

ABSTRACT

This report contains a proposal for the development of a website for Golden City Rayong Hotel that allows guests to choose their rooms online, make reservation, plan for their trip, their meals, and their other requirements online before they actually arrive at the hotel.

The Web Site with its ease of use and complete details of contents will create a superior impression for a guest or tourist who is looking for a hotel in Rayong. It includes an effective project design and management, and the Web Site will be able to create traffic of audience to the hotel, which means to increase sale revenue.

The Project will create an extra channel of audience, cost reduction for the hotel in terms of distribution channel. The Web Site will establish a better relationship with the offline and online suppliers and implement brand equity to create brand awareness and brand image.