

## **ABSTRACT**

This project is concerned with setting up of Smile Tour that is a travel agency based in Thailand with over 5 years of experience in Thailand travel service. Smile tour is the web site for providing the full range travel service agency from necessary information, booking to payment system. This project is developed with the effective marketing plan and to study the feasibility of travel agency online in order to sustain in this travel business market.

The Traditional Smile tour that is located on the Ocean Insurance Building on Silom Road will be expands the online business with many features. Clients could gather Thailand's information from the web site. All interesting packages, Add cart and contact address would be provided neatly on the web site. Moreover all clients are required for fill their information on Smile Tour Database as reference. Once they come back and pay a visit all their interest would be provided on the site. However, as some packages might not be served but the clients can leave their interest with our mail for operation to arrange and provide their preference later.

The web site will catch up with the new information technology environment by setting up the Smiletour.com in order that the company can do the market expansion as well as to facilitate the clients in making the sales transaction. It is easy to use, the clients have no need to go anywhere, and thus, it is convenient and comfortable. The Web site can reduce cost of paper and solve the problem of manual system. The effective marketing plan is also developed to be used for the company advancement and to accomplish the goals and objectives. The Smile Tour.com can serve more clients 24 hours everyday and also can keep more clients database for further in the future.