



Travello

TEAM SYNAPSE



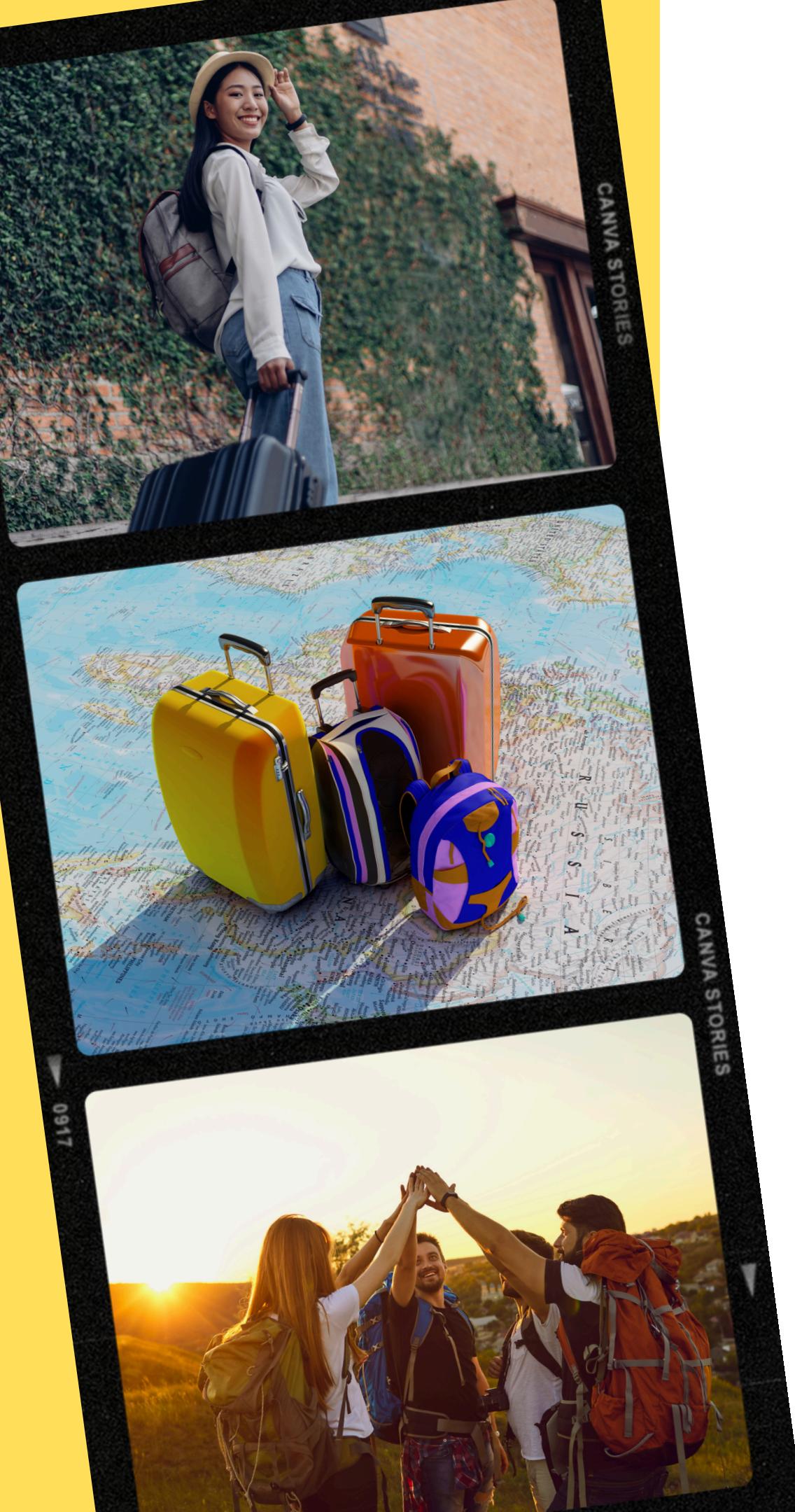
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PROBLEM STATEMENT

PSNO: G2

Tourism often lacks engagement and interactive experiences, leading to missed opportunities for travelers to discover **unique local attractions** and fully immerse themselves in local culture. Design a sophisticated gamified tourism application that motivates users to thoroughly explore their destination by earning points through **uncovering hidden attractions** and completing challenges and quests such as uploading photos taken from **specific angles** to match reference images. The application should also feature **leaderboards, rewards, and integrated social sharing capabilities**.



