



E-Plastic Manufacturing
(sriwattana.com)

by
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A Final Report of the Three-Credit Course
IC 6997 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
Assumption University

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Ecotourism in Thailand

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Ms. Jiranut Srisawang

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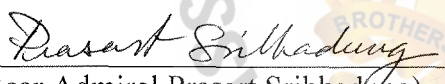
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ABSTRACT

The objectives of the project are to create and provide the information concerning the ecotourism in Thailand through “ecotourism.com”. To improve and conserve the existing environment is an important responsibility of Thai people. The tourism industry in Thailand is very popular among the foreigners and it can make more income annually. However, it is necessary for us to take care of these natural resources by setting up rules to preserve the environment. Therefore, ecotourism is one way to preserve the valuable environment. The information about ecotourism is necessary for tourists because we have to show them how to take care of the environment while they enjoy their activities. This project emphasizes on how to implement and promote the ecotourism in order to satisfy the objective and to avoid the negative impact on the natural environment of the tourist sites and to support the efficient and sustainable use of existing resources without disturbing the animals.

This project is the collection of information about the ecotourism. This project has been developed based specifically on the nature and culture including characteristics, patterns of tourism activities and management of structure of ecotourism in Thailand. The concept of ideas regarding ecotourism has been modified to reflect on the real situation and to suit the requirements of the ecotourism areas in Thailand.

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I. INTRODUCTION

1.1 Background of the project

In the globalization, Internet plays an important role all over the world. Internet is the latest implementation of internetworking. Establishment the website by using the information from Internet can help you get requiring information by connecting your computer to the Internet. Internet also has the capabilities that anyone is using to exchange information internally or to communicate externally with others and organizations. Moreover, Internet technology provides the primary infrastructure for E-commerce, E-business and the emerging digital firm.

Nowadays, ecotourism is booming almost over countries in the world. Ryan (1999) has described ecotourism as a concept in crisis, largely because of confusion over the meaning of the term.

Ecotourism arose when people began to realize that nature tourism could at times be quite destructive. Viewing nesting birds in such a way that the parent birds desert eggs or nestlings would be an example. Using a destination or environment belonging to a group of people without money or any other benefit going to the ownership group would be a second example. Together they represent two of the problems that ecotourism tries to redress: unacceptable environmental impacts and failure to deliver economic benefits. Almost inevitably, nature related recreation (tourism) has impacts on the environment. Under circumstances of high use and poor management these can be irreversible.

1.2 Objectives of the project

The objectives of the project are to design and build an information website for the ecotourism with the following goals :

- (1) To provide through building “ecotourism .com” website, show the information of the ecotourism industry and the way to conserve the resources of ecotourism in Thailand.
- (2) To bring the efficiency and mutual effect of “ Electric business” to customers .
- (3) To introduce investment environment that will attract numerous people to pay close attention to our website, we offer various kinds of service and activity for the customers, and also obtain the economic benefits from serving.

1.3 Scopes of the project

The report will cover and give the information and the following solutions about Ecotourism in Thailand.

- (1) Provide the information issue function through WEB, try to set up the information of issuing travel, investment environment, business environment including impacts and characters of ecotourism .
- (2) Use mutual function that WEB serve, design the dynamic offering convenient services to customers in time of web page with interdynamic function.
- (3) Use the information plans and efficient strategies for implementation .
- (4) Analyze the customer's reality and potential demand , set up the content of the service or information issue .
- (5) Analyze the environment , existing rival or potential competition of the market and design the means to get the advantages in the competition (whether to establish market orientation, goal ,and how to propagate website, how to get the upper hand in the competition.)

- (6) Short analysis in the comprehensive market and competition
- (7) How to offer the service thoughtfully to customers.

1.4 Deliverables

The deliverables of this project are as follows:

- (1) Website “ ecotourism .com”
- (2) A final project report
- (3) Marketing requirement analysis
- (4) Plan the website style, specific function and content
- (5) Design the website
- (6) Database system development
- (7) Testing and distribution



II. EXISTING RESOURCES

2.1 Background of Ecotourism

Ecotourism, which typically involves nature-based tourism, plays an increasing role in today's environmental management. As environmental conservation has, in many cases, suffered from a limited budget, funding ecotourism is perceived as a way to provide additional resources to finance environmental conservation efforts. In some cases, revenue generated from ecotourism can be substantial and can be used to provide alternative employment/income to local residents. This alternative also helps to reduce the pressure on encroachment and environment destruction by the local people. Ecotourism is, thus, seen here as a vehicle for sustainable development.

As ecotourism involves human interaction with nature, it inevitably asserts pressure on the environment. Overcrowding, waste and littering, pollution or commercialization resulting from ecotourism can also accelerate environment destruction. For this reason, there is a need to carefully promote ecotourism so that it will not become an additional threat to the environment. For ecotourism to benefit society but not damage natural heritage, it has to recognize the carrying capacity of the environment and not expand beyond that threshold.

Controlling ecotourism within the limit of the carrying capacity of the environment can be accomplished via sound management techniques (park management) or the use of economic instruments such as user charges (or entrance fee), various kind of taxes, and imposing a limit on the number of visitors or tradable permits. These economic instruments aim to control ecotour activities so that the marginal benefit (revenue) equals the marginal social and private cost (environmental damage plus opportunity cost of all inputs) and, hence, maximize the net social welfare to society.

The definition of ecotourism is refer to sustainable tourism, alternative tourism, ethical tourism, green tourism ,special interest tourism, appropriate tourism, and responsible. Despite the many definitions used today, ecotourism is more appropriately defined by the Commonwealth Department of Tourism of Australia as “nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that natural environment includes cultural components and that ecologically sustainable involves an appropriate return to the local community and long-term conservation of the resource.”

2.2 Ecotourism travel essentials

- (1) Ecotourism encourages an understanding of impacts of tourism on the natural, cultural and human environments.
- (2) Ecotourism ensures a fair distribution of benefits and costs.
- (3) Ecotourism generates local employment, both directly in the tourism sector and in various support and resource management sectors.
- (4) Ecotourism stimulates profitable domestic industries-hotels and other lodging facilities, restaurants, and food services, transportation systems, handicrafts and guide services.
- (5) Ecotourism generates foreign exchange for the country and injects capital and new money into the local economy.
- (6) Ecotourism diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient.
- (7) Ecotourism seeks decision-making among all segments of the society, including local populations, so that tourism and other resource users can coexist.

- (8) Ecotourism stimulates improvements to local transportation, communications and other basic community infrastructures.
- (9) Ecotourism creates recreational facilities which can be used by local communities as well as domestic and international visitors. It also encourages and helps pay for preservation of archaeological as well as domestic and international visitors.
- (10) Nature tourism encourages productive use of lands which are marginal for agriculture , enabling large tracts to remain covered in natural vegetation.
- (11) Cultural tourism enhances local community esteem and provides the opportunity for greater understanding and communication among people of diverse backgrounds.
- (12) Environmentally sustainable tourism demonstrates the importance of the natural and cultural resources to a community's economic and social well-being and can help to preserve them .
- (13) Ecotourism monitors , assesses and manages the impacts of tourism , develops reliable methods of environmental accountability, and counters any negative effect.

2.3 Impact, Characteristics and Issues of Ecotourism

Impacts of ecotourism on the environment, economy, and social and cultural communities are important to policy makers in assuring that the positive benefits are maximized while negative impacts are minimized within the carrying capacity. Following are some positive and negative impacts of ecotourism.

Environmentally, ecotourism is expected to provide incentives for conservation of natural areas. It will also provide resources, both financial and physical , for the natural conservation, maintenance against environmental degradation, improvement in

biodiversity through breeding programs or gene banks, and so forth. Ecotourism will help to promote environmental awareness and ethics to the visitors.

The negative impact of ecotourism includes damage to plants, forest clearance, disturbing animal habitats, creating soil compaction, and marine resource destruction (coral damage and over fishing).

Economically, ecotourism is expected to generate for foreign exchange income. Revenue from visitors can be used for various development projects, infrastructure and ensuring long-term sustainability of local areas. When well-managed, ecotourism can help to redistribute income to local residents and other indirect benefits within local areas. It will also create employment opportunities within the over all economy as well as within local economies.

The social and cultural impact of ecotourism has been much debated. Social and cultural benefits of ecotourism include creation of special jobs which need the expertise of local people, and offering resources and means to rehabilitate local arts, traditional and cultural activities. It will also encourage the local community to value its natural and cultural assets. Ecotourism can, on the other hand, become a threat to local community due to overcrowding leading to resentment among the local community, introducing new values and practices to the local people and creating conflicts in the use of natural resources.

Many developing countries now recognize the importance of ecotourism and have conducted ecotours for the period of time. Some common issues have become a concern for policy makers and require attention . Harris and Leiper (1995) examined the issues associated with ecotourism , which can be summarized as follows.

First, as many ecotours are business-oriented, it is often found that profit motivation is placed before environmental conservation. Having recognize the problem

of over-visitation , management authorities of organizations have altered their priorities to ensure the preservation before the short-term business objective will ensure that the resource base will be sustainable and will continue to provide ecotour services for the future generations.

Second, it has been observed that larger ecotour companies tend to be more environmentally conscious than smaller ecotour companies. This can be explained by what is known as economies of scale. Smaller companies tend to lack knowledge, expertise or resources in dealing with environmental practices. Larger companies, on the other hand, have the advantage of employment modern technology and management techniques which are more environmentally friendly. They are also in the position to employ environmental experts for proper ecotour management .

