

KERALA TOURISM WEBSITE

Submitted in partial fulfillment of the requirements of the degree
BACHELOR OF ENGINEERING IN AI-ML ENGINEERING
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CERTIFICATE

This is to certify that, the Mini project entitled "**Tourism Website**" is successfully completed by **Mr. Aakarsh Menon(56), Mr. Pranav Maniyath(52), Mr. Aditya Patel(78)** submitted to the University of Mumbai in fulfillment of the requirement for the Mini Project Semester-V project work of Third year AI-ML & Computer engineering at Universal College of Engineering, Vasai, Mumbai at the Department of Computer Engineering, in the academic Year 2022-2023, Semester –V.

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Abstract

Tourism is the one of the most sought after industries to work in or for a leisure activity. Several travel organizations are available on the web. The people or the tourists select their own Travel Package according to their personal interest. The travel companies concentrate on the interest associated with the tourists making sure to increase their particular market value and supply enormous package deals. So that they can make their Travel Package more effective. Now-a-days Recommended system is becoming very famous and people are getting attracted to it, as it is helping them to choose the best package in a short time. In many ways, tourism is all about the here and now. People show up to a vacation destination, find themselves drawn into a bit of well-placed marketing , and the local industries bring in their business. Many tourists enjoy the spontaneity that vacations bring around; the saying “yes” to activities that weren’t pre-planned, trying out new experiences, and ultimately packing so much more into their trip than they’d expected. This aspect of tourism will certainly never change or go away –there’ll always be an appeal to making snap decisions while on vacation and taking a “go with the flow” attitude. However, there is one major change to the way people plan, book and enjoy their vacations nowadays, and it’s all down to one thing: The internet.

Acknowledgment

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Chapter 1

Introduction

1.1 Introduction

Our project will be used to automate all process of the tourism, which deals with creation of the tour, booking and confirmation and user details . The tourism management system is used to book a tour from anywhere in the world by a single dynamic website which will help the user to know all about the places and tour details in a single website. The admin can add packages to the website by creating a “Tour” page. Then the users can sign in and book each project, they can be confirmed by the admin in their “Manage bookings” page. The user can see the confirmation in the “My Bookings” page. It would be a convenient platform for all travelers which would be user friendly . The site will be designed using php, bootstrap, CSS, javascript, html, MySql . On the “Home” page the pictures, flip cards, carousel of “God’s Own Country” Kerala would be displayed. The “Navigation bar” . If you click on any nav-item that box you can go to either the “Explore” or “About Kerala” or “Register for a Tour”. The “About Kerala” slide will give you information about Kerala . The “Explore” page will list all the places to explore and information regarding them .The “Register” page is where you can register for the the tour from your home online. Once the customer has registered for the tour the property host / hotel would receive the details of the customer . The customer receives the confirmatory message that the booking was successful

1.2 Motivation

With a population of 1.4 billion people , India as a country and its citizens all need a break from their busy and hectic lives . This break can be provided to them in the form of rewards , gifts etc but these don’t provide a proper refreshment from their regular lives . Tourism and traveling is one of the ways this can be provided to the people of such a diverse country like India. There are certain problems related to tourism as an activity and can be easily avoided by using online platforms . Tourism websites are a boon to the travel industry and have helped many to find a workplace . People can now book a hotel and a whole package of activities just by tapping and

Tourism Website

clicking some buttons on their mobile phone or laptops .

Tourism Website

1.3 Problem Statement & Objectives

In today's time people are always busy with their own jobs and have always something or the other to tend to which makes them very tired and fed up with the regular lives they are leading. This break is provided to them by exploring new places and cultures , experiencing an atmosphere different than what they are accustomed to and overall have a better and relaxing time so as to make them forget about the heavy workload. Tourism is the answer to this and we provide a medium for this facility through our website.

1.4 Project Overview

The tourism website is a browser based service that consists of a website made using HTML, CSS, Javascript, XAMPP , MYSQL , web hosting panel. The Website will have five main modules:-

1. Machine Learning Modules.
2. Document Preprocessing Module.
3. Text Region Detection Module.
4. OCR Module.
5. Entity Recognition Module.

