

## ABSTRACT

CCS Hotel is located in Sihanouk Ville (one city of Cambodia). After 6 years in this business, this hotel seems to be better and better in serving its customers.

Recently, Internet technology just burst out in demand in Cambodian society. More and more people have started to think that this is an important tool for them to improve their organizational situation as well as cutting down some cost. As a result, many organizations have started this online-business. When CCS hotel found out that competitors are now one step ahead, they formulated a new strategy to respond to competitors also.

The report will begin with analyzing the e-commerce affect on Cambodia Tourism industry and then move specifically to the affection of Internet to CCS hotel new strategy. This study is to develop a Web site for CCS hotel focusing on online reservation system. The latter stage is to compare the hotel situation of having a Web site and without the site.

This project can be useful for all investors who are interested in operating an online business as well as to improve the company situation. The project will give examples of some steps on how to begin and make profit in this new business category. The writer hopes that this project will be useful for both CCS hotel as well as anyone who is interested in E-commerce.