



The Virtual Enterprise of the Golden City Rayong Hotel

by

Mr. Komson Treetipbut

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
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ABSTRACT

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

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

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

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I. INTRODUCTION

1.1 Background of the Project

The travel industry in Thailand recorded to grow rapidly, there is travel that is 10 times more domestic each year compared to international traveling, thus, there is high probability that international traveling is increasing. For that reason, there is a large opportunity for businesses in travel industry to expand their market, at this time; the Golden City Rayong Hotel acknowledged that it should perform several activities to support the hotel business for the future growth of the travel industry. The hotel must create communication channels giving and posting information to visitors regarding the accommodation present, offering immediate response channels for customer inquiry, a simple channel to co-operate with other business partners, and finally, the channels that support customer relationship management.

Consequently, the hotel has decided to invest and form a project called the Virtual Enterprise Project with the intention of presenting the hotel and relevant information online, one-stop-online-service of the Golden city Rayong Hotel's events and accommodation reservations, channels for promotions, accommodation special deals and channels for reservation of partner business as mentioned.

1.2 Objectives of the Project

The objectives of the Virtual Enterprise Project are to construct the additional hotel information channel by providing visitors with complete, updated and quality information, at the same time enhancing brand building, brand awareness, category building, and lastly enhancing of goods and services quality of Golden City Rayong Hotel online, at the same time constructing the hotel finance efficiency such as reducing cost of promotional, cost of distribution information supporting alliance's and lastly

cost of customers relationship management, the achievement of the Virtual Enterprise Project leads the hotel for better a hotel brand image awareness, and positioning.

Additionally Virtual Enterprise Project must generate the opportunity to reach globalizing target market, and help their accommodation selection process faster.

Sales Objectives

- (1) When the project is implemented the number of hotel rooms reservation should increase by 8 percent weekly or about 8 rooms increase in reserves, and look forward to an increase of 2 percent per year
- (2) With the implementation of the Virtual Enterprise Project, the apartment's accommodation should reserve by backpacking of 20 percent of room available monthly i.e., 9 rooms
- (3) The Virtual Enterprise Project is aimed to reduce the negotiation process between functions sale and a host of events; therefore, increasing in flow of functions' facilitates use
- (4) After the launch of project, the functions must take up 10 percent of total functions available
- (5) The easiness of the hotel's alliance information accessibility and contact will result in 5 percent increase in accommodation reservations forward from alliances
- (6) The execution of the project does not expect any increase in the number of long-staying customers.

1.3 Scope of the Project

- (1) Part 1, Literature Review, contains information of Internet, Electronic Commerce and Thailand Travel Industry, and the trend of overall Thailand Travel Industry.
- (2) Part 2, Goals and Benefits of the Virtual Enterprise Project, project managements and implementations, project designs and recommendations
- (3) Part 3, Analysis part including marketing and its related subjects, hotel current situation then financial analysis.
- (4) Part 4, Web Prototype Design and Development, as well as the demonstration of the project prototype.

1.4 Project Deliverables

- (1) The completion of Virtual Enterprise Project will deliver in the two formats, the first format is the document of the Virtual Enterprise Project including, literature review, project introduction, project analysis, project financial reports and project management and recommendation.
- (2) The second format is prototype of Virtual Enterprise Web Site, including Web Site design, recommendation, implementations and a manual for users.

1.5 Steps of the Project's Implementation

- (1) Define project solution - Analyze the hotel's current situation, its problems, its solution, its image and positioning as well as other Web Site to come up with the project solutions and ideas
- (2) Identify the project segmentation and target – Identify which segment of the market that the Project targeting
- (3) Identify Costs – Cost associated with project preparation, developing, implementation, evaluation and maintenance.

- (4) Assemble documents - Collecting related information and images in order to do an order lists of what information and image should be place and where.
- (5) The Web Site design - Start form;
 - (a) Determine navigation strategy
 - (b) Develop site
 - (c) Develop user interface/look & feel
 - (d) Develop schematic working model
 - (e) Create final design
 - (f) Fine-tune to assure overall cohesiveness
 - (g) Make refinements to content and design
 - (h) Create and place meta-tags and titles
 - (i) Complete HTML, JavaScript
- (6) Computerize system Design – Identify and evaluated the system to support the Web Site launch and processing
- (7) Conduct acceptance testing and
- (8) Prepare Web Site management and recommendation

II. LITERATURE REVIEW

2.1 Commercial Beginning of the Web (Hanson 2000)

The Noncommercial NET: 1969-1994

Fewer than ten years ago, commercial use of the Internet was considered improper. From 1969 to the early 1990s, the Internet was restricted to military, academic, and a few corporate research users. Over 150 million people worldwide have become Internet users since 1994. Most of these new users would be surprised to learn that 1994, the beginning of the explosion in public interest, actually marked the 25th anniversary of the Internet.

Theoretical work on the Internet started in the early 1960s. The first implementation of the Net occurred in 1969, hooking the University of California at Los Angeles to the Stanford Research Institute. Over the next five years, many of the procedures still in use today were developed. These included e-mail and the @ symbol in addresses (1971), remote accessing of computers through telnet (1972), multiple-person chat sessions (1973), and the downloading of files through ftp (1973). The height of the future to many in 1999 was already the distant past for a select few.

This early Internet served two purposes: (1) as a robust emergency military communication network and (2) as an experimental communications system within the academic community. The goal was to stimulate sharing between researchers, many with research grants from the government.

The main long-distance backbone of the Internet was maintained by the U.S. National Science Foundation (NSF). The NSF had an acceptable-use policy that explicitly prohibited all but the most indirect commerce online. It was considered acceptable for private researchers to send files and e-mail messages to academic

members in their own research areas. Technical support was somewhat of a gray area, allowed in most cases. Commercial information and transactions were expressly prohibited.

Despite these restrictions, the Internet grew rapidly because many universities and labs found it an effective way to keep in touch. In fact, its growing value caused many to feel that bans against commercial use were hurting the economy. Researchers, seeing the benefits of sharing academic information, started arguing that the rest of society would also benefit.

The key driver of this growth was e-mail. Users found e-mail a surprisingly efficient method of communication. Eliminating telephone tag was a key benefit. Researchers found that up to 70 percent of telephone calls fail to reach the intended party. At the time, answering machines and voice mail were scarce. E-mail took advantage of asynchrony, separating the time of sending the message from receiving it. E-mail could be instantaneous, or it could be spread over days and weeks. The research community quickly adapted e-mail as the preferred method of communicating with colleagues. E-mail's indifference to time zones worked well in the widely dispersed academic community. E-mail helped foster a sense of community, allowing many colleagues to keep in touch between face-to-face meetings. This remains true today.

Another reason the Internet stayed within the academic and military community was the cost and difficulty of joining the network. Computers costing tens of thousands of dollars were required. Modems to hook to the network were very slow. Software was limited and difficult to use. By the 1990s, this was about to change.

The expression "big bang" is often applied to the sudden deregulation of an industry. The Internet's big bang happened in the early 1990s. At the time, the subsidy provided by the NSF was running at about \$15 million a year. The U.S. government

announced that it was eliminating the acceptable-use policy as well as the subsidy. In 1994, the new Internet backbone allowing commercial operations became operational.

One more fundamental breakthrough was needed. This was the World Wide Web. The essential software breakthroughs of the early 1990s were Web browsers and Web servers. They provided key innovation in ease of use and the use of multimedia. Suddenly it was possible to mix pictures, sound, and even video with the simple text of the earlier innovations. Just as importantly, it became much easier for individuals to use the Internet. Gone were many of the obscure and complicated commands. Now there was a simple way to navigate by clicking on links and typing in Web addresses.

Companies found that they could use the Web to communicate very effectively with each other. This new Web, combined with the power of the earlier e-mail technology, created an entirely new and effective mechanism for relating to customers. Marketers in companies across the planet seized upon this new tool.

Companies and organizations suddenly found themselves able to create marketing material that had global reach for very low cost. Small firms could compete on a much more even footing with the largest companies in the world. Customers found they could quickly find product and company information at the click of a mouse. Even more exciting, companies and customers could engage in a dialogue and learn from each other. This new tool, a commercially available and easy-to-use Internet, created a revolution.

What had happened in 1994 was a technological spark in a prairie that was ready to burn. When an easy-to-use version of the Internet emerged, with easily created documents and multimedia, it caused a fire that spread rapidly. It shows few signs of burning out. The Net feeds on extremely powerful technological trends and marketing principles.

2.2 The Web Takes Off (Hanson 2000)

Fascination and Functionality



Figure 2.1. The Original www.

Fundamental new technologies have the power to inspire. Users are able to go beyond immediate limitations and imagine what might exist in a year, in a decade, in a generation. This vision can be so compelling that it makes users buy the product just to participate in the vision, even if the system is nowhere near being able to perform those feats in its current shape.

Again, the early days of radio provide insight. Montgomery Ward's first radio was introduced in 1922, with the ad shown in Figure 2.1. It was extremely popular. A close inspection shows that a number of basic radio features are lacking. The automobile battery was necessary because the radio could not be plugged into a wall outlet. Headphones were used because the radio could not run speakers effectively with its

limited power. Photos from the time show groups of people, each wearing headphones, sitting around a table.

The external antenna had to be strung for considerable distances, often to a nearby building. An antenna became a serious hazard during thunderstorms. Finally, tuning was limited. Most areas allowed broadcasts on only one frequency. Local stations had elaborate time-sharing arrangements to avoid interfering with other signals.

The early days of the Web share many of these characteristics. In 1995, when the Internet commercial explosion took off, Web sites lacked many of the features now taken for granted. Sites were static, with little dynamic content personalized to individual use. Only a few pioneering sites had database retrieval capabilities. Frames, tables, and styles were not available. Security mechanisms and encryption were rare and cumbersome. Streaming media, both sound and video, were absent.

The Internet had limited content. In early 1995, it would have been possible to store the entire Internet on fewer than fifty compact discs of data, less than a typical college student's music collection.

2.3 The Virtuous Web Cycle (Hanson 2000)

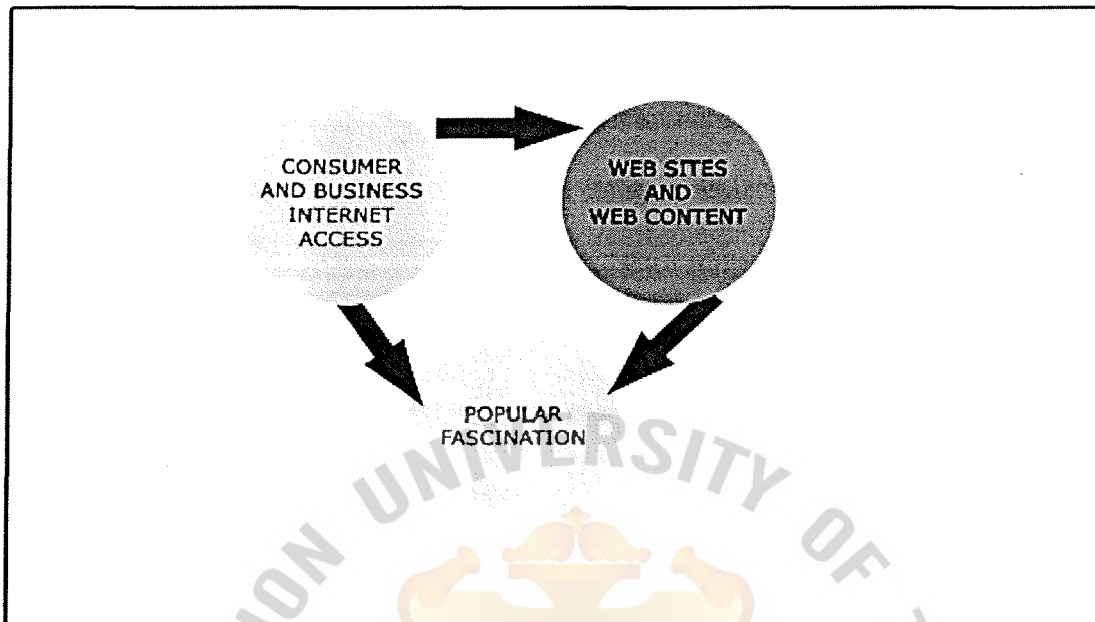


Figure 2.2. The Virtuous Cycle for Net Growth.

Although the early commercial Internet lacked many features we now consider basic, it did have the power to fascinate. Users, providers, and investors could imagine that many things were coming. Entrepreneurs realized that a gold rush was on, with many brands and services to be created. Others, like the directory service Yahoo! and the search engine WebCrawler, were created by interested novices who then realized that they had a business on their hands.

The commercial Internet spawned a virtuous cycle, shown in Figure 2.2. A virtuous Web cycle is a business system with positive feedback. Each element feeds off one and onto the other, leading to rapid development and, often, a large amount of speculation. Consumers and firms feel the need to participate and contribute to the development, even if a clear business plan is missing. The desire not to miss the "next

great thing" causes many to join. If this cycle is strong enough, it can actually be a self-fulfilling expectation. Belief in the new industry helps it succeed.

The core of the Web's virtuous cycle is user fascination. Users become fascinated with the new technology, buy modems, and pay for Internet connections. Providers see this developing opportunity and rush to create new brands and services. This creates even more news stories, buzz among industry reporters, and a large amount of free media coverage. This buzz feeds back into consumers' high interest and desire to experiment with the technology themselves.

The virtuous cycle speeds technology adoption far ahead of the pace it would have had without feedback loops. There is a long tradition in marketing research of studying the spread of technology. In a typical study, the adoption of a technology depends on the pool of possible adopters and how quickly they can be turned into buyers. Over time, innovators' choices plus word of mouth convert many of the nonusers into users.

The important feature of a virtuous cycle is that several different diffusion processes are linked and reinforce each other. The diffusion of Web sites depends on both Web-site diffusion and user-base diffusion. User diffusion is positively affected by the growth in Web sites.

Venture capital feeds this fascination. In 1997, venture capitalists invested more than \$3.66 billion in Silicon Valley, 63 percent more than the year before. Roughly a third of these investments were Internet specific, with another 20 percent or so in associated industries like telecommunications. Venture funding rose to \$4.55 billion in 1998, an average of \$5.8 million per company. Venture capital is the source of many of the most innovative investments, and venture funding is strongly influenced by the virtuous cycle.

2.4 A .Com World (Hanson 2000)

The virtuous Web cycle leads to a rapid growth of consumer access, usage, and content online. Whether the variable is the size of the network, users on the network, or network activity, the last five years have seen phenomenally fast growth. Between January 1994 and January 1999, Internet hosts grew from 2.2 million to over 43 million worldwide. The growth rate in 1998 was 46 percent.

The Internet user base has grown rapidly as well. Although difficult to measure precisely, the number of worldwide Internet users is estimated at over 160 million as of March 1999. Over 90 percent of these users joined the Internet in the last five years.

Much more growth is possible, as this constitutes less than 4 percent of the world's adult population. Growth in developed countries has been especially dramatic.

Along with the rapid adoption of the Internet, users have very quickly come to depend on the Net for critical information. While almost a third of U.S. adult users have been online for less than 12 months, almost 50 percent of users now feel the Internet "is a necessity." Growth is rapid among children as well. By 1998, the percentage of children ages eight to 17 with access to the Internet rose to 42 percent, with more than 60 percent of these kids accessing the Net at least once a week.

These numbers show that popular fascination and consumer access to the Internet show no signs of slowing. Businesses have been quickly joining as well. Almost all large businesses have some form of Internet connection and Web site. The Web presence of small and medium businesses grew rapidly during 1998.

The final part of the virtuous Web cycle is content; content has been growing rapidly as well. Researchers at both the Digital and NEC Research Centers measured the size of the Web in the spring of 1998 at roughly 300 million distinct Web pages. Growth rates are even higher than access and users. In the 10 months between June of

1997 and March of 1998, Web content grew 120 percent. Even more impressive than simple numbers, the types and creativity of Web content have blossomed. The next section highlights the types of Web sites and how they were used to support the 1998 World Cup in France.

2.5 E-Commerce Takes Off (Hanson 2000)

Since the earliest days of Stage I Web sites, consumers and business partners have used the Web to collect information that influenced purchases. A quick trip to the Web yielded a list of competitors. Online comparison sites, such as Consumer Reports or Edmund's, gave in-depth features analysis and best-buy recommendations. A visit to a Usenet discussion group gave a blast of feedback from users and critics.

As electronic commerce takes off, there is a tilt away from just offering advice and toward completing the sale online. While influence on purchases is still the biggest online impact, making the sale is the fastest growing category.

E-commerce influence can occur through any informational Web site. As seen in the chart, e-commerce influence happens both for small-ticket items (music, movie tickets) and big-ticket items (cars, houses).

E-commerce ordering captures the orders that are placed online but paid later through telephone or in-store. A service such as AutoBy-Tel initiates the order through the Web, but completes it at a car dealer. Many travelers make reservations online but complete the ticketing at the airport. As the chart shows, e-commerce ordering is more important for big ticket products.

E-commerce buying combines ordering and paying online. This is the fastest growing category and the most exciting for Internet marketers. Online buying connects marketing action directly to revenue. Marketers can track the efficiency of their selling

efforts, completing the sale allows a much better match between spending on customer acquisition and profitability.

E-commerce becomes the locomotive that justifies Web enhancements, improved performance, and the incentive for new technology.

Business-to-business e-commerce is much larger than these consumer numbers, yet follows the same pattern of influence, ordering, and buying. E-commerce has taken off. It increases the strategic importance of Web sites, changes the buying behavior of consumers and businesses, and puts pressure on traditional channels of distribution.

2.6 E-commerce Impact on Web Site (Hanson 2000)

Adding e-commerce raises the stakes of Internet marketing. Suddenly, a publishing medium must interact with the entire selling organization. The online system needs to be aware of inventory, taxes, shipping charges, and appropriate terms of sale. Orders from the Web site must make their way to the proper company logistics systems. Pricing rules and product configurations must be established and made at least partially automatic.

Making the Web site directly responsible for revenue ties the Web site directly to the heart of company /customer interaction. This shows up in several ways. E-commerce sites must respond to customer demands, and they should work to strengthen customer relations. This may lead to conflict with other parts of the company and other channels of distribution.

- (1) Raises Site Performance, Adding e-commerce creates incentives to improve Web-site performance and customer responsiveness. E-commerce sites invest more in online performance than sites without e-commerce. E-mail response time is significantly faster for e-commerce sites.

Web-server performance becomes more important with e-commerce just as McDonald's compares themselves to Burger King or Wendy's in speed of service, online sites compare their performance against the competition. The system measures performance of a benchmark site, the company's own site, and sites of competitors. This gives an accurate reflection of how customers in different geographical areas experience a site. This is useful in identifying problems between ISPs and on overseas networks. The practical solution for these problems is often to maintain mirror sites, where parallel Web sites are maintained in different locations and hooked into different portions of the Internet.

- (2) Increases Personalization, Just as e-commerce encourages companies to invest in site performance, it creates a strong incentive to enhance their online use of personalization. E-commerce and personalization reinforce each other. Personalization raises the value of the online experience of a user, improving customer loyalty and leading to more customer/e-commerce contacts. Personalization encourages visitors to return to the electronic store. At the same time, e-commerce provides the crucial one-to-one link that is fundamental for effective personalization.

The personalization / e-commerce link is especially strong for business-to-business marketing. Business-to-business marketers can take advantage of the detailed information suppliers have about their customers and long-standing relationships many businesses have with their vendors. Companies expect suppliers and vendors to be fully aware of their needs and operations. Personalization is not perceived as a threat or invasion of privacy but as convenience, cost saving, and good service.

A leading example, which is being copied by many industrial marketers, is the Dell triangle approach. The total amount of company computer buying (strictly speaking, the expected lifetime customer value) determines the amount of personalization Dell provides to their corporate partners. This builds on itself, so that the highly personalized Dell extranets lead to even more purchases and a higher lifetime value.