INTRODUCTION

Tourism, while essential for cultural exchange and economic growth, often lacks the engagement necessary to truly immerse travelers in their destination. Visitors frequently miss out on hidden local attractions and unique cultural experiences due to a lack of interactive and gamified tools.

BACKGROUND

The tourism industry is evolving, but traditional methods of exploration, such as guidebooks or static maps, fail to capture the curiosity of modern travelers. There is a need for an innovative solution that motivates exploration and creates a rich, immersive experience for tourists while encouraging them to uncover hidden gems and connect with local culture. This will be beneficial for every sector of the country.

OPPORTUNITIES

Increased Smartphone Usage: With the extensive use of smartphones and better internet connectivity, mobile apps have become a strong tool for tourists.

Location-Based Services: GPS and map on our phones allow real-time navigation and personalized tips for tourists, which makes it easy to explore hidden spots

Social Media Integration: Existing APIs (Instagram, Facebook, Twitter) allow users to share their journey in real-time, enhancing their experience and growing organic marketing.



LIMITATIONS OF EXISTING TECHNOLOGY

Limited Offline Access: Many applications struggle with delivering content in areas with poor internet connectivity.

Generic Recommendations: Current travel apps often focus on mainstream attractions, leaving hidden gems and local culture unexplored.

Lack of Immersive Interaction: Existing solutions fail to provide interactive, engaging, and customized challenges that cater to individual preferences and cultural immersion.

SOLUTION OVERVIEW

In today's fast-paced world, tourists often struggle to connect with the **local culture** and discover hidden attractions during their travels. Traditional travel methods, such as guidebooks and static maps, frequently overlook lesser-known sites, resulting in a **generic and superficial travel experience**. Research shows that over **70% of travelers** feel they miss out on unique experiences when visiting popular destinations. This gap in immersive exploration leads to a **lack of engagement and diminishes the overall travel experience**.

We are developing a **gamified tourism platform** designed to revolutionize how travelers explore their destinations. Our application will guide users to **hidden attractions and cultural experiences** through interactive challenges and quests, transforming the act of discovery into an engaging adventure. Leveraging **AI-driven personalization**, users will receive customized itineraries that adapt to their preferences and real-time conditions. This platform not only enriches the travel experience but also fosters a **deeper connection with local culture**, making every journey memorable.

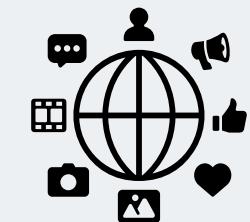


FEATURES

Hidden Attraction Maps

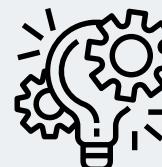
 Our website will have Interactive map that highlights hidden attractions and local experiences with real-time tips based on geolocation.

Social Media Integration



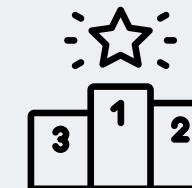
Allows seamless sharing of travel experiences, photos, and achievements on platforms like Instagram, Facebook, and Twitter.

Challenges & Quests



Gamified experiences with photo challenges, leaderboards ,culture-based quests, and rewards.

Dynamic Leaderboards



Global and location-based leaderboards to encourage friendly competition between tourists exploring the same region.

Gamification



Points, badges, and achievements for completing challenges. Levels unlock exclusive content and hidden locations.

Offline Mode



Downloadable maps and challenges allow access to features in areas with poor internet connectivity.

UNIQUE FEATURES/USP

AI-Powered Personalization

Dynamic Itinerary Generator: Travello uses AI to create and adjust personalized travel itineraries based on preferences, real-time events, and weather.

