



## The Online Tour Service Shop

by

Ms. Wisa Hennatham

A Final Report of the Three-Credit Course  
IC 6998 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

November 2004

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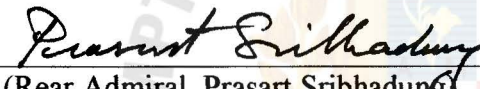
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The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirement of the degree of Master of Science in Internet and E-Commerce Technology.


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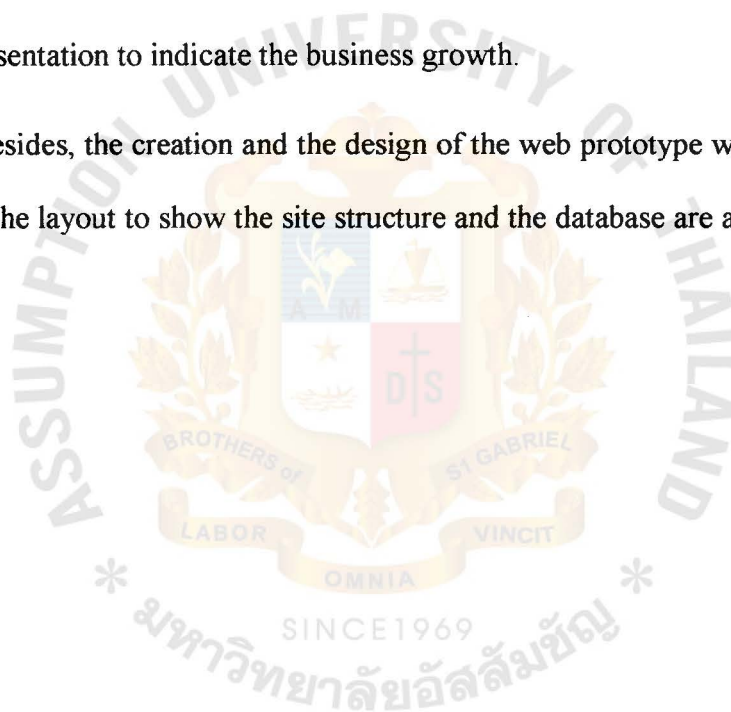
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## ABSTRACT

This report contains a proposal for Online Tour Service Shop and the purpose of providing Tour, Accommodation, Air-Ticket information for customers to make purchasing decision and increase distribution channel from the traditional way.

The report includes the analyses of the situation , competitor and SWOT to focus on target group correctly in order to create marketing strategies. In addition, it includes part of financial analysis which covers cost, benefit, break even analysis, and graph presentation to indicate the business growth.

Besides, the creation and the design of the web prototype which contains the site map and the layout to show the site structure and the database are also mentioned in this report.





## ACKNOWLEDGEMENT

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## **I. INTRODUCTION**

The Internet has opened up many exciting possibilities for both businesses and individuals. It is creating a universal platform for buying and selling products and services. Along with bringing many new benefits and opportunities, the Internet becomes essential for creating the new business models and new business processes. It provides powerful capabilities in doing online businesses or electronic commerce. The Internet is perfectly becoming the efficient tool for electronic commerce since it offers a traditional business pattern an easier way to link with buyers and sellers. The Internet makes market more transparent and exposed. It cuts out the middlemen between firms and customers. It reduced transaction costs. Moreover, it reduces barriers to entry. As a result, new opportunities are emerging due to the fast growth of virtual companies and its reaping significant benefits from doing electronic commerce.

### **1.1 Objectives of the Project**

To design and create an online shop (a website for the existing travel service company):

- (1) To expand the distribution channel for physical shops.
- (2) To provide an e-catalog and provide information.
- (3) To increase channels to communicate with customers.

### **1.2 Scope of the project**

The report consists of the prototype web site roongsarp.com which provides tour program information for all seasons, the information on online ticketing (air-tickets) and weather. The report also includes Marketing plan, SWOT analysis, Marketing Strategies, Financial Analysis, Break even analysis and Future Plan.

### 1.3 Deliverables

This final report includes:

- (1) The prototype of a web site to show the concepts of the objectives.
- (2) Hard copy of the final report.
- (3) PowerPoint Presentation.



## **II. LITERATURE REVIEWS**

### **2.1 What is E-business**

The term commerce is defined by some as describing transactions conducted between business partners. When this definition of commerce is used, some people find the term “electronic commerce” fairly narrow. Thus, many use the term e-business which refers to a broader definition of EC, not just the buying and selling of goods and services, but also servicing customer, collaborating with business partners, and conducting electronic transactions within an organization.

With the security built into today’s browser and with digital certificates now available for individuals and companies from verisign, a certificate issuer, much of the early concern about the security of business transaction on the web has abated and e-business by whatever name is accelerating.

### **2.2 What is E-commerce**

Electronic Commerce is the process of buying and selling goods and services electronically with computerized business transactions using the Internet network, and other digital technologies. It also encompasses activities supporting those market transactions, such as advertising, marketing, customer support, delivery, and payment.

E-commerce refers generally to all forms of transaction relating to commercial activities, involving both organizations and individuals that are based upon the processing and transmission of digitized data including text, sound and images. It also refers to the effects that the electronic exchange of commercial information may have on the institutions and processes that support and govern commercial activities.

The number of E-commerce users is rapidly increasing. It can give businesses and co-operations instant access to a new way to reach existing and new customers. There



are numerous online or electronic commerce, but most of them come back to a single reality ; it saves your company's hard cash. From reducing reliance on call centers to eliminating printing and postage costs for catalogs, e-commerce enables businesses to address their customers directly and complete real-money transaction in highly efficient ways.

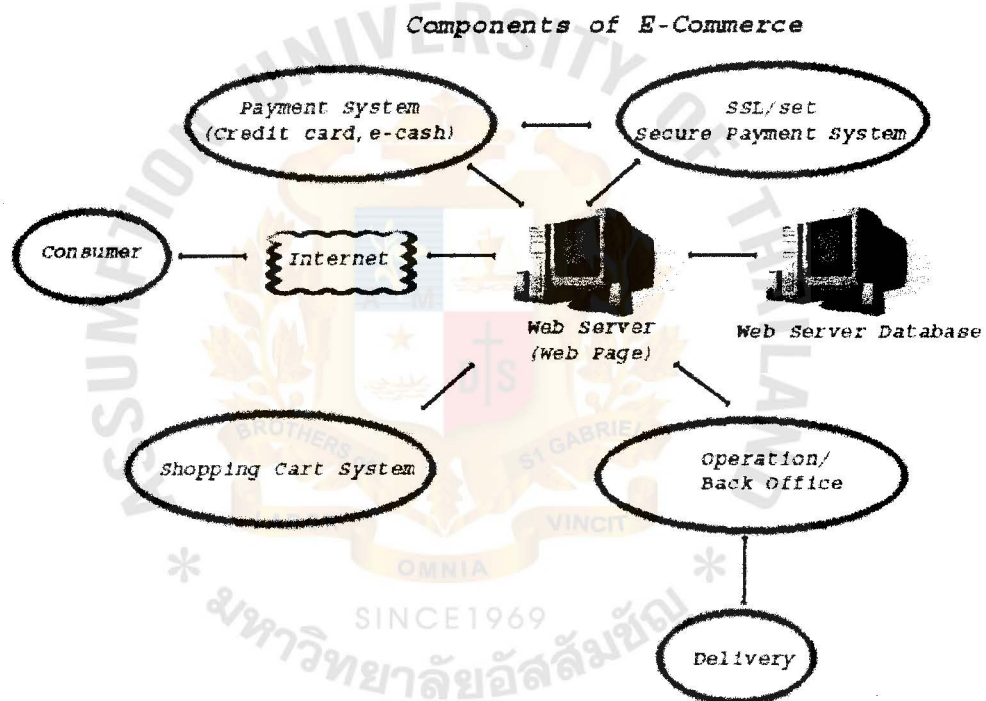


Figure 2.1. Components of E-Commerce.

Generally there are four accepted types of E-Commerce :

Business-to-Business (B2B) : The way to do business electronically through the Internet or electronic data interchange is the one which deserves the attention most.

**Business-to-Consumer (B2C) :** This transaction includes retail transaction with individual shoppers. This business model is also called e-tailing.

**Consumer-to-Consumer (C2C) :** Consumers sell directly to other consumers. Many individuals use personal Web Pages and portals as well as the Intranets to advertise items or personal services.

**Consumer-to-Business (C2B) :** The individuals who use the Internet to sell products or services to organizations, as well as individual who seeks sellers, interact with them, and makes transaction online.

**Government-to-Citizens (G2C) :** Among various kinds of services provided by the government, many of them can be done through electronic media. Providing public services electronically not only provides citizens time-saving and high-quality services, but also improves efficiency and cost effectiveness.

### **2.3 Differences between E-business and E-commerce**

E-commerce and E-commerce are terms that are sometimes used interchangeably, and sometimes they are used to differentiate one vendor's product from another . But the terms are different, and that difference matters to today's business.

In both cases, the “e” stands for “electronic networks” and discribes the application of electronic network technology – including Internet data interchange (EDI) – to improve and change business processes.

E-commerce covers outward-facing processes that touch customers, suppliers and external parters, including sales , marketing, order taking, delivery, customer service, purchasing raw materials and suppliers for production and procurement of indirect operating-expense items, such as office supplies. It involves new business models and the potential to gain new revenue or lose some existing revenue to new competitors.

It is ambitious but relatively easy to implement because it involves only three types of integration: vertical integration of front-end website application to existing transaction system; cross-business integration of a company with the website of customers, supplier or intermediaries such as Web-based marketplaces; and integration of technology with modestly redesigned processes for order handling, purchasing or customer service.

E-business includes e-commerce but also covers internal processes such as production, inventory management, product development, risk management, finance, knowledge management and human resources. E-business strategy is more complex, more focuses on internal processes, and aims at cost savings and improvements in efficiency, productivity and cost savings.

An E-business strategy is also more difficult to execute, with four types of integration: vertically, between Web front and back-end system; laterally, between a company and its customers, business partners, supplier or intermediaries; horizontally, among e-commerce, enterprise resource planning (ERP), customer relationship management (CRM), knowledge management and supply chain management system; and downward through the enterprise, for integration of new technologies with radically redesigned business process. But E-business has a higher payoff in the form of efficient process, lower costs and potentially greater profits.

E-commerce and E-business both address these processes, as well as a technology infrastructure of database, application servers, security tools, system management and legacy system. And both involve the creation of new value chains between a company and its customers and suppliers, as well as within the company itself.

All companies should have an E-commerce strategy.(Governments should have and E-public service strategy.) Electronic networks in general and the internet in particular are too important for firms to ignore if they want to interact with customers, suppliers or distribution partners.

But some companies need to move beyond E-commerce and form E-business strategies – especially large companies that already have links to EDI networks or have completed major ERP implementations. These companies have already reaped some of the biggest benefits from E-commerce strategies. They are also likely to experience organizational pain as conflicts develop among their ERP, EDI, supply-chain management and E-commerce strategies. And they have enough experience and knowledge in electronic –network technologies – and in process redesign and integration that they have a chance of being successful in an e-business strategy.

Still, the coordination and organizational obstacles to developing an e-business strategy are formidable. It involves major and potentially disruptive organizational change. The risks of failure and the consequences from limited success are higher in an e-business strategy than in an E-commerce strategy. Being a leader in E-business can contribute to long-term success, but the stresses and strains of business transformation can cause near-term damage.

A wise company may decide to consolidate its gains and complete the work involved in existing and largely separate E-commerce, ERP, CRM or supply-chain initiative before making the big leap to becoming an E-business. Jumping too soon can be as disastrous as moving too late.

## **2.4 E-Commerce benefits**

Few innovations in human history encompass as many potential benefits as EC does. The global nature of the technology, low cost, opportunity to reach a number of



users, interaction, variety and rapid growth of the supporting infrastructures result in many potential benefits to organization, individual and society.

#### Benefit to the Organization

The benefits to organizations are as follows:

- (1) Expand the market place to national and international market. With minimal capital outlay, a company can easily and quickly locate more customers, best suppliers, and the most suitable business partners worldwide.
- (2) Decrease the cost of creating, processing, distributing, storing, and retrieving paper-based information.
- (3) Supply Chain inefficiencies, such as excessive inventory and delivery delays, can be minimized with E-commerce.
- (4) The pull-type processing enables expensive customization of products and services, which provides competitive advantage to its implementer.
- (5) Reduce the time between the outlay of capital and the receipt of products and services.
- (6) Support Business process reengineering efforts. By changing processes, productivity of salespeople, knowledgeable workers, and administrators can be increased by 100 percent or more.
- (7) Lower telecommunication costs.
- (8) Efficiency of E-procurement can reduce administrative cost.
- (9) Can interact more closely with customers and raise customer royalty.
- (10) Other benefits include improved corporate image, improved customer service, new business partner, simplified process, compressed time-to-market, increased productivity, reduced paper and paperwork, more access to information, reduced transportation costs, and increased flexibility.



### Benefits to Consumer

The benefits to consumers are as follows:

- (1) E-commerce allows the consumers to shop or perform other transaction all the year round, 24hour a day , from almost any location.
- (2) It provides the consumers with more choices : They can have a wide range of products from different vendors.
- (3) It provides the consumer with vendors' price information.
- (4) It allows quick delivery.
- (5) Consumers can locate relevant and detailed product information in seconds, rather than days or weeks.
- (6) E-commerce makes it possible to participate in virtual auctions. These allow sellers to sell things quickly and buyers to locate collectors' items and bargains.
- (7) It allows the customers to interact with the customers in electronic communities and exchange ideas as well as exchange experiences.
- (8) E-commerce facilitates competition, which results in substantially lower prices for consumers.

### Benefits to society

The benefit to society are as follows:

- (1) More individuals work at home and do less traveling for work or shopping resulting in less traffic on the roads and reduced air pollution.
- (2) Less affluent people can buy more and improve their standard of living.

## **2.5 Limitation of E-commerce**

The limitations of E-commerce can be grouped into technical and non-technical categories;

2.5.1 Technical limitations of E-commerce are as follows:

- (1) There is a lack of system security, reliability, standards, and some communication protocols. It's still evolving.
- (2) There is insufficient telecommunication bandwidth.
- (3) Software development tools are still evolving and changing rapidly.
- (4) It is difficult to integrate the Internet and E-commerce software with some existing application and databases.
- (5) Vendors may need special Web servers and other infrastructures in addition to the network servers.
- (6) Some E-commerce software might not fit with some hardware, or may be incompatible with some operating systems of other components.

#### 2.5.2 Non-technical Limitations of E-commerce

The following are the major limitations that slow the spread of E-commerce.

- (1) **Cost and justification :** The cost of developing E-commerce in-house can be very high, and mistakes due to lack of experience may result in delays. There are many opportunities for outsourcing but where and how to do it is not a simple issue. Furthermore, to justify the system one must deal with some intangible benefits, which are difficult to quantify.
- (2) **Security and privacy :** These issues are especially important in the B2C area, especially security issues that are perceived to be more constantly improved. Yet, the customers perceive these issues as very important, and the E-commerce industry has a very long and difficult

task of convincing customers that online transactions and privacy are, in fact, very secure.