This dynamic creates a personalization / e-commerce virtuous cycle. Recall that a virtuous cycle is a dynamic process that feeds on itself, where growth in one part of the cycle leads to growth in the connected parts of the cycle. The stronger the e-commerce link, the more resources, incentives, and data are available to strengthen the personalization link. High levels of personalization show up as hosted and customized sites, special configurations matching customers' exact needs, and a close alignment of online support with the software, purchasing system, and delivery schedules of customers.

Consumer privacy concerns are being raised about the personalization/e-commerce link. The virtuous cycle still exists, but it worries consumers and industry commentators. Consumers seem to be especially nervous about the reselling of data.

2.7 E-commerce and Travel Industry

Tourism industry in Thailand recorded an increase in number of tourists and increase in country revenue of travel industry yearly since 1990, in 1990 there are approximately 5.2 million tourists who travel into Thailand, with a spending of higher than 110,000 million baht compared to 8.5 million baht tourists and estimated of 270,000 million baht spending in 1999.

Table 2.1. How Internet Being Used in Thailand.

Information Searching		73.49
Accommodation Booking		15.66
Vehicle Booking		6.02
Air Ticket Booking		4.82
Tour booking		4.82
Others		4.82

Unit: Percentage (multiple response allowed)

Source: Electronic Commerce Resource 1999

Supported by the (TAT) Thailand Tourism Authority of documentation, it is shown that 15.66 percent of the Internet users is using Internet for accommodation booking compares to 73.49 percent of information searching, and 6.02 percent of vehicle booking.

Corporate with information from TAT Rayong's Office, the number of hotels, rooms in the hotels, and visitors are increasing rapidly, from 159 hotels in 1996 to 205 hotels in 2000.

Table 2.2. Number of Hotels and Visitors 1996 – 2000 in Rayong Thailand.

Items / Year	2539 1996	2540 1997	2541 1998	2542 1999	2543 2000
Number of hotels	159	167	192	198	205
Number of rooms in hotel	6,886	7,309	7,993	8,420	8,829
Number of visitors	1,404,171	1,966,230	2,092,272	2,172,223	2,323,694
Thai	1,285,347	1,771,716	1,872,776	1,929,513	2,026,739
Foreigner	118,824	194,514	219,496	242,710	297,225
Number of tourists	951,041	1,308,470	1,391,909	1,443,507	1,548,285
Thai	869,320	1,158,610	1,221,082	1,251,807	1,308,783
Foreigner	81,721	149,860	170,827	191,700	239,502
Number of excursionists	453,130	657,760	700,363	728,716	775,661
Thai	416,027	613,106	651,694	677,706	717,956
Foreigner	37,103	44,654	48,669	51,010	57,705

Source : Tourism Authority of Thailand Rayong Office

As a result, number of travelers incorporates with the number of Internet users relating to travel will increase, thus, will advantage all business relating to the travel industry, therefore, business in travel industry should use this opportunity applying their business to online technologies.

Along with electronic commerce, tourism industry is growing rapidly, the use of electronic commerce has been considered from many companies as a channel providing enterprise information and electronic transactions. Many travel company start to pay attention of building a Web Site providing company information, package tours, accommodations choice and other travel related.

As a result, Travel Authority of Thailand tried hard to promote Thailand travel industry via the Internet, which success in some level but not yet totally successful due to couple of issues, according to the reported of TAT, the major obstacles in applying electronic commerce is lack of awareness from the travel business person relating to important of internet and electronic commerce, lack of applicable laws, no confidence in payment system, and etc., as showing below.

Table 2.3. Major Impediments in Applying Electronic Commerce.

Lack of Awareness		64.63
Lack of Applicable Laws		56.1
No Confidence in Payment System		56.1
No confidence in Security System		54.88
Language Problem		35.37
Telecommunication Infrastructure Problem		35.37
Company's Internal Unreadiness		32.98
Technology Obstacles		29.27

Table 2.3. Major Impediments in Applying Electronic Commerce (Continued).

No Certificate Authority		26.83
High Cost		24.39
Business Partner Unreadiness		20.73
Others	4.88	
Unit: Percentage (multiple response allowed)		
Source: Electronic Commerce Resource 1999		

Consequently, the Tourism Authority of Thailand has set regular training, orientation, and short course to advice the business owner who wish to pursue their business online.



III. COMPANY SUMMARY

3.1 Hotel Introduction

Golden City Rayong Hotel is a business operated under A K Holding Rayong Limited which has a long history and good reputation of accommodation services.

Golden City Rayong Hotel is located on the Sukhumvit road at the side of Mosarod market and next to the Leamtong Shopping Center. The hotel is about 162 kilometers drive from Bangkok and is found in the middle of Rayong city. The hotel is surrounded by travel attractions and Rayong's place of interests.

All accommodation in the hotel are air-conditioned with satellite television, carpets, refrigerator and other convenience supported equipments.

The hotel mission is to provide visitors with a warm welcome to make them feel like home and make sure that all services are creating an impression to the visitor's mind.

3.2 The Golden City Rayong Hotel's Fact Sheet

Address:	30/1 Sukhumvit Road, Neonpra, Muang, Rayong, THAILAND
Location:	Golden City Rayong Hotel is only 500 meters away from the Laemthong Shopping Center. It also locates opposite the Mhoo Saroj Night Market"
Telephone:	038 - 618701 – 15
Fax:	038 – 861191
Room types:	Hotel - 102 standard rooms, 24 deluxe rooms, 2 junior suites, 7 executive suites Apartment - 43 standard rooms

Hotel room:	<p>All rooms reflect the distinctive nature of Thai style and are enhanced by colorful touches and original art. Our visitors will be provided with several facilities such as</p> <ul style="list-style-type: none"> (a) 220 volts electricity capability (b) Colored television with in-house movies, satellite television news and movies, and other foreign programs (c) Central air conditioning with individual visitor control (d) Multi-channel radio (e) Bath and shower (f) Refrigerator and mini bar (g) Telephone and direct telephone line for connecting to the Internet (h) 24 hours room service
Food & Beverage:	<p>Paithong restaurant - Located on the ground floor of the hotel, which operates from 6.00 am until 2.00 am. The cuisine is a blend of the Thai, Japanese, Chinese, and Western style food</p>
Room service:	<p>A 24 hours service with a cuisine selection from the Paithong restaurant</p>
Banquets & Functions:	<p>Golden City Rayong Hotel can accommodate up to 500 people for a functions. We have an extensive range of banquet menus from which to choose from</p>

- Available (a) These menus can also be customized to suit customer's
- Functions rooms: special needs
- (b) Sai Thong - tip 45 people (for example a business meeting)
- (c) Korn Thong - tip to 30 people
- (d) Soi Thong I and 2 - up to 500 people Functions can also be arranged near by the swimming pool area, which provides a spectacular setting for evening parties
- Local attractions Championship golf courses
- and facilities: (a) Deep-sea fishing
- (b) Island tours Laemthong Shopping Centre
- Other facilities: (a) Transportation service and car rental
- (b) Fitness and pool
- (c) Karaoke
- (d) Internet facility
- (e) Tourist service

Table 3.1. Golden City Rayong Hotel's Room Prices.

Room Types	Daily Rates (Baht)	
	Single	Twin
Standard	650	750
Deluxe	850	950
Junior Suite	1,500	1,600
Executive Suite	1,700	1,800

IV. STRATEGIC AND MARKETING PLAN

4.1 Current Situation Analysis

Problem Model

Golden City Rayong Hotel provides accommodation and events reservations via walk-in customers and sales personnel who work in the hotel, therefore, there is no way that the customers from overseas or different cities could do hotel information search, functions facilities search and make reservations ahead of their arrival.

One of areas that definitely should be improved is the management of the visitors database, currently, the hotel does not acquire, store and record any information of visitor longer than what he/she actually stays, which left no way for the hotel to do customer relationship managements.

Another problem is the ineffective marketing strategy; the hotel is providing a facility that is suitable for backpacking travelers under the same roof of the hotel, but this facility is most of the time vacant due to the lack of marketing strategy to support it.

Backpacking travelers are normally young and have limitations of money; therefore, this is a group of target market who in general do information search, such as traveling place, transportation, and etc., then make an accommodation reservations before they start the trip.

The special preference for long stay visitor is an area that Golden City Rayong Hotel has not yet provided, the acquiring of a short memo for call-in callers at specific time, i.e., “I will go out to Chonburi, and will be at the hotel before 5 pm” or the request to turn on air condition, or even order of a set of meal to be served at arrival time.

It will save time for marketing executives if event manager knows slightly of what the hotel has to offer in what range of price, as a result, the event manager could walk in

to the hotel request for specific functions, with specific seats arrangement and specific kinds of meals to be served. Currently sales executives have to spend a lot of time preparing a plan for set of meals, entertainment tools, room decorations and etc., to satisfy event manager needs and most of the time, those process usually repeated many time before decision make.

Conclusion of the problem Model

- (1) Does not offer the hotel information for the global consumer
- (2) Does not allow booking from remote locations
- (3) Lack of communication channels to co-operate with remote travel agency
- (4) Need in a database management system
- (5) Lack of computerized system to support long stay visitors
- (6) Does have well a facility to target backpackers but uses an ineffective marketing strategy.
- (7) Lacks of communication channel for event management

Solution Model

From the problem mentioned, the hotel manager decided to take certain actions, the first action is improvement of within country distribution channels, i.e., development of phone booking system along with brochure and handout distribution.

However, the phone booking is still limited within location in Thailand, and it does not create any channel to build hotel brand awareness, and the capacity of phone booking does not provide sufficient information for the event manager. From the result, the hotel manager decides to follow the technology trend, by developing the hotel's Virtual Enterprise that has the ability to satisfy following areas;

- (1) Providing online Tailor Made or personalization services
- (2) Providing hotel goods and services information online

- (3) Providing immediateness of customer response and contacts

4.2 SWOT Analysis

Strength

- (1) The hotel is operating in the heart of the city – Golden City Rayong Hotel is located on Rayong city main road, and it is the road connecting of Rayong City to many places of interest. Rayong Orchid Hotel is only the competitor operating on the same road.
- (2) With small size hotel, it has a flexible and personalized service – ratio of staff per visitor is lower compared to bigger hotels, like the Star Hotels
- (3) The hotel has a long history of accommodation services – Golden City Rayong Hotel started from providing a small apartment, then to a small hotel, then to Golden City Rayong Hotel, therefore, it makes the managing director of Golden City Rayong Hotel a specialist in this type of business.
- (4) Hotel cash flow is high, with the high cash flow; it is allowing the hotel manager accessible to more investment in order to improve and develop of the hotel
- (5) The managing directors personal network is large – the owner of the hotel is a local person, which means, there is a big opportunity that the hotel could benefit from people networking
- (6) Golden City Rayong focuses on significant specific customers – with the specific target markets, it make Golden City Rayong Hotel easy to perform marketing management, marketing monitoring and evaluation.
- (7) Land available for expansion – the hotel could expand whenever it needs
- (8) Price is competitive – the price of accommodation is low compared to other competitors

- (9) With the small group of visitors, the hotel can respond to any customer enquiry faster
- (10) It is the first hotel of competitors who allow online functions management tools and booking

Weakness

- (1) Low number of total rooms – Golden City Rayong Hotel has less rooms and facilities services compared to demand
- (2) Limited accommodation type and price – Room type is not varied, probably due to the sales objective that specifies target group significantly
- (3) Family business and lack of international skills – without any international trade skill, it still hard for the hotel to reach global market
- (4) Lack of professionals in electronic commerce management – consequently the hotel might have to face such computerized technical problems if the project is implemented.

Opportunity

- (1) The potential growth in Thailand's travel industry, will result in potential growth in the hotel reservations
- (2) Thailand's better economy will consequent by allow people, organizations, firms etc., to set up functions, party and meeting
- (3) The stability of the government will stimulate foreign investments; therefore the number of long stay visitors should increase
- (4) Promote via the various industry zone, Rayong's city Industry Zone is few minutes drive from the Golden City Rayong

- (5) Be able to expand to the international market – with the support of the Thai government, and increasing in international traveler's demand for Thai travels will offer explanation of segmentations
- (6) Co-operate with Thailand Travel Authority and other travel exhibitions in order to stimulate the hotel's brand awareness and positioning.
- (7) Internet has become necessary of information search tools – more people using internet as a main tool for information search, therefore, implementing the project will help the hotel
- (8) Opportunity to target different segments – with the technologies of globalization, mobility and simplicity of Internet, allowing the hotel to reach different target groups.

Threats

- (1) Web Site is easily duplicated by competitors - therefore, the Virtual Enterprise Project is developing of simple technology to reduce the cost and be innovative, with superior quality, since whatever technology use will not preventing duplication.
- (2) Current Internet users in Thailand is still low, however, the Internet user is growing rapidly each year
- (3) More dot com business is failing – Most of failed dot com business is due to the lack of traditional business model to support it, as well as lack of specialized and skill of business operations.
- (4) Many online competitors – Golden City Rayong Hotel develop the project with aiming to providing information to visitors rather than creating sales online.

- (5) Lack of the touch and feel to the products seeking online – therefore, the Web Site of the hotel is providing as many as virtual scenes as possible.
- (6) Internet intruder – The Internet intruders, hackers, and crackers will be prevented by a host company service, at the same time, the hotel's Web Site does not offer payment system.
- (7) Uncontrollable electronic transactions – electronic transactions offered by the project is simple to monitor, control and manage.
- (8) Electronic mobile and cable television technology allows electronic shopping – this technology is not yet popular in Thailand, at the same time, there is no company that is presented as a major role of this technology.
- (9) Financial transactions on the Internet is still not trustable – there is no financial transaction present in the Virtual Enterprise Project
- (10) Lack of applicable laws – the electronic commerce law in Thailand is developed to some extent and currently, improving.
- (11) Technology Obstacles and Telecommunication infrastructure problems - the services host guaranteed 99 percent of online times is stable

4.3 Key Market Segment

The hotel is segmented into three groups; the first group is segmented by customer life styles, this group includes a group with independent life style, flexible, reminiscent of travel with the limited expenditure power. This is the group that is most likely to spend less or none for convenience supported equipments. This group trends to stay long, study the places and culture they visit. Adventure is their reason for traveling.

- (a) Segmentation: Adventure life style, middle – low income, budget traveler

The second group is segmenting by geographical, such as Thai citizens and foreigner visitors

- (b) Segmentation: Thai citizens, Non Thai citizens, foreign visitors, foreigners living in Thailand

The last segmentation is segmented by customers' needs; it will look closely to the need of visitors, to see whether visitor is looking for accommodation to stay, or functions facilities, or place of exercise and dinning.

- (c) Segmentation: people who look for accommodation, functions facilities, and dining, and other hotel services.

4.4 Target Market

The target market of the Virtual Enterprise Project includes;

- (a) Potential visitors with middle income, who arrive for the purpose of business and travel
- (b) Existing and Loyal consumers
- (c) The hosts of a meeting, events, party, seminar, who need facilities to support not more a 600 people for conferences
- (d) Visitors, participators, and follow people of meeting, party, events and seminars.
- (e) Budget travel and backpacker who looking for budget accommodation and flexibility of services.
- (f) Partner Companies who look to become Golden City Rayong hotel partner

4.5 Image and Positioning

The Golden City Rayong Hotel positions itself as a middle size hotel providing superior services, convenient access location with competitive prices.

4.6 Market Strategy

- (a) Price – three strategies will be used for applying the hotel accommodation price offering;
 - (1) Offering the accommodation prices cheaper for visitors who make online reservations compared to walk-in visitors
 - (2) Price may vary depending on travel season
 - (3) Lower the accommodation price by associates the accommodation's price with a package tour of the partner companies
- (b) Product – Product for this purpose including accommodations, facilities and services of the hotel, on the Web Site, visitors are able to observe the accommodations and facilities virtually, the Tailor Made service such as transportation, package tours and etc., possibly request before arrival date. The product and services offering via the website updates regularly
- (c) Promotion – Personalization package tour and accommodation available monthly only on the Web Site. Price reduction coupon of traditional and electronic distribution is offering regularly. Additionally, visitor pays in advance will have their accommodation price deduct by certain percents
- (d) Place – The hotel Web Site will advertise and co-operate via company partners online and offline. The Web Site address will attach to all of the tradition hotel materials where suitable

4.7 Competitive Analysis

The competitors of Golden City Rayong Hotel consists of two groups, the first group is overnight stay accommodations including the Star Hotel, and Rayong Orchid Hotel, and second group is competitors who providing long stay service as hotel facility. However, together of competitors are offering both services.

Table 4.1 Comparison of Price and Location.

Hotel	Number of Room	Price - Standard Room (Baht)	Location
Golden City Rayong	135	650	530/1 Sukhumvit Road., Neonpra, Muang Rayong
Star Hotel	576	1,500	109 Rayong Trade Center Road No. 4
Rayong Orchid Hotel	156	750	011 Sukhumvit Road Amphoe Muang

- (a) Star Hotel, Star hotels consider the major competitors because it offering the similar facility at the similar price to Golden City Rayong hotel. The number of rooms and functions facility of Star Hotel is a lot more then what Golden City Rayong Hotel offering, The Star Hotel expanding the hotel facility into entertainment complex and shopping mall. However, the big size of the hotel making it lacks of flexibility, and personalization service. Star Hotel is only Golden City Rayong competitors who offering Web Site allowing online reservation. The content of Star Hotel is following;

- (1) Dining
- (2) Entertainment
- (3) Facilities
- (4) Promotion Rayong Guide
- (5) Reservations
- (6) Room Types
- (7) Room rates
- (8) Transportation

Table 4.2. Room Types and Prices of Star Hotel.

Room Types	Daily Rates (Baht)
	Single
Standard	1,500
Deluxe	2,000
Junior Suite	1,750
Executive Suite	4,500

Table 4.3. Function Types and Prices of Star Hotel.

Functions Types	Room Daily fee (baht)	Dimension (m)
Sunthorn Phu	60-70,000	29.50 x 45.00
Kesara	10,000	8.75 x 13.52
Sroisuwana	40,000	19.40 x 34.50
Srisoonthorn 2	40,000	19.40 x 34.50
Srisoonthorn 1	20,000	13.28 x 20.00
Srisuwana	20,000	13.80 x 23.65
Sinsamuth 1,2,3	10,000	8.57 x 15.70

- (b) Rayong Orchid Hotel, Rayong Orchid Hotel is located close to Golden City Rayong Hotel, Rayong Orchid Hotel offering the accommodation rates that a bit cheaper than Golden City Rayong Hotel with lesser facilities services but more for the number of rooms. Rayong Orchid Hotel owns a single webpage that consists of general information about the hotel and booking online, however, the facilities of the hotel is not presenting on the webpage.

Table 4.4. Room Types and Prices and of Rayong Orchid Hotel.