Chapter 2

Literature Survey

2.1 Literature Survey

PAPER 1

Paper Name: Evaluation of tourism web sites: A theoretical framework. Information and Communication Technologies in Tourism

Summary

Tourism destination presentations on the internet are now seen as a crucial marketing strategy (Al-Hasan, Jwaili, & Thomas, 2003). The majority of actors in the tourism sector have their own websites where they display both destination. However, the marketing potential of the websites is seldom utilised.

Both visibility and usability are generally insufficient on most websites. They are difficult to find through searches on search engines, and even if found, they may be used in a way that makes the visitor give up quickly. Additionally, they frequently fail to paint a clear picture of their destination, one that travellers to the area will recognise. And maybe more importantly, the images they provide might be diverging. Therefore, there is room for development.

The knowledge obtained from the work done on the public websites for Norway is now applied to websites showcasing tourism attractions and businesses. The assignment is to design a practical set of metrics that can be used to assess and compare the websites of the travel and tourism sector. Similar to how governmental organisations' websites are improved, the goal of the tourism industry's websites is to do the same by appealing to the owners' sense of pride. However, we have a lengthy agenda for this situation. The collection of all tourism-related websites promoting the area serves as the basis for marketing a travel destination on the internet.

Tourism Website

Advantages

1. The Project has taken into account the existing situation by choosing a “bottom up” strategy.
2. The results of the evaluations and benchmarking of the websites of the local public institutions demonstrate that the approach has been a successful way to compel these websites to improve.
3. A portal web site has been constructed and tested, and some indicators identified.

Disadvantages

1. They still need to figure out what information interactive maps are best suited to conveying and how that information should be shown.
2. Use of “Indicators” is predominant and crashing of any one would cause issues in the whole system.

PAPER 2

Paper Name: Usability evaluation of Hong Kong hotel websites. Information and Communication Technologies in Tourism

Summary

The usability of the websites for 77 hotels in Hong Kong was investigated using a modified heuristic evaluation technique. Results revealed that all hotels in Hong Kong scored an average of 19.6 out of 100 for usability (the lower the better). The findings also indicated that Hong Kong hotel management should focus more on user interface design. They must check in particular that all internal links and "back" buttons are operational. For a hotel's website to be more effective and enjoyable to use, both download speed and server response speed should be quick.

Tourism Website

Advantages

1. Bidirectional.
2. It understands context heavy text.
3. It combines a Mask language model (mlm) and next sentence prediction.

Disadvantages

1. Biggest disadvantage is that it is very compute-intensive at inference time
2. Fine tuning the model is hard due to the large network.

PAPER 3

Paper Name: Welsh Visitor Attraction Web Sites: Multipurpose Tools or Technological Tokenism?

Summary

Wales was chosen as the study's focus region due to its significant reliance on tourism (Webb, 1999). It is a geographically distinct area that requires reliable information sources to entice visitors. Its reliance on tourism has hampered the growth and development of tourist attractions, which are frequently started by the public sector as a replacement for manufacturing as a source of income. As a result, supply outpaces demand, creating a competitive market. This article makes the case that visitors should be given information prior to their visit in order to learn about new attractions and lengthen their stay. This article's main objective is to evaluate the frequency with which specific elements appear on Welsh visitor attractions' websites. They were separated into seven groups to enable comparison of outcomes across various types of attractions. Additionally, groups of the researched traits were created to allow for an analysis of the significance that the attractions ascribed to them. The findings highlight areas where attractions might enhance the website material.

The background knowledge regarding the supply and demand dynamics in the Welsh tourism sector is the secondary focus.

Tourism Website

Advantages

1. Significant was the recorded lack of core visitor information on some Web sites.
2. Article showed that Welsh visitor attractions provide data in the six categories proposed by Dutta et al. (1998) and Dutta and Segev (1999) to varying degrees.

Disadvantages

1. Neglected was the provision of links to the regional tourist board's Web site, which were only offered on 36% of all attraction sites
2. A proper solution for the same wasn't proposed which in turn resulted in a dilemma.