(3) Lack of trust and user resistance : In many cases, customers do not trust an unknown, faceless seller, paperless transaction, and electronic money. Because of this, switching consumer preferences from physical to virtual stores may be difficult.

(4) Other limiting factors : Lack of touch and feel online. Some customers like to touch items such as clothes and like to know exactly what they are buying.

(a) Many legal issues are as yet unresolved, and government regulations and standards are not refined enough for many circumstances.

(b) As a discipline, E-commerce is still evolving and changing rapidly. Many people are waiting for E-commerce to stabilize before they enter into it.

(c) There are not enough critical mass for E-commerce to be successful. In most applications, there are not yet enough sellers and buyers for profitable E-commerce operations. For example, copyright clearance centers for E-commerce transaction do not exist, and high-quality evaluators or qualified E-commerce tax experts are rare.

(d) In most applications there are not yet enough sellers and buyers for profitable E-commerce operations.

(e) Some fear that as E-commerce reduces face-to-face social interactions, there could be a breakdown in human relationships.

(f) Accessibility to the Internet is still expensive and/or inconvenient for many potential customers.

Despite these limitations, rapid progress in E-commerce is taking place. The potential benefits may not be convincing enough reasons to start E-commerce activities. Much more compelling are the business drivers that may force companies to engage in E-commerce.





### III. SITUATION ANALYSIS

#### 3.1 Introduction to Travel

Travel and tourism is the world's largest industry and touches every part of a country's economy. In some countries, such as Thailand, there will be faster growth rates due to the increased wealth and greater employment in the country.

Since 1960, Thailand government has established the tourism authority of Thailand to obtain and manage the tourism industry with public and private sectors, tourism has become the country's leading income earner when compared with other exports.

Table 3.1. STATISTICS OF TOURISM IN THAILAND 1995-2004<sup>[1]</sup>.

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1995 <sup>/1</sup>	6.95	12.73	7.43	3,693	9.48	190,765	31.37
1996 <sup>/1</sup>	7.19	3.46	8.23	3,706	0.34	219,364	14.99
1997 <sup>/1</sup>	7.22	0.41	8.33	3,672	-0.92	220,754	0.63
1998 <sup>/1</sup>	7.76	7.53	8.4	3,713	1.12	242,177	9.7
1999 <sup>/1</sup>	8.58	10.5	7.96	3,705	-0.23	253,018	4.48
2000 <sup>/1</sup>	9.51	10.82	7.77	3,861	4.23	285,272	12.75
2001 <sup>/1</sup>	10.06	5.82	7.93	3,748	-2.93	299,047	4.83
2002 <sup>/1</sup>	10.8	7.33	7.98	3,754	0.16	323,484	8.17
2003 <sup>/2</sup>	9.7	-10.15	7.96	3,750	-0.1	289,600	-10.47
2004 <sup>/3</sup>	12	23.67	8	4,000	6.67	383,900	32.56



Table 3.2. STATISTICS OF TOURISM IN THAILAND 1995-2004<sup>[2]</sup>.

Year	Domestic						
	Thai Visitor		Avarage	Average Expenditure		Revenue	
	Trip	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1995 <sup>/1</sup>	52.26	22.53	2.27	1,248	-	148,112	-
1996 <sup>/1</sup>	52.47	0.4	2.22	1,314	6.41	157,323	6.2
1997 <sup>/1</sup>	52.05	-0.78	2.31	1,466	11.58	180,388	14.66
1998 <sup>/1</sup>	51.68	-0.72	2.37	1,513	3.18	187,898	4.16
1999 <sup>/1</sup>	53.62	3.02	2.43	1,523	2.26	203,179	7.42
2000 <sup>/1</sup>	54.74	2.08	2.48	1,718	12.79	210,516	3.61
2001 <sup>/1</sup>	58.62	7.09	2.51	1,703	-0.89	223,732	6.28
2002 <sup>/1</sup>	61.82	5.45	2.55	1,690	-0.77	235,337	5.19
2003 <sup>/2</sup>	65.1	5.31	2.65	1,750	3.58	301,900	28.28
2004 <sup>/3</sup>	67.12	3.1	2.7	2,000	14.29	362,500	20.07

Besides the growth rate of technology, organizations and consumers are using the Internet to search for information as the Internet is beneficial to them. Nobody can deny the benefit of the Internet as the way to reduce costs to some extent.

Normally, most organizations use the Internet for their activities, especially in reducing the costs. The Internet has become an ideal place to plan, explore, and arrange almost any trip. Potential savings are available through special sales and eliminates the agent by communicating directly from the provider. Services such as ticketing, hotel accommodation reservation, package tour (inbound and outbound tour) are provided online.

### 3.2 Company Background

#### Company Profile

Company Name : ROONGSARP TRAVEL SERVICE CO., LTD.

Address : 466-8 Yaowarat Rd., Sampantawong District  
Bangkok 10100, THAILAND

Telephone : 66-2224-0039

Fax : 66-2224-8057

E-mail Address : [rst@roongsarp.com](mailto:rst@roongsarp.com)

Website : [www.roongsarp.com](http://www.roongsarp.com)

Established : Since Aug. 28, 1979.

Membership : IATA, PATA, TAT TTAA, ATTA AND ATTO

License member : TAT 11/3332

Registration Capital : 2 Million Baht

Number of Staff : 40 Persons

Turnover : N/A

Scope of Operation : *Tours and services*

(1) Outbound

(2) Inbound

(3) Domestic

#### *Air Ticket*

(1) World wide

(2) Domestic

#### *Hotel*

(1) Worldwide

(2) Domestic

*Special program*

(1) Tailor made program to meet our client's specific demand for individual and private group besides our regular program.



### Company Activities

Roongsarp Travel Service co., Ltd. was established in Aug 28,1979. In the organization, there were about 40 persons working in 5 departments. The department are : Sales, Operation, Ticket, Accounting and the news department which is the web developer.

Sales Department : The department is responsible for selling the products and services such as the program tour in all zones, package tour (including inbound, outbound and domestic) and service to the customer.

Department of Operation : The department is responsible for operating the after sales function and communicating with the agent and confirming the hotel accommodation.

Department of Ticketing : The department sells tickets : domestic and international.

Department of Accounting : The department is responsible for the company's finance and checking financial accounts.

News Department (Web developer) : The department is responsible for the web page, web design and the database security.

Rongsarp Travel Service Co., Ltd. provides a wide variety of tour services and special promotions in each season. The Information on almost all countries and the picture are provided. We plan to make the organization well-known to the public and the tour business industry. We also plan to increase the distribution channel to sell and serve the customer with better service. In addition, we would try to establish the customer loyalty to the company.

### 3.3 Current Situation Analysis

Travel industry makes more income in many countries and the number of travelers is increasing. In Thailand, the traveler's first purpose is traveling and the second is doing business.

Nowadays, there are many travel companies in the world that have both the physical and online shops. However, in Thailand, there are not many so that we want to create the site to support the highly competitive tour service situation in Thailand.

### 3.4 Competitor Analysis

(1) Direct Competitor: The website has the web portal that integrates the travel business and hotel accommodation. There will be only an online shop but also have a physical shop. Customers can find the information on special offers, hotels or flights available, and tour programs (inbound and outbound). All the direct competitors have the same target market and physical shop in the same area.

These are the examples of some portal webs:





Figure 3.1. Thai Siri Website.

[www.thaisiri.com](http://www.thaisiri.com)

Thaisiri tour website : This site attends to the Thai tourism. The web is mainly to promote tour programs. Thaisiri focuses on the outbound tour and it will create a new tour program through a new movie like in Turkey, in the movie 'TROY', the Doalmabese Palace was introduced and England was introduced in the movie "Harry Potter".

Moreover, the site provides up-to-date information on traveling, tickets, weather , exchange rate and travel guide.

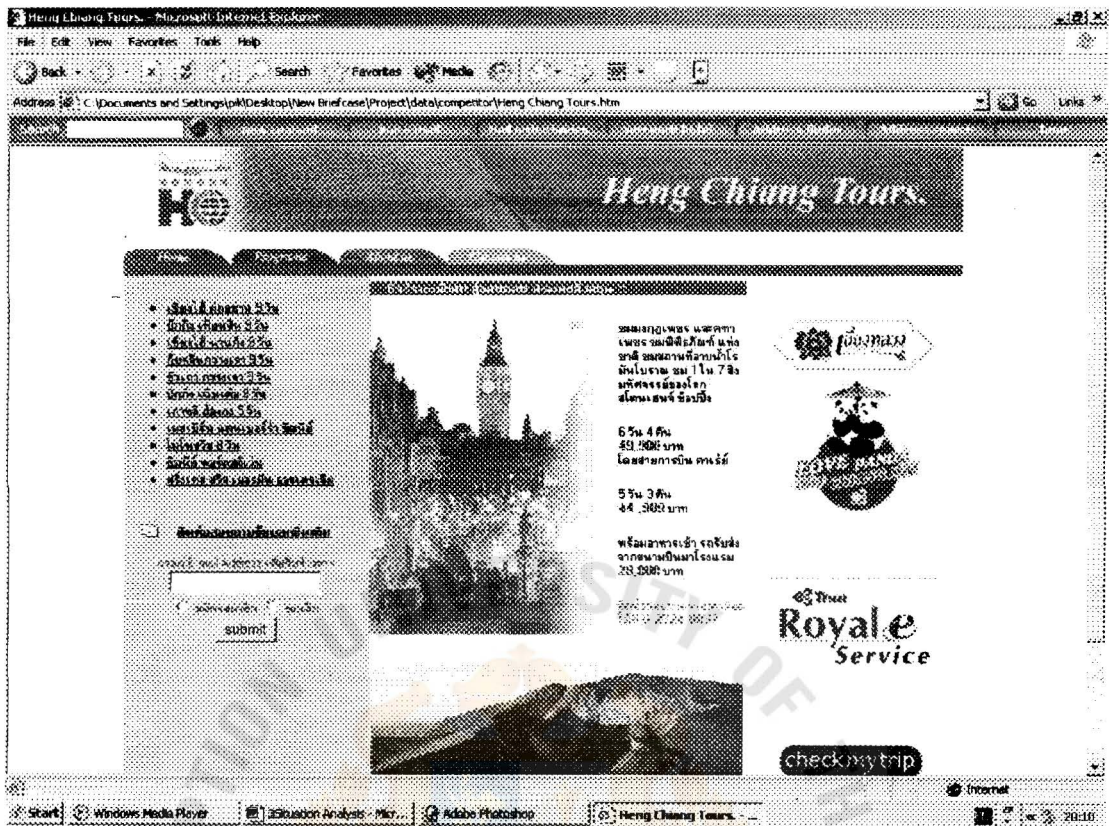


Figure 3.2. Hengchiang Website

[www.hengchiang.com](http://www.hengchiang.com)

Heng Chiang Tours also attends to Thai tourism. This site provides only arranged tours , especially tours of China. This site do not buy products and service.

This site provides only the products of the organization; It does not have another link to get more information. But they keep the personal data of the customers from the e-mail address to send the newsletters to them.



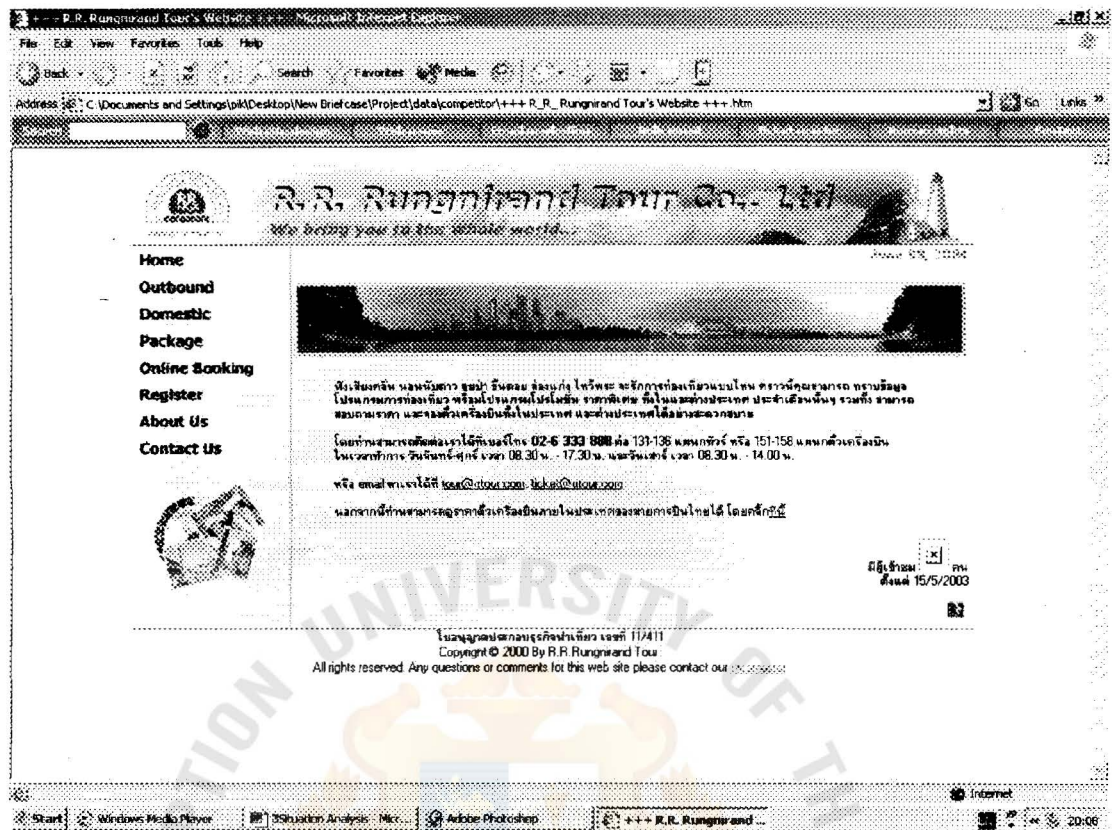


Figure 3.3. Rungnirund tour Website.

[www.rrtour.com](http://www.rrtour.com)

Rungnirand Tour, They provide the information on tour programs .This site offers customer reservation online service and membership to get the newsletter online.They classify thire products in three groups : outbound , domestic and package tour.

This site is easy to search information , create the homepage and click the bottom in the menu bar to load a new page on the main page.

(2) Indirect Competitor : The website has the online shop only. They have the revenue from the commission in the case by case or product by product. They do not have the physical shop so they do not need to promote the image of the organization. However, they need to promote the web to raise customers' confidence in E-commerce because the customers have to buy the product online.