Room Types	Daily Rates (Baht)
	Single
Standard	750
Deluxe	900
Junior Suite	1,200
Executive Suite	2,500

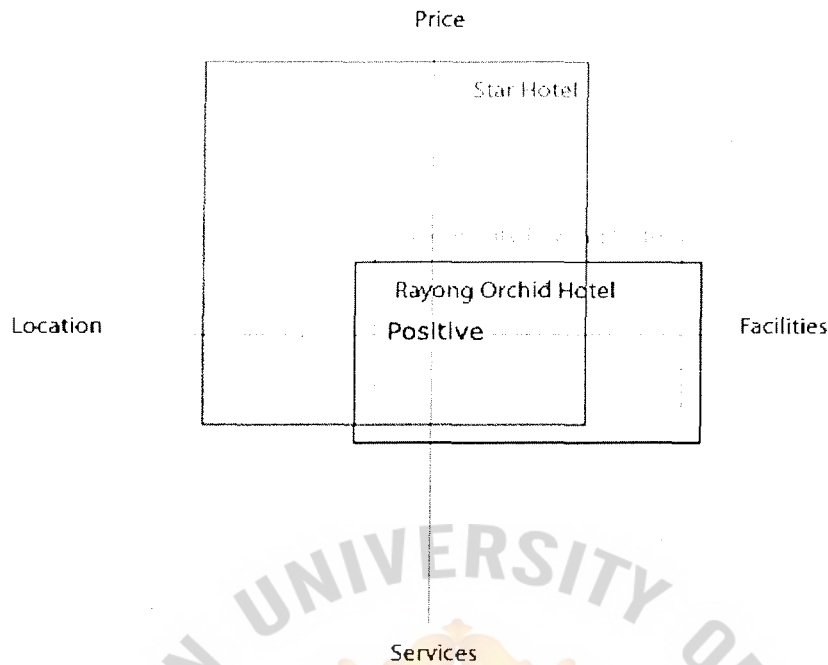


Figure 4.1. Golden City Rayong Hotel’s Positioning Compare to Its Competitors.

Competitive Analysis Conclusion

From the given information, it shown that Golden City Rayong Hotel and its competitors are having a variety of goods and services that aim to target the same group of customers. Star Hotel is a big hotel, therefore it is offering better facilities, with changeover with lower quality of service, away location and expensively compared to Golden City Rayong Hotel. Rayong Orchid hotel located close to Golden City Rayong Hotel, it is cheaper then Golden City Hotel Rayong, but with less facility and poor surrounding environments, therefore, there is no factor that significantly distinguishes one hotel to be best or better than its competitors, which means, each hotel must use its strong areas and advanced facilities as the tools to call for customer attention.

4.8 Project Cost and Benefit Analysis

The cost of the Virtual Enterprise Project is specified into three categories, the first cost occurred while pre-project stage, second cost occurred when the project is in process of working and implementing, and the final cost happens when the project needs evaluation and improvement, or post-project cost.

The pre-project cost including the cost of creating Virtual Enterprise Project feasibility study, which covering the cost of all relevance marketing research, and other areas of its work process, i.e. Material preparations, traveling, time consulting, and cost of tool and equipments.

The most expenditures of the Virtual Enterprise Project is occurred during the project need to be implement, the cost of its including, the cost of Web Site design and development, cost of hardware, software and human-ware to support Web Site design, cost of running the system, and cost relating to materials and other tools company with above work process.

The final cost of the Virtual Enterprise Project is the cost of evaluation of the project and supported materials, cost of maintaining the system and expenditure for project error corrections.

Benefit when the Virtual Enterprise Project implement is classified into three categories, i.e. enchantment, efficiency and effectiveness, details of the mentioned benefit is shown below.

Enhancement

- (1) Brand building - The Web Site will use to promote Golden City Rayong Hotel brand, and the brand image of the hotel characteristics as well as educated the potential customers and visitors of what is Golden City Rayong Hotel goods and service is all about.

- (2) Category building - Golden City Rayong Hotel is a developing hotel, where increasing in visitor rooms, functions and other entertainment facility have been implement yearly, therefore the Web Site will educate the visitors about an entire category or capability of goods and services
- (3) Quality - Golden City Rayong Hotel provides the virtual scene environment of visitor accommodations and other facility which is very valuable information for the potential customers.

Efficiency

- (1) Cost Reduction - The implementation of the Web Site is hard to justify either it will provided cost reduction or not, however, the developing of Golden City Rayong Hotel is believed to cut cost associated with sale channel, and database of visitor preferences.

Effectiveness

- (1) Retail Support - Golden City Rayong Hotel Web Site will be a one stop service to the travel agencies in the term of supplier chain support, travel agency could straight away check availability of visitor accommodations, room preference and book online.
- (2) Information Collection - The activity of potential visitors and visitors of the web site will be recorded and analyze of what sections of the Web Site is the most famous, what kind of rooms have been views, and what is special requirement that often require. From the information collection then the hotel should be able to know what contents and sections on the web should be develop and improvements.

The entire benefits above need tradeoff of Web Site design cost, as well as its implementation and maintaining cost.

V. WEB PROTOTYPE DESIGN AND DEVELOPMENT

5.1 Web Prototype Objective and Key Success

Golden City Rayong hotel Web Site design is needs to satisfy following objective;

- (a) Providing the Web Site that support the hotel virtual environment scene
- (b) Providing Web Site structure that could support customer relationship management
- (c) Providing Web Site structure that allow the corporation of the hotel and travel agency
- (d) Providing Web Site structure that could support customer personalization management
- (e) Providing Web Site that support long-stay accessibility
- (f) Real time calculation for event or functions
- (g) Providing information for backpackers and other mid-income visitors

The Web Site should be simple, consistency, identity, containing useful content, user friendly navigation, visual appeal, compatible, design stability and performs functional stability.

5.2 Web Site Hardware and Software Require

The Web Site will design mostly in Flash Technology and partial in HTML software managements, it will contain contents and image that valuable to target group. The master template will create for the majority of the page, intended for the purpose of continuity and ease of content modifications.

All images presenting on the Web Site will take from the real place and copy right by the AK Rayong Holding Company Limited.

A set of computer system, scanner, printer and camera are requires for Web Site design, however, those hardware will need to use complimentary with its software.

Beside the software that must uses completer with the hardware, software likes Flash MX, Adobe Golive 6.0, Adobe Photoshop, Microsoft Word and Microsoft Excel are must.

(a) Webpage Design specification and requirement

- (1) Total Number of Page- 31 Pages containing Text and graphic, flash and Shockwave Animation
- (2) Software use - HTML, VB Script, graphic work, (Photoshop, Flash, GIF Animation) Database Design, Analysis

Table 5.1. The Project System Specifications.

Type	Specification
Secure Socket Layer SSL	
Web Space	250 Mb
Number of E-mail (POP3)	50
Data transferring	9 GB
Web-based Email	Available
Online Email	Available
Administration	Available
Email Autoresponders	Available
Email Forwarding	Available
State Report	Available
Access to law log files	Available
ASP (Active Server Pages)	Available
ASPQMail Component	Available
MS Access Support	Available
DSN-less support	Available
ODBC	10
Microsoft Windows 2000 Server	Available
Internet information Server 5.0	Available
MS FrontPage 2000 Extension	Available
Anonymous FTP	Available
24 X 7 Unlimited FTP	Available
Updates	Available
Tape Backup	Available
24 Hour Server	Available
Monitoring	Available
99.9% Uptime	Available
Backbone Connectivity	Available
UPS and Generator	Available
Backup	Available
24 X 7 E-mail Support	Available
24 Hour Emergency	Available

Table 5.1. The Project System Specifications (Continued).

Phone Support	Available
WAP	Available
Type	Specification
PHP	Available
MS SQL Server 2000	75 MB

5.3 Web Site Content

Table 5.2. Web Site Site-Map.

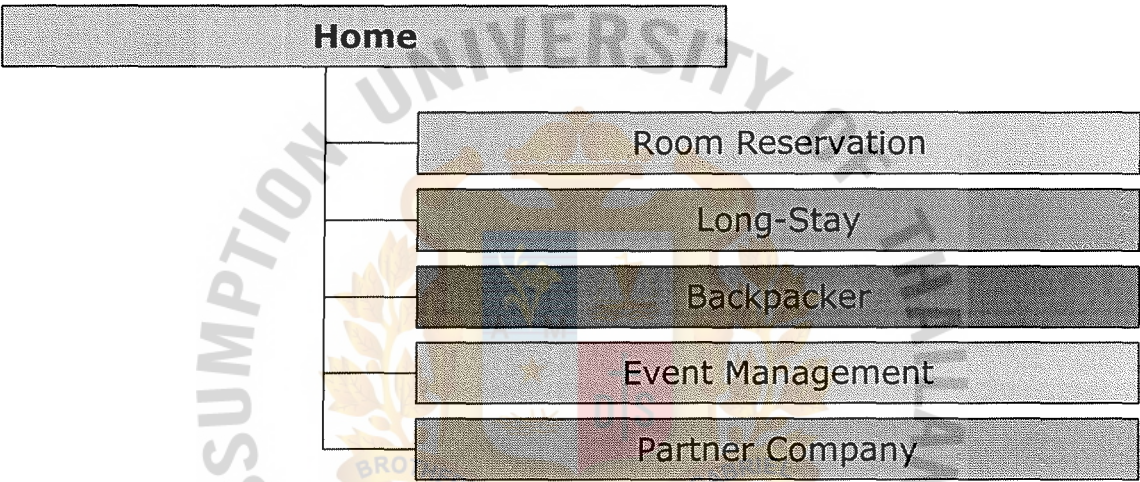
Home		
<ul style="list-style-type: none"> Hotel Information Room Reservation Long Stay Backpacker Event Management Partner Company 		
Hotel Information	Room Reservation	Long Stay
<ul style="list-style-type: none"> Hotel Information Facilities Room types & prices Map & Location 	<ul style="list-style-type: none"> Room types & prices Room Reservation 	<ul style="list-style-type: none"> Long Stay Information Facilities Room types & prices Map & Location Member Area
Backpacker	Event Management	Partner Company
<ul style="list-style-type: none"> Backpacker Information Facilities Room types & prices Map & Location Rayong City Info. Place of Interest Festivals and Events 	<ul style="list-style-type: none"> Function Information Function Availability Seat Arrangement Function Calculation 	<ul style="list-style-type: none"> Hotel Information Facilities Room types & prices Map & Location Partner Benefit Contact Us

5.4 Web Site Functional Requirements

Hotel Information

Web Site is grouped into the contents based on the need of user, the main content of the Web Site consisting of Hotel information, reservation, long-stay, backpackers, event management, and Partner Company.

Table 5.3. Content Contains the Hotel Information.

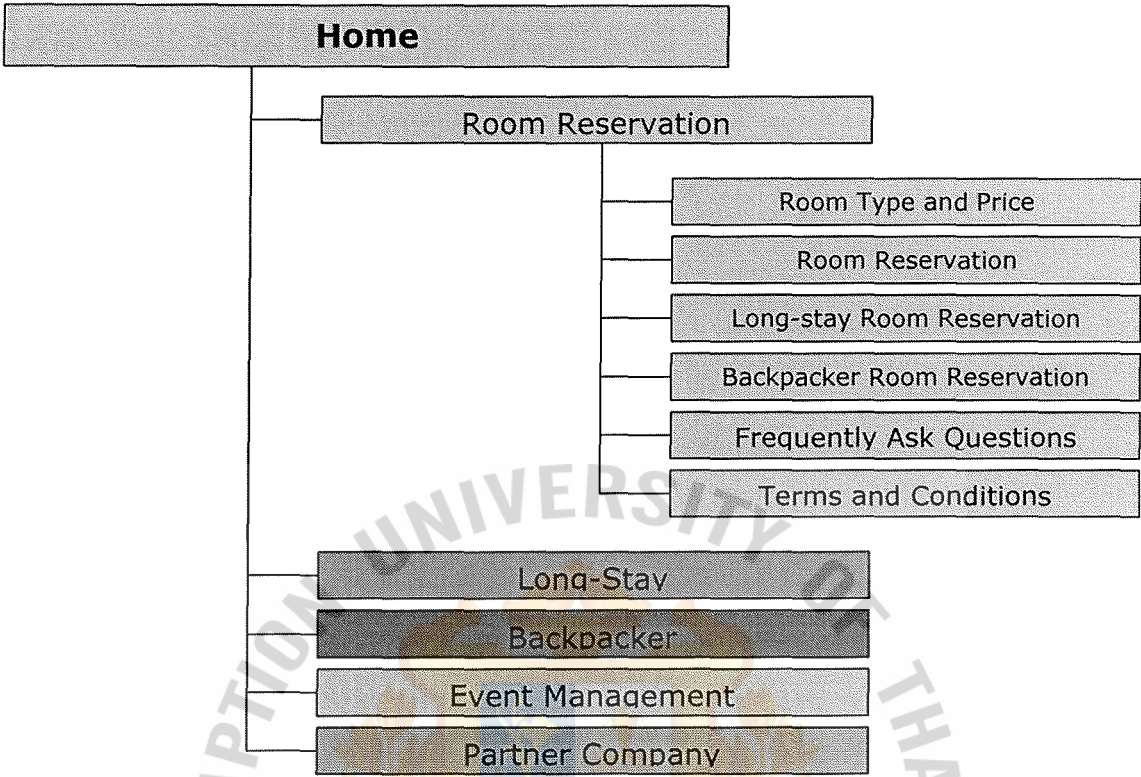


Under the Hotel information content, it will leads user to the general information of the hotel, general information of accommodations and facilities, hotel location, map, contact details, and the frequently answer and question

Room reservation Content

In the reservation content, customers could make accommodation reservations online, customer needs to fill in their information, let the hotel know of what type of accommodation they book, then fill in the text box if there is any special requirement and click submit. The electronic payment system will not be available here, due to the concern of security and unsupportable by the physical hotel computerized system.

Table 5.4. Content Contains Room Reservation Information.



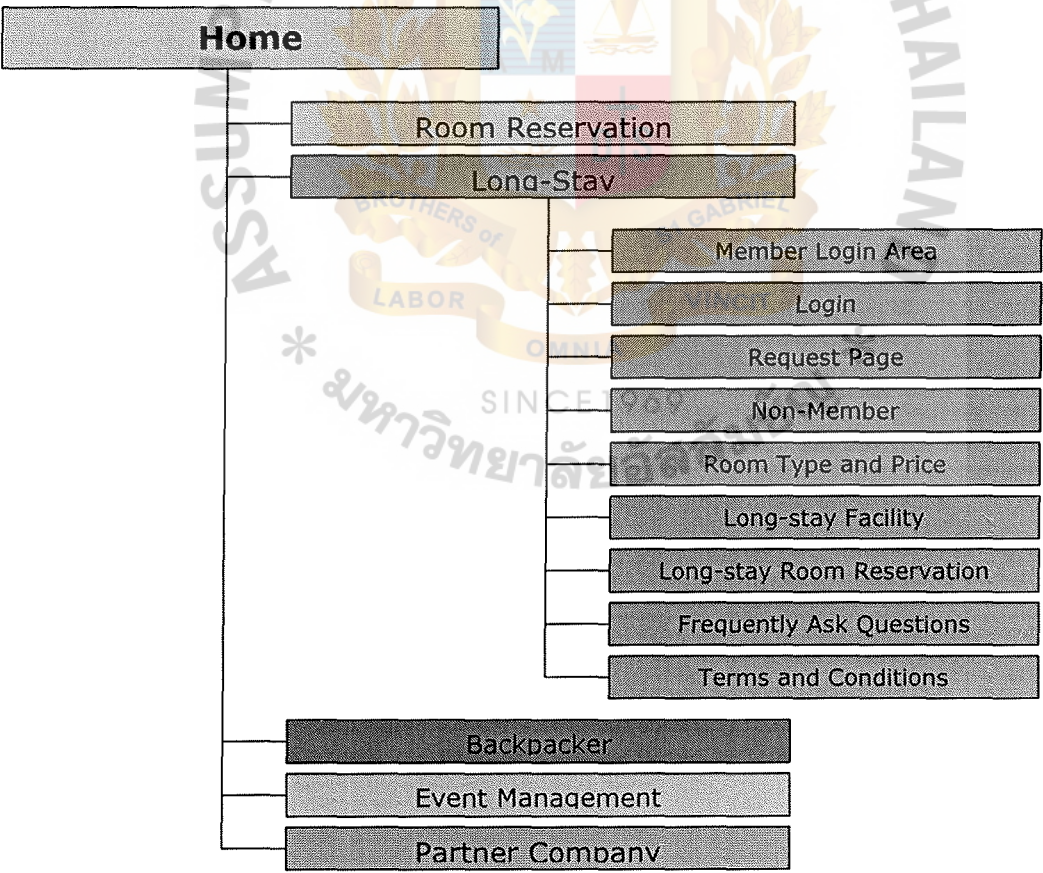
The process of online reservation

- (1) Golden City Rayong Hotel database is updated to Internet live
- (2) Potential visitors looking for preferred accommodation type
- (3) Potential visitors click to accept the hotel terms and conditions
- (4) Potential visitors fill in personal information, travel information and accommodation type they want.
- (5) Potential visitors click submit
- (6) Potential visitors print out confirmation
- (7) The confirmation page will appear to the hotel database, then, the hotel in Rayong will keep their computerize update
- (8) Visitors who book online will arrive with either or not confirmation page that match with the hotel database

Long Stay Content

Long-stay visitors might want to look for what facilities and accommodation type are available at hotel, how rooms look like, what price they are expected to pay, what makes the hotel convenient than other place. Under this content it will provide a membership login, in order for existing long stay visitors to log in into the hotel page to request a special preference before he/she actually arrives to the hotel or they might want to notice any caller of he/she situations, i.e. long-stay visitors might want to turn on air conditions in their room or he/she might want to have set of meals ready before he/she arrives.

Table 5.5. Content Contains Long Stay Information.



The special preference that long-stay visitor could request including:

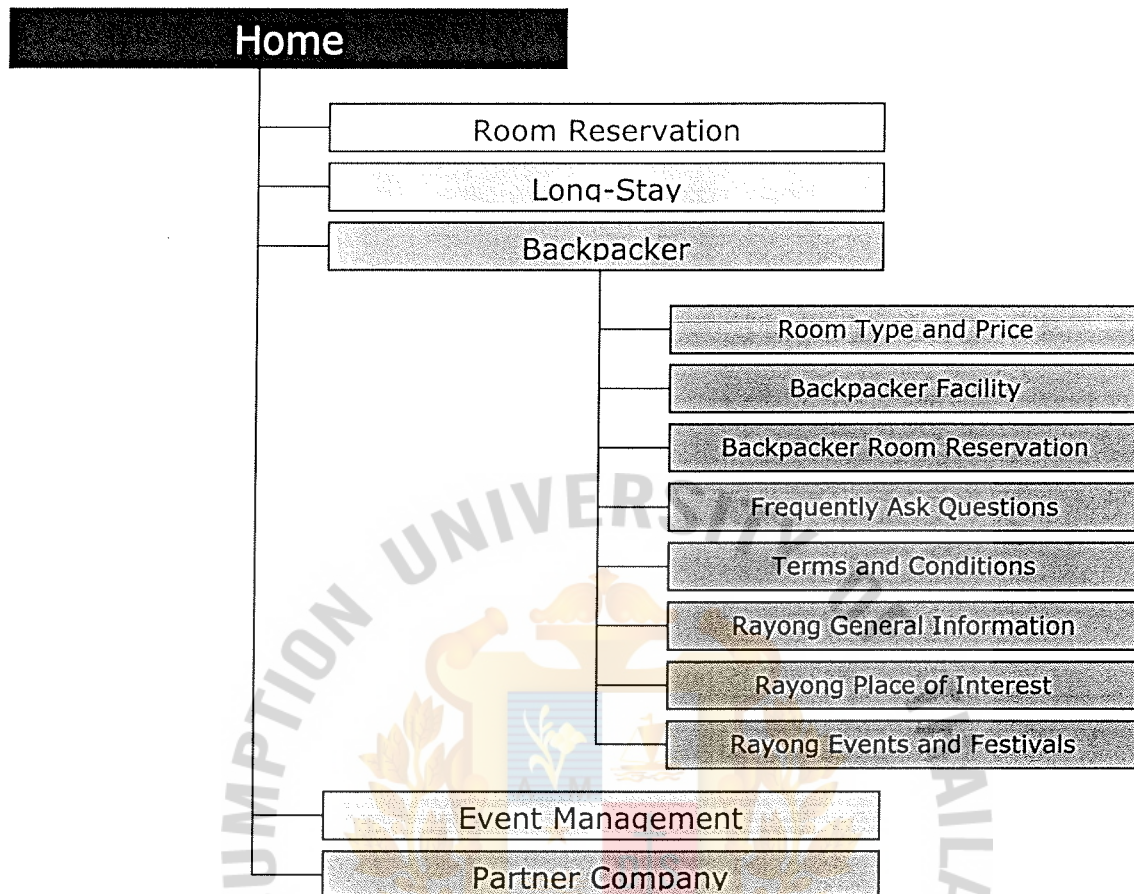
- (1) Clean Rooms
- (2) Water and Electronic appliance order, either turn on or off
- (3) Food and Drink
- (4) Business Center Facility, i.e., meeting rooms, projector, computerize system and presentation tools.
- (5) Memo, long-stay visitors might want to leave a short note during the day to the hotel reception in case if they any in caller, therefore, reception can notify the caller of room owner message.