Third, conflict in resource utilization is common between ecotourism and the operation of other industries, such as logging or mining. When conflicts occur, the ecotourism authority and representatives from other associations often must enter into dialogue to solve the problems.

Fourth , as natural resources are usually accessible free of charge, which can lead to over-visitation and exploitation, one should consider employing economic instruments, such as user fees, to control the visitation rate so as to be within the carrying capacity of the resource.

Fifth, many ecotour operators take advantage of the “ecotourism” label for their advertisement when the actual tour operation may be environmentally damaging or lack knowledge about the ecosystem.

Last, in order to ensure success in ecotourism the government must become involved in setting the environmental code of practices and regulations. These rules need to be enforceable, and violations must be subject to penalty. The government must

also be involved in overall policy formulation and planning. Development project will also be subject to environmental impact assessment. Such government regulations will not only ensure that resources are sustainable but will also provide a level playing field for ecotour companies.



Table 2.1. Characteristic, Issues, and Information Needs in Ecotourism.

	Characteristics	Issues	Information Needs
Markets	Green claims in advertising; environmental concerns of clients	Market sizes, price elasticities, substantiation of advertising claims	Who wants to know what, who claims what, and who buys it?
Products	Components of natural environment as attraction to destination	Impact of tourism on conservation values	What exact impacts do known numbers of visitors carrying out specified activities have in different ecosystems?
Management	Minimizing operational impacts on environment	Planning and design, resource and energy conservation and recycling	How well can impacts be predicted, monitored, mitigated, and managed, and at what cost?
Money	Direct or indirect financial support for conservation	Tax policies, fees and levies, park funding, purchasing practices	How much does tourism contribute to conservation at individual, corporate, National, and global scales?
People	Attitudes and behavior of staff and clients; training and interpretation programs	Clients expectation, quality assurance in staff training, types of programs	How well do different training techniques and programs work?

2.4 The strategies for Thai ecotourism

2.4.1 Promotion strategy

The effective promotion is important for ecotourism, the related organizations have to create the awareness and understanding of the ecotourism in every aspect such as what ecotourism is, how it effects to our environment, how to implement the ecotourism. Promotion part is a very vital role to prove the effective planning, developing and management. The media are used to create the awareness among people. They can encourage the sustainable development of tourism through the use of appropriate images and promotion environmental codes of practice and minimal impact activities for tourists and operators, pertaining to the conservation of environment. The training agencies can also help to accomplish the goal by training the tour company and giving the information to those interested. The tourism industry associations are also a central source of information, networking and marketing educational and business advice for their members. They also promote the development and implementation of environment policies and codes of practice in tourism. How travel can preserve the environment if they know how to safe the environment. The promotion also emphasizes on the entertainment of the tourists while they enjoy the travel by giving them a chance to cooperate with the conserving programs such as horse riding, bushwalking, canoeing and other outdoor recreation activities.

2.4.2 Ecotourism facilities

The important roles of facilities within the tourism can be summarized as follows:

- (1) To respond to the needs of the tourists in engaging in recreation activities to provide convenience to the tourists. These facilities include picnic areas and necessary site furniture such as picnic tables, garbage cans, barbecue grills for picnic activities, and bungalow for the tourists staying overnight and so on.

- (2) To protect the environment and tourism resources from degradation caused by tourism activities. For example, board walks that helps prevent the tourists from stepping on fragile areas (such as wetland is area where there are an abundance of groundcover) sewage system, waste water treatment system that helps in the prevention and elimination of pollution within the tourism area.
- (3) To provide safety to park visitors while engaging recreation activities, such as bridges and protective fences along the cliffs and some others.
- (4) To be a tool in the dissemination of knowledge and in enhancing the visitors' understanding of the natural environment within tourism site and to provide visitors opportunities to experience nature such as interpretive trails; wayside exhibit and so forth
- (5) To assist the administrators I managing the area such as part's head quarters, staff housing, guard station, check points, and so on.
- (6) To indirectly help in building+up the image of the tourism area such as signs showing the unique features of the area, and so forth.

2.5 Implementation plans

2.5.1 Procedure prior to the development of facilities

Policies on the management of ecotourism areas in Thailand, which should be considered, include:

- (a) Policies on the enhancement and promotion of the tourism industry and the master plan for the development of the tourism industry in Thailand.
- (b) Policies and plans for the promotion and protection of environmental quality
- (c) Policies on the management of National parks and other protected areas.
- (d) Management plans of master plans for National parks and Wildlife Sanctuaries that have control over areas where facilities are planned.

- (e) Policies and national plans related to cultural tourism.
- (f) Policies on ecotourism of the tourism Authority of Thailand.

To classify ecotourism areas, planners should analyze and evaluate seething of the areas that focus on the following seven major aspects.

- (a) Accessibility: this should be evaluated by the condition of the trails used in reaching the tourism area. The made of access can be classified as pedestrian access, motorized access and boat access.
- (b) Naturalness: To evaluate the overall environmental condition of the tourism area consideration should be given to the degree of modification or change in the original natural state of the area. The area evaluation could be done by using a scale from high, medium to low degree of naturalness.
- (c) Impact from human activity: This evaluation can be done based on visible impacts to the area in general. Major impacts that are evaluated include plant species, small seedlings, invasion of non-native species, disturbance of wildlife species, eroded land areas, chemical contamination in water resources and some others.
- (d) Opportunity for social encounter: Evaluation can be conducted based on the number of tour groups observed by the evaluator and the designer during the period of the opportunity to social encounter such as highest, high, medium, and low respectively.
- (e) Opportunity for encountering undesirable activities: These are in appropriate tourism activities that include violations of rules and regulations within the area and include activities that have a negative impact on the environment. Such undesirable acts include writing on the rocks, cutting of tree branches.

- (f) Visitor management: Evaluation can be based on the level of enforcement of regulations, and the use of interpretive programs.
- (g) Site management: Evaluation can be done by considering the type and among of available facilities in the area.

2.5.2 Procedure in development and design of facilities.

The process of facility development is linked to all levels of planning for parks and recreation area, including policy planning (i.e. National policies for ecotourism), area planning (i.e. management plans for individual parks), and site planning.

Site planning is detailed planning at identifying activity zones, circulation patterns, development areas to support activities in each zone and landscape design within the development area. Site objectives should have been identified in the process of determine site carrying capacity and level of development.

2.6 Natural resources and investment environment

Since Thailand launched "Visit Thailand Year" in 1987, the number of foreign tourists visiting Thailand has increased dramatically. The period 1987-1996 can be termed the Golden Decade of Thai Tourism. These include the end of the Cold War, the expansion of international trade and investment, the shift of the growth pole from the Atlantic rim to the Pacific rim (especially to the Asian Pacific-rim countries), the opening of new tourism destinations in the socialist countries in Thailand's vicinity, technological progress in the aviation and telecommunications industries and others. Within Thailand, the expansion of the middle income class following rapid economic growth has encouraged unforeseen, growth in local tourism, especially the demand for nature-based attractions. Increase in income have also stimulated demand for foreign travels among the Thais, which in turn has reduced the net foreign exchange from tourism concurrently, the rapidly growing manufacturing industry as well as government

sponsored projects such as the Eastern and Southern Seaboard, have slowly penetrated the areas considered as prime locations for tourism.

2.7 Economic Benefits of Ecotourism

Ecotourism presents an environmentally friendlier and potentially more sustainable alternative to extractive activities, such as farming, lodging, mining, or harvesting of wildlife. It offers local people the chance to escape a cycle of poverty and, by sharing their knowledge of the local terrain and ecology with visitor, to develop a stronger sense of community pride and a broader, more global perspective that recognize the value of biodiversity to all people.

Business initiated through ecotourism ventures can become self-sufficient within a short time and can enhance the long- term economic prospects of a community- ecotourism encourages the development of markets in native handicrafts and artwork for souvenirs, and thus contributes to the preservation of cultural heritage. Ecotourism is also a chance to generate revenue to support research efforts.

III. E-COMMERCE AND E-COTOURISM IN THAILAND

3.1 Importance of E-business for Traveling Industry

Using media such TV , radio and printings are the traditional way to introduce and spread the information about ecotourism. Although these media are to transmit faster ,TV lacks interactive functions, radio can only send voice and information, and printing can put large volumes of the information, however, with limited covering area. All the cost of advertisement by these media is high. It is necessary for the customer to know the short web address with large amount of information available over the Internet.

There are several advantage for using the internet for ecotourism which include:

- (1) Available all the time.
- (2) Products and services are discounted as supplies pass distribution saving on to customers.
- (3) Easy to identify information.
- (4) The quantity and quality of information .
- (5) Self-service and economical.

3.2 Market Target

Our targets are people who are interested in ecotourism including domestic and foreign tourists. We also focus on ecotours that are interested in investment environment and we concentrate on the group of leisure traveling that people expect to find out some places where there is beautiful environment and natural scene. Moreover, we focus on our internal front office's staff to collect feedback and modify the information in our business.

3.3 Customer Analysis

Natural resources and interesting activities of ecotourism in Thailand have attracted more and more travelers and investors. Most people who are interested in environment and able to access the internet are all customers. It is free to log into the website and the visitors only need the pay when demanding services. Customers will be pleased to accept our paid-service not only for the functions but also for saving cost.

3.3.1 Customers' Needs

- (1) To be able to control the reasonable trip.
- (2) To be able to find information about ecotourism in Thailand and compare with other information to make the decision .
- (3) To take the different trip from the usual trips.
- (4) To provide safety information for the tourists.

3.3.2 Customer' Wants

- (1) Reliable reputation from our website.
- (2) To offer an efficient information and service.

3.3.3 Customers' Demands

- (1) Unique function to increase the convenience.
- (2) Manage cost to be efficient service.