Tourism Website

Table 2.1 Literature Survey

Paper Name	Year of Publication	Author	Publication	Proposed Work
Evaluation of tourism web sites: A theoretical framework. Information and Communication Technologies in Tourism	2016	Aaberge, T., Grøtte, I. P., Haugen, O., Skogseid, I., and Ølnes, Svein.	New York: Springer-Verlag Wien.	The ultimate aim of the project is to obtain a complete and unified presentation of the Sognefjord region as a tourist destination
Usability evaluation of Hong Kong hotel websites. Information and Communication Technologies in Tourism	2017	Au Yeung, T. and Law, R.	New York: Springer-Verlag Wien.	The proposed system works to ensure the hotel and tourism websites in Hong Kong region is efficient.
Welsh Visitor Attraction Web Sites: Multipurpose Tools or Technological Tokenism?	201	Blum .V , Fallon .J.	Cognizant Communication Corporation	Review of most of the tourism websites is made and gaps have been identified for future updates

Chapter 3

Proposed System

This chapter includes a brief description of the proposed system and explores the different modules involved along with the various models through which this system is understood.

3.1 Proposed System

This website is developed to eliminate and, in some cases, reduces the hardships faced by users of the existing system. Our website aids user by providing them all the required facilities for their trip. The avail of transport facility , places to shop, items to shop for and food to try is the main USP of our website. Our website is a one stop shop for the users and they don't need to go looking for any other websites for their whole trip. HTTP coding is the basic framework for our website development . XAMPP serves as the backend for our project

3.2 Architecture/ Framework

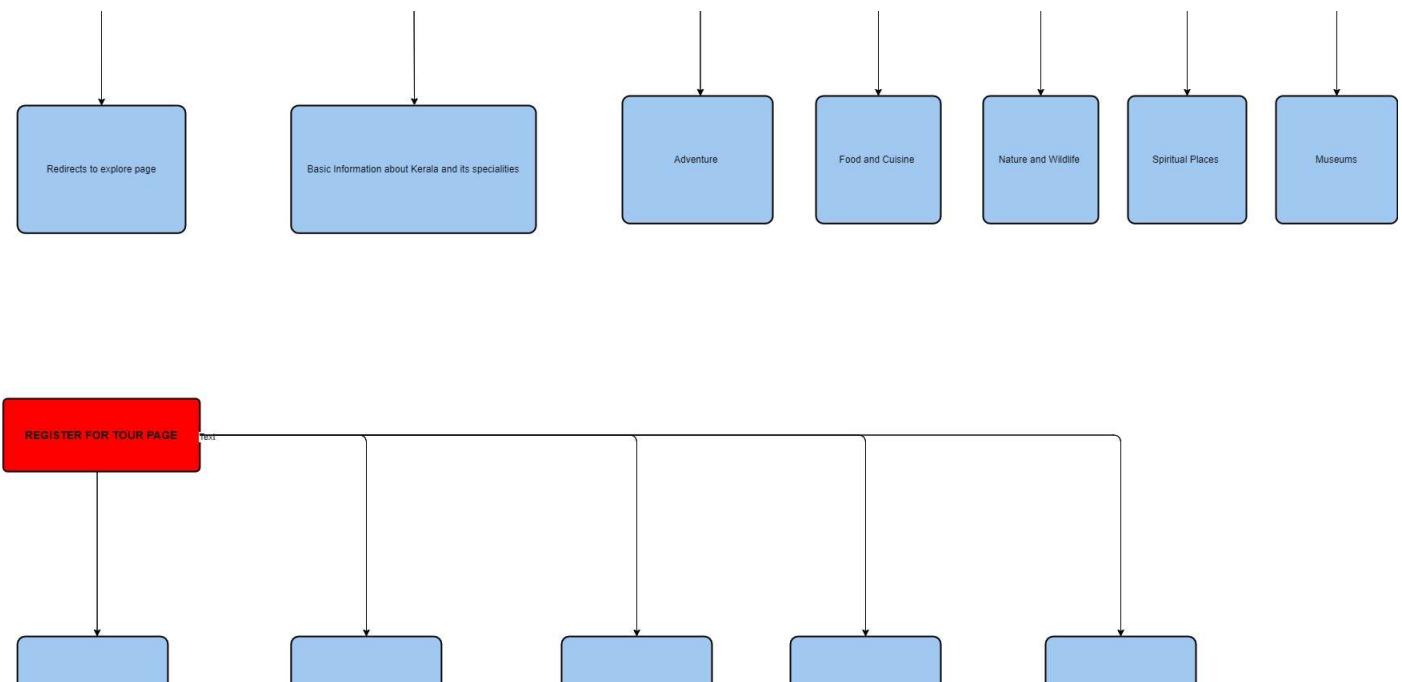
The architecture of the our website can be represented in the form of a figure which helps to identify the workflow of the same. The following section describes the system architecture and project module details of the website.