The page is link to reservation page and hotel information section.

Backpackers Content

Next content is a content that provides information about Rayong City in general, place of interest, event and festivals, how to get to Rayong and Rayong current weather and etc, this information under the content of backpacker visitors, beside the information of Rayong city, backpackers could look at the accommodation available for them, price, facilities and again link to reservation page and hotel information section.

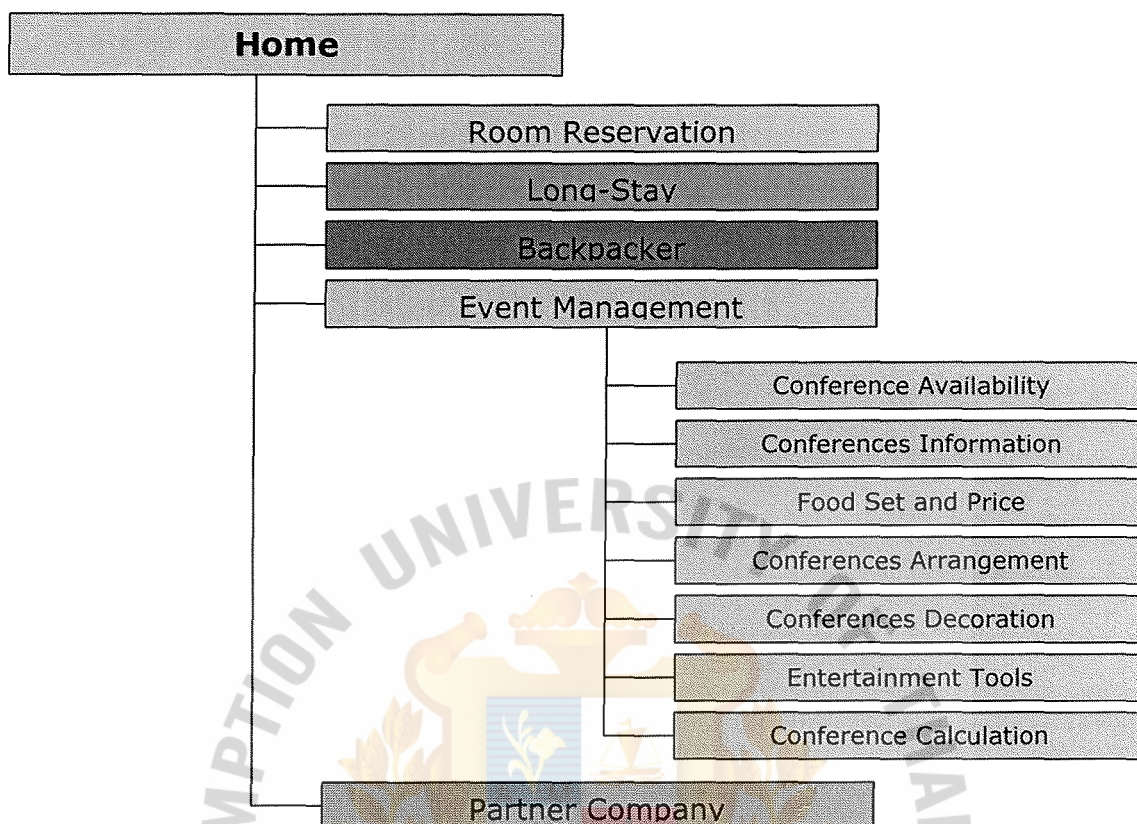
Table 5.6. Content Contains Backpacker Information.



Event Management Content

For host of event, function, party or etc, then they might want to come take a look of what functions facilities that the hotel offers for them, host will available to see the details of each room, details of food and drink, details of room decoration, entertainment tools and availability of functions. Under the event management section, either request for more information or booking of functions and facility is available, at the same time, the calculation of overall cost is provided.

Table 5.7. Content Contains Event Management Information.



Functions tools available in event management:

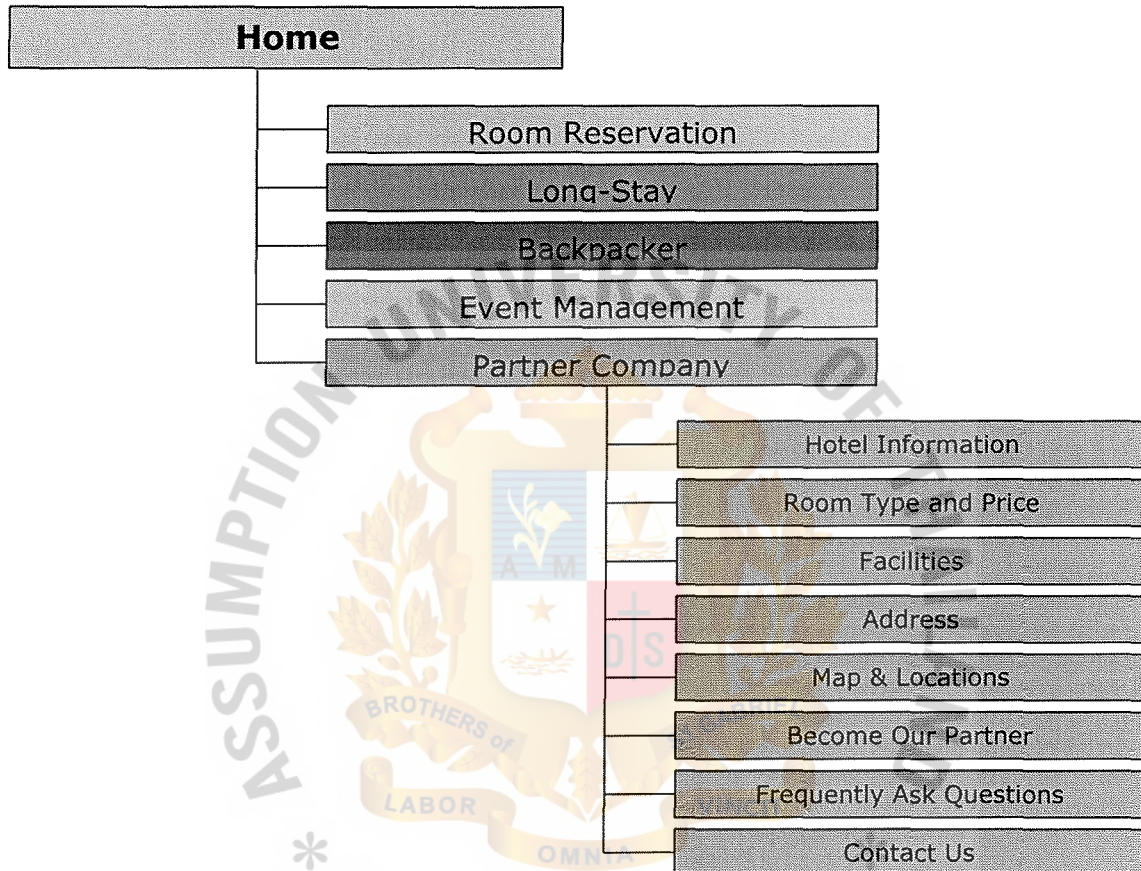
- (1) Virtual sponce of accommodation arrangement
- (2) Food and drink set
- (3) Room decoration type
- (4) Media and visual equipments
- (5) Other requirements
- (6) The calculation of overall selected cost

Partner Company

The last content of the Web Site is specifically for the partner company, this is a section where each company in travel industry can get information of how to becoming

Golden City Rayong hotel partner, what benefit they will receives, who should they contact, hotel information and the frequently answer and question.

Table 5.8. Content Contains Partner Company Information.



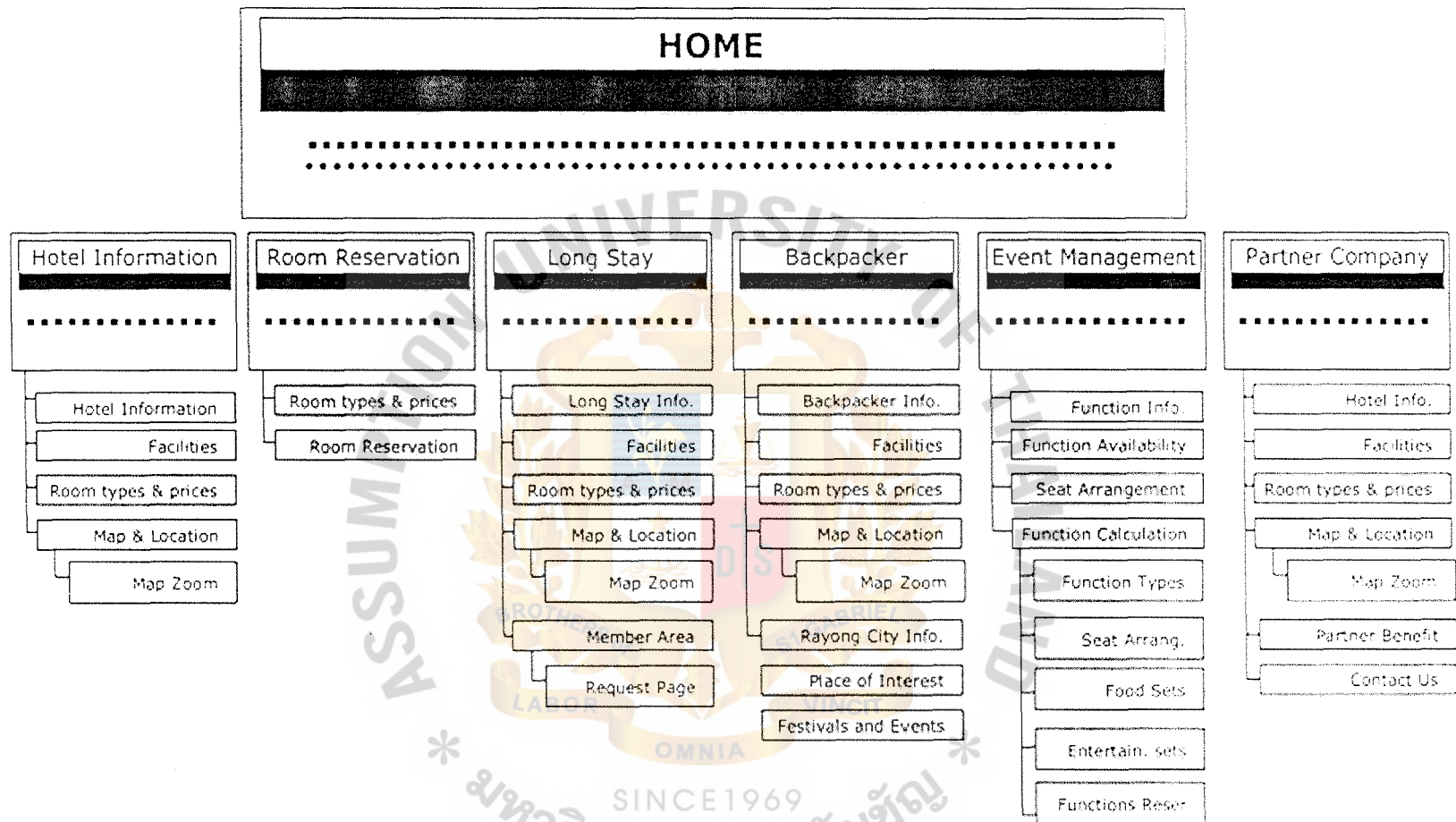


Figure 5.1. Web Site Architectural Blueprint.

5.6 Web Site Visual Design


The design of Golden City Rayong Hotel is combination of image and content. The Web Site design is aimed to communicate with visitors of the hotel image and its positioning.

- (a) The color of the Web Site is trying to representing the luxury of the hotel, and the warm welcome. There is use of template to make each page consistency with each other and providing simplicity for visitors
- (b) Text or image that clickable will represent by same and similar color. All information important is place at the focus point where it believed to catch viewer attention
- (c) Use of circle shape in certain page is to reduce the strong feeling of boxes, therefore, make the visitors feel smoother
- (d) The objective of used the verdana font face, because the verdana font face representing simplicity and easy to read
- (e) All pages within the template will be without no scroll bar due to the reason that wanted the interface of the page modern, which, possibly communicate to visitors that we do have modern equipments and tools for visitors convenience
- (f) The used of Thai style architectural is for the reason to make the look of the page to be silky, warm, and representing of Thai style interior in the physical hotel.

Below is an example of the project Web Site interface;




Figure 5.2. Prototype of Golden City Rayong Hotel – Home.



Hotel Information
 Room Reservation
 Backpacker
 Longstay
 Event Managment
 Partnet Company

General Information

Hotel Information
 Facilities
 Room Types & Prices
 Map & Location



Hotel Entrance

The classic design of the lobby, together with the use of beautiful marble and native Thai Woods, makes an impressive and Japanese food, is exellent!.

The guest rooms, all the 135 rooms and suite have been designed for ultimate luxury and comfort in every a spect Dolden City Rayong Hotel offer a variety of suites.

Executive suite and junior suite are ideal for families with chlidren or businessman who want to relax and/or work. Executive can enjoy our executive suite and junior suite, individually designed with a large living rooms and lounge qarea and spectacular view of Rayong.

You can enjoy fine Thai and International cuisines in the Phai Thong Coffee Shop or perhaps tey the unique specialities of the International Buffet Lunch




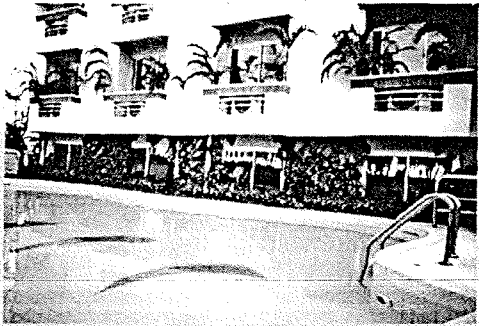
 Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand
 Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure 5.3. Prototype of Golden City Rayong Hotel – Hotel Information.



Hotel Information
 Room Reservation
 Backpacker
 Longstay
 Event Managment
 Partnet Company



The swimming pool is available for all guest, the pool will open for use from 7 AM to 8 PM.

Facilities

- General Information
- Facilities
- Room Types & Prices
- Map & Location

- Phai Thong Coffee Shop
- Coffee Corner
- Swimming Pool
- Fitness Centre
- Karaoke
- Business Centre
- Conference Room



 Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand
 Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure 5.4. Prototype of Golden City Rayong Hotel – Facilities.

VI. MANAGEMENT SUMMARY

6.1 Web Site Management

The management areas that the hotel manager need to consider the most is the management of people-ware, for the project to success, it is depending on the standard of staffs services, how fast staffs response to customer enquiry, how good staffs talk to guest and etc.,

The management of people-ware is by made by the person in responsibility who understands the system and process, they should know of what, how and why they should perform.

6.2 Web Site Security Control

Golden City Rayong Hotel considered rent a space of a secure server provider in Thailand to host their Web Site data along with the contact of the secure server provider including, apply for digital authentication, encryption, merchant software and electronic payment software.

With the use of hosted service, then it left only the security of human-ware that the hotel need to control. The control of security regarding to the human-ware could happen by the use of authentication and staffs observations by manager in duty.

Beside the control of hardware, software, human-ware and network, then the control of database security is one of the most important areas in security control, all customers database will kept in the back-end computer server that the receptionist will allow to access but not modify. The new database will store in other device rather than server hard-disk, and then print out on paper daily.

6.3 Web Site Test

The three areas of test plan including the test of cost and benefit, test of computerized system and test of management.

Cost and benefit test, will perform by looking of number at the successful electronic transactions happened from the Web Site, how many hits, click through, page impression and unique visit per day or per month. The cost and benefit test plan could be from the observations of accommodation reservation from Web Site, the install of Web Site statistics record software, then use those statistic records to compare with the project objective.

The system test is classify into two areas, first area is deal with the Web Site performance, to see either all link in the Web Site is clickable to accurate locations, then take a look either contents, texts, images, and multimedia is appropriate and correctly to the page and location its belonged. The second area of system check is checking of system run, to make out if the system, like accommodation reservation system.

The final area of test system is relating to management test, or purely to the test of human whether the hotel personnel understand and usable of the system.

Some test areas mentioned is possible to test while the Web Site having a soft launch, at the same time, the test of the Web Site management and test of cost and benefit will have to be test after the Web Site begins.

6.4 Web Site Audit

The web site statistical monitor tool will be applied on the Web Site to check number of click through, hits, page impressions, unique visit and etc. Then those statistical data will be analyzed and compute either if Web Site satisfy its objective, cost and benefit analysis.

6.5 Traffic Building

The Web Site traffic building is not the main objective of this Web Site, however, the following way will be consider creating traffic building;

- (a) URL placement
- (b) Hard to soft launch
- (c) Advertising spending
- (d) Company press release
- (e) Tradeshow activities



VII. FINANCIAL STATEMENT

7.1 Project Cost

The cost of project develops and implementing in the first year is 58,690 baht, and 23,190 baht in the second year so on.

Table 7.1. First Year Project Cost.

Design cost			
	No. of Page	Cost / Page	Total Cost
Text and Graphic	25	800	20,000
Flash and Shockwave Animation	6	5,000	30,000
Design Total Cost			50,000

	No. of Unit	Cost / Year	Total Cost
Secure Socket Layer	1	2,500	2,500
Web Hosting Setup Fee	1	1,000	1,000
Web Hosting	1	4,690	4,690
Domain Name Register Fee	1	500	500
System Total Cost			8,690
First Year Project Cost			58,690

Table 7.2. Second Year Project Cost.

Maintenance Cost			
	No. of Unit	Cost (Baht)	Total Cost
Make change to existing page	31	500	15,500
Domain Name Register	1	1,500	1,500
Test and Upload	6	250	1,500
Web Hosting	1	4,690	4,690
Second Year Project Cost			23,190

7.2 Hotel Revenue from the Project Goal

- (a) First Year Project goal (10% increasing in total room (135 rooms) occupy)

The hotel expected to receive 8,040 baht per month in the first year of project implemented.

Table 7.3. Hotel First Year – Monthly Project Goal.

Room Type	Price / Room	Profit / Room	Project goal / monthly	Total Revenue
Standard rooms	800	240	11	2,640
Deluxe rooms	1,000	300	1	300
Junior suites	17,000	5,100	1	5,100
Executive suites	19,000	5,700	-	
Total Revenue / month				8,040

Table 7.4. Hotel First Year – Yearly Project Goal.

Room Type	Price / Room	Profit / Room	Project goal / monthly	Project goal / year	Total Revenue
Standard rooms	800	240	12	144	34,560
Deluxe rooms	1,000	300	1	12	3,600
Junior suites	17,000	5,100	1	12	61,200
Executive suites	19,000	5,700	-	-	
Total Revenue / year					99,360

- (b) Second Year Project goal (12% Increasing in total room (135 rooms) occupy) the monthly in the second year of the project implemented is 8,760 baht or 105,120 baht yearly

Table 7.5. Hotel Second Year – Monthly Project Goal.