Eco-Friendly Travel Encouragement

Green Points System: Rewards eco-friendly actions (sustainable choices, walking) with points redeemable for local rewards.
Carbon Footprint Tracker: Tracks trip emissions and suggests greener alternatives.

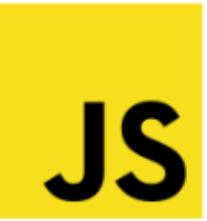
Local Culture Immersion

The Local Culture Immersion feature on Travello offers travelers authentic experiences by highlighting local traditions, festivals, and cuisine. It encourages participation in cultural activities and interactions with local communities. This fosters a deeper connection to the destination's heritage and way of life.

TECH STACK

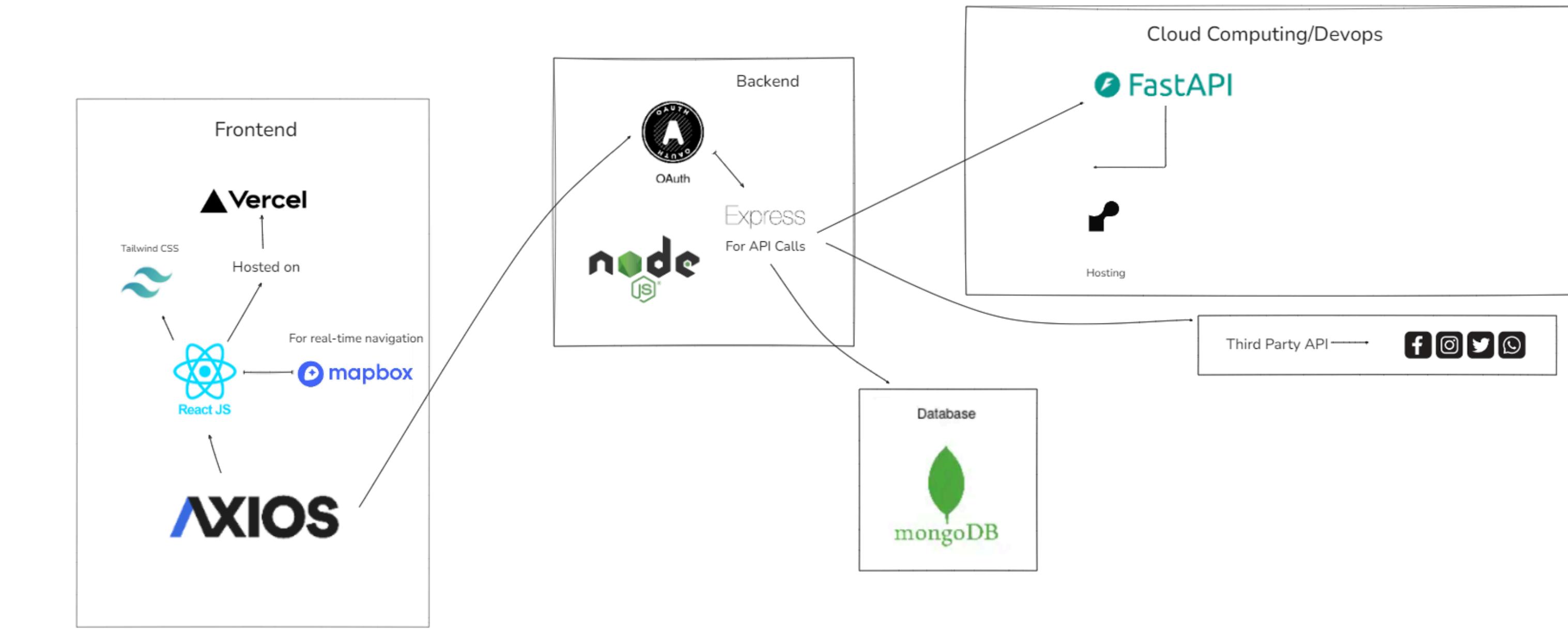
The technical implementation of our website goes as follows :