3.4 Competitative Analysis

Some websites introduce the whole regions in Thailand but just focus on the domestic tourists by presentation the website in Thai version, for example, www.tourthai.com

Other websites have the limitation of information of interesting places and activities including the reservation of hotel rooms and tickets, for example,

All of above websites provide particular areas and information. As a result the travelers have no choice to decide the decision for any places they need to visit. So, we create this website for them.



Figure 3.1. www.tourthai.com.

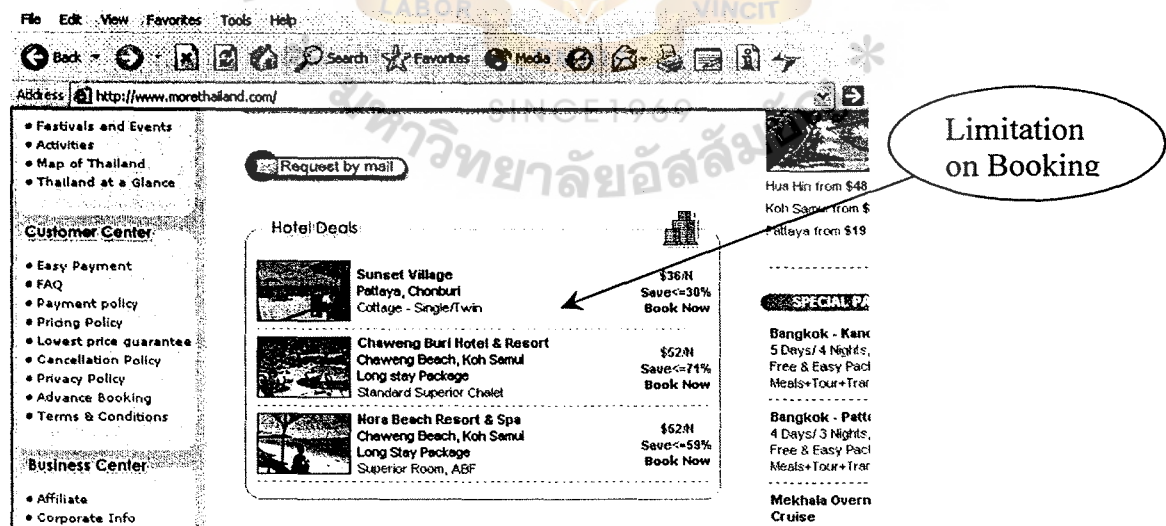


Figure 3.2. www.morethailand.com.

3.5 SWOT Analysis

Strength

- (1) We provide information about ecotourism in Thailand for both domestic and foreign customers. It only serves before traveling in terms of booking and tickets will make us more professional. Customers leave a message for ordering online and we will do the rest to satisfy them as much as possible.
- (2) Our website (ecotourism.com) provides the update information to customers.
- (3) Our website offers them 24 hours a day , 7 day a week of online sales.
- (4) Low cost of ecotourism products and services as well as a more favorable exchange rate helps attract visitors from other regions.
- (5) We offer unique and varied cultures, way of life and interesting activities are different from other websites.
- (6) It is convenient for customers to find ecotour via our display windows for their demands.
- (7) The online service allows customers to submit their requirement information any time from any places. Customers who stay at home can get the services easily.

Weakness

- (1) The website sees strong competition and a lack of ecotourism cooperation among destinations.
- (2) The standard of ecotourism- related services may not meet customers' expectations.
- (3) Problems related to safety, security and hygiene still exist. Some areas have only image problems while other are facing more serious problems.
- (4) A new website lacks reputation, partners and regular customers and service experience.

- (5) The contents of the website are not sufficient for customers. Hence, it needs more information.
- (6) Due to limited fund , so there is a limitation for doing many investments.

Opportunity

- (1) Globalization and development of information and aviation technology make communications more convenient and accelerate the exchange of knowledge and culture. The significance of ecotourism is well recognized as an economic and social development tool.
- (2) New niche ecotourism products and services have become increasingly popular that can experience the ways of life of local people .
- (3) There is no similar website at present and it is a great opportunity to occupy the market.
- (4) Internet is a big society , and there are a lot of internet users. This online do business can attract more customers than the traditional agents.

Threats

- (1) It is easy for someone to copy the ideas from our website.
- (2) It is relatively risky to invest with the new business.
- (3) Many customers do still not trust in online services and payment .
- (4) Website must have unique characteristics and styles for avoiding the elimination of the marketing.

3.6 Marketing Mix (4 Ps)

Product

Our website offers the interesting places and various activities about ecotourism in Thailand. The customers will recognize about natural resources, cultural heritage and cultural history of Thailand. Our website also provides the resonation of accommodations

hotels and tickets for the customer through the website. Thus, the customers don't waste the time to find the hotels and the tickets by themselves. Moreover, we arrange a special package for high and low season. For the customers to find the place they need so that they can absorb the beautiful nature and Unique culture in Thailand.

Price

Due to it is about an ecotourism website, so the reasonable cost of investment is low, but the quality of our services are high because we do not have to invest so much in case of the public utility or infrastructure.

Place

We promote our business through the website because it is low price but high value. It is world wide and you can visit our website anytime no matter you are without payment for visiting the website. Moreover, we offer the alternative by providing the friendly link for the customers to have more choice of find some more information about ecotourism in Thailand including other services like the information of hotels, flights, Package tour and tickets.

Promotion

The instrument that we apply for our website is IMC (Intertrade Marketing Communication) and we focus on the direct marketing. We also use and advertising and sale promotion are the core strategies to support our website. For example Collection the points for each trip, giving free or discount for the package in low and high season. In addition, we promote our website by giving a press release and invite the press are intermediary to promote the website. We may be advertise in the magazine like travelling magazine to present our website is well known. Moreover, the customers can set up their group tour they have enough member. From these strategies our as a result our website get the upper hand in the competition.

IV. WEBSITE OPERATION

4.1 Contents of Website

- (a) Introduce natural resources and interesting activities about ecotourism in Thailand.
- (b) Provide information of accommodations and tickets for travelers.
- (c) Introduce local customs , history and culture and local products of each place.
- (d) Introduce investment environment and government information .

4.2 Website promotion

- (a) Provide search engine like YAHOO and GOOGLE.
- (b) Exchange links with related websites.
- (c) Provide update information of traveling.
- (d) Offer special discount for the customers

4.3 Security System Development

Security is a critical concern for exchanging information and delivering business via the internet . Our website provides the Secure Socket Layer (SSL) technology to protect the information of customers. SSL is a secured socket layer between HTTP and TCP on the web server. It is the transport layer security protocol. SSL encrypts the order information to avoid the decoding of that information by other people rather than use the staff with the manual machine to make the credit card payment method. Also, it is also easy for customers to check the security system of the connection by looking at the bottom of browser window after accessing the server.

Compare with the software and hardware trouble, system safety seems to threaten our business, It is possible for hackers to invade and destroy the website and steal the business data by some web means and this may bring about unimagined loss for us.

4.4 Break Even Analysis

Break even analysis is used to calculate the economic situation. We will calculate the total revenue and the total cost of the web. From this chart, estimating about two years that the cost of computer and all the investment will be recovered.

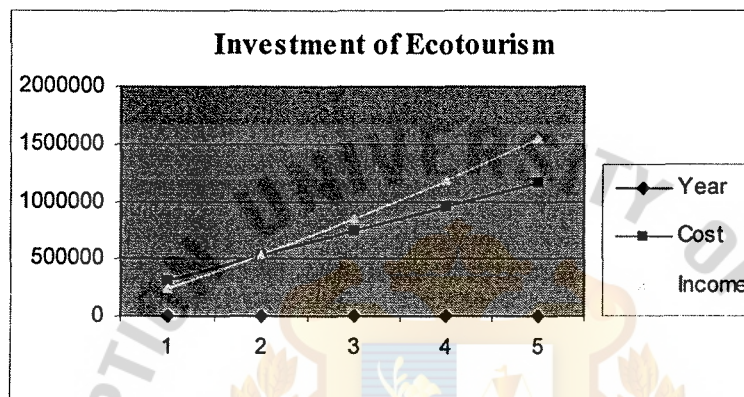


Figure 4.1. Break Even Analysis.

4.5 Return on Investment

To calculate the return on investment, we will calculate from the revenue and the cost that includes fixed cost and other cost every year. Thus, the return on investment for five years can be calculated by

$$\frac{\text{Total Income}}{\text{Total Cost}} \times 100$$

$$\frac{1,540,000}{1,163,000} \times 100 = 1.3 \text{ or } 130\%$$

From the calculation, we found that the return on investment is about one year and eleven months.

Table 4.1. Expense and Revenue.

Expense					
Fixed cost	1	2	3	4	5
Rent for room	80,000	80,000	80,000	80,000	80,000
Website establishment and installation	25,000				
Trusteeship of web server	30,000				
Internet connection fee	49,000	38,000	40,000	45,000	48,000
Domain name	20,000				
Promotion	30,000				
Office equipment	15,000				
Non fixed cost					
Management fee	15,000	15,000	15,000	15,000	15,000
Communication	10,000	5,000	7,000	8,000	9,000
Maintain fee	10,000	10,000	10,000	10,000	10,000
Wages	20,000	36,000	31,000	26,000	26,000
Other costs	15,000	35,000	30,000	25,000	15,000
Total cost	319,000	538,000	751,000	960,000	1,163,000
Revenue					
Advertisement	80,000	90,000	92,000	100,000	120,000
Hotel room and ticket booking service	70,000	95,000	78,000	80,000	85,000
Joining in fee	100,000	110,000	130,000	150,000	160,000
Total income	250,000	545,000	845,000	1,175,000	1,540,000
Total return	-69,000	7,000	74,000	215,000	377,000

V. DESIGN WEBSITE AND DEVELOPMENT

5.1 Content and Website Functions

Content

Set up “Hotel”, “Flights”, “Package Tour”, “What’s New?”, “Order Online System”, “Feature of Thailand”, “Parks”, “Activities”, and “Accommodation”

Basic Function

Basic Function refers to the background management system that is developed for objective of management of website information, customer orders and feedback of suggestions. We develop a dynamic website information which has comprehensive function to complete the purpose. ASP technique is employed for the dynamic website solution.

