1. INTRODUCTION

Tourism is an important, even vital, source of income for many countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."[1][2]

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services.[3] It also creates opportunities for employment in the service sector of the economy associated with tourism.[4]

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and cinemas. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

The tourism industry of India is economically important and grows rapidly. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023.[5] This gives India the third rank among countries with the fastest growing tourism industries over the next decade.[6] India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about ₹ 95 billion by 2015.

According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011.[7] The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently.[8] Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65 and Kolkata at 99.[9]

The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country’s stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration.[10] The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.[11]

In 1994, the United Nations identified three forms of tourism in its Recommendations on Tourism Statistics:[12]

Domestic tourism: involving residents of the given country traveling only within this country.

Inbound tourism: involving non-residents traveling in the given country.

Outbound tourism: involving residents traveling in another country.

In India; the number of domestic tourist visits to states and union territories registered an increase of about 20% during the year 2012 over 2011 as compared to an increase of about 16% in the corresponding period last year.   
  
According to the latest statistics on tourism in India released by ministry of tourism, the number of domestic tourist visits to the states and union territories was 1,036 million in 2012 as compared to 865 million in 2011 and 748 million in 2010.[13]

**1.1 IDENTIFICATION OF NEED**

As the technology grows into our day-to-day life, smart phones plays a major role. As the survey reveals, India ranks third among the top countries for smartphone users with an estimated 117 million subscribers, behind only China and the US. But the penetration of smart phones as a percentage of mobile users in India is pegged at just 10 per cent, the lowest among the top 30 smart phone markets, according to the latest ‘Internet trends 2014’ report by Mary Meeker, partner at the venture capital firm Kleiner Perkins Caufield & Byers (KPCB).[14]

When it comes to the internet usage through mobile phone alone, India have 519 million users. Its says that this is driven by falling handset prices and rise in smartphone penetration, data subscribers in India are likely to grow an average 25% every year to reach 519 million by 2018 fiscal, a report by Morgan Stanley said.

In its report on India's telecom sector, Morgan Stanley said it believes internet users will rise to 330 million in 2016 financial year, driven by falling handset costs, higher smartphone penetration, faster bandwidth and higher internet content or online services.[15]

Here it opens up a platform to reach millions of people to promote and provide services that help both the user and the provider in tourism area. Sadly we don’t find enough resources and services in this area in our country.

**3. SYSTEM ANALYSIS**

**3.1 EXISTING SYSTEM**

The existing system on the mobile platform has scattered information of places and food joints.

**3.2 PROBLEM STATEMENT**

The information in the existing system is limited to certain major cities and also many places and note-worthy landmarks are ruled out from it. The information is not up-to date and not easy for the users to understand. All this application supports only the English language that makes it hard for domestic travelers to use.

**3.3 PROPOSED SYSTEM**

Inncity is an android-based mobile application. It uses the advanced features of the modern android platform to perform an Augmented Reality. The primary goal of the Inncity application is to act as an personalised tour guide with AR from the start to end. It uses the mobile’s GPS positioning system to pinpoint the use’s location and provides the required details to the user.

The OCR in the application helps the user tackle the problem of coping up with colloquial languages by providing useful translation to the user on the go.

**9. SYSTEM DESIGN**

9.7 DATABASE DESIGN

A database is a collection of interrelated data stored with minimum redundancy to serve many users quickly and efficiently. The general way is to make information accessing easy, quick, inexpensive and flexible for the user. In the database design several objectives are considered controlling redundancy, ease of learning and use, data dependence, more information at low cost, accuracy and integrity are some of them.

In this phase, information from the ER-diagram is used to design the database. The entities in the ER-diagram represent the table that have to be created and the attributes represent the fields that are in each table.

LOCATION

Figure 9.1 ER - Diagram

9.7.1 LOCATION TABLE

|  |  |  |  |
| --- | --- | --- | --- |
| FIELD NAME | DATA TYPE | CONSTRAINTS | DESCRIPTION |
| LOC\_ID | Int | PrimaryKey | Location Id |
| GEO\_LAT\_LONG | Varchar | Not Null | Geo – Coordinates |
| GEO\_LAT | Varchar |  | Latitude |
| GEO\_LONG | Varchar |  | Longitude |
| LOC\_NAME | Varchar | Not Null | Location Name |

Table No: 9.1 Location Table

9.8 INPUT DESIGN

It is the process of converting a user’s intended input for an android application to implement the program specifics. Here in this android application we collect input from user, proper validation checks are performed in the input page to check whether the user had not left the required field blank or incorrect data has been placed if so, message will be generated by the application. The application uses the following inputs.

User

1. Area of Interest
2. Preferred Time Duration
3. Start Location
4. End Location

Global Positioning System

1. Latitude
2. Longitude

Visuals

1. Captured image

The description of the above are as follows:

1. Area of Interest

This takes in consideration the user’s area of interest or of preference while visiting a new place. This could include Entertainment, Shopping, Cinemas, Historic Places etc.

1. Preferred Time Duration

The total time the user intends to spend on his/her current tour.

1. Start Location

His current and initial location.

1. End Location

His final and intended location.

1. Latitude

The latitude specifies the north – south position of a point on the earth’s surface.

1. Longitude

The longitude specifies the east – west position of a point on the earth’s surface.

1. Captured Image

The image from which it recognises characters or alphabets.