ABSTRACT

The objective of this project is to create and develop website "TravelguideThailand.com" in order to improve the efficiency of the existing system and provide an effective website hotel information service for customers.

At present, the system to provide information about accommodation can be done by handing out a leaflet, a poster, a travelling manual and the call center. However, to get information from these things, a customer needs to go the services center by themselves, and sometimes they may be disappointed by not getting the expected information or not get help from the salesperson. Moreover, there are so many competitors in this field who develop their business be conducting their own website, and giving online services to customers.

TravelguideThailand.com is developed to enhance the original business to be more effective in the matter of more attractive advertising, better services (all information about hotel, and services given are provided on the web and ready to use twenty four hours a day -- seven days a week).

Therefore, the better services given by Travelguidethailand.com, will attract more customers to use the services of the company. In this system, it reduces the face to face problem to customers who do not want to show up themselves until they make decisions. Information provided on the web help them on decision process, and encourages them to ask for the information without hesitation. This personal service is given to customer by individuals, all of their information will be kept in their own files and these will be the database of company in order to provide further services to them by customizing their needs by their personal records. For this better services given to the customer will make them impressed and cause company loyalty.