Example the portal web:



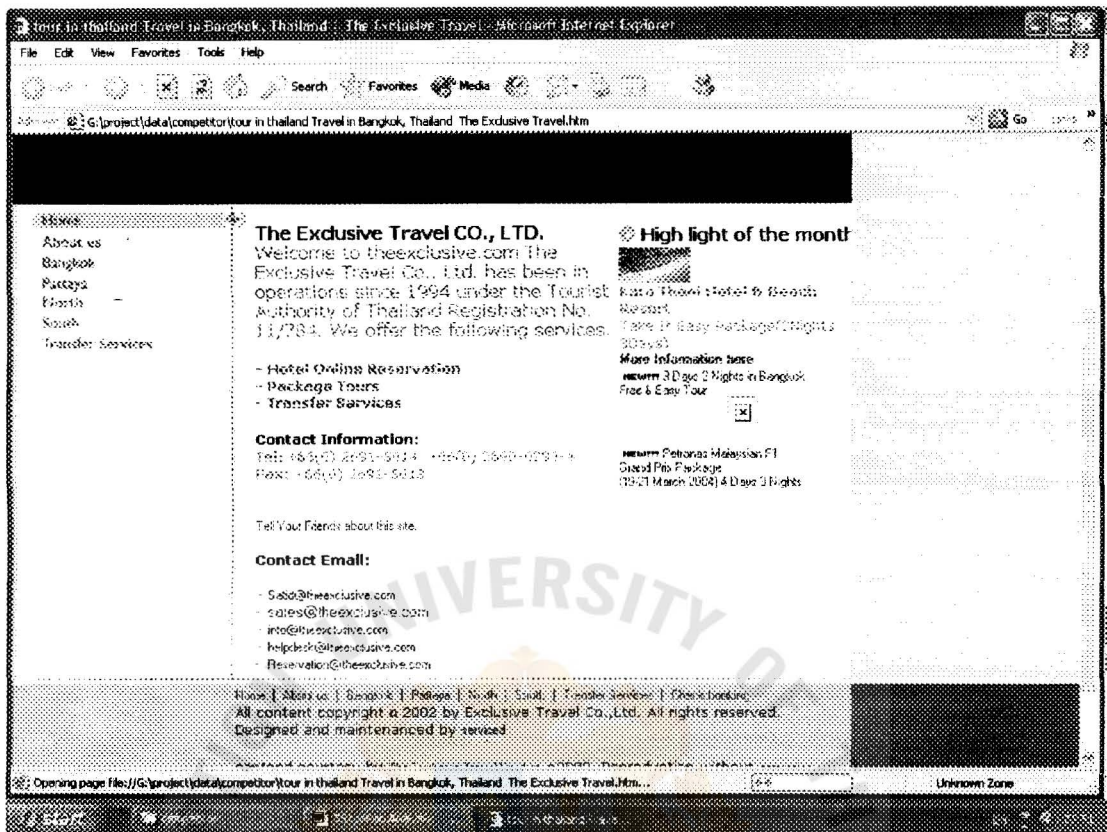


Figure3.4. Hotelsthailand Website.

[www.hotelsthailand.com](http://www.hotelsthailand.com)

hotelsthailand.com : This site attends to the foreigners who want to visit Thailand and stay in Thailand .This web site provides the package tour in Thailand with hotel accommodation.

They classify the website in terms of the regions in Thailand : Bangkok , Northern Thailand , Southern Thailand.etc. Visitor can make reservation online and get information about services.



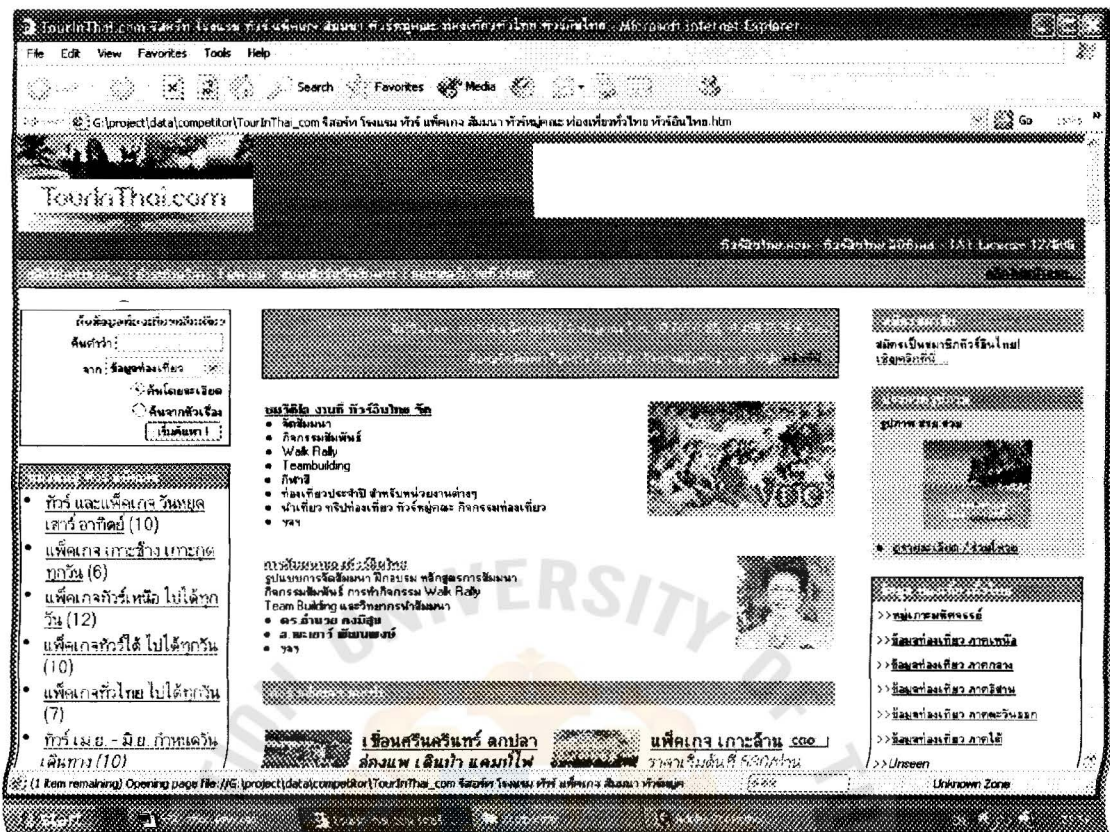


Figure 3.5. Tours In Thai Website.

[www.tourin thai.com](http://www.tourin thai.com)

This website is intended for the Thais. This website provides a lot of information about travels in Thailand. They provide only the package tour and arranged tour in Thailand excluding the outbound tour. Visitors/customers can make reservation and payment online.

### 3.5 Current Problems

#### 3.5.1 Many Competitors in Thailand and service website

Nowadays, there are many websites providing information on tour service. For this reason, tour service websites want to get more market share and increase the number of users to login. They always change the promotion tactics to attract the customer by promising low prices. Some websites join with airlines or hotels to offer a special price. In the high competitive situation, we have to create a new promotion tactic and deal with the supplier to give the user a special offer who logs the website.

#### 3.5.2 Travel Industry Crisis in Thailand

: *Oil Crisis* The war in Iraq caused the oil crisis in the world. In the Middle East, there is a committee, namely GCC (Gulf Cooperation Council). This council reduced the volume of oil production. As a result, crude oil prices are soaring all around the world.

The travel industry is also affected by the crisis because travel industry involves with the transportation such as airplanes, buses, cars and other oil related businesses.

: *Terrorism* : People are concerned about their safety. Terrorism affects largely on travel industry. People avoid traveling to countries which are prone to terrorist attacks.

: *Violence in Southern Thailand* : It is a big problem for the tourism industry especially in the five deep southern regions. It deals with the differences in religion, education system, the language and the life style.

Foreigners are reluctant to visit these places for fear of violences they might come across when they are visiting the places.

3.5.3 Being dependent on other Factors : Travel industry depends on the seasons ,weather , and the country's economy. Even though the Thai government promotes the Thai tourism, not many people want to travel in the low season with rains and floods.

From October to May is the high season for the travel industry. People have long weekends during the period. From June to September is the a low season because there can be heavy rains and floods. In addition, people do not have long holidays in this season.

### **3.6 How to generate revenues**

#### **3.6.1 Selling more products and providing more service of the organization**

Revenue can be generated from the company by selling more products and service from the website. The website can provide the catalogs and information about new promotion online to attract the customer. The site maybe not generate revenue directly because this site is the E-business not the E-commerce but the site is to promote the organization indirectly by providing tour programs and communicating with the customer to increase the organization's target sales.

#### **3.6.2 Advertising banner**

We can generate revenue from the suppliers that want to post the logo on the web.

#### **3.6.3 Customer Loyalty**

From the database of the web , we will keep the record by using the CRM when the customers login and register to receive the newsletter to make the marketing plan for the web and increase target sale.Because of the customer behavior of the tourist , they always repurchase. When they do, we use the website as an intermediary to communicate with the customer.



## IV. MARKETING PLAN

### 4.1 Objectives

The objectives of the RoongSarp.com are

- (1) to create the company's brand awareness in foreign countries as well as for Thai travelers online.
- (2) to increase sales volume by 3% up from the sales volume of 2004
- (3) to increase the communication channels with the customer

: E-mail

: Keep customer record to send the newsletter via the e-mail address or mail.

### 4.2 Target Market

Nowadays, the number of people who connect with online is increasing at a rapid rate, not only teenagers but also middle aged groups. Working people are not restricted to only men, so the possibility to sell to working women seems high. Besides the social lifestyle is changing, women and men are equal in making any purchase decisions.

We separated the target groups from the traditional offline business.

(1) *The first group* is the tourists who prefer to travel outbound and domestic tour. Either Thai people or foreigners can search travel information. Their personal income is medium.

(2) *The second group* is the foreigners with medium income who like to visit Thailand. The inbound tour includes the historical sites and culture programs.

(3) *The third group* is the Thai with high positions from international hotels who want to advertise their places or carry out their promotion campaigns.



We emphasize on the first group because we focus on tourists who prefer to travel to foreign countries and travel in Thailand. This group has medium-high income which means they have enough purchasing power.

#### 4.3 Market Positioning

We intend to post ourselves as a leader of travel agency which offers interesting locations besides their destinations, and suggestions to our consumer on how to receive convenience at service.

Customer's perceptions and feelings about the products and services are the customer's attitudes towards the company. The company positioning, our products and services are highly beneficial to selected target market and design marketing mixes to create these position strategies.

Roongsarp positioning: Specific products and services are attributed to promoting first class service level for high customer and top destination tour offered.

#### 4.4 Segmentation

The company identifies the market segments in order to embrace target marketing that can serve more effectively. The customer segments exhibit different needs or products responses so the company divides the consumer in terms of the characteristics: geographic, demographic, and psychographic.

The first group is Thai tourists: They are classified under three categories:

- (1) Geographic      (a) Customers who live in Thailand and prefer to travel to other countries.
- (2) Demographic    (a) Male and female.
- (b) Medium and high income.
- (c) Age about 20-50 years old.

(3) Psychographic (a) Customer who want to travel to other countries with convenience.

(b) New generation who uses the Internet.

The second group is foreigners:

(1) Geographic (a) Foreigners

(2) Demographic (b) Male and female.

(c) Medium and high income.

(d) Age about 20-50 years old.

(3) Psychographic (a) The foreigners who are interested in the Thai culture in Thailand.

The third group is hotels and airlines.

(1) Geographic (a) International hotels and international airlines.

(b) Thai hotel accommodation and Thai airway.

(2) Demographic (a) Medium-high positioning product and services.

(3) Psychographic (a) service mind and convenience product and service.

#### 4.5 SWOT Analysis

##### Strengths

(1) The company has high expertise in traveling business since the company has been in operation for a long time with more than 25 years experience in travelling , so we know what we need to do in order to satisfy our customers.

(2) The company's name on offline business , Roongsarp has gained brand awareness and quality images.

(3) Roongsarp.co.th is a travelling agency that has strengths in other related business alliances.

(4) The company aims to achieve the competitive advantage on being the supreme service provider both before and after purchase. The company has provided experience , warmth , friendly staffs to give advice.

(5) Continuous promotion campaign to promote the sales in all seasons.

(6) Roongsarp.co.th has plenty of information about tour services , hotels and accommodations in Thailand and other countries which are easy to use and give the best offers and services to the customers.

(7) The company can provide up-to-date information.

##### Weaknesses

(1) Limitation of time to customer contact with the company because the company cannot open 24 hrs to get and receive information from the customer.

(2) Low expertise in the online business.

(3) Limited numbers of web developers or webmasters who will respond for updating information and for the web database maintenance.

(4) The high advertising cost for raising the brand awareness and making the company's name outstanding in the high competitive situation.

### Opportunities

- (1) Thai government has a policy to support the travelling business in our country and encourages the foreigners to come to Thailand.
- (2) The number of Internet user is increasing.
- (3) People are addicted to the Internet, and it has become part of people's life.
- (4) Customers can access anytime, anywhere, 24 hours a day , 7 days a week online.
- (5) The potential growth in Thailand's travel industry.
- (6) Increased revenue using website as an alternative tool in sales and marketing.
- (7) Increased advertisement channel.

### Threats

- (1) High competitive situation in the travel business
- (2) Insecure payment system discourages online transaction. People are still reluctant to give their confidential information, such as credit card numbers and personal information.
- (3) Crimes which happen to tourists while they are visiting Thailand are discrediting our country's image.
- (4) Lack of copyright protection law. It is easy for anyone to copy our business idea from the Internet.
- (5) Continuous economic crisis or terrorism resulted in less purchasing power in luxury goods as well as in travel business.



#### 4.2 Marketing MIX (4ps)

RoongSarp marketing emphasized promoting the image of the organization as a quality. Our marketing strategies consist of the following 4ps :

##### *Products and service*

RoongSarp's products are inbound and outbound tours, domestic tours, package tours and air-tickets. The company's products and service have been accepted as one of the standard services among other tourism associations of Thailand. This recognition is to guarantee the quality service and products for our clients. RoongSarp provides the top class service and the most valuable package tours to all customers and in terms of tour guide our service offers high experienced guides to make the travelers satisfied.

We can classify our products and services as follows:

(1) *Tours / Package tours* - RoongSarp specializes in travel business sector and selling tour packages of both inbound to many provinces in Thailand and outbound to many top-destination countries. Tour packages are divided into four categories : five stars hotels accommodations, sightseeing and ticket. The clients can choose a tour or a tour package, they like from the trips to Thailand, Singapore, Hongkong, China, Japan, Australia, USA and Europe.

Tours / Package Tours to the following destination are provided.

- |      |                 |
|------|-----------------|
| Asia | (1) Singapore   |
|      | (2) HongKong    |
|      | (3) China       |
|      | (4) South Korea |
|      | (5) Japan       |
|      | (6) Taiwan      |
|      | (7) Malaysia    |

- (8) Philippines
- (9) Bali
- Australia
  - (1) New Zealand
  - (2) Sydney
  - (3) Perth
  - (4) Brisbane
  - (5) Christ Church
  - (6) Auckland
- Europe
  - (1) England
  - (2) France
  - (3) Italy
  - (4) Austria
  - (5) Germany
  - (6) The Netherlands
  - (7) Belgium
  - (8) Switzerland
- America
  - (1) Western
  - (2) Eastern
  - (3) East- West Coasts

(2) *Air – Ticket* - RoongSarp sells both tickets for domestic and international flights from different airlines.

(3) *Service support* - Customer service is the key to our success and also the key to earn customer loyalty. RoongSarp would make our customers happy, so they would come back again. The following are the features of Roongsarp :

- (a) Guide Selection: Customers can select a tour guide for their trip.
- (b) Special occasion: Promotion for tour programs to countries on such occasion as New Year, flower festivals, etc.