Tourism Website

3.2.1 Sequential Architecture

As soon as the website is booted , users will be directed to the home page of the website where they can view the contents of the home page . There they can view all the other pages too ; Explore page , About page and Register page. Explore page consists of all the various activities available in the state of kerala. The About page will consist of the basic information about the state of kerala , GOD's OWN COUNTRY , and the various cultural importance kerala has played over the years . Register page will allow the user to register for the tour by providing their information . User name , email ID, password and age will be asked as a prerequisite for the registration

Figure 3.1: Sequential Architecture Diagram for the website



Tourism Website

3.2.2 Project Modules

The proposed system consists following modules :-

1. Home Page Modules.
2. About Page Module.
3. ExploreModule.
4. Register Module.

1. Home Page Modules

This is the first page the website redirects the user to and forms the basic impression of the website.

2. About Page Module

This module contains the basic knowledge and impressions of the state of kerala and helps to understand the demography of kerala.

3. Explore Module

This module helps to understand the different activities available to the people that register for the tour and all the different cultures.

4. Register Module.

This module helps us to register the user in our system and helps us to maintain a database for our users .

3.3 Details of Technology Used

Frontend:-HTML, CSS, Javascript

Backend & Database:-XAMPP ,MYSQL, web hosting panel.

Platform:- Independent (Browser Based Service).

3.4 Details of Hardware & Software Required

The system requirement for implementation of the proposed system in terms of hardware and software requirement is explained below.

3.4.1 Hardware Requirements:

This subsection will provide the minimum requirements that must be fulfilled by the hardware components. Table 3.1 shows the hardware requirements of the proposed system.

Name of component	Specification
RAM	Minimum 2 GB RAM
Device	PC, Chromebooks
Processor	All Processor area allowed to use

Table 3.1 Hardware Requirements

3.4.2 Software Requirements:

As our Tourism website is a browser based service there will be no software applications that must be installed other than a web browser. However the user might require a strong internet connection for the website to function smoothly.

Chapter 4 Results

A snapshot of the proposed system is shown below and respectively. This chapter includes the snapshots of the actual outputs that were seen by the user and this chapter also contains the results of the proposed system.

4.1 Snapshots of Project

A snapshot of the proposed system is shown below and respectively.

Figure 4.1,Figure 4.2, Figure 4.3 are the snapshot of the home page which has different sections such as museums and spiritual places by clicking on which the users will be redirected to the explore page section of the same name .

