ABSTRACT

Tourism is one of the largest and most dynamic industries in the world. The use of the Internet for communicating and transacting with customers has been growing rapidly in the worldwide tourism industry. However, there is a large opportunity for using E-commerce in the travel and tourism industry.

The objective of this project is to create and develop a website "thavorn.com" to support the hotel business of Thavorn Hotels & Resorts, Phuket with the hotel information and services, and aim to provide one-stop-online-reservation using World Wide Web.

This project attempts to describe the situation of tourism industry and E-commerce, what benefits will bring to tourism industry by using E-commerce. It analyses market strategy and the competitors of Thavorn Hotels & Resorts, and website design and implementation are covered in the report as well. Finally, the conclusions and recommendations are very helpful for the business in travel and tourism industry.