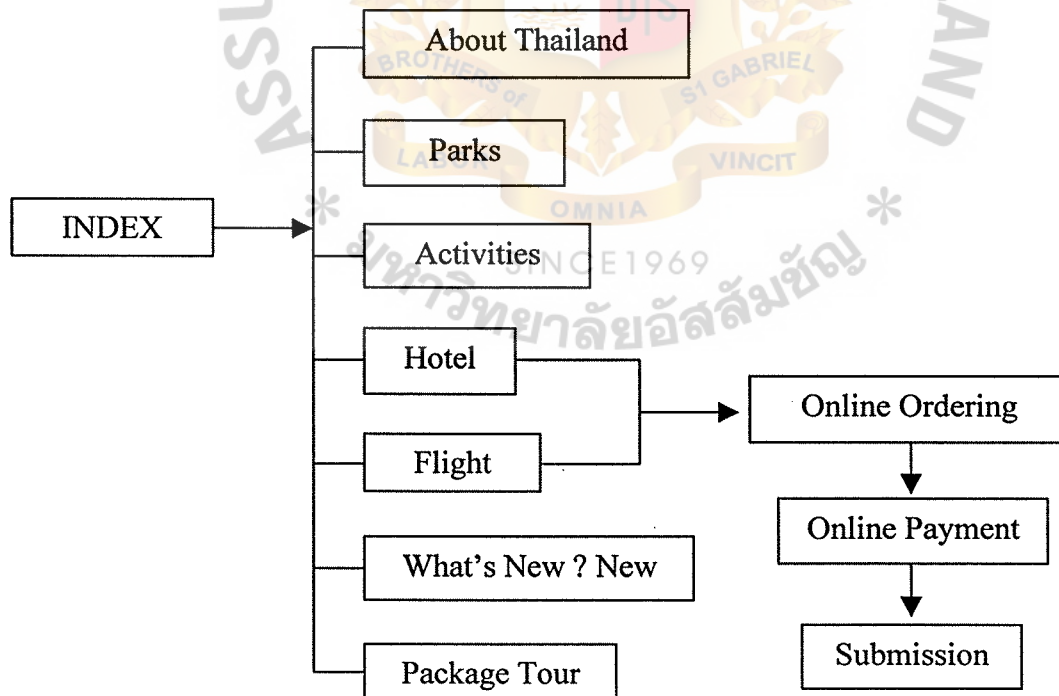


Figure 5.1. Front Office Website Structure.

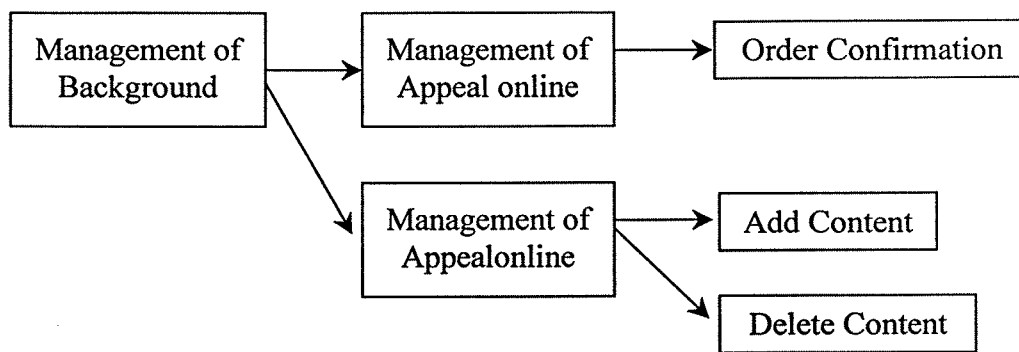


Figure 5.2. Back Office Website Structure.

5.2 Inside the Website

5.2.1 Home Page

The home page is and outline and index of the content and service of the website that gives the first impression to the visitors. The successful website depends on the home page are

(a) Simple Summarization and Introduction

The homepage contains column menus of the whole website and the latest content of each column.

(b) Primary Structure

Our website has the total width 777 image elements, thus the web page can occupy the whole screen with 800*600 resolution ratio.



Figure 5.3. Homepage.

5.2.2 Column Page

The column page is an essential means by which the information and service is supplied. It is the core image for a website externally.

5.2.3 Show Pictures

(a) Hotel : This page introduces the popular hotels in each province of Thailand.

The screenshot displays the Ecotourism.com website interface. At the top, the logo "Ecotourism.com" is on the left, and navigation links "Home", "Hotels", "Flights", "Package Tour", "What's New?", and "Online Ordering" are in the center. Below these, there are icons for "About Thailand", "Ranks", "Activities", and "Accommodation". A search bar with "Location" and "Activity" dropdowns and a "Go!" button is on the right. The main content area features three hotel listings, each with a small image, ID, name, location, description, starting price, and a "Request for booking" link.

ID	Hotel Name	Location	Description	Starting Price	Booking Link
0001	Asia Hotel Bangkok	Siam, Bangkok	The Asia Bangkok Hotel : is centrally located for easy access to all the business more detail	1,500 Baht	Request for booking>>
0002	Pornping Tower	Chiangmai	Porn Ping Tower Hotel is located in the middle of town, in the main business centre, and is also close to the Night Barzar, only 15 minutes from ... more detail	950 Baht	Request for booking>>
0003	Katathani BHURI Beach Resort	Kata Beach, Phuket	With 188 cozy air-conditioned and fully equipped sunset guestrooms this is the ideal choice of accommodation more detail	3,000 Baht	Request for booking>>

Figure 5.4. Hotels.

(b) Flights : This page shows the detail of flights to the destination and the flight reservation for travelers.

morethailand.com
ONLINE TRAVEL PARTNER
BEST AVAILABLE RATE

Help revive the Andaman by visiting us during The Andaman Grand Sale
Join the tsunami relief effort with our non-profit Phuket Volunteer Vacation Initiative

Bangkok Chianomai Koh Chang Krabi Pattaya Phuket Samui Thailand B2B

Home Hotels Cars Flights GETaway Package Long Stay Instant Booking Promotions What's New
15 Mar 05 4:24 PM Welcome guest Login | New Member | Link Exchange | Affiliate | Site Index | Contact

Hotel for Top Destination
Morethailand >> Flight Reservation
✱Search ✱Schedules ✱Confirm ✱Passenger ✱Thank You!

• Bangkok
• Chiang Mai
• Chiang Rai
• Hua Hin
• Koh Chang
• Koh Samui
• Krabi
• Pattaya
• Phuket

Search The Web
[] [Search]

Destinations Guide
• Bangkok
• Chiang Mai
• Kanchanaburi
• Koh Chang
• Koh Samui
• Koh Tao
• Krabi

Round Trip One Way Multi-City

From: * To: *
Departure City Destination City

Class: Business Class

Departure 29/03/2005 Morning
Returning 31/03/2005 Evening

No. of Passengers: *
Adults: 1 Children: 0 Senior Citizens: 0

[Request by mail] [Next]

Special Room Available for Alternatives
Chaweng Buri Resort
Chaweng Beach, Koh Samui
ONLY 41 Euro/N, Save=72%
Cabana Grand View Hotel
Chaweng Beach, Koh Samui
ONLY 42 Euro/N, Save=40%
Chaweng Cabana Resort
Chaweng Beach, Koh Samui
ONLY 23 Euro/N, Save=60%
Muang Samui Spa Resort
Chaweng Beach Koh Samui
ONLY 111 Euro/N, Save=53%
Sunset Village
Pattaya, Chonburi
ONLY 30 Euro/N, Save=30%

Andaman Grand Sale
The Best Recommended!
Railay Bay Resort & Spa
Railay Beach, Krabi
ONLY 23 Euro/N, Save=70%

Figure 5.5. Flight.

(c) Package Tour : This displays the interesting packages for the customers.

ecotourism
.com

← Thailand Long Stay Packages

Home Hotels Flights Package Tour What's New? Online Ordering

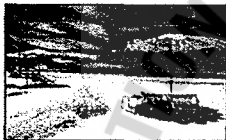
About Thailand Parks Activities Accommodation

==== Location ==== Activity ==== Go!

GETaway Package

Get Away for Recreation with our Getaway Packages !
Enjoy your vacation with the best collection of Getaway Packages in Thailand offered by ecotourism.com

Beach Packages

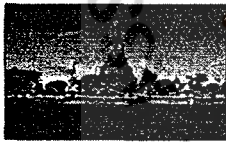


Recover Southern Package <small>New!!</small>	3D/2N	16,340 Baht	-
Chaweng Buri Beach Resort	5D/4N	9,082 Baht	-
Aonang Princeville Resort <small>New!!</small>	3D/2N	3,534 Baht	-
Andaman Holiday Resort	3D/2N	3,192 Baht	-

[More](#)

[Back to Top](#)

Choice for your budget

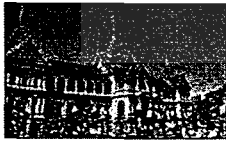


Choice for your Budget at Bangkok <small>New!!</small>	3D/2N	3,458 Baht	-
Choice for your Budget at Krabi <small>New!!</small>	3D/2N	4,712 Baht	-

[More](#)

[Back to Top](#)

Cultural Packages



Alangkarn The Extravaganza Show	1N	1,026 Baht	-
Calypso Cabaret Show	1N	1,026 Baht	-
A Beautiful Night Dinner (Wan Fah Cruise)	1N	950 Baht	CBKK004
River Side Exclusivity Dining Cruise Ship <small>New!!</small>	1N	798 Baht	-

[More](#)

[Back to Top](#)

Figure 5.6. Package Tour.