Room Type	Price / Room	Profit / Room	Project goal / monthly	Total Revenue
Standard rooms	800	240	14	3,360
Deluxe rooms	1,000	300	1	300
Junior suites	17,000	5,100	1	5,100
Executive suites	19,000	5,700	-	
Total Revenue / month				8,760

Table 7.6. Hotel Second Year – Yearly Project Goal.

Room Type	Price / Room	Profit / Room	Project goal / monthly	Project goal / year	Total Revenue
Standard rooms	800	240	14	168	40,320
Deluxe rooms	1,000	300	1	12	3,600
Junior suites	17,000	5,100	1	12	61,200
Executive suites	19,000	5,700	-	-	-
Total Revenue / year	19,000				105,120

7.3 Backpacker (Apartment Room) Revenue from the Project Goal

- (a) First Year Project goal (10% increasing in total room booking (48 rooms))

With the 10 percent increasing in backpacker facilities, the hotel expected to generate 675 baht monthly for first year of project implemented.

Table 7.7. Apartment First Year – Monthly Project Goal.

Room Type	Price Room	Profit Room	Project goal monthly	Total Revenue
Standard rooms	450	135	5	675
Total Revenue / month				675

Table 7.8. Apartment First Year – Yearly Project Goal.

Room Type	Price Room	Profit Room	Project goal monthly	Project goal year	Total Revenue
Standard rooms	450	135	5	60	8,100
Total Revenue / year	19,000				8,100

- (b) Second Year Project goal (12% Increasing in total room booking (48 rooms))With the 12 percent increasing in backpacker facilities, the hotel expected to generate 81 baht monthly for first year of project implemented, and 9,720 baht per year.

Table 7.9. Apartment Second Year – Monthly Project Goal.

Room Type	Price Room	Profit Room	Project goal monthly	Total Revenue
Standard rooms	450	135	6	810
Total Revenue / year				810

Table 7.10. Apartment Second Year – Yearly Project Goal.

Room Type	Price Room	Profit Room	Project goal monthly	Project goal year	Total Revenue
Standard rooms	450	135	6	60	9,720
Total Revenue / year	19,000				9,720

7.4 Breakeven Analysis

Table 7.11. Breakeven Analysis.

Project Cost	First year	Second year
Design Cost	50,000	
System Cost	8,690	
Maintenance		23,190
Total Cost	58,690	23,190

Project revenue	Monthly	First Year	Second
Overnight Stay (Hotel)	8,040	99,360	105,120
Backpacker (Apartment)	675	8,100	9,720
Total revenue	8,715	107,460	114,840

Breakeven Period 7 Months

Above is table showing cost, revenue and breakeven analysis of the Virtual Enterprise Project. From the table, the project will breakeven with in 7 month of its first year implementation, and 3 months to cover project maintenance in the second year.

Conversely, the breakeven point could be a lot faster than what expected, since the Virtual Enterprise Project sale objective was set as conservatively, therefore, it does not include project goal expected from sale of the functions rooms and facility, plus sales via travel agency.

VIII. CONCLUSIONS

The Virtual Enterprise Project expands the capacity of Golden City Rayong Hotel in order to provide addition information channels to reach the global market faster, better, and cost effectively.

The four main areas of the project performed are; information and data area, by providing globalization to visitors with complete information, fast, updated, easy to understand, good quality and anytime, at the same time providing interest and attractive information communication tools with the full function of links to other pages where information is relevant.

The second area concerned with the processing of the project, responding to customer acquisition faster, offering completeness of virtual services, i.e., information provider, reservation, and electronic payment system and allow visitor to make change of their plan and accommodation reservation anytime.

The third area is, the project allows the hotel to co-operate with other travel industry business which will generate opportunity for the hotel to create alternative marketing strategy, for example, offering varieties of service with in a Web Site, e.g., transportation, accommodation, entertainment, offering alternative selection, by making reservation via the Web Site, visitor will be able to select variety of tour packages.

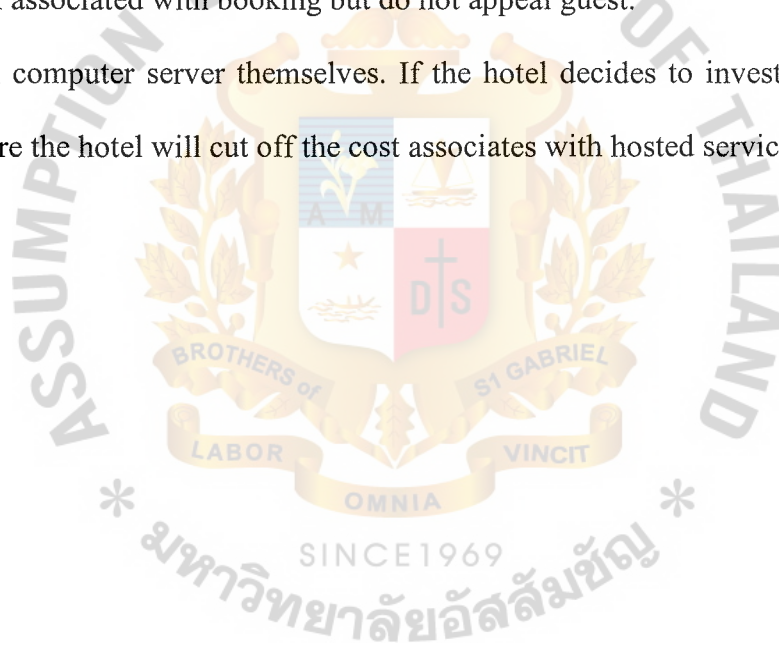
Finally, the project will permit the company for customer relationship management such as increasing customer personalization.

IX. RECOMMENDATIONS

With a hosted service the hotel will cut the entire risk associated with computer and network security, i.e. risk associated with stealing of credit card numbers, hacking and crack into the hotel database and etc., nevertheless, the hotel using of a hosted service still has to take the risk that the all electronic transactions and customer data will be reveal by their staff.

Since, Golden City Rayong Hotel do not have enough rooms available for demand, therefore the hotel should offering electronic payment systems in order to reduce the risk associated with booking but do not appeal guest.

Invest in computer server themselves. If the hotel decides to invest in computer server, therefore the hotel will cut off the cost associates with hosted service regularly.





Golden City Rayong Hotel Information

โรงแรมโกลเด้น ซิตี้ ระยอง ตั้งอยู่บนถนนสุขุมวิท ฝั่งตรงข้ามกับตลาดกลางหมอสำโรจน์ (ตลาดอาหารกลางคืน) ใกล้ห้างแหลมทองช้อปปิ้งเซ็นเตอร์ ตั้งอยู่ในตัวเมืองระยอง ระยะทาง 162 กิโลเมตรจากกรุงเทพฯ และเดินทางโดยรถยนต์ใช้เวลาประมาณ 2 ชั่วโมง ใกล้สถานที่ท่องเที่ยวต่างๆ ในจังหวัดระยอง ห้องพักแต่ละห้องมีสิ่งอำนวยความสะดวกครบครัน ระบบแอร์คอนดิชัน, ทีวีสี, รายการผ่านสัญญาณดาวเทียม, ฟันปูพรม, อ่างอาบน้ำ, ตู้เย็นมินิบาร์ และตู้เซฟส่วนตัว การเดินทางสะดวกมีรถประจำทางผ่านหน้า

โรงแรมทุกสาย

บริการห้องพัก ห้องพักรวม

- ห้องพัก Standard จำนวน 102 ห้อง
- ห้องพัก Deluxe จำนวน 24 ห้อง
- ห้องพัก Junior Suite จำนวน 2 ห้อง
- ห้องพัก Executive Suite จำนวน 7 ห้อง

บริการห้องพัก ห้องพักรวม

- ห้องพัก Standard จำนวน 54 ห้อง

บริการห้องจัดเลี้ยง ห้องประชุมสัมมนา จำนวน 6 ห้อง (ขนาด 50-200 ท่าน)

ห้องจัดเลี้ยงใหญ่ จำนวน 3 ห้อง (ขนาด 200-1200 ท่าน)

บริการอาหารและ ห้องอาหารใต้ท้อง

เครื่องดื่ม บริการอาหารเช้า เวลา 06.00 – 10.00 น. (ทุกวัน)

อาหารกลางวัน เวลา 11.30 – 14.00 น. (ทุกวัน)

อาหารค่ำ เวลา 16.00 – 02.00 น. (ทุกวัน)

ลอบบี้เลาจ์ บริการเวลา 08.30 – 02.00 น. (ทุกวัน)

คูทิวี่ จอใหญ่

ดูรายการพิเศษจากจอ Projector

เครื่องดื่ม Cocktail นานาชนิด

คอฟฟี่คอนเนอร์ เวลา 08.30 – 02.00 น. (ทุกวัน)

บริการอาหารและเครื่องดื่มเบา

บริการกาแฟสดเหมาะสำหรับการนัดพบ

บริการ Internet

บริการวีดีโอเกมฟรี สำหรับท่านและบุตรหลาน

บริการด้านนอก สระว่ายน้ำ สำหรับผู้ใหญ่และเด็ก เปิดบริการตั้งแต่เวลา 08.00-20.00 น.

กำลังกาย - ห้องสำหรับออกกำลังกาย (Fitness Room)

บริเวณและสถานที่ สามารถทำกิจกรรม Walk Rally แยกกลุ่ม सम्มนาได้

บริการอื่นๆ บริการซัก รีด

บริการส่งเอกสารและโทรสาร

บริการศูนย์รับ

บริการรถเช่า ไปยังสถานที่ท่องเที่ยวต่างๆ และรับส่งคอนเมือง

สถานที่ท่องเที่ยว พระพุทธไสยาสน์ตะเคาซ้ายที่ใหญ่ที่สุด อันเป็นปูชนียวัตถุที่สำคัญของจังหวัด

ระยองและมีความเก่าแก่มาก พระพุทธไสยาสน์นี้ตั้งอยู่ ณ วัดป่าประดู่

ศาลหลักเมืองระยอง

ศาลเจ้าตากสินมหาราช (ณ วัดลุ่มมหาชัยชุมพล)

เจดีย์กลางน้ำ

สวนศรีเมือง สถานที่ออกกำลังกายและพักผ่อน

อุทยานเขาแหลมหญ้า

หาดแม่รำพึง ที่มีชายทะเลยาว 12 กม.

เกาะเสม็ด

หมู่บ้านนอก, เกาะมันใน, และเกาะมันกลาง

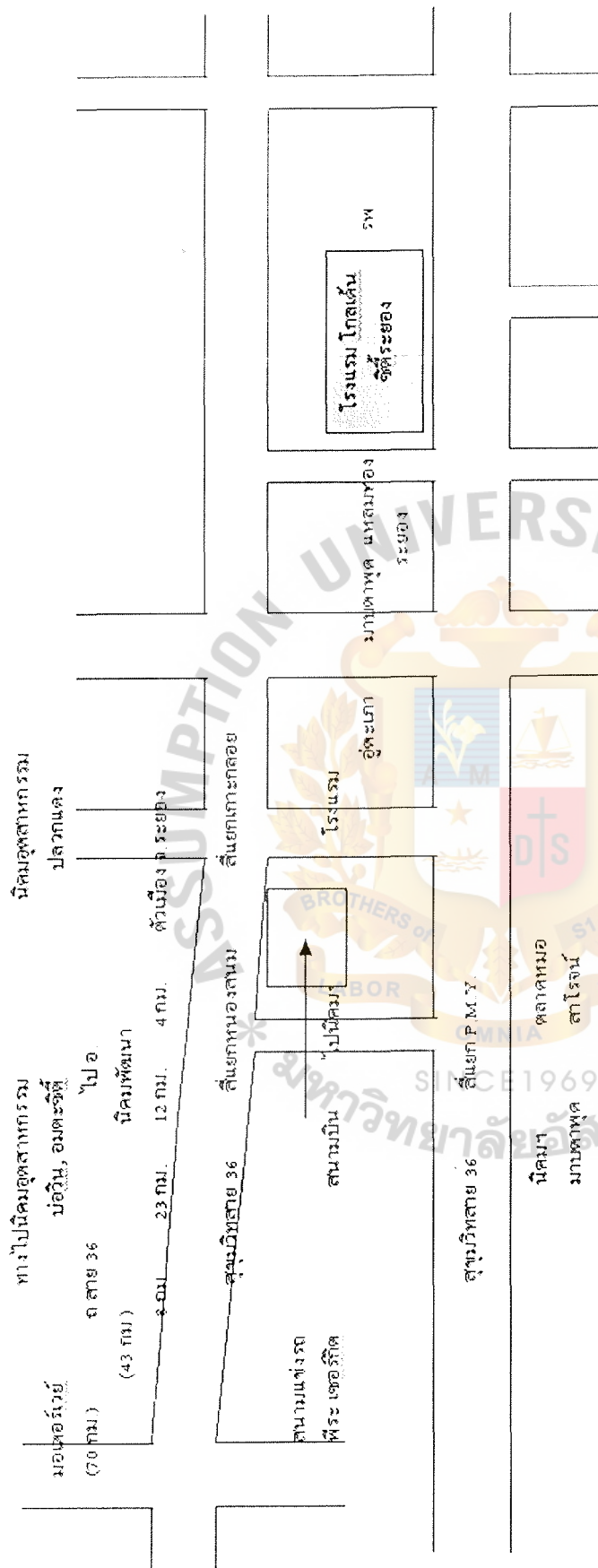
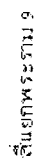
สวนสน บ้านเพ

แหลมแม่พิมพ์

อนุสาวรีย์สุนทรภู่

น้ำตกเขาชะเมา และน้ำตกคลองปลาเค้า

แผนที่แบบโทดัดขึ้นชื่อ ของ (ก) ๑๗๗๗ - ๑๗๘๐



โรงพยาบาลเกษม จิตต์ รมยong 530/1 ถ.สุขุมวิท ๓.เนินพระ อ.เมือง จ.ระยอง 21000 โทร: 0-3861-8701-15 โทรสาร: 0-3886-1191

Figure A.1: The Map of Golden City Rayong (Bangkok – Rayong).

แผนผังโรงแรมและอพาร์ทเมนต์

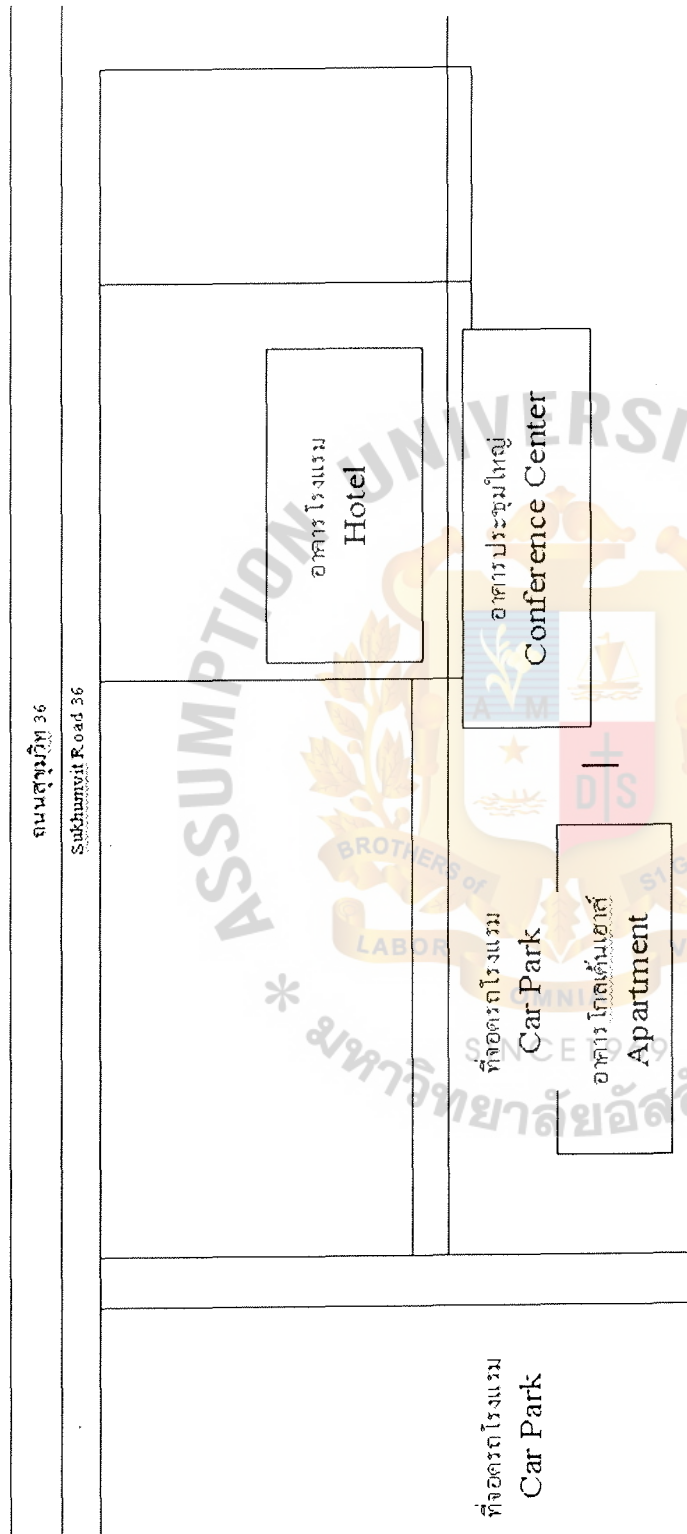
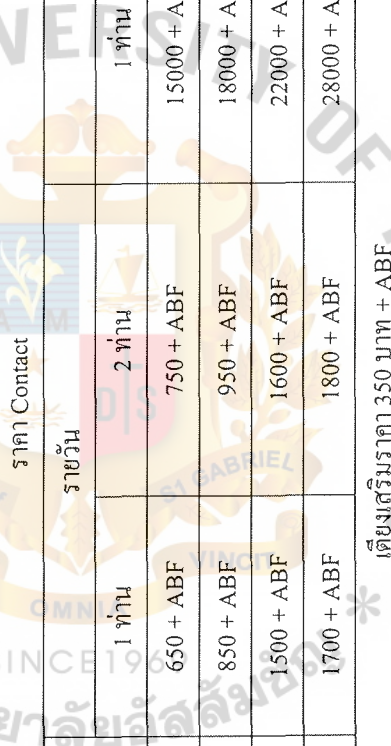


Figure A.2. The Site Map of The Hotel and Apartment.

ราคาห้องพักโรงแรม

ราคา Walk-in

รูปแบบห้องพัก	ราคาเต็ม	รายวัน		รายเดือน	
		1 ท่าน	2 ท่าน	1 ท่าน	2 ท่าน
ห้องพัก Standard	1400 + ABF	800 + ABF	800 + ABF	18000 + ABF	21000 + ABF
ห้องพัก Deluxe	1800 + ABF	1000 + ABF	1000 + ABF	21000 + ABF	24000 + ABF
ห้องพัก Junior Suite	2800 + ABF	1700 + ABF	1800 + ABF	23000 + ABF	26000 + ABF
ห้องพัก Executive Suite	3200 + ABF	1900 + ABF	2000 + ABF	31000 + ABF	34000 + ABF



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เตียงเสริมราคา 350 บาท + ABF

Figure A.3. The Room Rate.