### *Price*

Pricing is one of the most flexible elements of the marketing mix which can be changed constantly and sometimes there can be a problem when facing with competitor's prices. RoongSarp is a shop in medium-high positioning, we maintain a flexible pricing strategy.

There are several factors which the company needs to take into consideration before making price decision.

(1) Pricing strategy depends on the competitors' pricing. Our product and service are equally priced or higher than that of competitor but we increase the before and after sales services, provide good quality and service to our clients.

(2) Our prices depend on the sales volume. It means the larger the sales volumes, the more profits to the company. On the other hand, the customer will get a great discount in return such as free transfer, sight-seeing, etc.

(3) Price of each tour / package depends on the trip and the season therefore the price will be set on average market price.

We do not emphasize much on price because the customers in the business area are not price sensitive. They value the quality product and service. In return, they can get standard accommodation and sales service from the staff.

### *Place*

[www.roongsarp.com](http://www.roongsarp.com)

RoongSarp aims directly to end user of both individual and business clients by setting the website. We increase the distribution channel from a traditional front store,

to an on-line and offline shop.

Online shop - Focus the new generation

Offline shop - The traditional shop

### *Promotion*

RoongSarp will execute promotion plans that are considered as an effective sales tool which helps increase the sales of the physical shop. Some major considerations for advertising and promotion are as follows:

#### *Advertising plan:*

The objective of advertising is for long-term to establish the brand image in the customer's mind. We promote the website to raise brand awareness. Roongsarp will use both offline and online advertisement.

- (1) Search engine - Register the company with search engines such as [www.yahoo.com](http://www.yahoo.com) , [www.google.com](http://www.google.com) , [www.sanook.com](http://www.sanook.com) , [www.thailander.com](http://www.thailander.com) , ect
- (2) Register the company as a member of the world wide travel agency, including a member of association of Tourism Authority of Thailand (TAT).
- (3) E-mail list - E-mail list is another way to promote our URL and gain brand awareness.
- (4) Banner exchange - We will use banner exchange our banner with other sites as well as in the same target business groups.



*Sales Promotions plan:*

(1) Special promotion tour / package in each season, with more discount and special condition such as Intensive group (Individual group) that have more than 15 persons, get one person free.

(2) For the users who login via our website , it means they are our members, they can get special offer such as free download for the information on any country and pictures which the customer need to see that other members posted.

These sales promotion plans must be evaluated and adjusted from time to time in order to serve customer's need.



## V. FINANCIAL STATEMENT

### 5.1 Financial Statement

Roongsarp.com's website provides tour service online and a lot of information.

We have the cost of investment for the website in the first year.



Table 5.1. Offline shop benefit.

Benefit Description	Quantity	Unit Type	Unit Price	year 2004
<b>Product and Service</b>				
Tour	4,875	year	1000	4,875,000
Package Tour	2,000	year	500	1,000,000
Accommodation	2,000	year	300	600,000
Airticket	4,200	year	300	1,260,000
<b>Net Benefit</b>				<b>7,735,000</b>

Table 5.2. Online Shop Benefit.

Benefit Description	Quantity	Unit Type	Unit Price	1st Year*	2nd Year*	3rd Year*	4th Year *	5th Year*
Tour	5,021	year	1,000	5,021,000	5,171,630	5,326,779	5,486,582	5,651,179
Package Tour	2,060	year	500	1,030,000	1,060,900	1,092,727	1,125,509	1,159,274
Accommodation	2,060	year	300	618,000	636,540	655,636	675,305	695,564
Airticket	4,326	year	300	1,297,800	1,336,734	1,376,836	1,418,141	1,460,685
External Banner	7	month	700	58,800	60,564	62,381	64,252	66,180
<b>Yearly Net Benefit</b>				<b>8,025,600</b>	<b>8,266,368</b>	<b>8,514,359</b>	<b>8,769,790</b>	<b>9,032,883</b>
<b>Overall Net Benefit</b>				<b>8,025,600</b>	<b>16,291,968</b>	<b>24,806,327</b>	<b>33,576,117</b>	<b>42,608,999</b>

39 \* Estimated 3% increase every year from the offline shop



Table 5.3. Benefit increased from Offline Shop.

Benefit	Year 2004	Year 2005	Year 2006	Year 2007	Year 2008	Year 2009
Offline Shop	7,735,000					
Online Shop		8,025,600	8,266,368	8,514,359	8,769,790	9,032,883
Benefit		290,600	531,368	779,359	1,034,790	1,297,883

Table 5.4. Budget Analysis.

Cost Description	Quantity	Unit Type	Unit Price	1st Year	2nd Year	3rd Year	4th Year	5th Year
<b>Investment Cost</b>								
1.Hardware Cost	2	Unit	35,000	70,000				
2.Software Cost		Unit						
2.1 Operating System for 2 users	1	Package	35,000	35,000				
2.2 Office Tools	1	Unit	5,000	5,000				
2.3 Graphic Software	1	Unit	26,000	26,000				
2.4 Anti-Virus Package	2	Unit	900	1,800				
3.Office Equipment								
3.1 Desk	2	Unit	1,500	3,000				
3.2 Chair	2	Unit	1,000	2,000				
3.3 Cabinet	1	Unit	1,000	1,000				
<b>Operating Cost</b>								
1.Web Master Salary	1	Person/Month	20,000	240,000	252,000	264,600	277,830	291,721
2.Domain Name and Hosting	1	Year	7,200	7,200	7,200	7,200	7,200	7,200
3.Network System	1	Package	2,000	2,000	2,000	2,000	2,000	2,000
4.Repair and Maintenance	1	Year	2,000	2,000	2,000	2,000	2,000	2,000
5.Advertising	1	Year	10,000	10,000	10,000	10,000	10,000	10,000
6.Utility	1	Month	5,000	60,000	60,000	60,000	60,000	60,000
<b>Yearly Net Cost</b>				<b>465,000</b>	<b>333,200</b>	<b>345,800</b>	<b>359,030</b>	<b>372,921</b>
<b>Overall Net Cost</b>				<b>465,000</b>	<b>798,200</b>	<b>1,144,000</b>	<b>1,503,030</b>	<b>1,875,951</b>

Tabel 5.5. Breakeven Point.

Analysis	year 1	year 2	year 3	year 4	year 5
Net Benefit	290,600	531,368	779,359	1,034,790	1,297,883
Discount rate (10%)	0.9091	0.8264	0.7513	0.683	0.6209
Present value of Net Benefit	264,184	439,123	585,532	706,762	805,856
<b>NPV of All Benefit</b>	<b>264,184</b>	<b>703,307</b>	<b>1,288,839</b>	<b>1,995,601</b>	<b>2,801,457</b>
Net Cost	465,000	333,200	345,800	359,030	372,921
Discount rate (10%)	0.9091	0.8264	0.7513	0.683	0.6209
Present value of Net Cost	422,732	275,356	259,800	245,217	231,547
<b>NPV of All Cost</b>	<b>422,732</b>	<b>698,088</b>	<b>957,888</b>	<b>1,203,105</b>	<b>1,434,652</b>
Yearly NPV Cash Flow -	158,548	5,219	330,951	792,496	1,366,805
Overall NPV Cash flow -	158,548	163,767	494,718	1,287,214	2,654,019
<b>Breakeven Point</b>	<b>1.98</b>				

5.2 Break Even Analysis

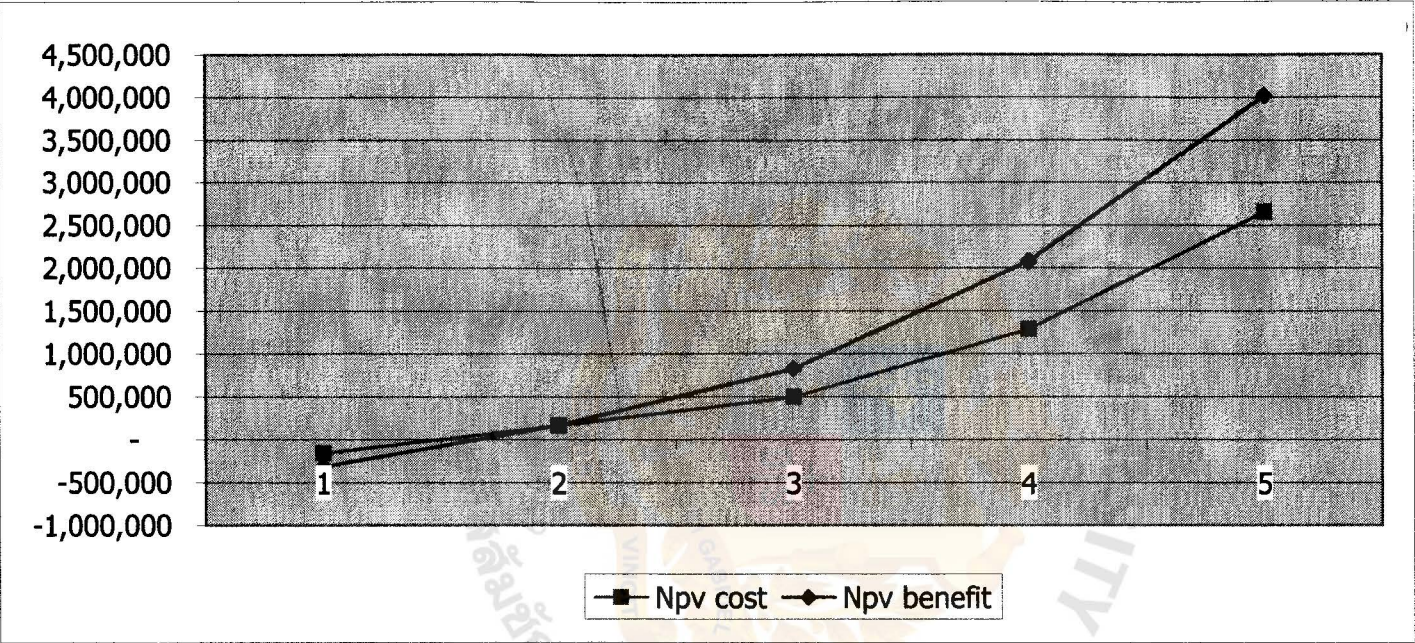


Figure 5.1. Break Even Point.



## VI. WEB DESIGN AND DEVELOPMENT

### 6.1 Web Interface design

#### (1) Definition of the site's goal

www.roongsarp.com is designed in order to achieve the short term and long term goals.

*The short term goals:*

- (a) Provide detail and information on tour services.
- (b) Give other related information to the tour program.
- (c) Create a good image of the company.
- (d) Increase the number of customers.

*The long term goals:*

- (a) Expand the target group.
- (b) Improve the potential of market share.
- (c) Provide the ultimate function of E-commerce.

#### (2) Web Design Criteria

To make the website reach the goals mentioned above, the criteria of the website must be defined. This section mentions the criteria used to create the web page in an effective way.

- (a) Using the attractive design and style

Light colors are used for the image of the webpage.

- (b) Easy to search the information.

In the homepage we classify the navigation bar in the different of tour and service that makes it easy to find the information. And each webpage has a menu bar on the left side to select the topic and information.

- (c) Matching colour and layout

In the webpage we use the same layout that makes the customer easy to use the navigation bar.

(d) Create the brand image

We use the logo on every webpage to make the customer remember our company in their mind.

## 6.2 Meaning of the logo



Figure 6.1. RoongSarp's Logo.

The logo of Roongsarp company is a bird flying in the sky around the world , which represents the concept of the website :

The colours in the logo.

The first colour “white” means freedom. The white bird flying in the sky means freedom.

The second colour “red” means the ground or the earth.

The third colour “blue” means the sky.

## 6.3 Visual Design

The idea of creating the website should deal with an interesting place and a simple interface. For the design, we make it simple, easy to use and friendly interface for the end users. We create a simple and standard website. Therefore, the user will not be confused when they visit the [roongsarp.com](http://roongsarp.com)

**6.4 Lay Out Design**

**6.4.1 Lay Out Grids**



Figure 6.2. Lay Out Grids of [www.roongsarp.com](http://www.roongsarp.com).

6.4.2 Mock-up Page

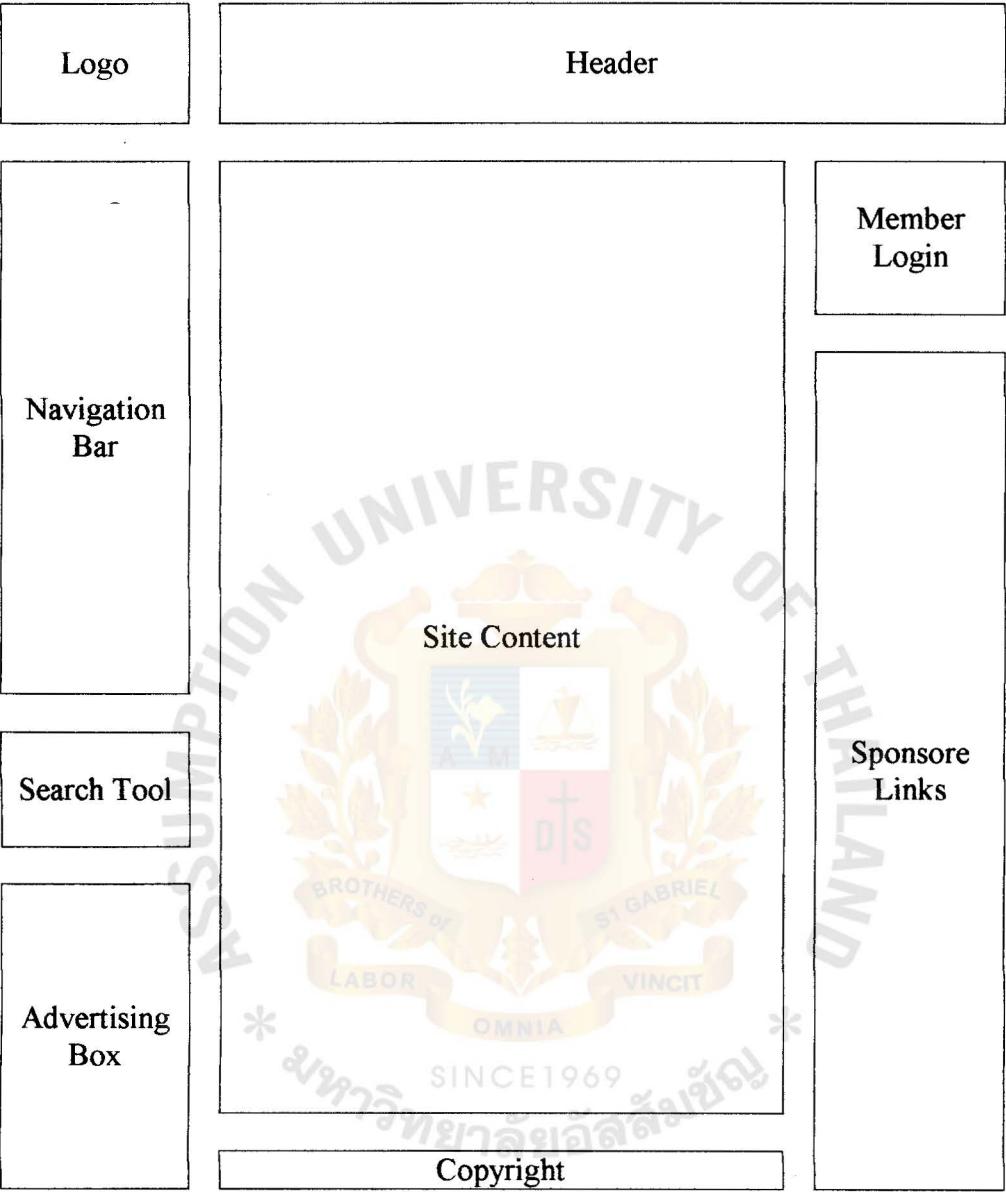


Figure 6.3. Page Mock-up of www.roongsarp.com.