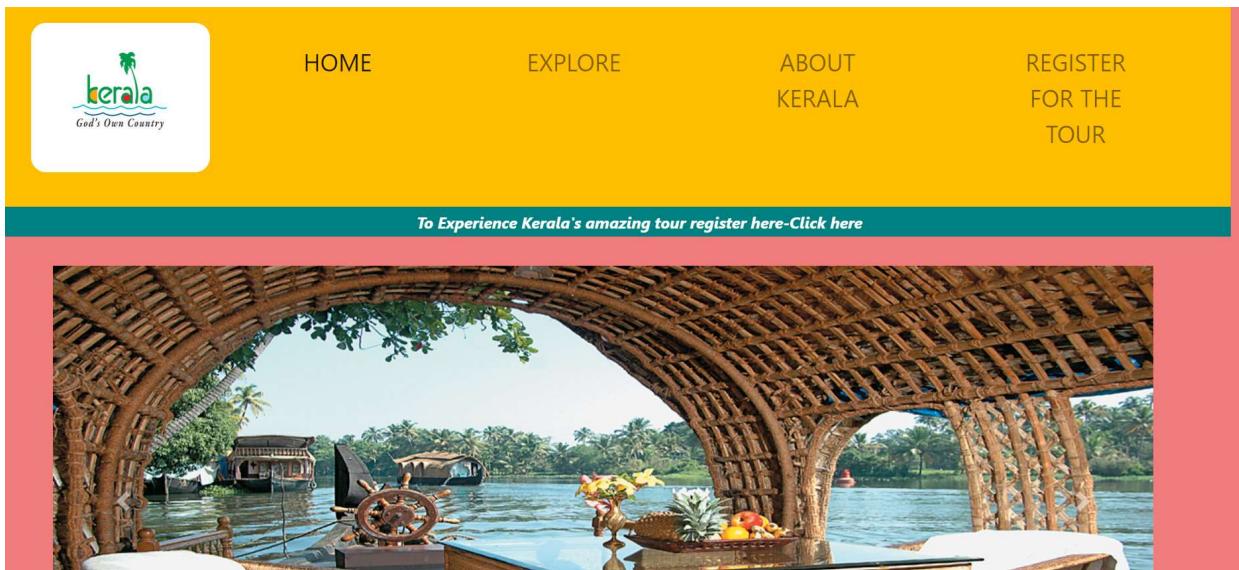


Figure 4.1

Tourism Website



Figure 4.2

Kerala Tourism • 318K subscribers

Signature Video | Kerala Tourism | Experience God's Own Country

3,685,187 views • 6 years ago

Draped in luxuriant green, Kerala allures you with her enchanting beauty and serene atmosphere. Come, step closer, look deeper, and behold! Amid all that greenery is the rich embroidery of culture. Each thread is perfumed with the scents of spices and an elegant

Udyog Bhavan, Block No. 16, 4th Floor, Sector-11, KOCHI – 382 011.

1800 203 1111

info@keralatourism.com

About KERALA

Kerala is a state on the western coast of India with a coastline of 1,600 km – most of which lies on the Malabar peninsula – and a population of 60.4 million. It is the fifth-largest Indian state by area and the ninth-largest state by population. Kerala is famous for its traditional clothing, food and natural landscape.

Figure 4.3 Home Page

Tourism Website

Figure 4.3, Figure 4.4 ,Figure 4.5, Figure 4.6, Figure 4.7 are the snapshots of the explore page and all its contents.

ADVENTURE



One of the famed sports in the adventure category is JEEP SAFARI. KERALA is bordered by many hill ranges and thus has ample adventure options in its bounty. Blessed with nature at every step, the place lures many adventure junkies to its core. Apart from that, the varied range of flora and fauna is enough for many people to fall in love with the place. So, next time when visiting this gorgeous state, you know where to head to.

Popular places for trekking: Munnar, Anakulam, Eravikulam National Park, Nellyampathy Jungle Safari.

Price/person: Starts from INR 15,000

Timings: mostly begin in the morning around 7 and end by 4 in the evening

Figure 4.3

NATURE AND WILDLIFE



Most of Kerala, whose native habitat at lower elevations and highland to the east, is subject to a humid variations in terrain and elevation has registers as among the world's most such major fauna as the Asian elephant (*Panthera tigris tigris*), leopard (*Panthera pardus*), and grizzled giant squirrel preserves, including Silent Valley National Park, which harbors some of the most endangered species such as the Indian red fox, Indian sloth bear (*Melursus ursus*) and the "Indian bison" — *Bos gaurus*. More than 300 species of birds, porcupine (*Hystrix indica*), chital (Axis axis), muntjac, sambar, and a variety of catarrhine Old World monkeys, including the lion-tailed macaque (*Macaca silenus*).