(d) What's New? : Give the information of main events about ecotourism in Thailand.

The screenshot shows the homepage of *ecotourism.com*. The header includes the site logo, navigation links (Home, Hotels, Flights, Package Tour, What's New?, Online Ordering), and a search bar. The main content area is titled "Upcoming Events" and features two event listings. The first event is a panel discussion on technology trends in tourism, scheduled for February 07, 2005, at the ITB Convention Market. The second event is an invitation for Dr. Pongsak Hoontrakul to speak at "Strategies for Global Travel Distribution" on August 02, 2004, at the WTM. Both events include brief descriptions and "More" links for further details. A "Back to top" link is located at the bottom of the event section.

Upcoming Events

Update Event ::

Panel Discussion on Technology Trends in Tourism, ITB Convention Market Trends and Innovation 2005 (Feb 07, 2005)

Invitation from Fachhochschule WORMS, University of Applied Sciences, Faculty of Tourism and Transport.

Discussion Schedule, ITB Convention Market Trends and Innovation 2005.

Invitation for Dr. Pongsak Hoontrakul to speak at "Strategies for Global Travel Distribution", WTM (Aug 02, 2004)

"Strategies for Global Travel Distribution", taken place on 10th November at ExCel, London inline with World Travel Market (WTM).

Back to top ^^

Figure 5.7. What's New ?.

(e) Online Ordering (Payment System) : To reserve hotel rooms online, to book tickets. Payment by international credit cards is fast and easy.

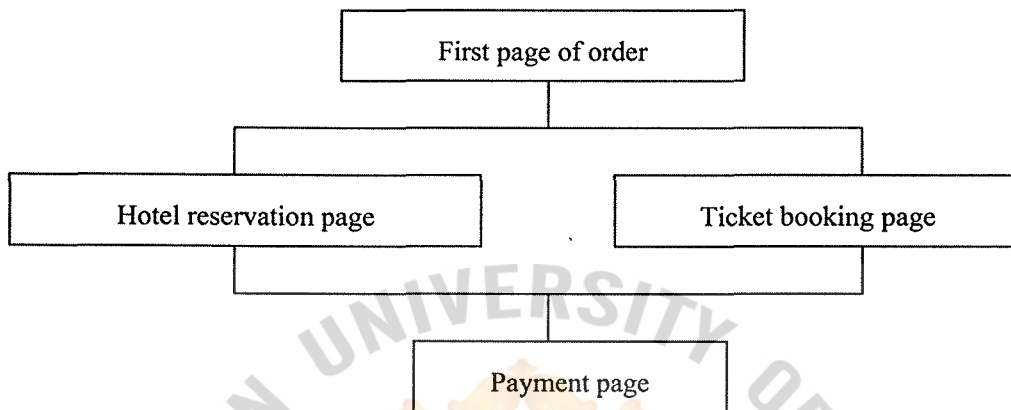


Figure 5.8. Structure of System Function.

The first page of online order



Figure 5.9. Online Ordering.

The Hotel Reservation Page

ecotourism
com

UCmore Info


Thailand Long Stay Packages

ecotourism
in thailand

About Thailand Parks Activities Accommodation

==== Location ==== ▾

==== Activity ==== ▾ Go!

Hotel Online Order 

Destination

Hotel Name

Hotel ID

Room Price

Accommodation Number

CheckIn Date

CheckOut Date

UserName

Password

Next Reset

SUMPTION UNIVERSITY OF THAILAND

BROTHERS of LABOR S1 GABRIEL VINCIT OMNIA

SINCE 1969

มหาวิทยาลัยอัสสัมชัญ

Figure 5.10. Hotel Reservation.

The Online Payment Page

(1) Payment Page

Ecolourism
.com

← Thailand Long Stay Package

Home Hotels Flights Package Tour What's New? Online Ordering

Ecolourism
in thailand

About Thailand Parks Activities Accommodation

==== Location ==== ▾ ==== Activity ==== ▾ (

Payment Online

☐ VISA ☐ MasterCard ☐ American Express

ID

Card

Password

ASSUMPTION UNIVERSITY OF THAILAND

BROTHERS of S1 GABRIEL

LABOR OMNIA VINCIT

SINCE 1969

* มหาวิทยาลัยอัสสัมชัญ *

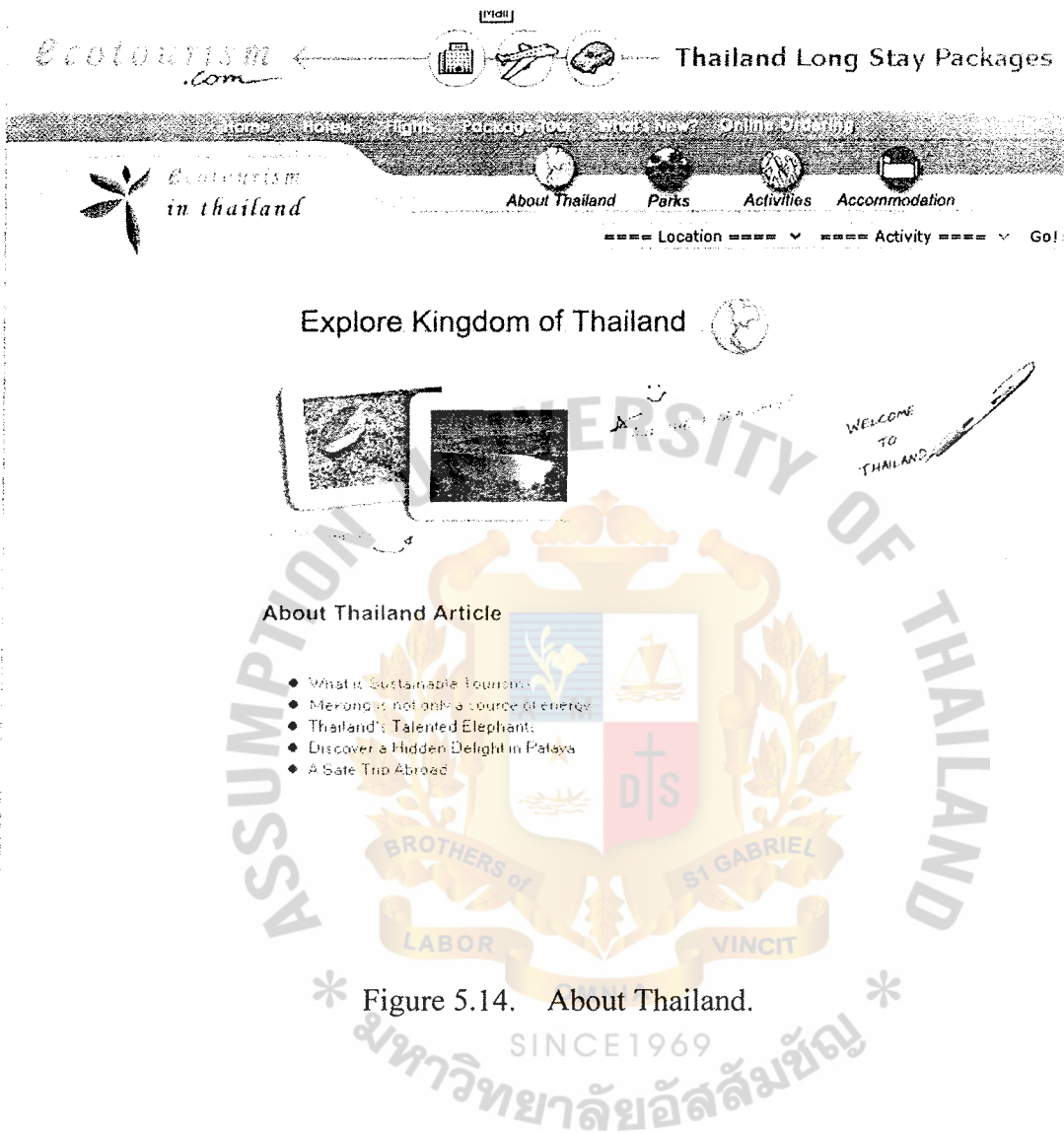
Figure 5.12. Online Payment.

(2) Order – Confirmation Page



Figure 5.13. Order Confirmation.

(f) About Thailand : this introduces about the history of Thailand.



* Figure 5.14. About Thailand. *

- (a) Parks : Present the popular natural resources and national parks in Thailand.

For example Doi Inthanon in Chiangmai, Khao Laem Yah in Rayong, Khao Sok in Surat Thani and so on.



Figure 5.15. Parks.

- (b) Activities : The page introduces the challenging activities during the trips of travelers such as Biking, Camping, Wildlife and so forth.