## 6.5 Identify Content and Functional Requirement.

### (1) Home Page

It is the first page to show all the navigation bars of the website. All navigation links are designed for the ease of use and to go quickly to the information directly.

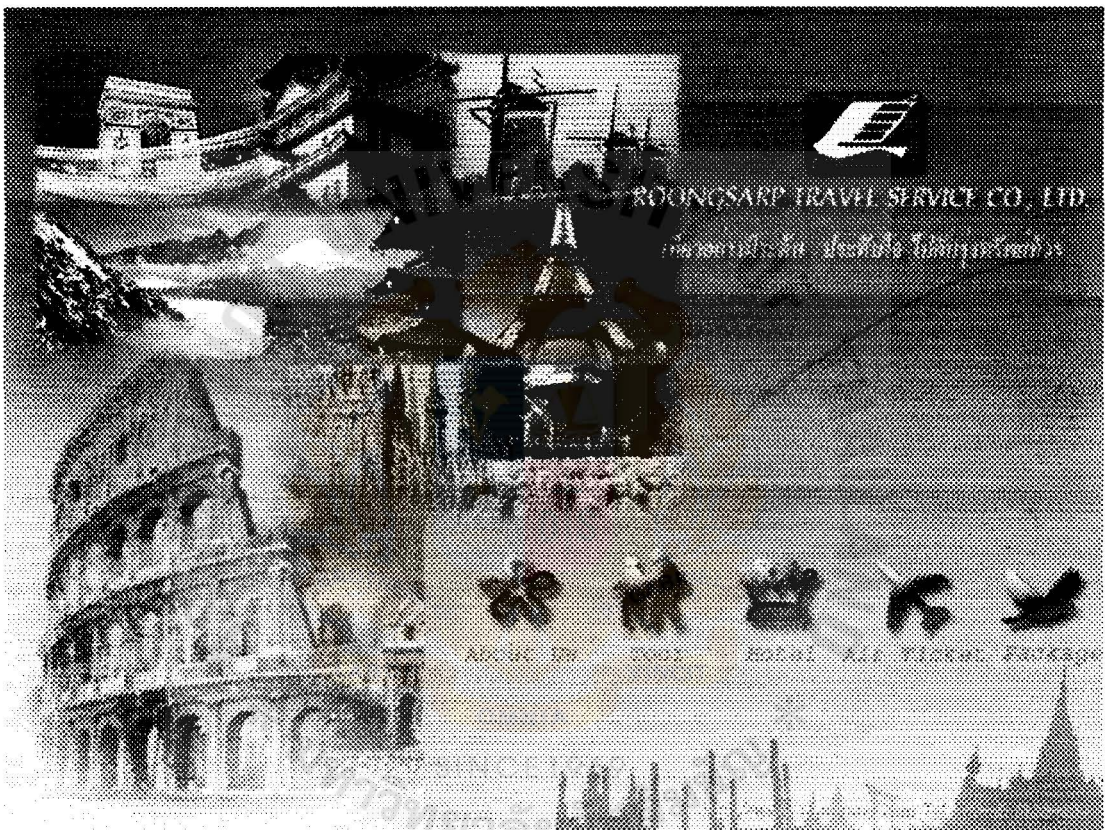


Figure 6.4. Homepage of [www.roongsarp.com](http://www.roongsarp.com).

## (2) Main Page

The main page shows the Hot promotion of the month. All the navigation bars include such as About Us, Program tour, Hotel, Air Ticket, Package Tour and Contact Us.

**Search Tool:** With the tool, customers can search the information and go directly.

**Member Login:** It provides for the existing customers who have already registered as a member of RoongSarp.

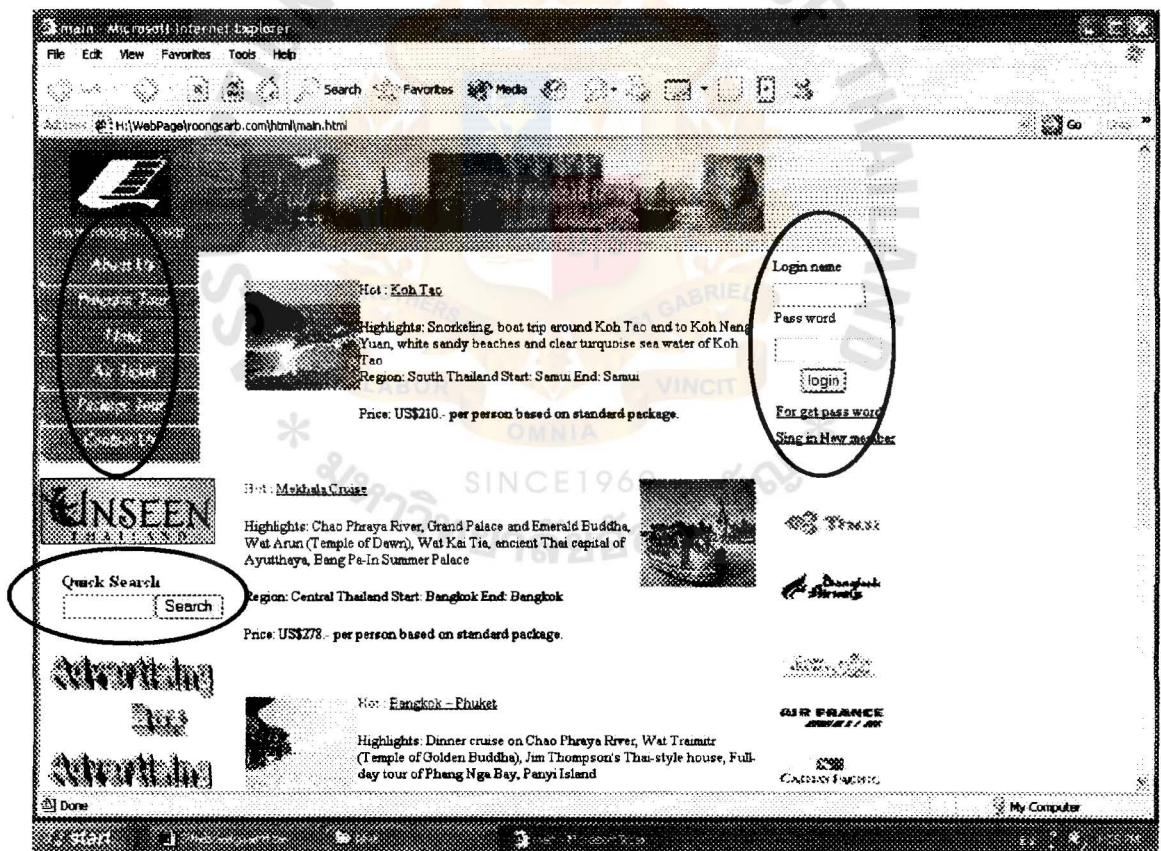


Figure 6.5. Main Page of www.roongsarp.com.



### (3) About Us

It includes the company profile and background of the business classified by departments.

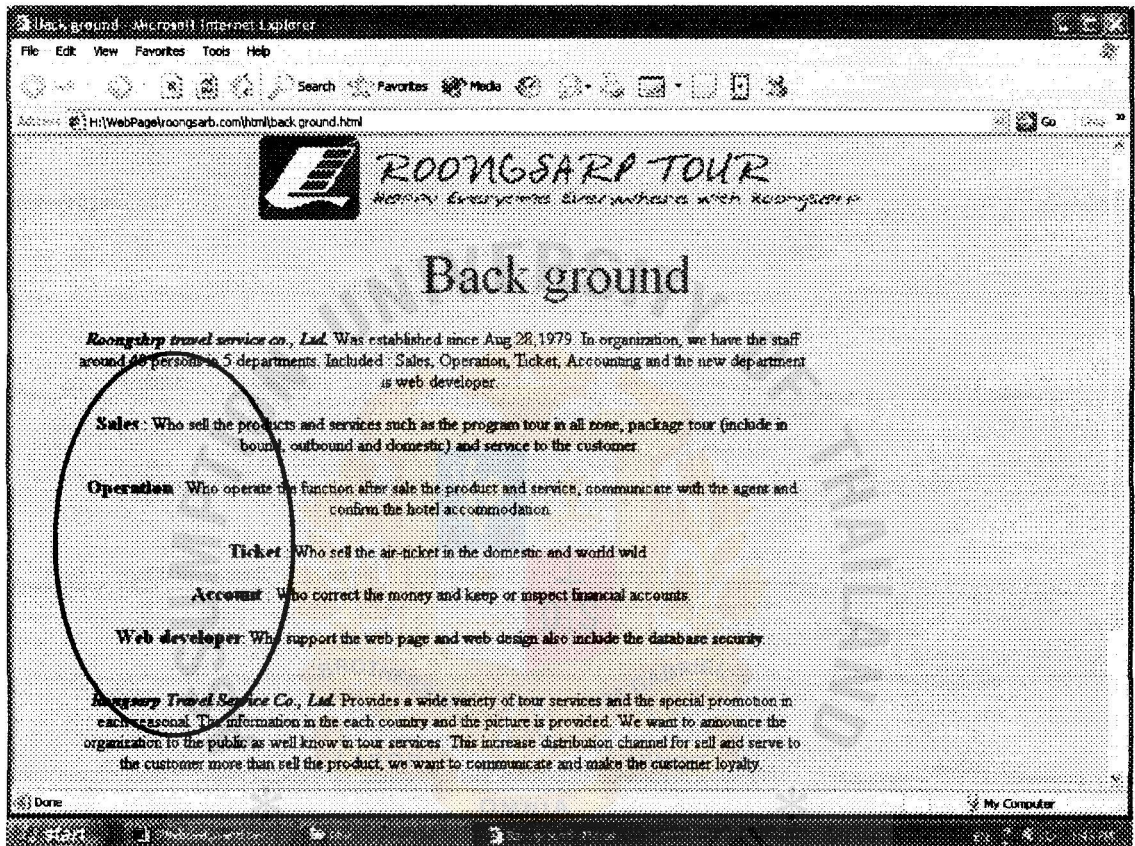


Figure 6.6. About Us Page of [www.roongsarp.com](http://www.roongsarp.com).

#### (4) Tour / Program Tour

We classify this page in 3 categories : Inbound , Outbound and Domestic. On each page there is the program and promotion of the month.

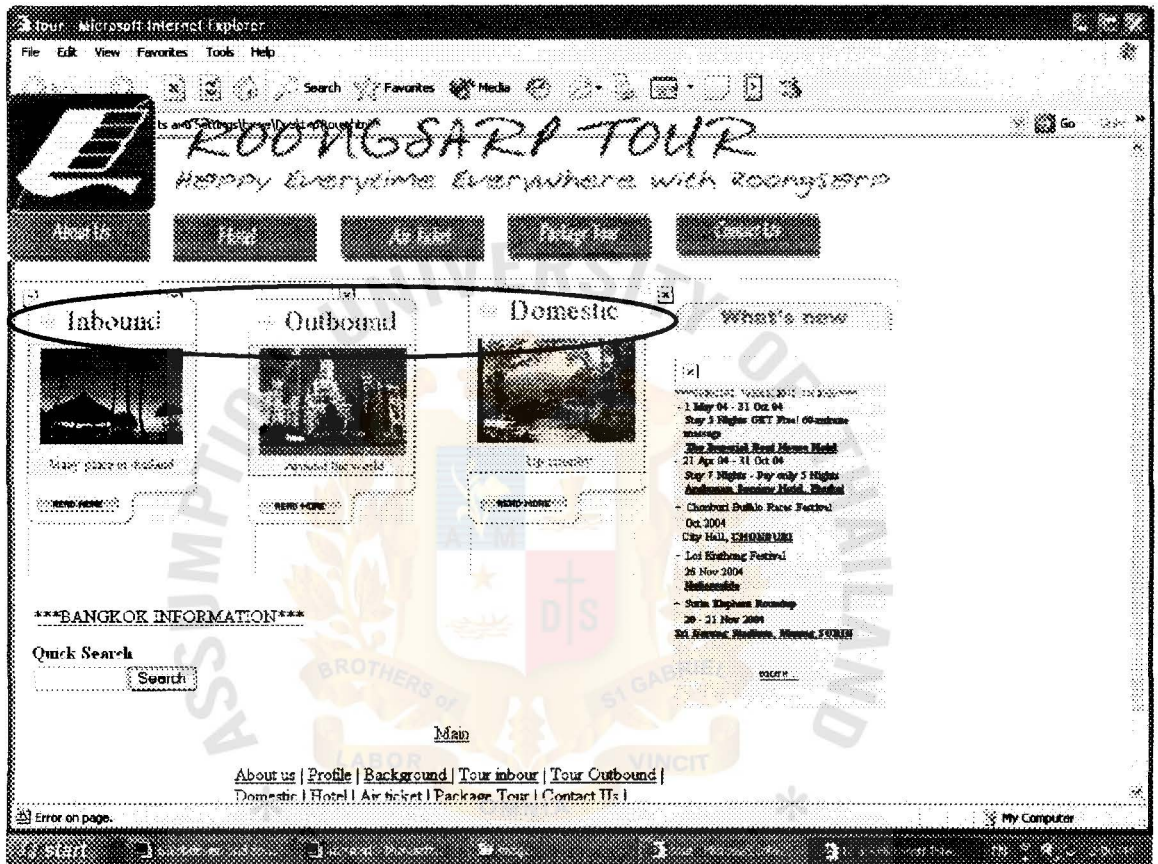


Figure 6.7. Tour / Program Tour Webpage of www.roongsarp.com.



## (1) Outbound Tour

In the Outbound tour program, we classify the program by the regions. The user can select the continent / destination at the link and the itinerary of the program will appear.