รูปแบบห้องพักโรงแรม

โรงแรมโกลเด้น ซิตี้ ระยอง ขอแนะนำหนึ่งในเครื่องโรงแรมโกลเด้น ซิตี้ ระยอง คือ “โกลเด้น เฮาส์”

อาคารพักอาศัย ประกอบด้วยห้องพักขนาดมาตรฐาน 36 ห้อง ห้องพักหรูหรา ราคาประหยัด สะอาด ปลอดภัย ตั้งอยู่ใกล้ห้างสรรพสินค้าแหลมทอง และไนท์พลาซ่า ศูนย์อาหารได้รู้ที่หลากหลายรสชาติ พร้อมบริการท่านทั้งรายวันและเดือน ครบครันด้วยสิ่งอำนวยความสะดวก ทั้งสระว่ายน้ำ และห้องออกกำลังกาย ระบบรักษาความปลอดภัยที่ทันสมัย พร้อมให้บริการท่าน ภายในห้องพักมีเครื่องปรับอากาศ, เครื่องทำน้ำอุ่น, ตู้เย็นขนาด 4.5 คิว, โทรศัพท์สายตรงสามารถเชื่อมต่อ Internet ได้โดยตรง, เติงคู่ขนาดมาตรฐาน, พร้อมเพลิคเพลินยามพักผ่อนกับโทรทัศน์สี 21 นิ้ว พร้อม Remote Control กับรายการโทรทัศน์กว่า 19 ช่อง ทั้งระบบสัญญาณผ่านดาวเทียมและ UBC Cable เช่น ดูข่าวสารทั่วโลกกับ CNN, BBC, CNBC, World Net หรือสนุกสนานกับภาพยนตร์มันๆ ตลอด 24 ชั่วโมง กับ HBO และสารคดีน่ารู้ใน Discovery Channel ชมถ่ายทอดสดกีฬาต่างๆ กับ ESPN พร้อมด้วยโทรทัศน์ยออดฮิตของญี่ปุ่น NHK

โรงแรมโกลเด้น ซิตี้ ระยอง ขอต้อนรับท่านเข้าสู่บริการที่แสนอบอุ่น พร้อมความสะดวกสบายกับผู้มาพัก ทางโรงแรมฯ มีระบบรักษาความปลอดภัยที่ดีเยี่ยม เช่น บริการตู้เซฟชุดภายในห้องพักทุกห้อง นอกจากนี้ทางโรงแรมฯ ยังมีห้องออกกำลังกายที่ทันสมัยสระว่ายน้ำที่สะอาด ห้องประชุมและห้องจัดเลี้ยงที่ได้มาตรฐานไว้บริการท่านด้วย

อพาร์ทเมนต์

โรงแรมโกลเด้น ซิตี้ ระยอง ขอเสนอ “Golden House” บริการห้องพักในรูปแบบ Apartment Service ที่จอครบสะดวก ปลอดภัย มียามรักษาความปลอดภัยตลอด 24 ชั่วโมง ห้องพักสะอาด พร้อมสิ่งอำนวยความสะดวกครบครัน อาทิเช่น เครื่องปรับอากาศ, เครื่องทำน้ำอุ่น, ตู้เย็นขนาด 4.5 คิว, โทรศัพท์สายตรงสามารถเชื่อมต่อ Internet ได้โดยตรง, เติ่งกลุ่มขนาดมาตรฐาน, และเพลิคเพลินยามพักผ่อนกับโทรทัศน์สี 21 นิ้ว พร้อม Remote Control กับรายการโทรทัศน์กว่า 19 ช่อง ทั้งระบบสัญญาณผ่านดาวเทียมและ UBC Cable เช่น ดูข่าวสดทั่วโลกกับ CNN, BBC, CNBC, World Net หรือสนุกสนานกับภาพยนตร์มันๆ ตลอด 24 ชั่วโมง กับ HBO และสารคดีน่ารู้ใน Discovery Channel ชมถ่ายทอดสดกีฬาต่างๆ กับ ESPN พร้อมด้วยโทรทัศน์ยออดิตของญี่ปุ่น NHK นอกจากนี้ยังสามารถใช้บริการห้องออกกำลังกาย และสระว่ายน้ำในส่วนของโรงแรมได้ฟรี หรือท่อง Internet ในราคาชั่วโมงละ 60 บาท ที่ Business Center พร้อมบริการซักรีดในราคาพิเศษ

ห้องพักรายวัน

ห้องพักเดี่ยว		ห้องพักรักคู่		
ไม่รวมอาหารเช้า	รวมอาหารเช้า	ไม่รวมอาหารเช้า	รวมอาหารเช้า 1 ท่าน	รวมอาหารเช้า 2 ท่าน
400 บาท	450 บาท	400 บาท	500 บาท	550 บาท

ห้องพักรายเดือน

เดือนละ 5000- บาท	เดือนละ 6000- บาท	เดือนละ 8000- บาท
พัก 1-2 ท่าน	พัก 1-2 ท่าน	พัก 1-2 ท่าน
- ทำความสะอาดอาทิตย์ละ 1 ครั้ง พร้อมซัก-รีด ผ้าปูที่นอน, ปลอกหมอนและผ้าเช็ดตัว	- ทำความสะอาดอาทิตย์ละ 2 ครั้ง พร้อมซัก-รีด ผ้าปูที่นอน, ปลอกหมอนและผ้าเช็ดตัว	- ทำความสะอาดอาทิตย์ละ 2 ครั้ง พร้อมซัก-รีด ผ้าปูที่นอน, ปลอกหมอนและผ้าเช็ดตัว - อาหารเช้าสำหรับ 1 ท่านรวมค่าน้ำ, ค่าไฟ (ไม่เกิน 1,000 บาท)

หมายเหตุห้องพักรายเดือน

- อัตราค่าไฟฟ้า เดือนละ 6 บาท/หน่วย, ค่าน้ำเหมาจ่ายเดือนละ 200 บาท
- ในกรณีเลือกห้องพักรายเดือน (8000 บาท/เดือน) รวมค่าน้ำ-ไฟไม่เกิน 1000 บาท(ส่วนเกินผู้พักจ่ายเอง)
- ชำระเงินล่วงหน้า 1 เดือน พร้อมเงินประกัน 6000 บาท ในวันที่เข้าพัก
- เมื่อบอกยกเลิกห้องพักก่อนครบกำหนดจะคืนเฉพาะเงินประกันที่เหลือหลังจากหักค่าใช้จ่ายต่างๆ แล้ว

ห้องจัดเลี้ยง ประชุม สัมมนา

โรงแรมโกลเด้น ซิตี้ ระยอง ขอต้อนรับท่านเข้าสู่การบริการที่แสนอบอุ่น ทางโรงแรมฯ มีห้องจัดเลี้ยง ประชุม และสัมมนาที่ได้มาตรฐานไว้บริการท่านด้วย

ห้องประชุมเล็กมี 2 ห้อง – “ห้องไทรทอง” และ “ห้องกรทอง” ห้องไทรทองสามารถจุได้มากถึง 50 ท่าน

และห้องกรทองสามารถจุได้มากกว่า 30 ท่าน

ห้องประชุมใหญ่ 1 ห้อง คือ “ห้องสร้อยทอง” สามารถจุคนได้มากถึง 550 ท่าน ห้องสร้อยทองยังสามารถ

แบ่งออกเป็นห้องจัดเลี้ยงขนาดเล็กได้ถึง 4 ห้อง

อาคารประชุมใหญ่

ตั้งอยู่ด้านหลังโรงแรมโกลเด้นซิตีระยอง อาคารประชุมใหญ่นี้สามารถจุแขกที่มาจัดงานเลี้ยง ประชุม และสัมมนาได้มากถึง 1200 ท่าน ห้องประชุมใหญ่นี้ยังสามารถแบ่งออกเป็น 3 ห้องจัดเลี้ยงได้ด้วย

ห้องจัดเลี้ยง ประชุม สัมมนา

ห้องจัดเลี้ยง	ขนาดห้อง	รูปแบบการจัดงานเลี้ยง, ประชุม, สัมมนา					
		แบบ Class Room	แบบ Theatre	แบบตัว U	แบบตัว I	แบบโต๊ะจีน	แบบบุฟเฟ่ต์
ห้องกรทอง	6.0x7.0 ม.	10-25 ท่าน	20-40 ท่าน	10-15 ท่าน	10-20 ท่าน	2-4 โต๊ะ	
ห้องไทรทอง	8.5x10.8 ม.	30-50 ท่าน	30-50 ท่าน	20-25 ท่าน	20-25 ท่าน	4-8 โต๊ะ	30-60 ท่าน
ห้องส้วรียทอง 1A	8.7x18.3 ม.	90-120 ท่าน	90-120 ท่าน	50-80 ท่าน	40-50 ท่าน	10-16 โต๊ะ	80-100 ท่าน
ห้องส้วรียทอง 1B	8.0x18.3 ม.					12 โต๊ะ	
ห้องส้วรียทอง 2A	8.7x15 ม.	45-60 ท่าน	60-80 ท่าน	30-40 ท่าน	30-40 ท่าน	10-12 โต๊ะ	50-70 ท่าน
ห้องส้วรียทอง 2B	8.0x15 ม.						
ห้องส้วรียทอง 1AB	90-120 ท่าน	90-120 ท่าน	160-250 ท่าน			32 โต๊ะ+โต๊ะ VIP 20 ท่าน	160-170 ท่าน
ห้องส้วรียทอง 2AB	90-120 ท่าน	90-120 ท่าน	100-180 ท่าน			20-25 โต๊ะ	100-200 ท่าน
ห้องส้วรียทอง 1AB+2AB	300-400 ท่าน	300-400 ท่าน	400-500 ท่าน			40-70 โต๊ะ+โต๊ะ VIP 20 ท่าน	300-400 ท่าน

อัตราค่าบริการต่างๆ

- อัตราค่าอาหาร แบบเช้า และบุฟเฟ่ต์ ราคา 120-200 บาท/ท่าน
- อัตราค่าคอฟฟี่เบรก ราคา 40-60 บาท/ท่าน/เบรก (ชา, กาแฟ, ขนม)
- อัตราค่าเครื่องดื่ม ราคา 40 บาท/ท่าน (โค้ก, น้ำส้ม, โซดา, น้ำแข็ง)
- คาราโอเกะเช่าครบชุด ราคา 3000 บาท
- คนตรีอิเล็กทรอนิกส์ พร้อมคาราโอเกะ ราคา 4500 บาท (พร้อมนักร้อง)
- ในกรณีจัดเลี้ยงแบบบุฟเฟ่ต์ การันตีตั้งแต่ 50 ท่านขึ้นไป

รายการอาหารจัดเลี้ยง แบบเชิ่ท และบุฟเฟ่ต์ ราคา 120 บาท ต่อท่าน (กรณีจัดเลี้ยงแบบบุฟเฟ่ต์ การันตี
ไม่ต่ำกว่า 50 ท่าน)

ประเภท คั้ม,คั้มขั้,แะแะง (เลือก 1 รายการ)

แะงป้าหมู,ไก่หรือ เนื้อ	คั้มจี้ดเต้าหู้หมูสั้บ	แะงป้าชี้โครงหมู
แะงเลียง	คั้มชุบน่องปี้กไก่	แะงจี้ดฝั้กกาตลูกขี้นปลา
แะงเชียวหวานลูกขี้นปลา	คั้มชุบชี้โครงหมู	ไก่คั้มฝั้กมะนาวดอง
แะงฝั้ดมะเชิ่เอะระหมูหรือไก่	คั้มย้าไก่	คั้มจี้ดชี้โครงหมูเกิ่ยมลั้ย
แะงสั้มฝั้กรวม	คั้มย้าชี้โครงหมู	คั้มย้าขาหมู
แะงหน่อไม้สด / ดอง	แะงเชียวหวาน ขนมนจี้น	คั้มสั้มปลาทุ

ประเภท ผั้ด (เลือก 2 รายการ)

หมูหรือไก่ฝั้ดขี้ง	หมูหรือไก่ฝั้ดเกิ่ยมลั้ย	ฝั้ดจี้บลั้ยวุ้นเส้น
หมูหรือไก่ฝั้ดพริกหยวก	หมูหรือไก่ฝั้ดพริกเผหอมใหญ่	หมูหรือไก่ฝั้ดกาตกระหล้า
หมูหรือไก่ฝั้ดขี้เมา	หมูหรือไก่ฝั้ดพริกแะงเชียวหวาน	หมูหรือไก่ฝั้ดยอดข้าวโพด
หมูหรือไก่ฝั้ดเปรี้ยวหวาน	หมูหรือไก่ฝั้ดกระเพรา	ฝั้ดฝั้กรวม
หมูหรือไก่ฝั้ดพริกแะง	ถั้วฝั้กยาว หมู หรือไก่	ฝั้ดพริกขี้ฟ้าแห้ง
ฝั้ดกระหล้าปลีหมูกรอบ	ไข่ลูกเขย	ฝั้กกาตขาวฝั้ดแฮม

ประเภท น้ำพริก (เลือก 1 รายการ)

น้ำพริกหนุ่ม-ผักสด,ผักต้ม น้ำพริกกะปิ-ผักสด,ผักต้ม น้ำพริกอ่อง - ผักสด,ผักต้ม

น้ำพริกขี้หนุ่ย-ผักสด,ผักต้ม น้ำพริกเต้าเจี้ยวหลน,ผักสด,ผักต้ม น้ำพริกเต้าเจี้ยวปูหลน-ผักแกล้ม

ประเภท ข้าว – ลาบ / ทอด (เลือก 1 รายการ)

ข้าวเหนมสด-ผักแกล้ม ลาบไก่-ผักแกล้ม ปลาไก่มะเขือเปราะ

ข้าวเล็บมือนาง ลาบหมู-ผักแกล้ม ข้าวคั่วน้ำกรอบ

ข้าวุ้นเส้น ข้าวหมูขย ปลาหมูมะเขือเปราะ

ลาบสายฝน ข้าวใหญ่ ข้าวไข่ต้ม

ข้าวหมูย่าง ข้าวผัดกุ้ง ข้าวไก่ทอด

ผักชุบแป้งทอด ข้าวหมูกรอบ ข้าวผัดไม่รวม

ข้าว (เลือก 1 รายการ) ของหวาน (เลือก 1 รายการ)

ข้าวสวย ข้าวผัดต่าง ๆ ผลไม้รวม ของหวานน้ำแข็ง ขนมไทยจีน

รายการอาหารจัดเลี้ยง แบบเช็ต และบุฟเฟ่ต์ ราคา 140-160 บาท/ท่าน (กรณีจัดเลี้ยงแบบบุฟเฟ่ต์ การ์รันตี

ไม่ต่ำกว่า 50 ท่าน)

ประเภท ดัม - และแกง (เลือก 1 รายการ)

ดัมโคล้งขาหมู	ดัมจี๊ดแดงกวางัดไส้หมูสับ	แกงเผ็ดลูกชิ้นปลากราย
ดัมยำไก่บ้านลูกทุ่ง	ดัมจี๊ดมะระยัดไส้หมูสับ	แกงเผ็ดหมูย่างหรือเนื้อไก่ย่าง

แกงป่าหมู	แกงเลียงเนื้อปลา	แกงเขียวหวานขนมจีน
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แกงเขียวหวานลูกชิ้นปลากราย	แกงเลียงนพเก้า	แกงป่าไก่บ้าน
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พะโล้ขาหมูชิ้นนกระเทียม	ดัมซ่าไก่	เปิดต้นมะนาวดอง
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ประเภท ผัด-ทอด (เลือก 2 รายการ)

หมู หรือไก่ ผัดเม็ดมะม่วง	สี่สหายน้ำแดง	หมูผัดพริกไทยอ่อน
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หมู หรือไก่ อบยอดผัก	แพนงหมูหรือไก่	หมู หรือไก่ อบผัดสามสี
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หมู หรือไก่ ผัดขี้เมา	ผัดผักรวม	ลูกชิ้นหมูทรงเครื่อง
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หมู หรือไก่ ผัดเปรี้ยวหวาน	ผัดคะน้าหมูกรอบ	หมูผัดพริกแกงเขียวหวาน
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หมู หรือไก่อบฮ่องกง	ผัดแขนงคะน้าหมูกรอบ	ไก่นึ่งเต้าเจี้ยว
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ประเภท อาหารทะเล (ราคา 140 บาท เลือก 1 รายการ/ราคา160บาท เลือก 2 รายการ)

แกงส้มผักรวมปลา	ผัดขี้เมาทะเลรวม	ปลาหมึกผัดน้ำพริกเผา
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ดัมซ่าทะเลรวม	ปลาหมึกผัดผงกระหรี่	เนื้อปลาผัดเปรี้ยวหวาน
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ต้มยำทะเลรวมมิตร

คะน้าผัดปลาหมึก

ปลาหมึกผัดไข่เค็ม

ต้มยำโปะแตก

ปลาหมึกผัดขิง

ปลาหมึกผัดเผ็ด

แกงจืดเต้าหู้หมูสับสาหร่ายทะเล

ปลาหมึกผัดยอดข้าวโพด

ทอดมันปลา

ประเภท น้ำพริก (เลือก 1 รายการ)

น้ำพริกกะปิ-ปลาทุ-ผักสด

น้ำพริกโกลเด้น-ผักสด-ผักลวก

น้ำพริกมะม่วง-ผักสด-ผักลวก

น้ำพริกขี้หนุ-ผักสด-ผักลวก

น้ำพริกตาแดง-ผักสด-ผักลวก

น้ำพริกกุ้งสับ-ผักสด-ผักลวก

น้ำพริกไข่ปู-ผักสด-ผักลวก

น้ำพริกเต้าเจี้ยวปูหลน-ผักสด

เต้าเจี้ยวหลน-ผักสด-ผักต้ม

ประเภท ยำ – ลาบ (เลือก 1 รายการ)

ยำรวมมิตรทะเล

ลาบปลาหมึก-ผักแกล้ม

หมูมะนาว-คะน้าสด

ยำคอหมูย่าง

ลาบหมูทอด หรือไก่ทอด

หมูสับ-คะน้าสด

ยำปลาหมึกสด

ยำสามกรอบ

ยำแหนมสด-ผักแกล้ม

ข้าว (เลือก 1 รายการ) ของหวาน (ราคา 140 เลือก 1 รายการ/ราคา 160 บาทเลือก 2 รายการ)

ข้าวสวย ข้าวผัดต่าง ๆ

ผลไม้รวม ของหวานน้ำแข็ง ขนมไทยจีน

รายการอาหารจัดเลี้ยง แบบเซ็ท และบุฟเฟ่ต์ ราคา 180-200 บาทต่อท่าน (กรณีจัดเลี้ยงแบบบุฟเฟ่ต์ กา

รันทิไม่ต่ำกว่า 50 ท่าน)

ประเภท สลัด(เลือก 1 รายการ) กรณีจัดงานเลี้ยง เพิ่มถั่ว+ข้าวเกรียบทอด 1 อย่าง

สลัดบาร์ (สลัดผักรวม) สลัดไก่สววย สลัดแฮม สลัดไก่-ไข่

ประเภทต้ม-แกง (เลือก 1 รายการ)

แกงเผ็ดเป็ดย่าง แกงป่าไก่บ้าน ต้มจืดมะระยัดไส้

เป็ดตุ๋นมะนาวดอง แกงป่าหมูป่า ไก่บ้านคุนยาจีน

ต้มโคล้งไก่บ้าน ต้มยำไก่บ้านลูกทุ่ง ไก่บ้านคูนเห็ดหอม

น่องเป็ดไก่ตุ๋นมะนาวดอง ต้มจืดกะเพราหมูเห็ดฉ่ำ แกงเขียวหวานลูกชิ้นปลากราย

ประเภทผัด-ทอด (ราคา 180 บาท เลือก 2 รายการ / ราคา 200 บาท เลือก 3 รายการ)

ไก่บ้านนึ่งสมุนไพร หมูหรือไก่ผัดเม็ดมะม่วงใส่เห็ด หมูป่าผัดพริกไทยอ่อน

ไก่บ้านทอดสมุนไพรไทย ผักกาดขาวอบแฮมเห็ดหอม ผัดขี้เมารวมมิตร

ไก่บ้านต้มซีอิ้ว เป็รียวหวานซี่โครงหมู แพนงหมูหรือไก่

ไก่บ้านนึ่งเต้าเจี้ยว เป็ดอบผักสามสี หมูผัดพริกแกงเขียวหวาน

ไก่บ้านต้มน้ำปลา หมูอบซอังกะ ผัดคะน้าหมูกรอบ

ไก่ผัดพริกไทยอ่อน สีสหายน้แดง ผัดผักรวม

ประเภทอาหารทะเล (เลือก 2 รายการ)