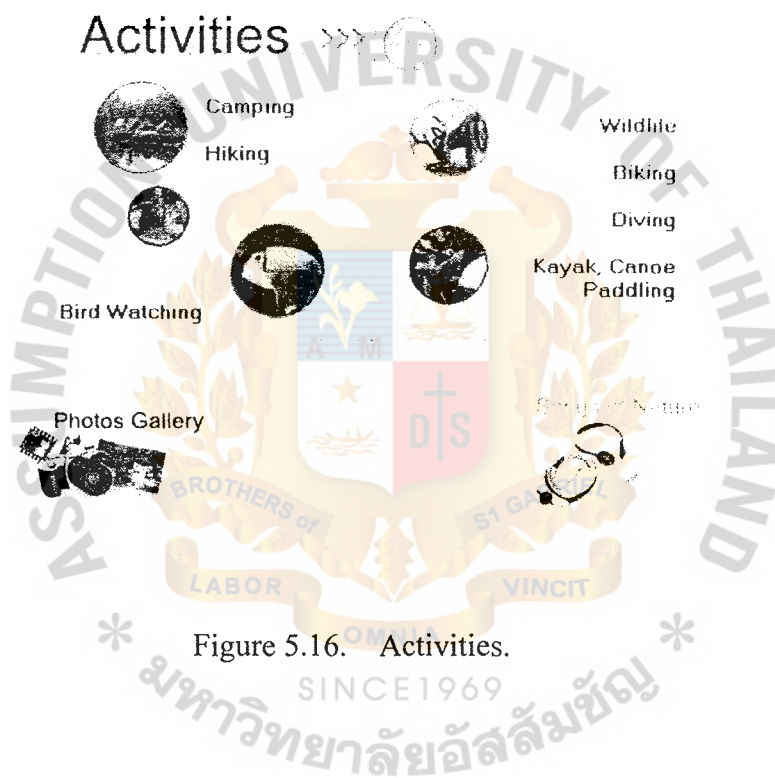
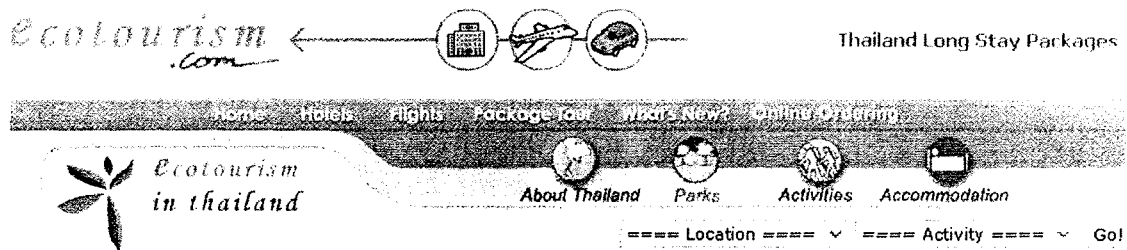


Figure 5.16. Activities.

(c) Accommodation : Give the information of popular hotels with the price.


ecotourism.com

Thailand Long Stay Packages

Home About Thailand Parks Activities Accommodation

==== Location ==== ▾ ==== Activity ==== ▾ Gc

Asia Hotel Asia Hotel Bangkok



Asia Hotel Bangkok
Siam, Bangkok

The Asia Bangkok Hotel is centrally located for easy access to all the business, shopping and popular attractions of Thailand's exciting capital city. The hotel is 30 Kilometers from Don Muang International Airport. Ideally situated in Bangkok's colorful shopping, business and entertainment center, the Asia Hotel has long been popular with both business travelers and tourists.

Figure 5.17. Accommodation.

(d) Friendly Links : Link to related websites.

- Natural tourism Lower Central Region
- visit National Parks
- Travel around Thailand
- Travel around the mountains
- Natural tourism disappears between the North and the Central Region

Dok Kra Jiew, the Child of the Earthly Paradise

Experience tranquility and relaxation
Loi Krathong and Candle Festival in Sukhothai

Dok Kra Jiew, the Child of the Earthly Paradise
On the solid side of things, soft and gentle appeal

If you have chance to visit provinces in northeastern Thailand don't forget to stop for 1-2 night in Chaiyaphum, four-hour drive from Bangkok. What we get to see in this small province? You may be curious. Alright. One of the attractions is Pa Hin Ngam National Park in Ban Rai Sub-district, Thap Sathu District. The park is only 100 kilometers far from Chaiyaphum's Muang District and 270 kilometers far from Bangkok. There are interesting activities to join. Facilities are also available in the park, and campsites provided 14 sites.

Experience tranquility and relaxation
What the destination you would plan to go for to welcome the beginning of wet rainy season. With my memorable experience, I would recommend you Mt. Koh Samet National Park, Phe District Rayong, one of the East-coast province of Thailand. It takes only about 3-4 hours from Bangkok to reach Rayong Province. It is a very good alternative for those who may not have the time for a longer or more costly journey to the islands in the Southern Thailand. More

Loi Krathong and Candle Festival in Sukhothai
Nothing could match with Loi Krathong and Candle Festival in the

municipality and the Tourism Authority of Thailand (TAT) are inviting visitors to join the Loi Krathong float festival to be held in various cities from November 19-27, 2011.

- Wild Water Thailand offering a three-day trip to explore Kanchanaburi river

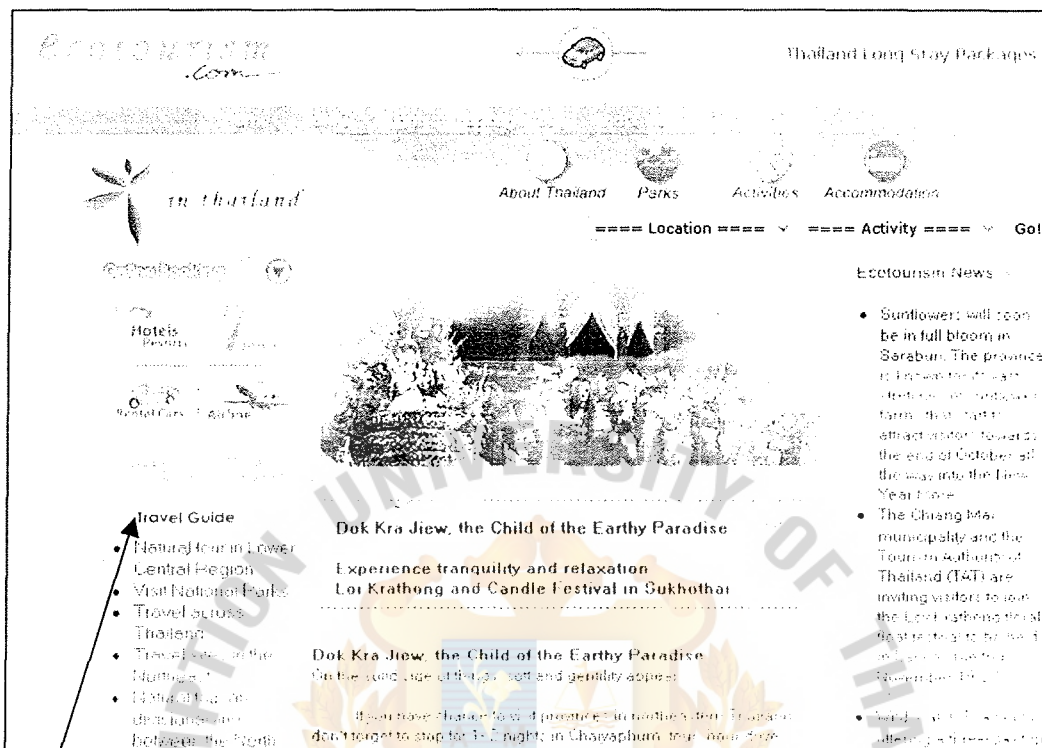
Thailand Holiday Bliss
Book your room online here
More choices
More Values
[www.MoreThailand.com](#)

Chiang Mai Hotels
Discount rooms from only \$13 Luxury never become so cheap
[www.bangkok.com](#)

Friendly link

Figure 5.18. Friendly Links.

(e) Travel Guide : Present the interesting places in Thailand.



Travel Guide

Figure 5.19. Travel Guide.

- (f) Menu Jump : Introduce many places in Thailand and various activities during the traveling.



Figure 5.20. Menu Jump.

- (g) Ecotourism News : Give the in formation of events as well as the activities during the trips.

