C1. PROJECT DIGEST. Describe the proposed PROJECT using about 250 words in easy business language.

There is a growing trend in the tourism industry to do a virtual tour of the place, online accommodation, transport booking and payment. Gilgit and sounding areas possess unique natural beauty and attractions for tourist from the world. However it’s still hidden from most potential visitors for not being digitalised. In addition, there is a wide gap of communication between tourist and local business(tour operators, hotels, transport owners, local authorities etc). Being away from modern technologies, not only waste the opportunity of attracting a large number of foreign tourist (financial loss) but also make it very difficult to track mobility and safety of them.

This project intend to bridge the gap mentioned above and to give boast to local businesses and tourism industry in the region. To achieve the goal, following steps will be taken.

* Virtual tour of the specific locations will be created in association of Google Maps as a first step. SEO will help visitors to search for suitable hotels, guest houses, transport, tour guide.
* Centralize data records and interlink local business and Government bodies to collaborate tourism activities. Such information can be synthesize and evaluate to extract future prospects. It will also help frequent visitors to have trouble free experience every time.
* Online payment system help tourist to pay online in advance. This facility helps them to avoid any payment related issues and to budget the visit in more efficient way.
* Tourist data will be shared between all the key stakeholders to make necessary arrangement in advance. This will not only bring a bright and modern image of Pakistan but prosperity to the region.