แกงส้มผักรวมปลาทอดกรอบ	ปูม้าผัดน้ำพริกเผา	ปลาหมึกผัดหน่อไม้ฝรั่ง
ต้มยำทะเลรวม	ทะเลรวมผัดพริกแกงเขียวหวาน	ปลาหมึกผัดผงกะหรี่
ต้มยำทะเลรวมมิตร	ปลาหมึกผัดต้นหอมเห็ดฟาง	เนื้อปลาผัดเปรี้ยวหวาน/ผัดกลิ่นฉ่าย
ต้มยำปลากะพง	เนื้อปลาทอดราดพริกสามรส	ห่อหมกทะเล
ต้มจืดทะเลรวมกับสาหร่ายทะเล	ปลาหมึกผัดไข่เค็ม	ทอดมันปลา
แกงเลียงกุ้งสด	แป๊ะซีจิ้นเนื้อปลา	ปูผัดผงกะหรี่

ประเภทน้ำพริก (เลือก 1 รายการ)

น้ำพริกกะปิ-ปลาทุ-ผัดสด	น้ำพริกโกลเด้น-ผัดสด-ผัดลวก	น้ำพริกกุ้งสด-ผัดสด-ผัดลวก
น้ำพริกไข่ปู-ผัดสด-ผัดลวก	น้ำพริกเต้าเจี้ยวปูหลน-ผัดสด-ต้ม	น้ำพริกตาแดง-ผัดสด-ผัดลวก

ประเภทลาบ-ยำ (เลือก 1 รายการ)

ยำทะเลรวม	หมูสะตู่-ผัดแกงส้ม	ลาบหมูหรือไก่-ผัดแกงส้ม
คอหมูย่างจิ้ม-ผัดสด	ยำหมูขอส-แฮม-ไส้กรอก-เหานม	น้ำตกหมูหรือไก่-ผัดสด
ยำดงเก	ยำสามกรอบ	ยำปลาหมึกสด+ลูกชิ้นปลา

ข้าว (เลือก 1 รายการ) ของหวาน (เลือก 2 รายการ)

ข้าวสวย	ข้าวผัดหมู, ไก่ หรือปู	ผลไม้รวม	ของหวานน้ำ	ขนมเค้กชั้น	ขนมไทยชั้น
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เมนูอาหารโต๊ะจีน ราคา 3500 บาท /โต๊ะ (8 ท่าน)

เมนู A	เมนู B	เมนู C
1. ออเดิร์ฟร้อน 4 อย่าง	1. ออเดิร์ฟร้อน 4 อย่าง	1. ออเดิร์ฟร้อน/ทะเลลวก 3 อย่าง
2. หอยจ๊อ	2. แสกิ้น	2. หอยจ๊อ
3. หูหลามน้ำแดง	3. หูหลามน้ำแดง	3. หูหลามน้ำแดง
4. เป็ดสับ	4. เป้าสื้อเส้นผัดกุ้ง	4. เป็ดอบเกลือ
5. ปลิงทะเลสามเซียน	5. กุ้งห่อสาหร่ายน้ำแดง	5. เป้าสื้อผัดหน่อไม้กระป๋อง
6. กุ้งอบเกลือ	6. ปลิงทะเลผัดสามเซียน	6. หมูหันหนังกรอบ
7. ปลากระพงนึ่งมะนาว	7. ปลากระพงนึ่งซีอิ๊ว	7. ปลากระพงนึ่งมะนาว
8. กระเพาะหมูตุ๋นเยื่อไผ่เห็ดหอม	8. ซี่โครงหมูอ่อนกะเพาะหมูตุ๋นเห็ดหอม	8. ซี่โครงหมูอ่อนตุ๋นเห็ดหอม
9. ข้าวผัดปลาเค็ม	9. หมี่ทรงเครื่อง	9. ข้าวผัดปู
10. เป็ะก๊วยทรงเครื่อง	10. เป็ะก๊วยมะพร้าวอ่อน/ร้อน/เย็น	10. โอวหนี่เป็ะก๊วย

เมนูอาหารโต๊ะจีน ราคา 2500 บาท /โต๊ะ (8 ท่าน)

เมนู A	เมนู B	เมนู C
1. ออเดิร์ฟ 4 อย่าง	1. ออเดิร์ฟ 4 อย่าง	1. ออเดิร์ฟ 4 อย่าง
2. หอยจ๊อ	2. ยำสามกรอบ/ยำหมูย่าง	2. ขนมหี
3. ยำขาหมูขี้เหล็ก	3. ปลิงทะเลกะเพาะปลาเย็น	3. หน่อไม้ฝรั่งเย็นหมูผัดกุ้ง
4. ปลิงทะเลกะเพาะปลาเห็ดหอม	4. เป้าสื้อ	4. กะเพาะปลาน้ำแดง 5 เซียน
5. เป็ดอบเกลือ	5. ไก่บ้านนึ่งเต้าเจี้ยว	5. เป็ดอบเกลือ
6. ปลากระพงอบเกลือ	6. ปลานึ่งมะนาว	6. ปลานึ่งขี้เหล็ก
7. กระเพาะหมูเห็ดหอมตุ๋นยาจีน	7. สามเซียนตุ๋นเห็ดหอมยาจีน	7. ซี่โครงตุ๋นเยื่อไผ่เห็ดหอมยาจีน
8. หมี่ทรงเครื่อง	8. ข้าวอบทรงเครื่อง	8. ข้าวผัดปลาเค็ม
9. โอวหนี่เป็ะก๊วย	9. เป็ะก๊วยร้อน	9. โอวหนี่เป็ะก๊วย

เมนูอาหารโต๊ะจีน ราคา 3000 บาท /โต๊ะ (8 ท่าน)

เมนู A	เมนู B	เมนู C
1. ออเดิร์ฟ	1. ออเดิร์ฟ	1. ออเดิร์ฟ
2. หอยจ๊อ	2. หอยจ๊อ	2. เต้าคั่วฮ่องกง
3. เป้าฮื้อเส้นผัดทอดผัก	3. ปลิงทะเลผัดสามเซียน	3. เป็ดอบเกลือ
4. หูฉลามน้ำแดง	4. หูฉลามน้ำแดง	4. หูฉลามน้ำแดง
5. กุ้งห่อสาหร่าย	5. ไก่บ้านสับ	5. เป้าก๊ากผัดกุ้งผัดกาดขาว
6. ปลาหมึกมะนาว	6. ปลากระพงนึ่งขมิ้น	6. ปลากระพงอบเกลือ
7. กระเพาะปลาตุ๋นสามเซียน	7. ซี่โครงหมูอ่อนตุ๋นเห็ดหอม	7. ซี่โครงหมูตุ๋นเห็ดหอม
8. โขยซี่หมี	8. หมีทรงเครื่อง	8. ข้าวผัดปลาเค็ม
9. เป๊ะก้วยร้อน	9. เป๊ะก้วยร้อน	9. โอวหนี่เป๊ะก้วย

เมนูอาหารโต๊ะจีน ราคา 1500 บาท /โต๊ะ (8 ท่าน)

เมนู A	เมนู B	เมนู C
1. ออเดิร์ฟ	1. ออเดิร์ฟ	1. ออเดิร์ฟ
2. ยำหมูย่าง	2. ยำหมูขยอ	2. ยำไส้กรอก
3. กระเพาะปลาน้ำแดง	3. กระเพาะปลาน้ำแดง	3. กระเพาะปลาน้ำแดง
4. ไก่สับน้ำจิ้ม	4. เป็ดอบทอดผัก	4. ไก่อบทอดผัก
5. ผักกาดขาวอบแฮม	5. ผักกาดขาวน้ำแดง	5. ผักกาดขาวราดมันปู
6. ปลากระพงนึ่งมะนาว	6. ปลากระพงสามรส	6. ปลาซาบะนึ่งซีอิ๊ว
7. ซี่โครงหมูตุ๋นเห็ดหอม	7. ไก่ตุ๋นเห็ดหอม	7. ปีกไก่ตุ๋นเห็ดหอม
8. ข้าวอบเม็ดบัว	8. หมีทรงเครื่อง	8. ข้าวผัดทรงเครื่อง
9. โอวหนี่เป๊ะก้วย	9. โอวหนี่เป๊ะก้วย	9. โอวหนี่เป๊ะก้วย

เมนูอาหารโต๊ะจีน ราคา 2000 บาท /โต๊ะ (8 ท่าน)

เมนู A	เมนู B	เมนู C
1. ออเดิร์ฟ 3 อย่าง	1. ออเดิร์ฟ 3 อย่าง	1. ออเดิร์ฟ 3 อย่าง
2. ข้าหามูยัดไส้	2. ข้าหมวย่าง	2. ข้ารวมมิตร
3. กะเพาปลาทรงเครื่อง	3. กะเพาปลาน้ำแดง	3. กะเพาปลาน้ำแดง
4. เป็ดอบยอดผัก/ไก่	4. เป็ดอบเกล็ด	4. ไก่สับ+น้ำจิ้ม
5. เอ็นหมูผัดหน่อไม้ฝรั่งกุ้งสด	5. เห็ดแชมปิญองผัดกุ้ง	5. หน่อไม้ฝรั่งผัดกุ้ง
6. ปลากระพงอบเกลือ	6. ปลานึ่งมะนาว	6. ปลานึ่งขมิ้น
7. กระเพาหมูตุ๋นเห็ดหอมยาจีน	7. ซี่โครงตุ๋นสามเซียน	7. ขาหมูตุ๋นเห็ดหอม
8. หมี่ทรงเครื่อง	8. ข้าวอบทรงเครื่อง	8. ข้าวผัดปลาเค็ม
9. ผลไม้กระป๋องรวมมิตร	9. เปาะก๊วยรวมมิตรเย็น	9. โอวหนี่เปาะก๊วย

รายการอาหารซุ้มโช้วต่างๆ

- ซุ้มก๊วยเตี่ยวหมู, ไก่, เนื้อ, ลูกชิ้น
- ซุ้มบะหมี่, เกี๊ยว, หมูแดง
- ซุ้มก๊วยจั๊บน้ำข้น, เครื่องใน, หมูกรอบ, เต้าหู้แผ่น, เลือดหมู
- ซุ้มสุกี้หมู, ไก่
- ซุ้มสุกี้ทะเล
- ซุ้มเย็นตาโฟรวมมิตรทะเล
- ซุ้มก๊วยเตี่ยวเปิดตุ๋น
- ซุ้มหอยทอด
- ซุ้มผัดไทย
- ซุ้มบับบิควหมู, เนื้อ, ไก่, ลูกชิ้น
- ซุ้มบับบิควทะเลรวม
- ซุ้มหมูสะเต๊ะ
- ซุ้มข้าวเกรียบปากหม้อและสาเกุไ้หมู



APPENDIX B
WEB SITE INTERFACE



Figure B.1. Homepage: Home Page.

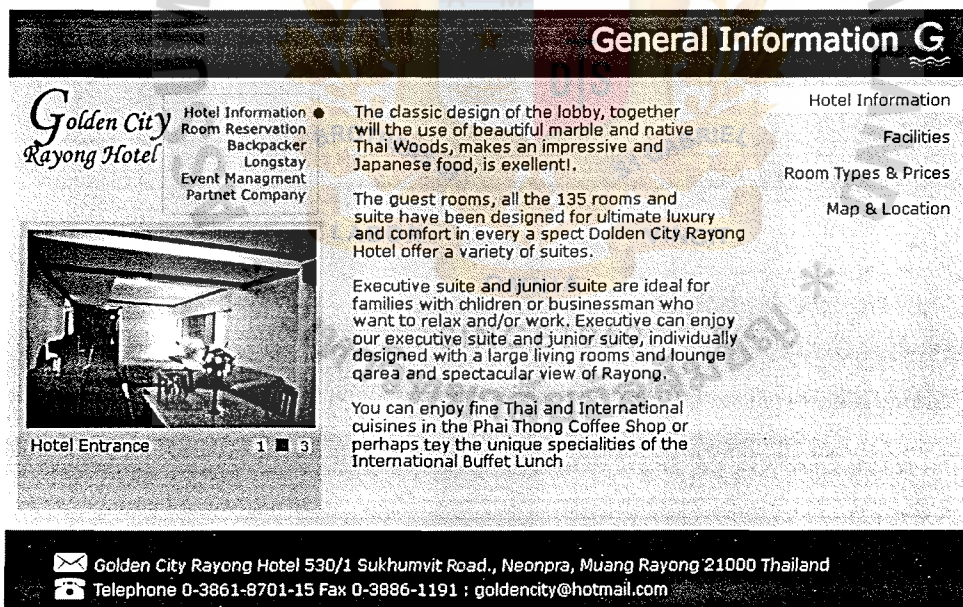


Figure B.2. General Information - General Information.

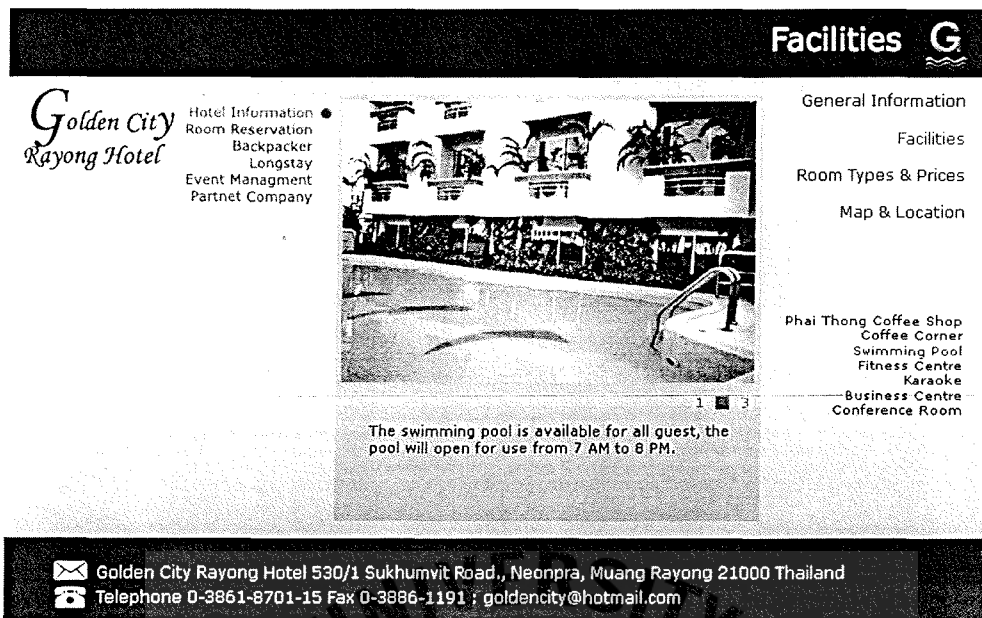


Figure B.3. Facilities – Golden City Rayong Hotel Swimming Pool.

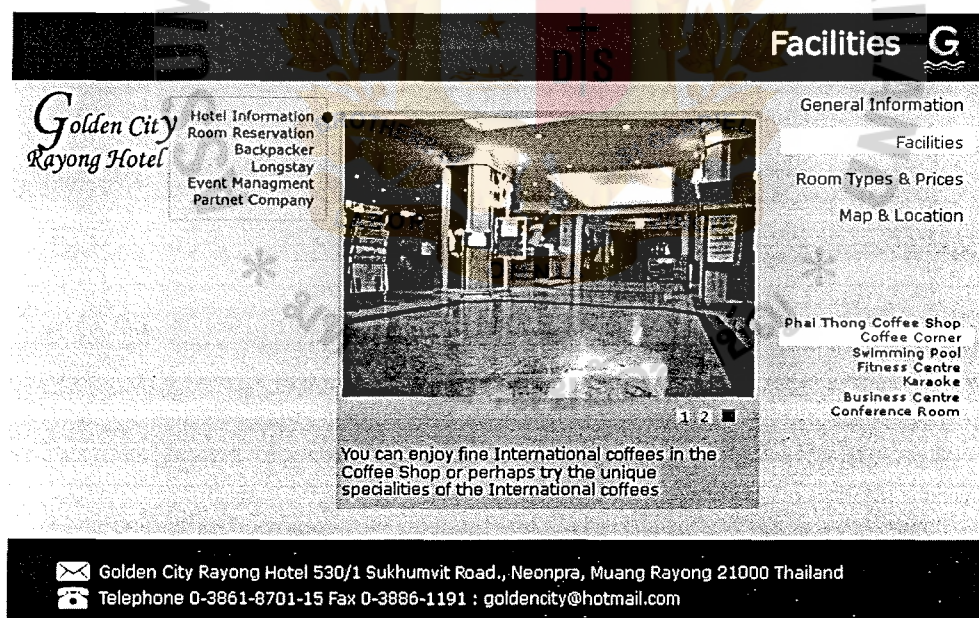



Figure B.4. Facilities – Golden City Rayong Hotel Coffee Shop.

Room Types & Prices





Golden City Rayong Hotel

- Hotel Information
- Room Reservation
- Backpacker
- Longstay
- Event Management
- Partnet Company



Junior Suites

Room Type and Price

Standard rooms 800 Baht + ABF	
Deluxe rooms 1000 Baht + ABF	
Junior suites 1700Baht + ABF	
Executive suites 1900Baht + ABF	

Now for 15% Discounts!

Make Reservation



 Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand
 Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

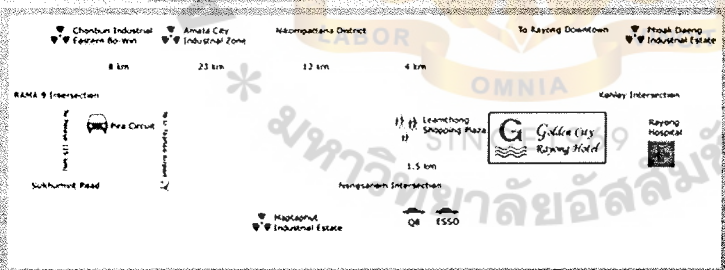
Figure B.5. Room Types and Prices.

Map and Location

Golden City Rayong Hotel

- Hotel Information
- Room Reservation
- Backpacker
- Longstay
- Event Management
- Partnet Company

- Hotel Information
- Facilities
- Room Types & Prices
- Map & Location



By Bus: A724 A725 AA72 By Train: From anystations to Rayong City By airplan: To U-Tapha Airport
 Drive: Follow Sukhumvit Road to Rayong City



 Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand
 Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure B.6. Map and Location – Map and Location.

Hotel Information
Room Reservation
Backpacker
Longstay
Event Management
Partnet Company

Backpacker **G**

Backpacker Information

- Facilities
- Room Types & Prices
- Map & Location
- Rayong City Info.
- Place of Interest
- Events and Festivals

Golden City Rayong Hotel proudly introduces you our new service apartment – “Golden House”.

This apartment located behind the hotel. There are 43 fully furnished standard rooms available.

Each room is decorated for an ultimate luxury comfort and safety. It is opened for both long-term and walk-in guests.

Apartment guests can use all facilities in the hotel such as fitness room, swimming pool, business center, and many more. Also, you can enjoy your time with our several satellite television news and movies, foreign programs, and in-house movies. These channels include UBC, CNN, BBC, CNBC, HBO, ESPN, and NHK. The direct telephone line is provided to make an International call as well as to connect to the Internet.

The Apartment

Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand

Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure B.7. Backpacker: General Information for Backpacker Travelers.

Hotel Information
Room Reservation
Backpacker
Longstay
Event Management
Partnet Company

Room Types & Prices **G**

Backpacker Information

- Facilities
- Room Types & Prices
- Map & Location
- Rayong City Info.
- Place of Interest
- Events and Festivals

Room Type and Price

Standard rooms 800 Baht + ABF	
Deluxe rooms 1000 Baht + ABF	
Junior suites 1700Baht + ABF	
Executive suites 1900Baht + ABF	

Standard Rooms

Now for 15% Discounts!