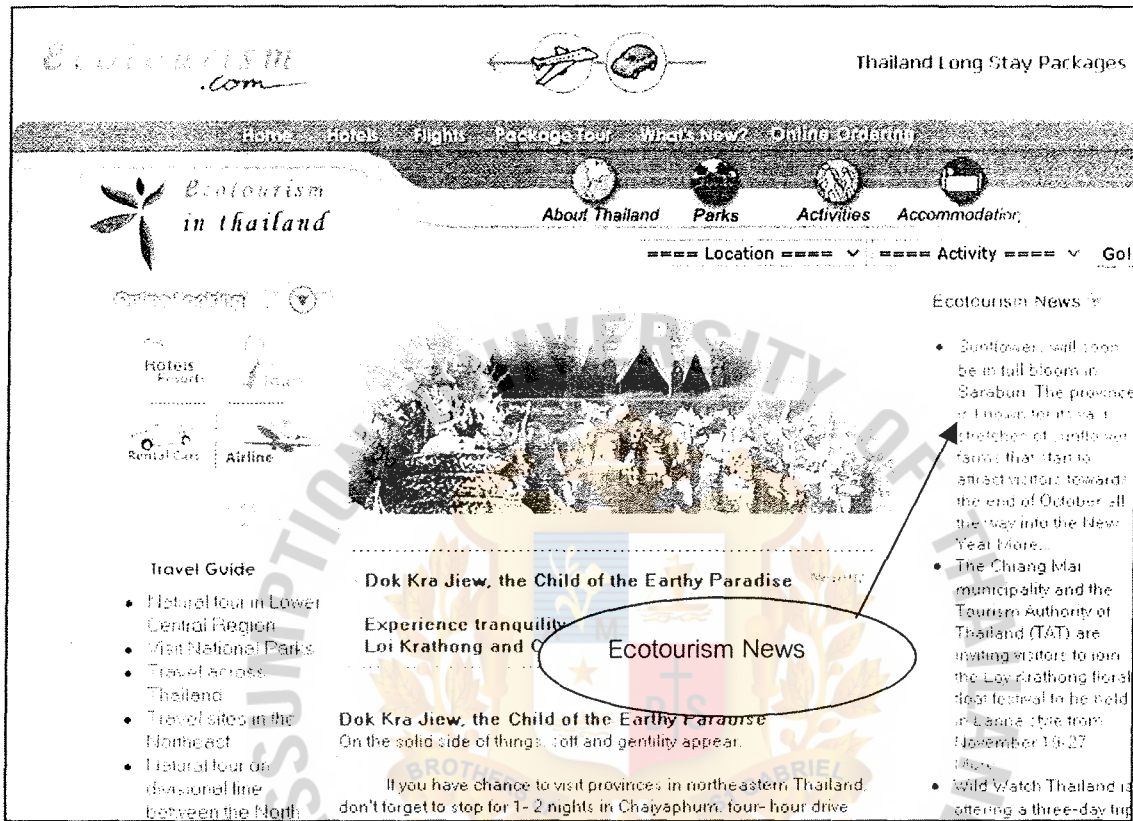


Figure 5.21. Ecotourism News.

- (h) Online Booking : Customers can click on icons to find information, to reserve the hotel and to book the ticket.

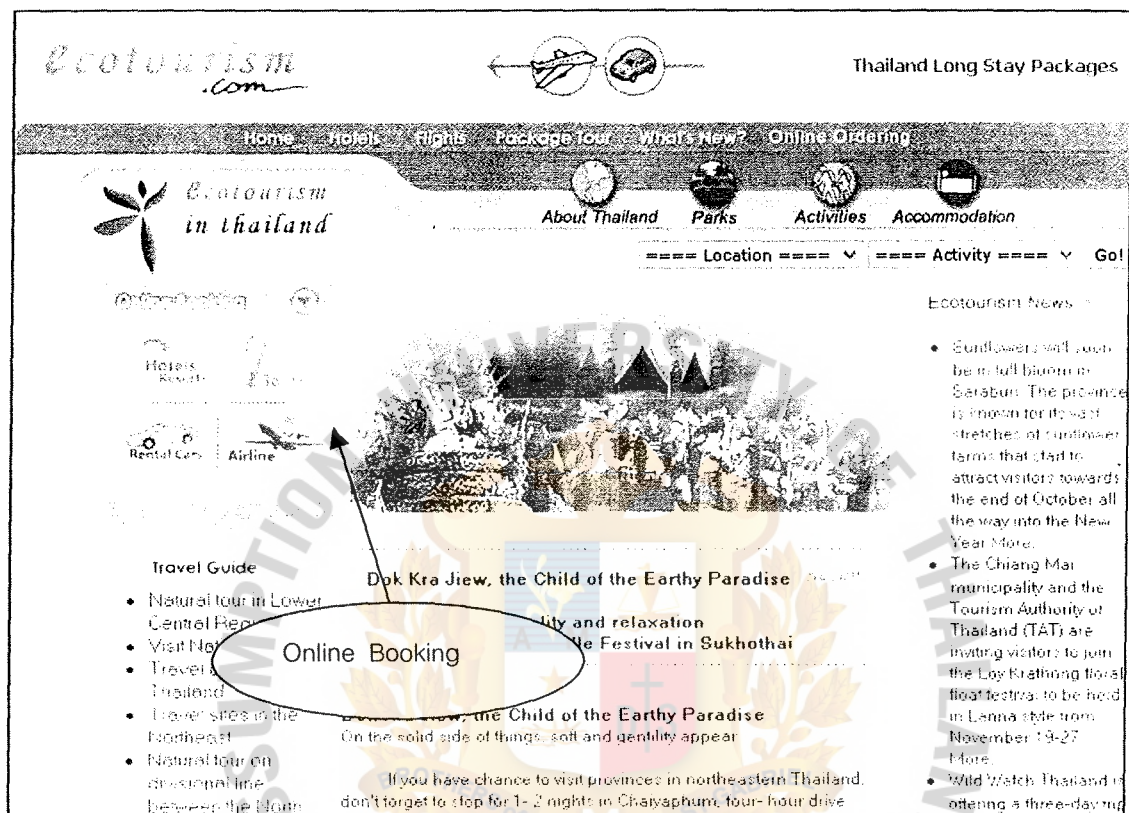


Figure 5.22. Online Booking.

5.3 Database Design

5.3.1 The Back Office Management

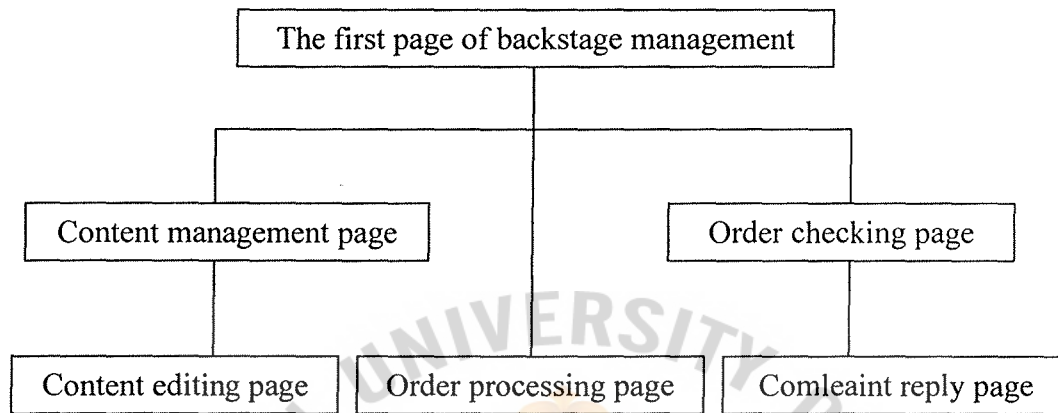


Figure 5.23. Back Office Management.

Putting the correct username and password on the login page, the administrator will get to the first page of backstage management, which includes to get to the entrance for content management , order checking page, and to delete the administrator.

Administrator login

User name

Password

Login Re

Input correct user name and password

Welcome!

Go to content management

Go to order checking

Delete the administrator

Figure 5.24. Administrator Login.

The content of management and Demo

The content management page is used for the operations of adding, deleting, modifying the column of each page.

INFORMATION MANAGEMENT SYSTEM			
ADD NEW ITEM			
TITLE	CLASS	OPERATION	
* ASIA HOTEL	HOTEL	[MODIFY]	[DELEETE]
* PORN PING TOWER	HOTEL	[MODIFY]	[DELEETE]
* KATATHANI PHURL BEACH RESORT	HOTEL	[MODIFY]	[DELEETE]
* BEACH PACKAGE	PACKAGE TOUR	[MODIFY]	[DELEETE]
* ROMANTIC PACKAGE	PACKAGE TOUR	[MODIFY]	[DELEETE]

ADD INFORMATION

TITLE

URL

CLASS

IMAGE

CONTENT

MODIFY INFORMATION

TITLE

URL

CLASS

IMAGE

CONTENT

Figure 5.25. Content Management Page.

5.3 Database Operation

Inside the website, some pages of this web are ASP (Active Serve Page). ASP will work with the database, so the database is the most important for all of information.

5.3.1 The element of the database system :

There are 5 tables of database

(1) Website content database

The content database is used for managing the content of the website.

This database is used for preserving and managing the website information and concrete content. There are 3 tables: Booking, Payment and Guest.

Guest Table : Using for preserving the information of the users. Booking Table : Using for preserving the information of the column of website's purpose.

Payment Table : Using for preserving the information of payment.

(2) Online order system database : The table shows an online order system databases. There are 2 tables: Ticket and Hotel.

Hotel Table : Using for preserving the reservation data of the hotels.

Ticket table : Using for preserving the reservation data of the tickets.

