How a Unified e-pass Brings Delight to Tourists

📅 1st Oct,2022

We are living in an age of digital disruption where convenience is the king. **User Experience (UX)** too. Tourism is not the same after the virulent Covid pandemic wrecked world economies. The Black Swan event changed the concept of carefree exploration as health and safety turned more important than ever. The days of cookie-cutter travel itineraries are history, making way for a bespoke and more delightful tourism adventure. The best tourist experience is the one that can be unlocked on a palm. This is where a unified digital tourist pass rewires and humanizes the whole experience of discovery, exploration, adventure, serendipity and fun.

Need for a seamless tourist pass solution

As the world becomes more interconnected, the need for a seamless and efficient tourist e-pass system has become increasingly evident. The unified tourist e-pass system is a digital solution that aims to simplify and enhance the travel experience for tourists. It involves the use of electronic passes or cards that consolidate multiple travel services and attractions into a single platform. With this system, tourists can conveniently access and manage their bookings, tickets, and other travel-related information through a mobile app or website or

both.

The many-layered challenges in implementation

Interoperability and Integration: One of the key challenges in implementing a unified tourist e-pass system is ensuring interoperability and seamless integration between different service providers. This requires collaboration and standardization among various stakeholders, such as transportation companies, accommodation providers, and tourist attractions.

Data Security and Privacy Concerns: As the seamless digital involves the collection and storage of personal information, **data security** and privacy concerns become significant challenges. Safeguarding sensitive data from unauthorized access and ensuring compliance with privacy regulations is crucial.

Infrastructure and Technology Requirements: A unified digital system requires a robust infrastructure and advanced technology to operate smoothly. It involves the integration of various hardware and software components, such as ticketing machines, scanning devices, mobile applications, and cloud-based platforms. Additionally, ensuring uninterrupted connectivity and reliable information exchange among different service providers is critical.

Transforming Varanasi's tourism with KashiDarshan- a CSM solution

Varanasi is a historic city steeped in culture, tradition and civilization. The millennial city

draws droves of tourists- be they religious travellers, erudite scholars, spiritual seekers or the gourmands. When we explored Varanasi's tourism scenario, we found that there was no single or consolidated solution which offered the inbound travellers access to all its attractions. Copious consultations with the officials of Varanasi Smart City Ltd and engagement with an array of stakeholders birthed KashiDarshan. **It is a one-stop digital interface developed by CSM Tech that gives visitors access to more than 15 of Varanasi's most popular attractions, events, and activities. With it, they can create their own special tour without getting tied down to strict schedules. Plus, they can explore the city on their own terms.**

The e-pass gets dissolves legacy problems like

- Scattered presence of services over internet
- Absence of common booking engine
- Lack of unified clear message
- Unavailability of one-stop solution
- No single trusted source of information for prospective tourists

Benefits:

Saves time and money for inbound tourists: The KashiDarshan enables the inbound tourists/travellers to skip those long queues at Varanasi's famous landmarks. The visitors can save up to 20 per cent on admission fees.

Convenience and hassle-free booking & sightseeing: Visitors can easily book and access their pass with the smartphone anytime and anywhere. They no longer need to fret about physical tickets or fear losing them in the busy streets of Varanasi.

Unmatched flexibility for tourists: The tourists have the leeway to choose the attractions, events, and activities. They can customize their journey in sync with their budget and interests. On top of it, they can cancel the pass anytime, anywhere.

An immersive experience beyond convenience and savings: The KashiDarshan is not just about saving time and money; it's about experiencing the true essence of Varanasi in a way that resonates with you.

The KashiDarshan has been envisaged to ease and enhance the tourist experience by providing convenience, flexibility, cost savings, and improved access to attractions and services. It also contributes to a more efficient and enjoyable trip, making it an attractive option for travelers.

Towards a digitally empowered tourist experience

Solutions like KashiDarshan are not just digital upgrades. They are game changers and lighthouse solutions capable of replication in any tourist hub. Digital tourist passes are not a fad that will fade.

They are the harbinger of a new epoch in tourism where convenience meets delight at every destination.

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