Figure 4.5

FOOD AND CUISINE



Culinary style originated in the Kerala, a state on the South West Coast of India. Kerala cuisine offers a multitude of non-vegetarian dishes prepared using fish, poultry and meat as a typical accompaniment. Chillies, curry leaves, tamarind, turmeric, asafoetida and other spices are used in preparation. SOME FAMOUS DISHES ARE 1. Puttu And Ada (FOOD ON BANANA LEAF) 3. Kerala Style Prawn

Figure 4.4

SPIRITUAL PLACES



played a significant role in boosting tourism for a state known as Gods own country, paying visits to the holy and divine places is a reason that they embark on a scenic tour. For those who are unsure seekers, to neglect the deep spiritual tourism of Kerala shows off several of one of the most famous temples. Guruvayur Temple requires no introduction. One of the most famous and most visited holy places in kerala is the temple of Guruvayur. The temple dedicated to Lord Krishna is one of the most visited temples in India. The temple has a mystic charm as it is believed to be the abode of Vishnu. This temple dedicated to Lord Krishna is one of the most visited temples in India.

Figure 4.6

MUSEUMS

With its unique scenery and history, Kerala has captured the attention of many tourists. It is the stomping ground of art, culture, and creativity. In the museums of Kerala, one can find a variety of exhibits. The dazzling treasures of Kerala's past are on display. Whether it's art, history, or culture, one can find a museum of every interest here. From the famous Wayanad Museum to the smaller ones like the Kozhikode Museum, there is something for everyone.



Figure 4.7

Figure 4.8 and Figure 4.9 is the snapshot of the about kerala page and it describes the basic information about kerala on its main heading .



NAMASKARAM, words of welcome in the language of Kerala because it is here that these words ring truly and the guest is 'God' and the people of Kerala are gregariously friendly, inviting and will entice you to come again and again.Kerala has an area of 38,864 square kilometers, roughly the size of Switzerland. It lies between 8° 18' and 12° 48' north latitude and 74° 52' and 77° 22' east longitude. It is bounded on the east by a geological escarpment running roughly northwest to southeast parallel to the coast known as the Western Ghats, on the west by the Arabian Sea, on the south by the state of Tamil Nadu, and on the

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Flanked on the western coast by the Arabian Sea, Kerala one of the long coastline of 580 km (360 mi); all of which is virtually dotted with sandy beaches.The backwaters in Kerala are a chain of brackish lagoons and lakes lying parallel to the Arabian Sea coast (known as the Malabar Coast). Houseboat or Kettuvallam rides in backwaters are a major tourist attraction in kerala. Backwater tourism is centered mostly around[18] of Kerala like Alleppey, Kumarakom, Ashtamudi Lake, Kollam, Ponnani, Kavvayi Backwaters, and Bekal. Boat races held during festival seasons are also a major tourist attraction in the backwater regions. Boating at Biyyam Lake near Ponnani Kovalam beach near Thiruvananthapuram was among the first beaches in Kerala to attract tourists. Rediscovered by back-packers and tan-seekers in the 1960s and followed by hordes of hippies in the 1970s, Kovalam is today the most visited beaches in the state

Kerala has always been a major centre for the people of INDIA and some of its most interesting locations are the Shree Krishna Temple centres at KANNUR and Tekdi Hills. Besides the temples, the state's major attractions include the only habitat of the Asiatic Lions in India (Gir Forests), a desert ride at the Wild Ass Sanctuary and the beautiful Indo-Saracenic Architecture of Ahmedabad. The colourful tribal villages of Kutch make a visit unforgettable.

Some travel tips for National & International Travelers:

- Keep a copy of your passport stored in your hotel room safe
- Use well-lit, well-populated ATMs.