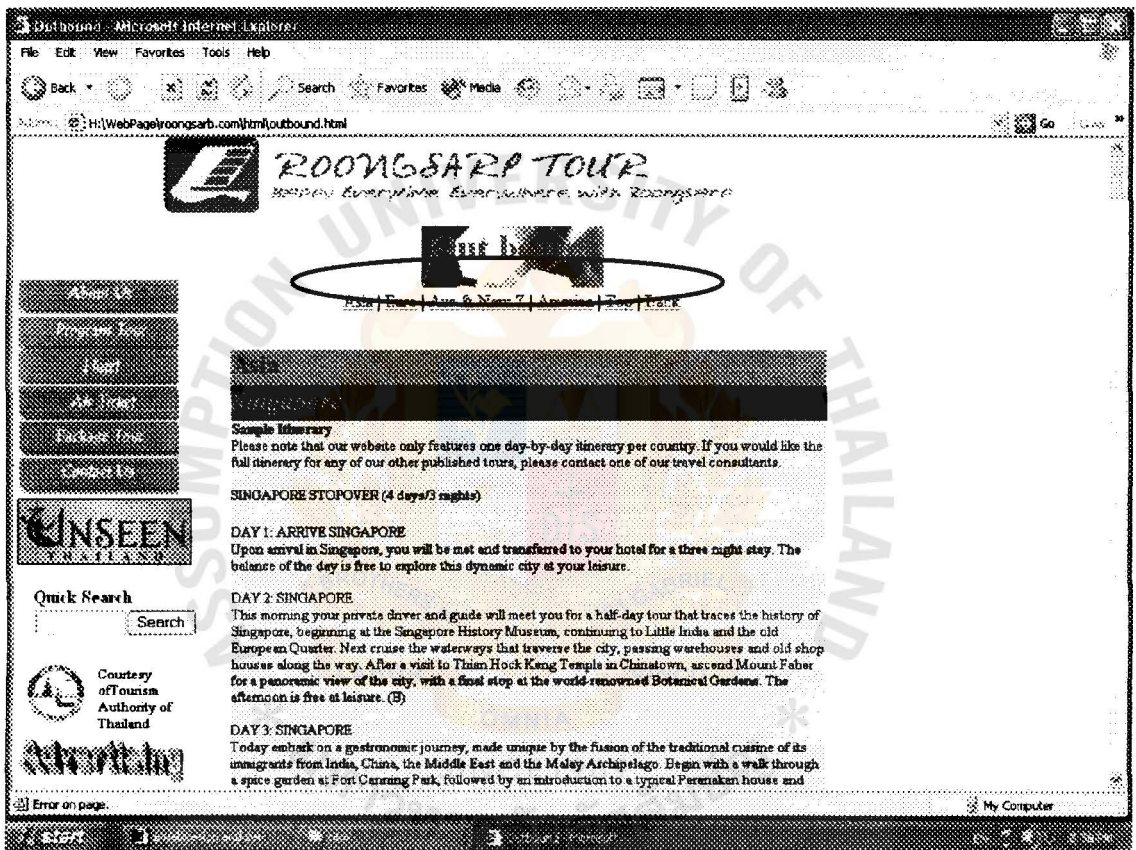


Figure 6.8. Outbound Tour Webpage of www.roongsarp.com.

## (2) Domestic Tour

In the Domestic tour program, we classify the program by regions. The user can select the destination at the links and itinerary of the program will appear.

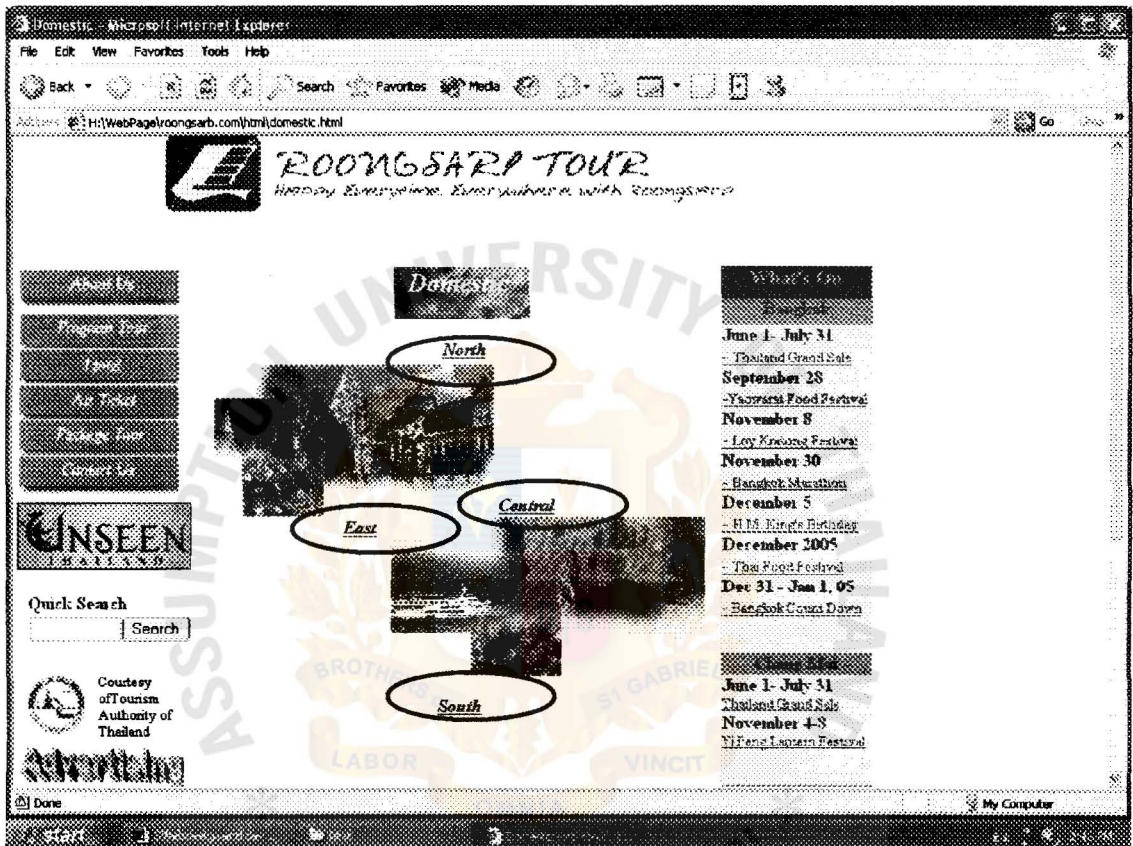


Figure 6.9. Domestic Tour Webpage of www.roongsarp.com.



(5) Hotel

On the hotel webpage, there is a list of hotels. When you select the country and the hotel name, the picture of the room and the prices are shown.

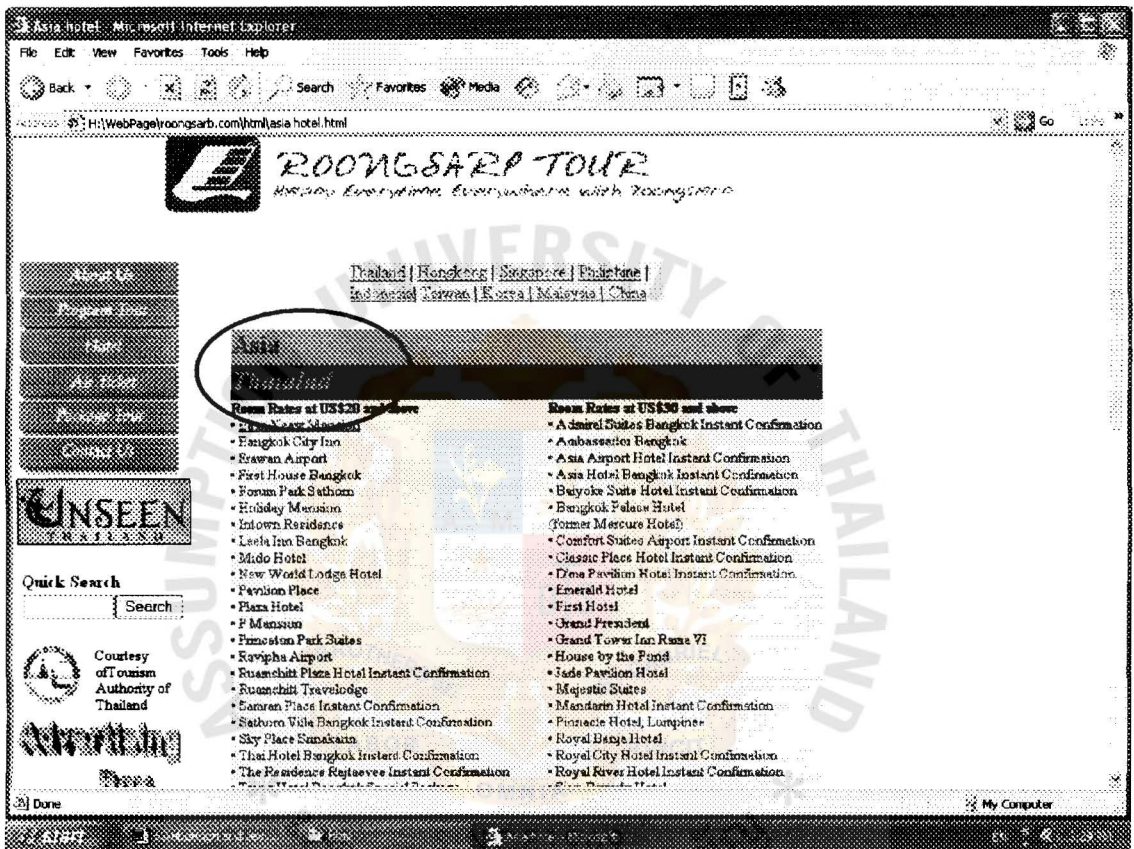


Figure 6.10. Hotel list Webpage of [www.roongsarp.com](http://www.roongsarp.com).

(6) Air Ticket

The passenger can check the flight route : time and of departure and arrival, and the booking.

The screenshot shows a web browser window displaying the 'Air ticket' search page of 'ROONGSARP TOUR'. The page layout includes a left sidebar with navigation links (Home, Register, Login, Air Ticket, Flight, Package Tour, Contact Us) and a 'Quick Search' section. The main content area is titled 'Air ticket' and features a large search form with the following fields and options:

- Departing From:** Select country (dropdown), City (dropdown)
- Going to:** select country (dropdown), City (dropdown)
- Flight Departure Date:** day, month, year (dropdowns)
- Flight Return Date:** day, month, year (dropdowns)
- Passenger Info:** first (dropdown)
- City:** Select city (dropdown)
- Type of flight:** round trip (dropdown)
- Cabin Class:** Economy (dropdown)
- Airline:** Thai airline (dropdown)

There are buttons for 'Flight Search' and 'sing in'. The right side of the page has a login section with 'Login name' and 'Pass word' fields, and a 'sing in' button. Below the login section, there are links for 'For get pass word' and 'Sing in New member'. The bottom of the page features a banner that says 'FLY AWAY and save BIG'.

Figure 6.11. Air Ticket search page of [www.roongsarp.com](http://www.roongsarp.com).



## (7) Package Tour

The package Webpage : When the user selects the package tour , it will show the list of package tours including Airline , Hotel and Optional Tour.

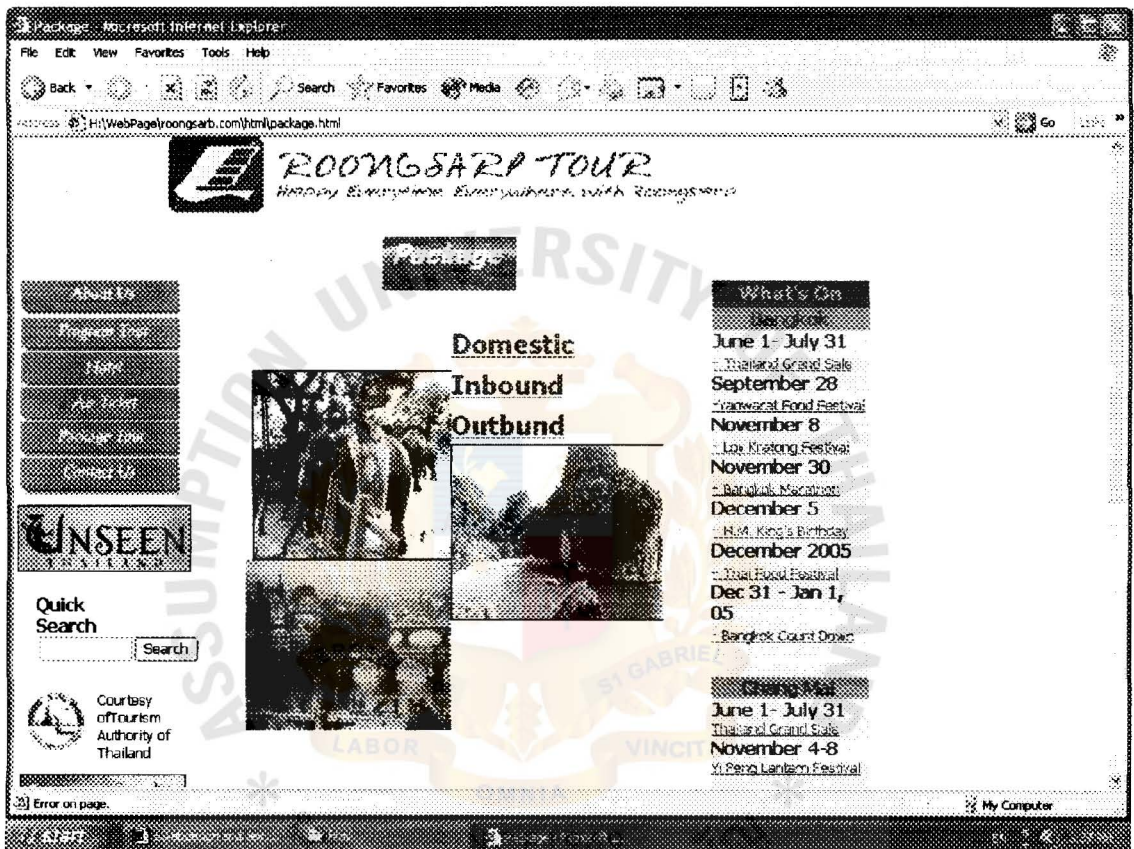


Figure 6.12. Package Tour Webpage of [www.roongsarp.com](http://www.roongsarp.com).

## (8) Contact Us

This page provides the customers the way to communicate with the company. The company keeps the record of the customers in the database to provide the newsletter or new promotions to the member.

Guest book - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print

Address: H:\WebPage\roongsarp.com\html\Guest book.html

Go

**ROONGSARP TOUR**  
History covered up. Everywhere with Roongsarp.

**GUEST BOOK**

☐ Mr ☐ Mrs ☐ Miss ☐ Name

**Profile**

Name & Surname: Watcharadul S.

Organization: Thailand Post co. Ltd

Address: 108/91 Jangwattana Rd

City/State: Bangkok

Postal Code: 1000

Country: Thailand

Tel:

Fax:

Favorite Travel Sites:

News letter: ☐ Interested ☐ Not interested

Email: watchdul@thailandpost.co.th

Accept

My Computer

Error on page.

Start

Figure 6.13. Registration Webpage of [www.roongsarp.com](http://www.roongsarp.com).



(9) Administrator Login.

This pages makes the administrator able to edit this website by using back office without additional any program suck as Dreamweaver and Microsoft Frontpage. So it can be edited anywhere and anytime and updated everyday.