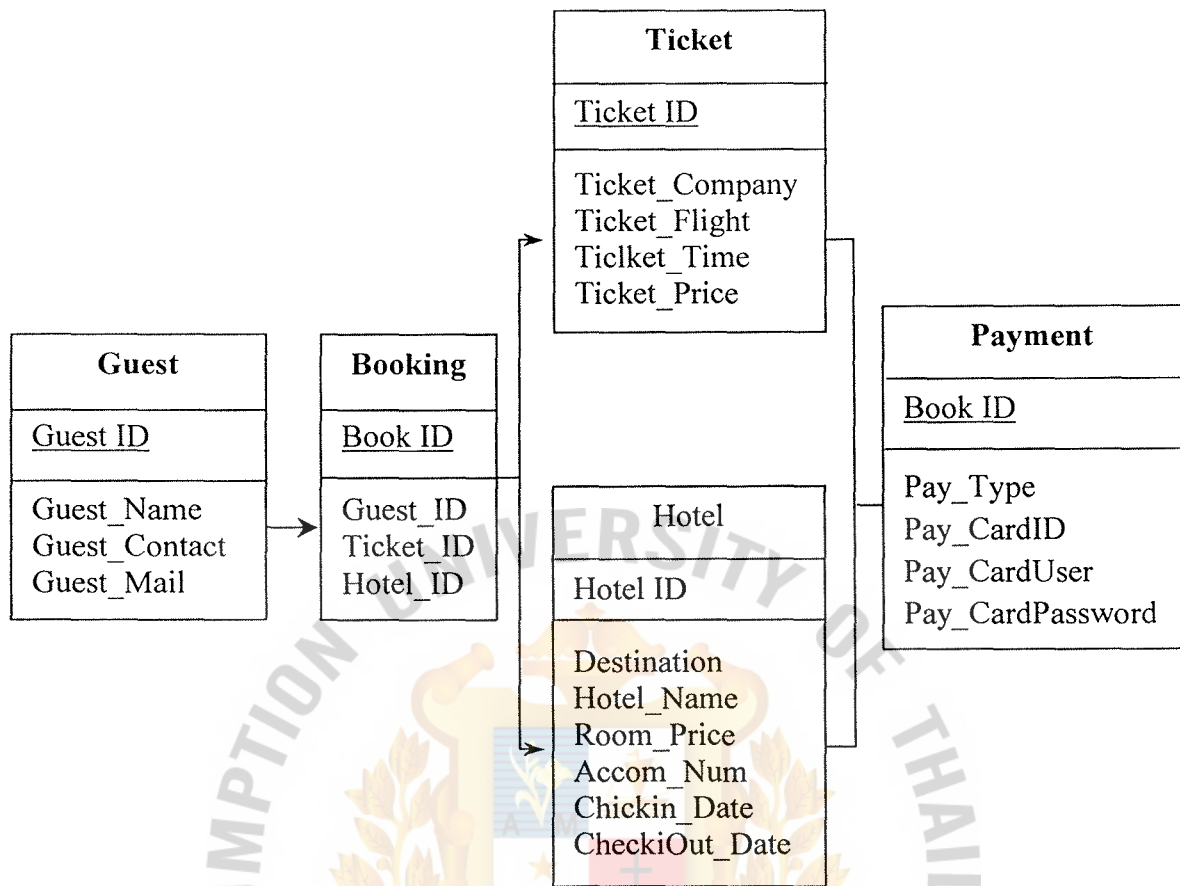


Figure 5.26. The Relationship Diagram.

5.3.2 Dictionary of Database.

There are two database of dictionary of database:

- (1) Composition of Database of the Column:

File name of the database : Dbecotourism.mdb

Table 5.1. Guest.

No	Field Name	Data Type	Index	Unique	Key
1	Guest_ID	Text (10)	Y	Y	Primary Key
2	Guest_Name	Text (50)			
3	Guest_Contact	Text (255)			
4	Guest_Mail	Text (50)			

Table 5.2. Booking.

No	Field Name	Data Type	Index	Unique	Key
1	Book_ID	Text (10)	Y	Y	Primary Key
2	Guest_ID	Text (10)	Y	Y	Primary Key
3	Ticket_ID	Text (10)	Y	Y	Primary Key
4	Hotel_ID	Text (10)	Y	Y	Primary Key

(2) Composition of Database of the Order System

Database File : Online. mdb

Hotel reservation : Hotel

Air ticket reservation : ticket

Table 5.3. Ticket.

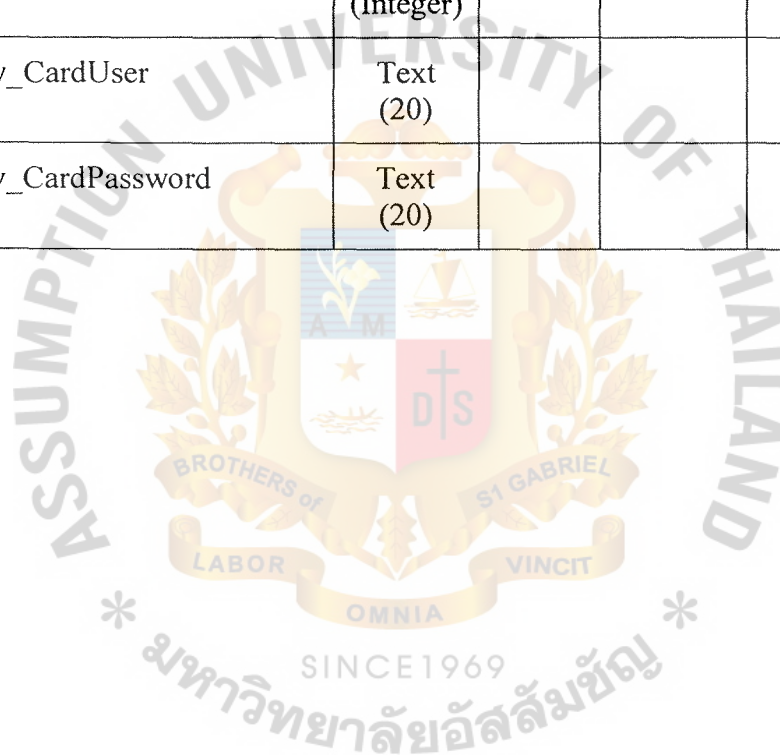
No	Field Name	Data Type	Index	Unique	Key
1	Ticket_ID	Text (10)	Y	Y	Primary Key
2	Ticket_Company	Text (50)			
3	Ticket_Flight	Text (50)			
4	Ticket_Time	Date/Time			
5	Ticket_Price	Currency			

Table 5.4. Hotel.

No	Field Name	Data Type	Index	Unique	Key
1	Hote_ID	Text (10)	Y	Y	Primary Key
2	Destitation	Text (50)			
3	Hotel_Name	Text (80)			
4	Room_Price	Currency			
5	Accom_Num	Number (Integer)			
6	CheckIn_Date	Date/Time			
7	CheckOut_Date	Date/Time			

Table 5.5. Payment.

No	Field Name	Data Type	Index	Unique	Key
1	Book_ID	Text (10)	Y	Y	Primary Key Foreign Key
2	Pay_Type	Text (50)			
3	Pay_CardID	Number (Integer)			
4	Pay_CardUser	Text (20)			
5	Pay_CardPassword	Text (20)			



VI. CONCLUSION AND RECOMMENDATION

6.1 Conclusion

We create the website of “ecotourism .com” to provide the information to my customers who visit our website, especially people who are interested in ecotourism in Thailand and need to obtain the useful information and service. We also get the direct and indirect income via the services.

To make our website is more effective, we have used a dynamic website technology. We also use simple and suit for Access desk-top of database. The databases of Access are realizable and convince to transplant on SQL SERVER. The SQL SERVER database can be adopted when the scale of website become certain. Therefore, we can reduce the costs and also shorten the customers will not be reduced, and it will not influence the customers to visit our website.

In website development, we offer a variety of information of interesting places and challenging activities on ecotourism in Thailand to customers. We also design several functions such as hotel reservation and online booking ticket. From proving many services, we can get the good benefits. Moreover, our website offers many special packages to the customers in order to attract them to visit our website, as a result, our website gets more income.

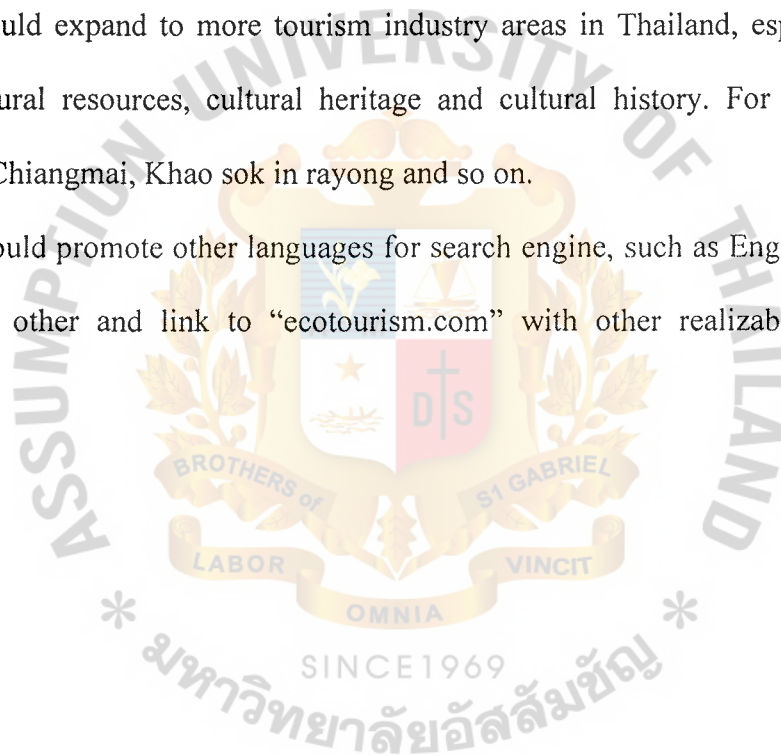
6.2 Recommendation

In the future, we will create the website in other languages to promote ecotourism in Thailand, such as Japanese, English, French, Spanish and others to support the distributors and customers from all over the world.

We find that art design is an important component for developing our website and we should increase some more information. Thus, we decided to improve art design and add more updated information of web page in the operation of our website. The improvement and development of art and design can improve the popularity of our website and increase the quality of information to be effective and realizable.

We should also add more various information in the variety to attract the customers to visit our website. We should add more information about entertainment and also should expand to more tourism industry areas in Thailand, especially in the areas of natural resources, cultural heritage and cultural history. For example, Doi Inthanon in Chiangmai, Khao sok in rayong and so on.

We should promote other languages for search engine, such as English, Japanese, Spanish and other and link to “ecotourism.com” with other realizable and strong websites.



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