Make Reservation

>> NEXT (Room Types)

Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand

Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure B.8. Backpacker: Room Types.

Hotel Information
 Room Reservation
 Backpacker
 Longstay
 Event Managment
 Partnet Company

Now for 15% Discounts!

Make Reservation

Backpacker Information

Facilities

Room Types & Prices

Map & Location

Rayong City Info.

Place of Interest

Events and Festivals

DAILY RATE

Room Type	With Breakfast	Without Breakfast
Single Bed Room	400 Baht	450 Baht
Double Beds Room	400 Baht	550 Baht

MONTHLY RATE

Room Type	Option I	Option II	Option III
Standard Room	5000 Baht	6000 Baht	8000 Baht

Option I : Weekly Room-Clean
 Option II : Room-Clean twice a week
 Option III : Room-Clean twice a week, Daily Breakfast
 Electric and water bills of 1000 baht

Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand
 Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure B.9. Backpacker: Room Price.

Hotel Information
 Room Reservation
 Backpacker
 Longstay
 Event Managment
 Partnet Company

Room Reservation

Backpacker Information

Facilities

Room Types & Prices

Map & Location

Rayong City Info.

Place of Interest

Events and Festivals

STEP 1. Please select a room you want

>> Next

A11	A12	A03	A14	A15	A16	A17	A18	A19	A110	A111
-----	-----	-----	-----	-----	-----	-----	-----	-----	------	------

Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand
 Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure B.10. Backpacker: Room Reservation.

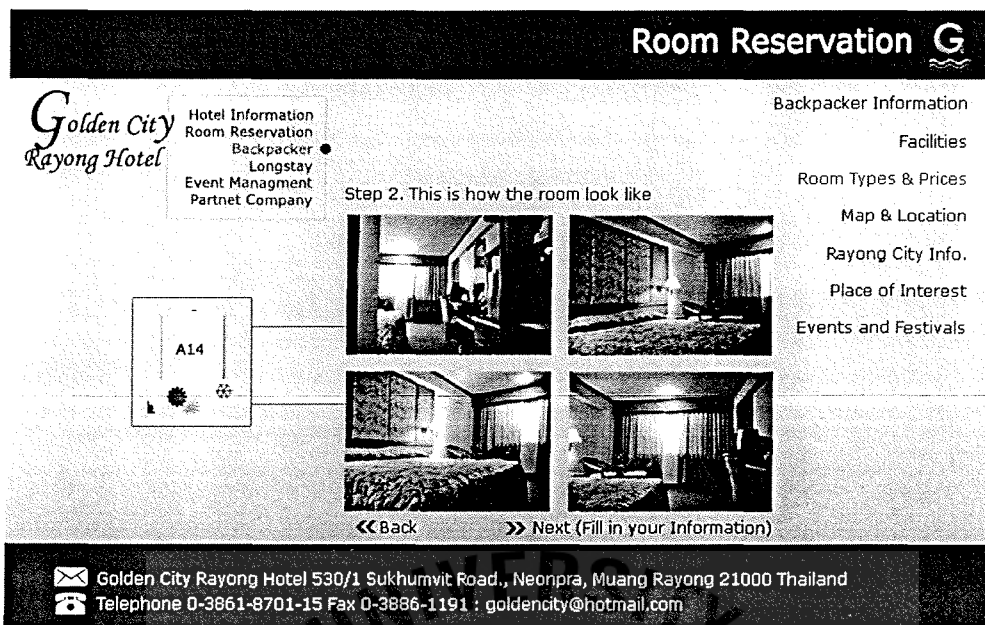


Figure B.11. Backpacker: Room Reservation – Selection of Room Stay.

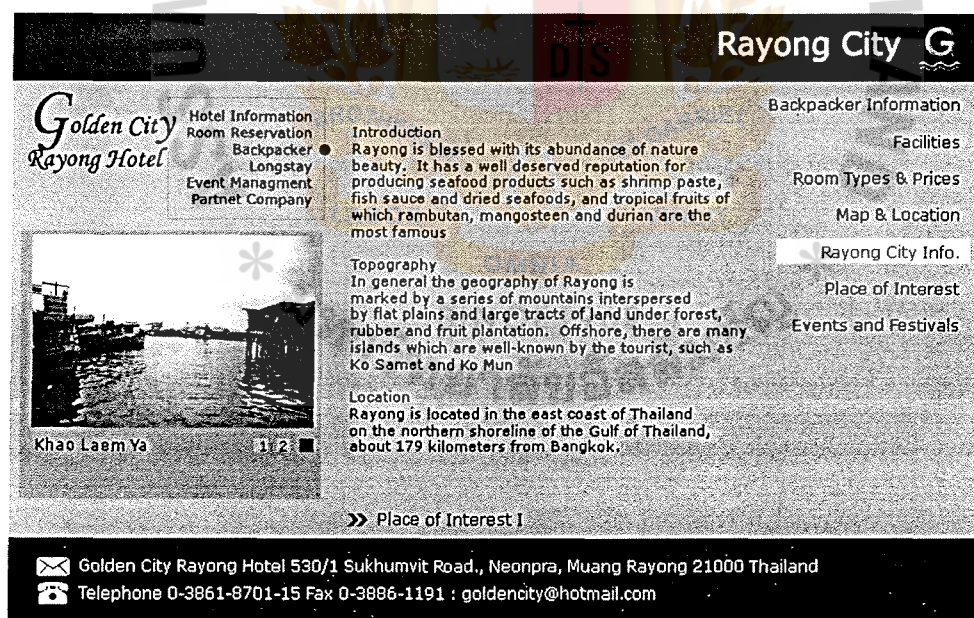
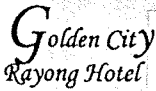


Figure B.12. Backpacker: Rayong City –Rayong City.



Hotel Information

Room Reservation


Backpacker


Longstay

Event Management

Partnet Company

Rayong's Place of Interest





Payoon and Pala Beach

Payoon and Pala Beach
Located in Ban Chang district about 33 and 36 kilometers respectively from Rayong Town. Both beaches are connected, peaceful and eminently suitable for swimming. Here visitors have choice of accommodation from luxurious hotel to economy bungalows.

Dok Krai Reservoir
Located in Pluak Daeng district, 35 kilometers from Rayong Town. This is the center of development projects under the advice of H.M.King Bhumipol Adulyadej on agriculture, fishery, irrigation, land and farm animals.

Mae Rurphueng Beach
The beach, some 10 kilometers long, is located between Ban.Tapong and Ban.Kon Ao,11 kilometers from town, and sited within the Khao Laem Yah - Ko Samet Group National Park. This is a particularly beautiful spot with a headland forming a magnificent backdrop to a crescent shaped bay with broad sandy beaches which are ideal for swimming.

Backpacker Information

Facilities

Room Types & Prices

Map & Location

Rayong City Info.

Place of Interest


Events and Festivals

>> Place of Interest II

Golden City Rayong Hotel 530/1 Sukhumvit Road., Neonpra, Muang Rayong 21000 Thailand

Telephone 0-3861-8701-15 Fax 0-3886-1191 : goldencity@hotmail.com

Figure B.13. Backpacker: Rayong Place of Interest.



Hotel Information

Room Reservation


Backpacker


Longstay

Event Management

Partnet Company

Long Stay





Junior Suite

Golden City Rayong Hotel proudly introduces you our new service apartment - "Golden House".

This apartment located behind the hotel. There are 43 fully furnished standard rooms available.

Each room is decorated for an ultimate luxury comfort and safety. It is opened for both long-term and walk-in guests.

Apartment guests can use all facilities in the hotel such as fitness room, swimming pool, business center, and many more. Also, you can enjoy your time with our several satellite television news and movies, foreign programs, and in-house movies. These channels include UBC, CNN, BBC, CNBC, HBO, ESPN, and NHK. The direct telephone line is provided to make an international call as well as to connect to the Internet.

General Information

Facilities

Room Types & Prices

Map & Location

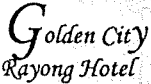
>> MEMBER <<

>> NEXT (Room Type)

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Figure B.14. Long Stay: General Information.



Hotel Information
Room Reservation
Backpacker
Longstay
Event Management
Partnet Company

Long Stay G

Golden City Rayong Hotel proudly introduces you our new service apartment - "Golden House".

This apartment located behind the hotel. There are 43 fully furnished standard rooms available.

Each room is decorated for an ultimate luxury comfort and safety. It is opened for both long-term and walk-in guests.

Apartment guests can use all facilities in the hotel such as fitness room, swimming pool, business center, and many more. Also, you can enjoy your time with our several-satellite television news and movies, foreign programs, and in-house movies. These channels include UBC, CNN, BBC, CNBC, HBO, ESPN, and NHK. The direct telephone line is provided to make an International call as well as to connect to the Internet.

General Information


Facilities

Room Types & Prices

Map & Location

>> MEMBER <<

>> NEXT (Room Type)




Standard Room

1 2

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Figure B.15. Long Stay: Room Types.



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Long Stay G

Now for 15% Discounts!
✓ **Make Reservation**

Long stay Accommodation Service

Room Type	Monthly Rate / Baht	
	One Guest	Two Guests
Standard	15,000	18,000
Deluxe	18,000	21,000
Junior Suite	22,000	25,000
Executive Suite	28,000	31,000


Including Breakfast

General Information

Facilities

Room Types & Prices

Map & Location



Executive Suite

1 2

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Figure B.16. Long Stay: Room Prices.

Hotel Information
Room Reservation
Backpacker
Longstay
Event Management
Partnet Company

Functions Information G

- General Information
- Functions Availiability
- Functions Arrangement
- Functions Calculation

Korn Thong Room

At Golden City Rayong Hotel, we have well-designed banquet and function rooms available for your business meeting and conference, party, or private dinner needs.

We have 2 small to medium sized rooms – "Sai Thong" and "Korn Thong" rooms. Sai Thong can contain a maximum number of 50 people whereas Korn Thong room can contain 30 people.

We also have one large function room called "Soi Thong". This room can contain a maximum number of 550-600 people. Soi Thong room can be divided into 4 small function rooms if needs.

Our New Function and Banquet Room is located behind the hotel. If can contain a maximum number of 1200 people. This big function can be divided into 3 small rooms as well.

>> General Information II

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Figure B.17. Functions: General Information.

Hotel Information
Room Reservation
Backpacker
Longstay
Event Management
Partnet Company

Functions Information G

- General Information
- Functions Availiability
- Functions Arrangement
- Functions Calculation

BANQUET AND FUNCTION ROOMS

Room	Room Size	Class Room	Theatre	U-set	I-set	Chinese Table	Buffet	Cocktail
Korn Thong	6x7 m.	10-25 pax	20-40 pax	10-15 pax	10-15 pax	2-4 Tables	30-40 pax	40-50 pax
Sai Thong	6.5x10.8 m.	30-40 pax	30-40 pax	20-25 pax	20-25 pax	4-8 Tables	30-60 pax	60-70 pax
Soi Thong 1A	8.5x15 m.	50-60 pax	50-60 pax	30-40 pax	30-40 pax	5-10 Tables	50-80 pax	60-80 pax
Soi Thong 2A	8.5x17 m.	80-120 pax	80-120 pax	40-50 pax	40-50 pax	10-15 Tables	80-100 pax	80-100 pax
Soi Thong 1A+B		100-180 pax	100-180 pax			18-24 Tables	100-200 pax	150-200 pax
Soi Thong 2A+B		150-200 pax	160-250 pax			20-35 Tables	200-300 pax	200-250 pax
Soi Thong 1+2		300-400 pax	400-500 pax			70 Tables	400 pax	400-550 pax

<< General Information I

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Figure B.18. Functions: Room Types.

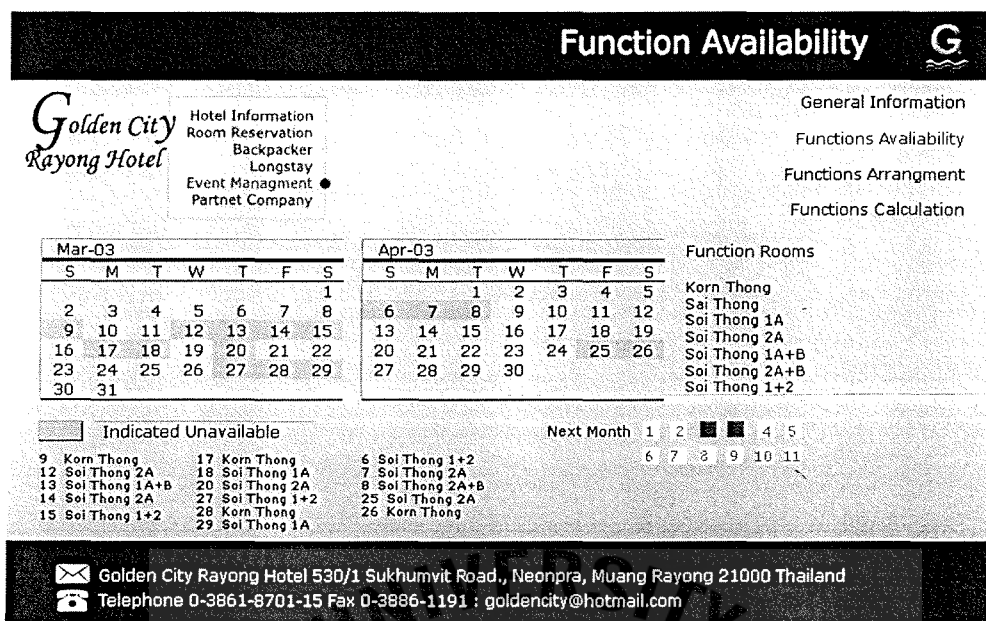


Figure B.19. Functions – Availability.

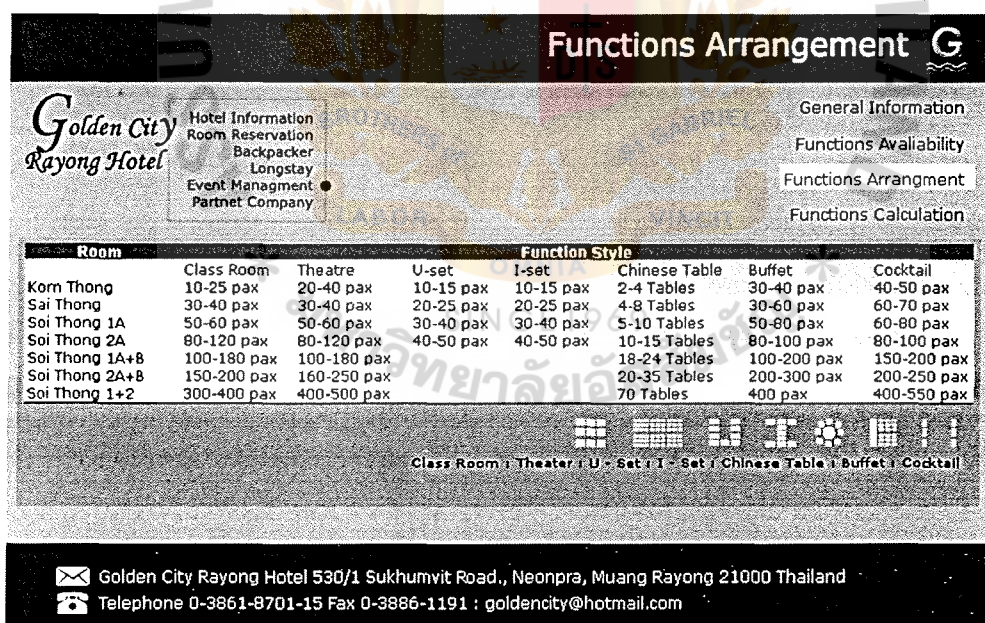
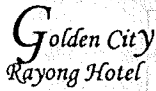


Figure B.20. Functions –Seat Arrangement and Rooms Size.

Functions Calculation G



Hotel Information
Room Reservation
Backpacker
Longstay
Event Management
Partnet Company

General Information

Functions Availability

Functions Arrangement

Functions Calculation

Food and Drink Sets			Seat Arrangements		
Option A : Buffet 120 baht per person	Class Room	Theatre U-set I-set Cocktail Buffet			
Option B : Buffet 140 baht per person	Class Room	Theatre U-set I-set Cocktail Buffet			
Option C : Buffet 160 baht per person	Class Room	Theatre U-set I-set Cocktail Buffet			
Option D : Buffet 180 baht per person	Class Room	Theatre U-set I-set Cocktail Buffet			
Option E : Buffet 200 baht per person	Class Room	Theatre U-set I-set Cocktail Buffet			
Option F : Buffet 220 baht per person	Class Room	Theatre U-set I-set Cocktail Buffet			


Food and Drink Sets		Seat Arrangements
Option 1 : 1500 baht Per tabel of 8 people	Chinese Table	Step 2 . Please select Food Set >> Step 3 (Entertainment Set)
Option 2 : 2000 baht Per table of 8 people	Chinese Table	
Option 3 : 2500 baht Per table of 8 people	Chinese Table	
Option 4 : 3000 baht Per table of 8 people	Chinese Table	
Option 5 : 3500 baht Per table of 8 people	Chinese Table	

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Figure B.21. Functions – Food Sets.

Functions Calculation G



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เมนูอาหารโต๊ะจีน ราคา 3500 บาท /โต๊ะ (8 ท่าน)

เมนู A	เมนู B	เมนู C
1. ออเดิร์ฟร้อน 4 อย่าง	1. ออเดิร์ฟร้อน 4 อย่าง	1. ออเดิร์ฟร้อน/ทะเลลวก 3
2. หอยจ๊อ	2. แต้กึ่ง	2. หอยจ๊อ
3. พูกลานน้ำแดง	3. พูกลานน้ำแดง	3. พูกลานน้ำแดง
4. เป็ดลัด	4. เป็ดลัด	4. เป็ดลัด
5. ปลิงทะเลสามชิ้น	5. กุ้งทอดสำหรับน้ำแดง	5. เป็ดลัดเนื้อไม่กระป๋อง
6. กุ้งอบเกลือ	6. ปลิงทะเลลัดสามชิ้น	6. หมูหันหนึ่งกรอบ
7. ปลากระพงนึ่งมะนาว	7. ปลากระพงนึ่งซีอิ๊ว	7. ปลากระพงนึ่งมะนาว
8. กระเพาะหมูตุ๋นเห็ดหอม	8. ข้าวคั่วหมูอ่อนกระเพาะหมูตุ๋นเห็ดหอม	8. ข้าวคั่วหมูอ่อนกระเพาะหมูตุ๋นเห็ดหอม
9. ข้าวผัดปลาเค็ม	9. หมี่ทรงเครื่อง	9. ข้าวผัดปู
10. เป็ดปักกิ่งทรงเครื่อง	10. เป็ดปักกิ่งทรงเครื่อง/ร้อน/เย็น	10. ไอศกรีมเป็ดปักกิ่ง

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Figure B.22. Functions – Chinese Table Food Set.

Hotel Information
Room Reservation
Backpacker
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Functions Calculation

General Information

Functions Availability

Functions Arrangment

Functions Calculation

✓ **Make Reservation**
Now for 20% Discounts!

Function Room	No. of Guests	Seat Arr.	Food Sets	Entertainment Sets	Cost
Option A Korn Thong	80	Cocktail	Option A - 120	Option A : 8000 baht	25,600
Option B Soi Thong 1A	90	Cocktail	Option B - 160	Option B : 10000 baht	32,400
Option C Soi Thong 2A	110	Cocktail	Option D - 180	Option C : 15000 baht	42,600

Step 4 , Total Cost of your Selections

➤➤ Make Reservation

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Figure B.23. Functions – Approximate Cost of Hosting a Function.

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