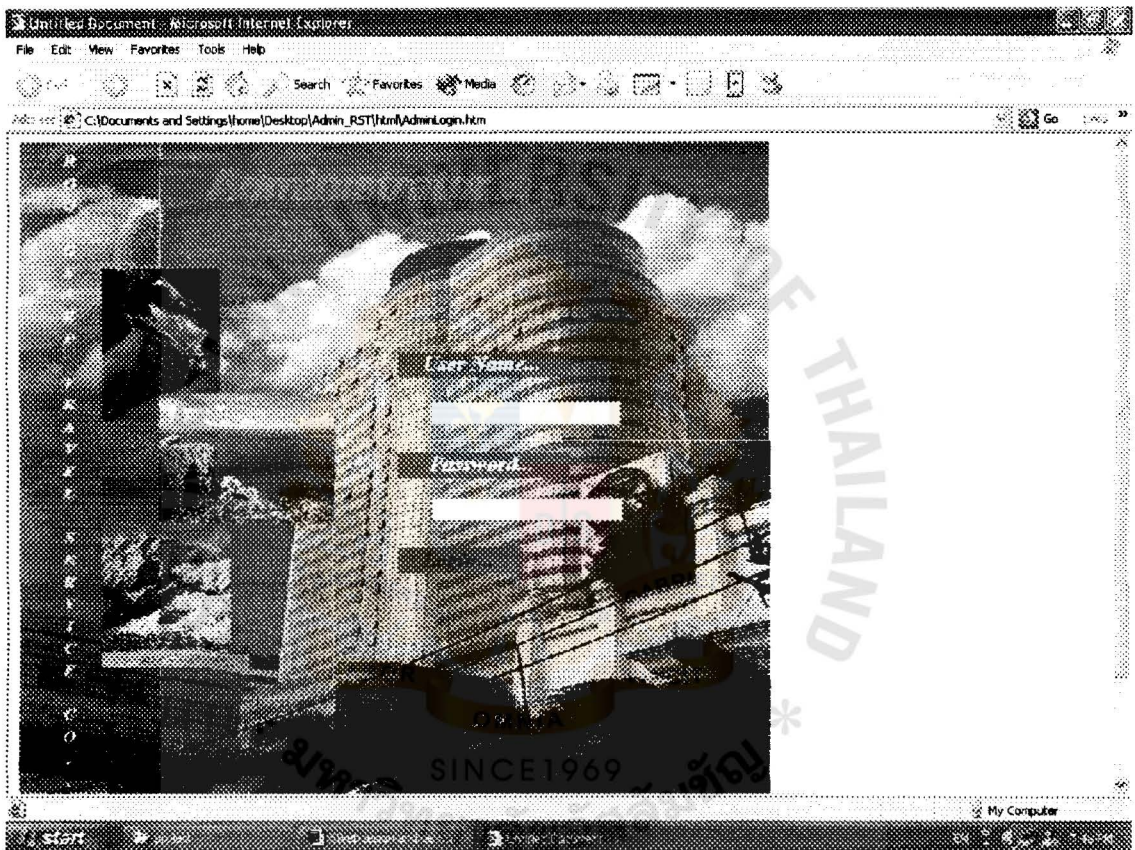


Figure 6.14. Administrator Login Webpage of www.roongsarp.com.

(10) Update product Webpage.

When all details are put into the boxes completely and click the edit button, all information is sent to the database and it will update the information of the website.

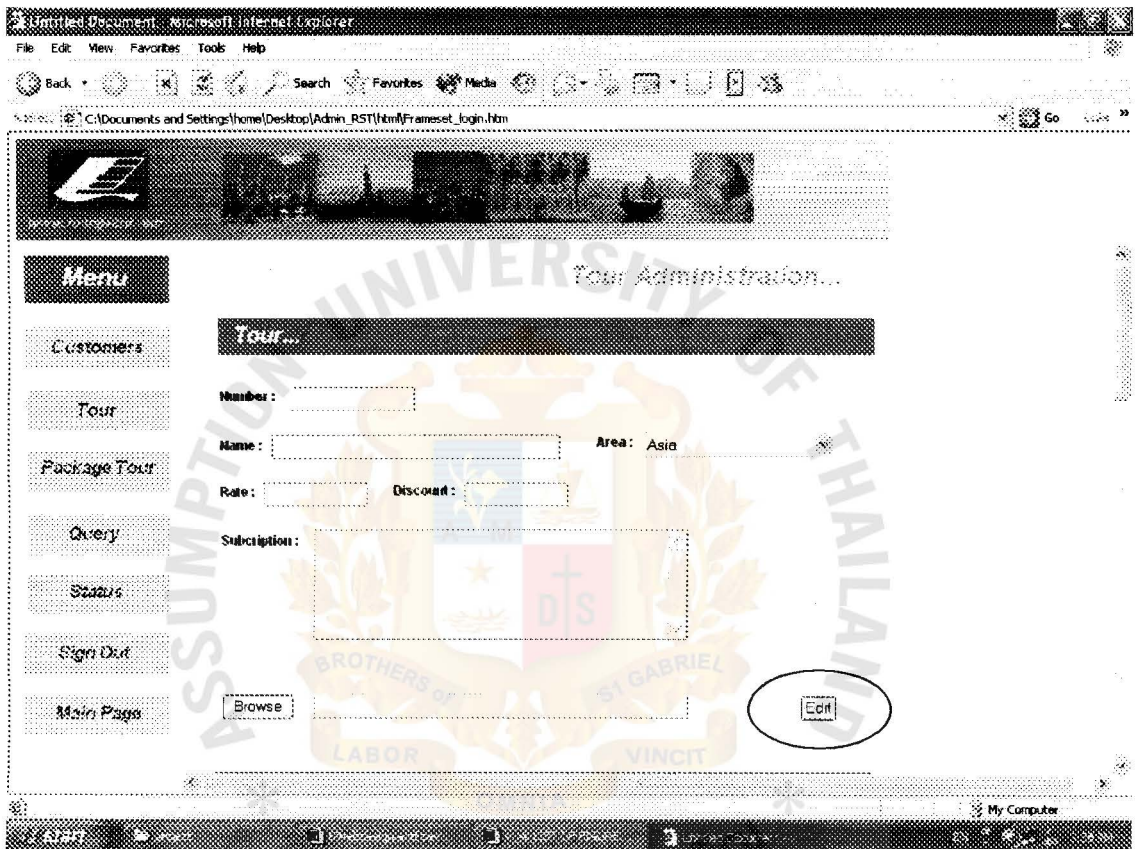


Figure 6.15. Update Product Webpage of [www.roongsarp.com](http://www.roongsarp.com).



## (11) Query information Page.

The administrator can select and file for query information. Then the administrator selects and clicks query bottom, the information will be shown as in figure .6.16

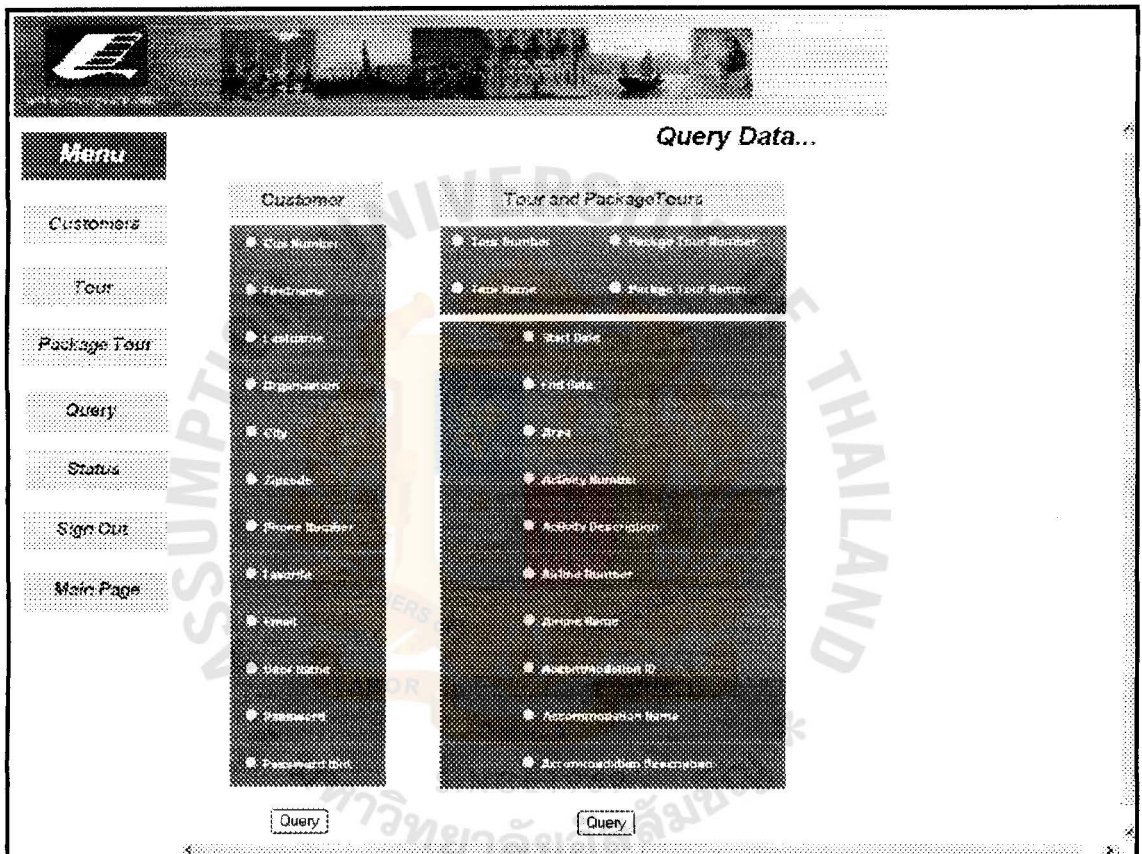
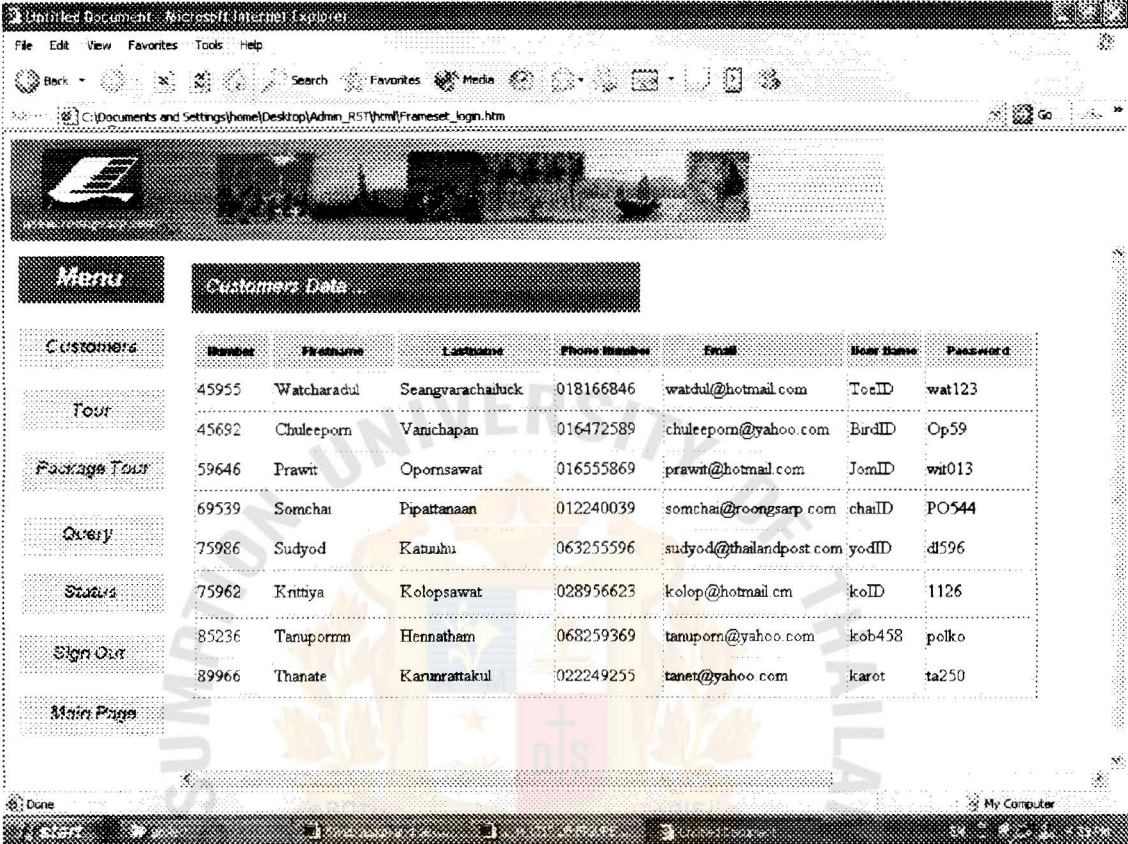


Figure 6.16. Query information Webpage of [www.roongsarp.com](http://www.roongsarp.com).

(12) Result of Query Page.



**Menu**

- Customers
- Tour
- Package Tour
- Query
- Status
- Sign Out
- Main Page

**Customers Data ...**

Member	Firstname	Lastname	Phone Number	Email	Room Name	Password
45955	Watcharadul	Seangvarachaluck	018166846	watchul@hotmail.com	TeeID	wat123
45692	Chuleeporn	Vanichapan	016472589	chuleeporn@yahoo.com	BurdID	Op59
59646	Prawit	Opornsawat	016555869	prawit@hotmail.com	JomID	wit013
69539	Somchai	Pipattanaan	012240039	somchai@roongsarp.com	chaiID	PO544
75986	Sudyod	Kanuuu	063255596	sudyod@thailandpost.com	yodID	di596
75962	Kritiya	Kolopsawat	028956623	kolop@hotmail.com	koID	1126
85236	Tanupornn	Hennatham	068259369	tanuporn@yahoo.com	kob458	polko
89966	Thanate	Kanurattakul	022249255	tanet@yahoo.com	karot	ta250

Figure 6.17. Result of Query Webpage of [www.roongsarp.com](http://www.roongsarp.com).

(13) Back Office status.

This page shows the status of the company. Then the staff sell any product, The administrator will update information day-to-day.

