram

Incredible India
Ministry of Tourism and Culture
Government of India 2002. website@tourismofindia.com

Explore by map

Please select the region and theme to generate a map of your choice. Click on the cities to get further information

Step 1 select region

☐ East ☐ North ☐ West ☐ South

Step2 Destination classification

☐ Holiday/leisure ☐ Temple/Pilgrimage ☐ Beaches ☐ Business/Conference ☐ Backwaters ☐ Heritage ☐ Hill Stations ☐ Adventure ☐ Forts and Palaces ☐ Vaid life

Step3 Generate Map

Madurai : temple city
Keywords: Temple, Shopping, Literature

Incredible India
Ministry of Tourism and Culture
Government of India 2002. website@tourismofindia.com

Explore by map

Please select the region and theme to generate a map of your choice. Click on the cities to get further information

Step 1 select region

☐ East ☐ North ☐ West ☐ South

Step2 Destination classification

☐ Holiday/leisure ☐ Temple/Pilgrimage ☐ Beaches ☐ Business/Conference ☐ Backwaters ☐ Heritage ☐ Hill Stations ☐ Adventure ☐ Forts and Palaces ☐ Vaid life

Step3 Generate Map

Goa : Land of beaches
Keywords: Beach, carnival, shopping, world heritage monument

Incredible India
Ministry of Tourism and Culture
Government of India 2002. website@tourismofindia.com

Explore by map

Please select the region and theme to generate a map of your choice. Click on the cities to get further information

Step 1 select region

☐ East ☐ North ☐ West ☐ South

Step2 Destination classification

☐ Holiday/leisure ☐ Temple/Pilgrimage ☐ Beaches ☐ Business/Conference ☐ Backwaters ☐ Heritage ☐ Hill Stations ☐ Adventure ☐ Forts and Palaces ☐ Vaid life

Step3 Generate Map

Goa : Land of beaches
Keywords: Beach, carnival, shopping, world heritage monument

Incredible India
Ministry of Tourism and Culture
Government of India 2002. website@tourismofindia.com

(initial iteration)

Parts of the website

Utilities

Search page:

It's the easiest option that people prefer when they want the information quickly.

All Search results will be classified following headings:

- Themes and states
- Itineraries
- Travel agents
- Travelogues
- Picture gallery
- As news items entry
- Downloads etc

Custom brochures

A printable brochure, itinerary can be made using travel bag and the tool bars.

Only required information like specialities of the place, train connections from your city, place of accommodation, activities to do etc will be printed in the brochure. With a basic map.

The brochures can be mailed to friends to invite for the tour!

Tailpiece...Disclaimer!

Last few words:

Web has always fascinated me, by undertaking this project of design of tourism website I wished to gain insights into the process of making for web.

I have been always interested in structuring large content of complex nature, presenting / representing it in a logical sequence. Having India as a theme itself has its advantages. It gave me opportunity to understand arts, its symbol system, colour associations, graphical styles etc, and to get insights into the meaning, beyond the looks factor'. This exercise was also attempted in using web as an effective medium, graduating from making nice look web pages to a deeper understanding of the potentials of the medium.

I'm not sure how far in these objectives I have reached, but truly it was learning exercise , some mistakes gave me pointers towards my strengths and weaknesses... Thanks to my guide, who taught me how to polish my strengths and underplay/overcome certain shortcomings...I wish to thank IDC and all those who have aided this learning. Special thanks to Prof Ravi pooviah, class mates Anu, Anand, Rashmin, Sindhu, Gautham, Sheru,kiran, Shalaka for their viewpoints and support. Wish to thank my family mom, dad and brother for their encouragement.

-Rambrijesh

(November 2003)

Usefulness precedes usability- Meta design

Mail:

rambrijesh@rediffmail.com for further discussion

Bibliography & Web links

Bibliography:

Spectacular India: Mapin publication
India: Max Pol fouchet
Multimedia application for tourism, M.Praseed
IDC 1993
Outlook traveler getaways: 52 Weekend breaks
from Mumbai
Lonely planet guide: India.2003 edition
Mapping websites: Paul kahn & krzysztof

Web links:

Official tourism websites

<http://www.tourismofindia.com/>
<http://www.incredibleindia.org>
Official Web site of Ministry of Tourism,
Government of India from 2001 for 'Incredible
India' campaign
<http://www.tourisminindia.com/>
Official Web site of Ministry of Tourism, for 'Visit
India' campaign 1999-2000.
<http://india-tourism.com/>
Official website of the government of India
Tourist Office in Europe.
<http://www.tourindia.com/>
Earlier official tourism website.

Maps and directions

<http://mapsofindia.com/tourism/>
Tourism Map/Maps of India
<http://www.maptell.com/>
India's leading Internet Map Service provider.

Tourism magazine

<http://www.tourismindiaonline.com/>
Tourism India-India's online tourism magazine
<http://www.outlooktraveller.com/>
Weekly travel magazine, great online resource
about Indian and abroad.

Forums, Travel resources

<http://www.virtualtourist.com/vt/5d7/>
Chat,Discussion Forums,Travelogues,Trip
Reports,Photos,Maps.Learn from other Travelers
and share your Travel Knowledge and Pictures
<http://www.indiamike.com/>
India travel forum for advice and tips for those
traveling to India.
<http://www.travel-library.com/asia/india>
India travel and tourism information with an
emphasis on personal travelogues.
<http://adventuretravel.iexplore.com/qmap/India>
Over 3,000 adventure trips covering every corner
of the globe. Read stories and reviews from past
travelers. Get expert tips and advice on finding
the right trip for you.
<http://indiatravelogue.com/>

Private travel portals

<http://eindiatourism.com/>
Indian Travel & Tourism web guide with
Directories of India Travel Agent, India Tour
Operator, and hotels
<http://india.indianvisit.com/>
Complete information about Travel in India.
[Http://www.makemytrip.com/](http://www.makemytrip.com/)
Online Travel Company focused on the leisure and
business traveler coming to India.
<http://www.holidays2treasure.com/index.html>
India Travel Agent and Tour Operator offering
Holiday in India.
<http://www.indianholiday.com/>
Activity based holiday packages, travel booking,
hotel bookings, flight booking, travel plans,
leading tour operators and travel agents for India.
<http://www.vihari.com/>
<http://www.indiatravelmall.com/>
<http://www.emagicofindia.com/index.html>
<http://www.chooseindia.com/tourism/>
<http://www.indiatravelmall.com/>
<http://www.sitaindia.com/>

Other useful tools

<http://web.archive.org/web>
Internet Archive Way back Machine
<http://www.alexa.com/>
Traffic rankings, user reviews and other
information about sites, a web site discovery tool.