1. The front-end is built with **ReactJS** and styled using **Tailwind CSS** for responsive design,
2. When users log in through **OAuth 2.0**, they can easily use their google account
3. The data is then handled by the **Node.js** and **Express** back-end, which runs on , processing user requests and managing challenges and quests.
4. For location-based challenges, the website integrates **Mapbox API**, giving users real-time navigation and interactive maps.
5. We will provide offline maps by pre-caching geospatial data using **Mapbox GL** and storing it locally on the device, allowing users to access navigation and location-based features without an active internet connection.
6. All user data, including profiles, points, challenges, and leaderboards, is stored in **MongoDB** for real-time updates.
7. Meanwhile, the **AI-powered system (FastAPI)** generates personalized itineraries and provides cultural insights as users explore, adjusting based on real-time data like location and weather.
8. We have used **data.gov.in** use different datasets



ARCHITECTURE

We are developing a **gamified tourism platform powered by AI**, with a real-time back-end handling dynamic user data, personalized recommendations, and interactive challenges, all optimized for scalability and seamless user experiences.





MARKET RESEARCH

- The global tourism industry is projected to grow at a CAGR of 3.8%, reaching \$11.5 trillion by 2027.
- Gamified Tourism: A rising trend among millennials and Gen Z travelers is the demand for immersive experiences. Gamification in tourism has proven to increase user engagement by up to 60%.
- Social Sharing: Over 75% of travelers use social media for sharing their experiences, making it a vital tool for tourism applications.



SCOPE

- Target Audience: Millennials, Gen Z travelers, and adventure tourists who are looking for off-the-beaten-path attractions and immersive travel experiences.
- Geographical Focus: Initially focusing on popular tourist destinations in India , with scalability for global expansion in future.
- Expansion Potential: The website can be scaled to include additional countries, languages, and cultural content as it grows. Future versions could include AR/VR features for virtual tours and enhanced cultural immersion.

APPLICATIONS



For Tourists

Travello provides gamified exploration of hidden attractions, engaging with local culture through interactive quests, and earning rewards make travel more immersive and fun.



For Local Business

Travello offers promotional opportunities by encouraging users to explore hidden or lesser-known spots. Businesses can sponsor challenges or offer rewards.



For Destination Marketing

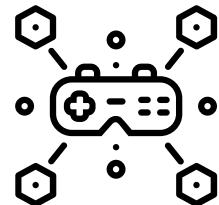
Tourism boards can utilize the website to promote undiscovered gems, helping to disperse tourist traffic and boost the local economy.



Carbon Footprints

This feature tracks carbon emissions and offers eco-friendly travel alternatives, promoting sustainable habits. It helps reduce environmental impact and supports global efforts to fight climate change.

NOVELTY



Gamified Exploration: Unlike conventional travel websites, Travello motivates users to explore hidden attractions through challenges and quests, turning the act of discovery into a game.



Photo Challenges: The photo challenges where users must take photos from specific angles matching references offer a fun, immersive way to engage with local culture.



Dynamic Leaderboards: A global leaderboard encourages friendly competition among users and enhances engagement, with social sharing options to broaden the app's reach.



Offline Mode: While many travel websites require constant connectivity, Travello offers downloadable maps and quests that allow users to continue exploring without internet access, especially in remote areas.

MONETIZATION STRATEGY



Freemium Model: The website will be free to use with basic features available. Additional premium features, such as exclusive hidden herbal attractions and advanced quests, can be unlocked through optional subscriptions.



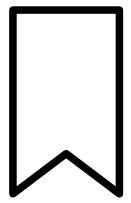
Sponsored Content: Local businesses and tourist boards can sponsor challenges or hidden attractions, where users can earn discounts or rewards for visiting specific places.



ON-SITE Ads: Non-intrusive ads from travel-related services (hotels, restaurants, experiences) will be displayed on the website, with an option for users to remove ads via a one-time fee or subscription.



WEBSITE PARTNERSHIPS: Partner with hotels, tour operators, and travel gear companies to offer discounts, with a commission earned from purchases made through the website.



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