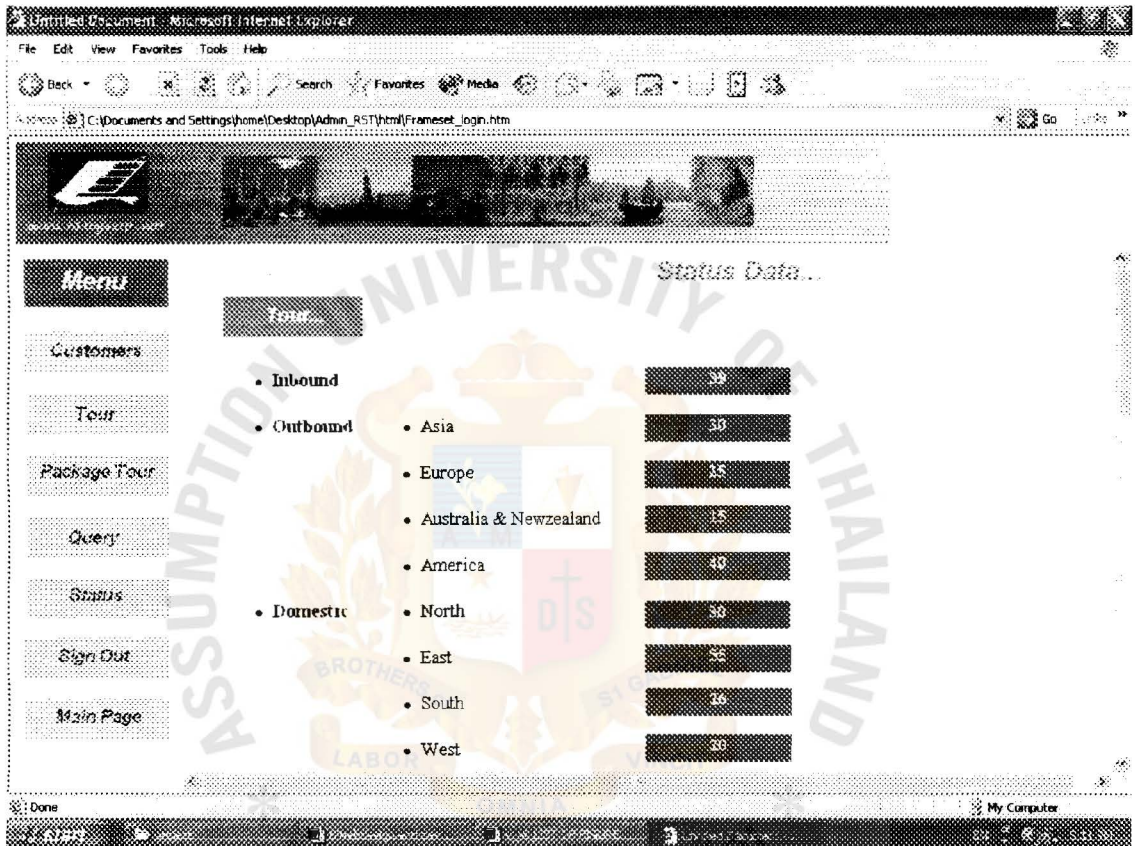


Figure 6.18.Back Office Status Webpage of [www.roongsarp.com](http://www.roongsarp.com).



6.6 Site Map

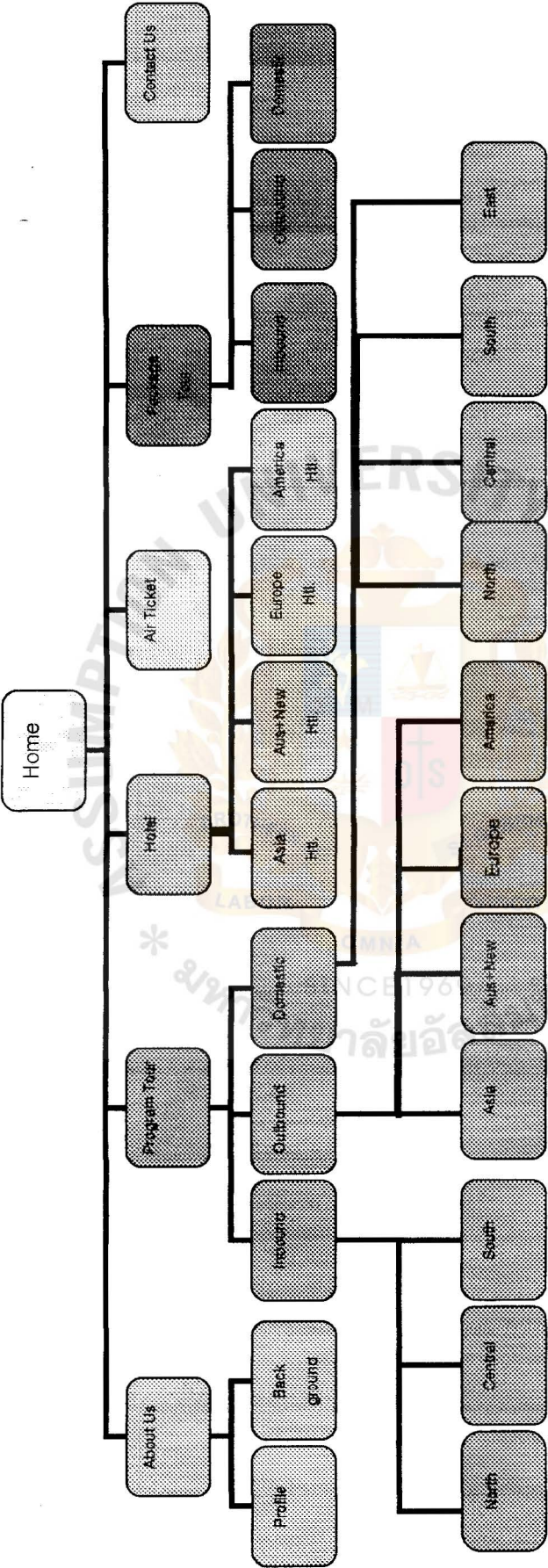


Figure 6.19. Site map of [www.roongsarp.com](http://www.roongsarp.com).



## 6.7 Database Design

For the database of the company, it uses MySQL which is a small, compact database server, ideal for small applications. In addition to supporting standard SQL (ANSI), it compiles a number of platforms and has multithreading abilities on Unix server, which make great performance. For non-Unix people, MySQL can be run as a service on Windows NT and as a normal process in Windows95/98 machines.

The database of the company's website:



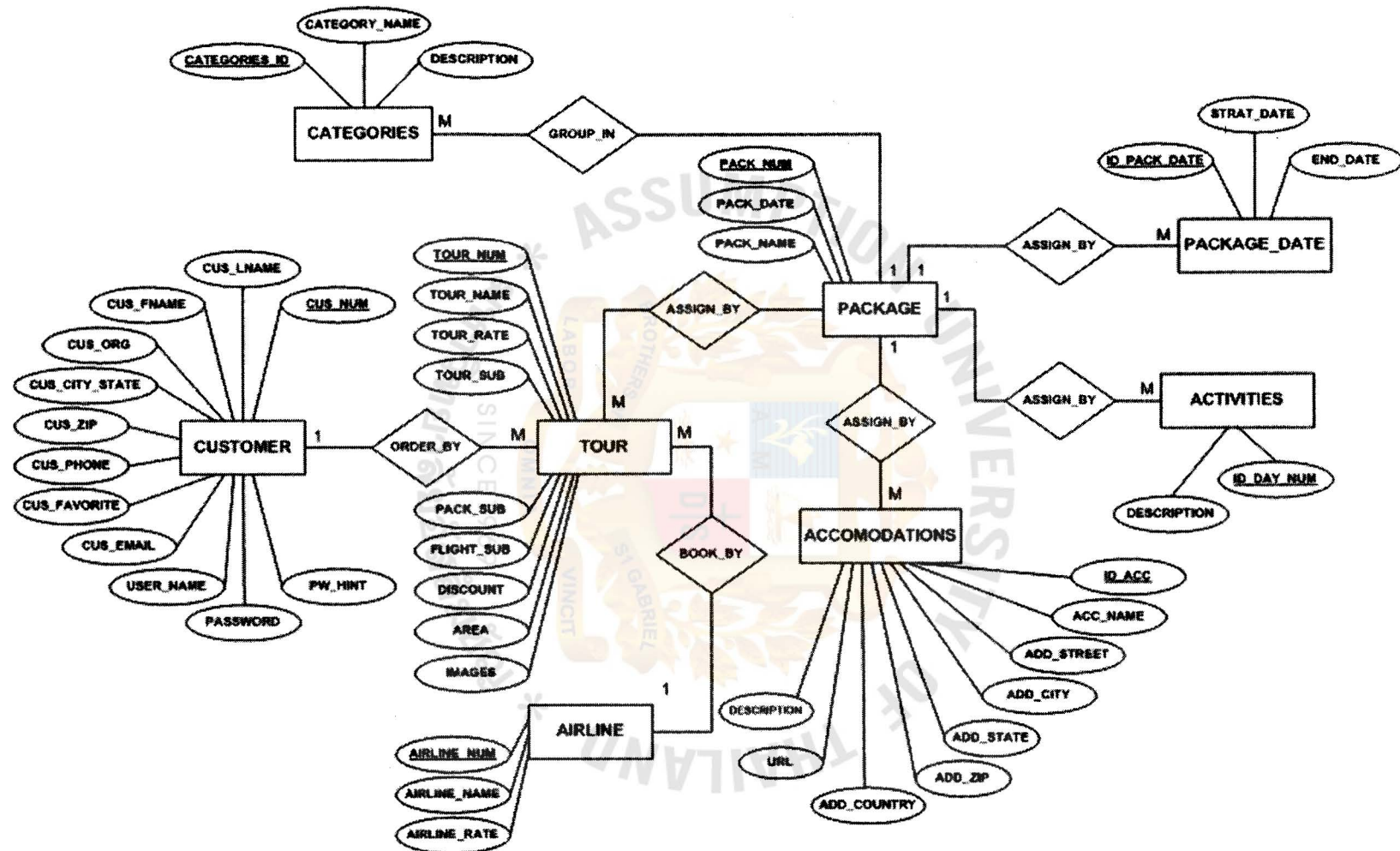


Figure 6.20. Entity Relationship Diagram.

The Followings are the descriptions of the above eight tables.

- (1) Catagories : It contains information that are related with the package table. (used for searching information on the Website)
- (2) Customer : It contains contact person information including username and password.
- (3) Package : This is the main table that includes all packages and services provided by Roongsarp.com
- (4) Tour : All tour program information provided by Roongsarp.com
- (5) Airline : All flight schedules and prices.
- (6) Accommodation : It contains the information on accommodations.
- (7) Package Date : It includes the package date and ID.
- (8) Activities : Activity descriptions.

## 6.8 Security Design

On the Website of Roongsarp Company, this part is necessary for customer's information. Poor security system may cause a great loss or harm to the system, hence the security of both hardware and software should be taken into consideration.

### (1) User ID and Password

The system database was designed to run on MySQL. The user has to apply for the user ID and corresponding Password to have the right access to the database. User name and password must have at least eight alphabets together with a combination of capital letters.

### (2) Fire wall

A firewall works closely with a router program. It examines each network packet to determine whether to forward it toward its destination. A firewall also includes or works with a proxy server that makes network requests on behalf of the workstation users.

Firewalls have gained popularity as the ultimate Internet security. Internet firewalls are intended to keep the flames of Internet hell out of private LAN or to keep the numbers of LAN pure and simple.

### (3) Anti Virus Program

There must be an Anti Virus program to protect the files and the programs. Checking virus should be done very often to protect program loss. It could be time consuming and accuracy problem can also occur.



## VII. CONCLUSION AND RECOMMENDATION

### 7.1 Conclusion

Roongsarp Co.,Ltd is a travel agency in Thailand to sell airline tickets, hotel accommodations, package tours and inbound and outbound tours.

The Internet has opened up many exciting possibilities for business and creating a platform for buying and selling products and services of the company. Therefore, Roongsarp Co.,Ltd wants to create an on online shop to expand the distribution channel for the offline shop and increase channels to communicate with the customer. [www.roongsarp.com](http://www.roongsarp.com) serves the needs of customers with faster services in an easier way. To extend the market size of this business, the Internet is used as a tool for advertising and it is a new channel to reach more people worldwide.

The target groups for this website are tourists who prefer to travel to top-destinations and other interesting places within the country. The people in the target group have medium-high income. The products and services available are tours, accommodations and air-tickets.

I Initial cost to set up the business is 369,000 Baht. Roongsarp.com can achieve payback period within 2 years and the income will continuously growing by 3 percent each year.

Roongsarp.com website provides e-catalog, news and promotions of the month. The database is designed to collect customer information, when they make a request, we will respond with the information concerned which comes from each relevant database. The security system uses password and ID for permission access, and firewall is used to protect the server and Anti Virus package.

## 7.2 Recommendation

RoongSarp Co.,Ltd would like to make the following suggestions for further research.

- (1) To make an electronic payment system.
- (2) Improve the security system.
- (3) Provide services and information in the Thai language.





## APPENDIX A

### DATABASE

TableA.1. Accommodation.

Field Name	Data Type	Descriptions
ID_ACC	INTEGER	PRIMARY KEY NOT NULL
ACC_NAME	CHAR(50)	
ADD_STREET	CHAR(25)	
ADD_CITY	CHAR(25)	
ADD_STATE	CHAR(25)	
ADD_ZIP	CHAR(20)	
ADD_COUNTRY	CHAR(50)	
URL	CHAR(20)	
DESCRIPTION	CHAR(500)	
PACK_NUM	INTEGER	FOREIGN KEY NOT NULL

TableA.2. Airline.

Field Name	Data Type	Descriptions
AIRLINE_NUM	INTEGER	PRIMARY KEY NOT NULL
AIRLINE_NAME	CHAR(50)	
AIRLINE_RATE	DEC(7,2)	



Table A.3. Activities.

Field Name	Data Type	Descriptions
ID_DAY_NUM	INTEGER	PRIMARY KEY NOT NULL
DESCRIPTION	CHAR(500)	
PACK_NUM	INTEGER	FOREIGN KEY NOT NULL

Table A.4. Customer.

Field Name	Data Type	Descriptions
CUS_NUM	INTEGER	PRIMARY KEY NOT NULL
CUS_LNAME	CHAR(50)	
CUS_FNAME	CHAR(50)	
CUS_ORG	CHAR(50)	
CUS_CITY_STATE	CHAR(50)	
CUS_ZIP	CHAR(25)	
CUS_PHONE	CHAR(50)	
CUS_FAVORITE	CHAR(300)	
CUS_EMAIL	CHAR(25)	
USER_NAME	CHAR(50)	
PASSWORD	CHAR(20)	
PW_HINT	CHAR(30)	

Table A.5. Categories.

Field Name	Data Type	Descriptions
CATAGORIES_ID	INTEGER	PRIMARY KEY NOT NULL
CATAGORIES_NAME	CHAR(50)	
DESCRIPTION	CHAR(500)	
PACK_NUM	INTEGER	FOREIGN KEY NOT NULL

Table A.6. Package.

Field Name	Data Type	Descriptions
PACK_NUM	INTEGER	PRIMARY KEY NOT NULL
PACK_NAME	CHAR(50)	
PACK_DATE	DATE	

Table A.7. Package\_Date.

Field Name	Data Type	Descriptions
ID_PACK_DATE	INTEGER	PRIMARY KEY NOT NULL
START_DATE	DATE	
END_DATE	DATE	
PACK_NUM	INTEGER	FOREIGN KEY NOT NULL

Table A.8. Tour.

Field Name	Data Type	Descriptions
TOUR_NUM	INTEGER	PRIMARY KEY NOT NULL
TOUR_NAME	CHAR(50)	
TOUR_RATE	DEC(7,2)	
TOUR_SUB	CHAR(500)	
PACK_SUB	CHAR(500)	
FLIGHT_SUB	CHAR(300)	
DISCOUNT	DEC(7,2)	
AREA	CHAR(15)	
IMAGES	CHAR(50)	
PACK_NUM	INTEGER	FOREIGN KEY NOT NULL
AIRLINE_NUM	INTEGER	FOREIGN KEY NOT NULL
CUS_NUM	INTEGER	FOREIGN KEY NOT NULL

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3. <http://www.ecommerce.or.th>