Figure 4.8 and Figure 4.9 Explore Page

Tourism Website

Figure 4.10 is the Registration Page for our tour

REGISTRATION

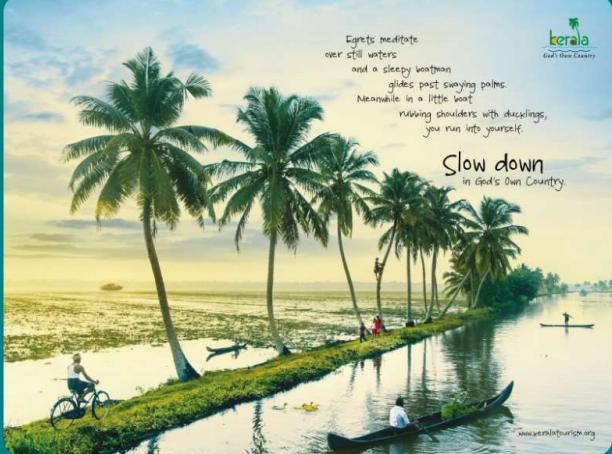
Full Name :

Email-id :

Password :

Gender : Male Female

Phone no : Select Code



Egrets meditate over still waters and a sleepy boatman glides past swaying palms. Meanwhile, in a little boat, running shoulders with ducklings, you run into yourself.

Slow down
in God's Own Country

www.keralatourism.org

Figure 4.10 Registration Page

Chapter 5 Conclusion

5.1 Conclusion

In this way we are going to develop a proper user friendly tourism website which is helpful for reduction in manual work so less manpower required. Packages and tours can be booked very efficiently easily. Our system primarily focuses on building an efficient and user friendly communication system for all the tourist attractions in and around the state of Kerala.

5.2 Future Scope of the Project:-

1. **Communicate with potential customers 24/7:-** Bringing your travel business online would allow you to impart your unique travel offers and dynamic packages to the travelers at any time of the day. It increases engagement level with the customer and develop more sales opportunities without giving much effort. At the same time, you can easily appeal to new & existing customers by your exciting offers through online travel booking system.
2. **Tracking of real time sales:** One of the best way to determine if your business is moving in a positive manner, is by tracking the sales of business products and services. The travel agent system also helps the travel agency to real time sales, allowing the company to predict revenue and compare earnings. This helps the management to make any necessary modifications in the system to enhance the productivity and sales.
3. **Online performance management:** Performance management is a very critical process in business management, which must be done accurately. Online travel booking systems showcase the performance of the company and act as a critic for every activity performed. Whether it is hotel or flight reservations, travel package booking, or any query related to the customer, it

Tourism Website

helps the travel agencies to properly analyze and manage the performance of the business in a positive direction.

4. **Easy payment and customer support:** The success of any business depends highly on its customer service. In travel business, resolving the queries of the travelers rapidly is of utmost importance and online travel booking systems help the company achieve just that. The potential travelers can easily navigate through the system, find a suitable holiday product to book, make payment easily using different UPIs and get speedy reply on any queries during the travel.

There would be many additions to this project and can be listed as follows:

1. Addition of proper street views for any given property listed on our platform would be added so as the tourists can view the property from the adjacent street and make their minds so as to book the particular property.
2. Proper Optimization of the website is to be done in the future which in turn would make the website user friendly and not obsolete too.
3. Filters are to be added to help the users to make a proper choice of hotels in their desired location.'
4. Document Verification is a process which has to be implemented in the website so as to make the check in and check out process of the tourists and properties easier .

Appendix

- 1) MYSQL - MySQL is free and open-source software under the terms of the GNU General Public License, and is also available under a variety of proprietary licenses. MySQL was owned and sponsored by the Swedish company MySQL AB, which was bought by Sun Microsystems (now Oracle Corporation). In 2010, when Oracle acquired Sun, Widenius forked the open-source MySQL project to create MariaDB
- 2) XAMPP -is a free and open-source cross-platform web server solution stack package developed by Apache Friends consisting mainly of the Apache HTTP Server, MariaDB database, and interpreters for scripts written in the PHP and Perl programming languages. Since most actual web server deployments use the same components as XAMPP, it makes transitioning from a local test server to a live server possible.
- 3) HTML - The HyperText Markup Language or HTML is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as Cascading Style Sheets (CSS) and scripting languages such as JavaScript.
- 4) PHP - is a general-purpose scripting language geared toward web development. It was originally created by Danish-Canadian programmer Rasmus Lerdorf in 1993 and released in 1995. The PHP reference implementation is now produced by The PHP Group. PHP originally stood for Personal Home Page, but it now stands for the recursive initialism PHP: Hypertext Preprocessor.

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