Travel Service Website

by

Ms. Sathip Kaowkultanakit

A Final Report of the Six-Credit Course
IC 6998 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
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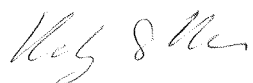|	
Project Title	Travel Service Website (www.BellsAsia.Com)
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Project Advisor	Rear Admiral Prasart Sribhadung
Academic Year	November 2003

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

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ABSTRACT

The project Travel Service Website *(BellsAsia.Com)* has set up a travel service website for serving the travelers who can access the internet in the English language. Although, the main target group is foreign travelers who want to find and reserve the hotels in Thailand, we also welcome Thai travelers who can access the internet in the English language. The website provides tools, information and facilities such as, online booking form, related information links, etc.

BellsAsia.Com acts as an agent contacting suppliers after receiving booking request from customers. We can see the opportunities to generate income in this business. The project has enhanced the existing manual travel company with the computerized system and internet which helps the company to increase the competitive advantages, improve the operating process, create better services and provide more accurate and up to date information for customers, while lowering operating costs. In addition, the competitive analysis, break even point, rate of return and net present value has been done to support the management's decision making.

Overall strategies focused on means to acquire online booking information such as reservation on hotels and travel guide. We are sure that the internet will be a very useful and powerful tool to make our business successful.

ACKNOWLEDGEMENTS

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I. INTRODUCTION

1.1 Background of the Project

Human being enters the time of internet-based society which changes many things in our life at home, in school, or at work. One of important changes is the way the business is conducted. Electronic Commerce-which is the way we call the business transaction over networks, mostly the internet-is growing rapidly every year. There are many online businesses available including travel and tourism services.

Similar to other business on the internet, travel service online gets many benefits from doing transactions over the internet. For example, the organization is able to expand the marketplace nationally and internationally and decrease the cost of communication and operating. For customer, travel service online allows shopping or doing transactions 24 hours a day from almost any location. It provides customers online multimedia information, so that the customers ensure the service and make a decision of buying easier. Especially, the customers can get the service confirmation very quickly within 24-48 hours after submitting the reservation and payment.

Compared to the traditional way of travel service in Thailand, travel service online is very much more comfortable and faster. In traditional way, travel service must have physical office in the area crowded by foreigners. The travelers from abroad-who do not want to pay at walk-in rate at the hotel, or do not want to take the risk of rooms being unavailable when arriving at the hotel-look for the travel service agent in order to have more alternatives of hotels, to make sure of room availability and to get lower rates than directly reserving with the hotel. With travel service online, the customers can get all of those mentioned also. Furthermore, with travel service online, the booker is in abroad or in Thailand, they simply, comfortably and quickly reserve the service through the website at a low price.

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Taking the above mentioned advantages, a travel service website-BellsAsia.Com is set up in order to serve the travelers who can access the internet in English language. Although, the main target group is foreign travelers who want to find and reserve the hotels in Thailand, but we also welcome Thai travelers who can access the internet in English language. The website provides tools, information and facilities such as, online booking form, related information links, etc.

BellsAsia.Com acts as an agent contacting to suppliers after receiving booking request from customers. We can see the opportunities to generate income in this business. We assure that internet will be a very useful and powerful tool to bring our business to be successful.

1.2 Objectives of the Project

The objectives of the *Travel Service Website* project are as follows:

(1) To apply concepts from learning MS (IEC) in doing business on the internet.

(2) To develop travel service website providing hotel booking service.

1.3 Scope of the Project

The project covers a major part of the *BellsAsia.Com* which includes:

(1) To implement the marketing plan by conducting SWOT Analysis, defining target market, and marketing strategies.

(2) To conduct financial analysis in terms of expected income and all costs.

(3) To provide hotel booking through the website.

(4) To use online payment (credit card).

(5) To provide hotel and services information on the web.

1.4 Deliverables

Deliverables of this project are as follows:

(1) The final report covers the scope as mentioned in the previous topic.

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(2)   The E-Commerce website prototype.

II. LITERATURE REVIEW:

TRADITIONAL TRAVEL AGENCY

There are travel agency offices situated anywhere the tourists or visitors are in Thailand. Most of them are located in popular destinations, such as Bangkok, Pattaya, Chiangmai, and Phuket. Wherever we find the foreign tourists, there must be a travel agency.

There are many kinds of travel agency organizations. The company, the partnership or the sole proprietorship. The success of this business is not always judged by the type of organization. The sole proprietorship organization may get more successful and get more income if they are trusted by the tourists. The trust is built from time to time the tourists use their services. The other important factor for success of this traditional agency is the location. More easily visible office, more customers. For example, the one that situated beside the street, is able to be seen by two hundreds tourists walking by everyday should be more successful than the one situated on the 4th floor of business building that cannot be seen by the customers, except it has own target group which is not the walking-by tourists.

Although, in general, the company is the most trustable organization type by the customers, but in the service business sector, sole proprietorships are numerous. There are many advantages of this organization which are 1) ease of establishment 2) one's decision making 3) taxed at personal income rate tax, and 4) privacy: not have to reveal the performance or plan to anyone. Except, when we need a loan from a bank and file tax returns, we must provide financial information.

To describe the functions of traditional travel agency system, we may do it in three important steps which are: 1) the communication method 2) the payment method and 3) the confirmation method.

There are three communication channels available for the customer, travel agency and supplier to contact during the transaction. The first one is face to face communication. This occurs when the tourist is in the same area with travel agency and he can reach the physical office easily. He is comfortable to go to the office and has a lot of time to wait for booking the transaction. The second one is by the telephone which is most comfortable and fastest to get the information. However, the bad point is that it cannot be the reference since it is not the written form. Also, it is not safe the money if it is the call from abroad. The third one is by the facsimile which is the most popular since it is the written form and can be the reference. But, it is expensive if it is the long distance, especially if it is between the country or continent.

The communication starts when the agency receives the booking request from the customer. Then the agency makes a reservation to supplier and ask for the confirmation. After receiving booking confirmation, the agency informs the customer and asks for the payment. If there is no payment within the deadline, the booking will be cancelled.

There are 3 common ways of payment for the traditional travel agency business. They are 1)cash 2)credit card and 3)money transfer. Normally, the customer uses cash or credit card to pay for the service at the physical office. However, for some transactions which he cannot reach the office easily, he sends the credit card details by fax and the agency charges by asking for authorization from the bank. On the other choice for those customers who stay far from the physical office, they go to the bank or ATM and make a money transfer from their account to the agency's account. Then they send the pay-in slip by fax to confirm their payment to the agency.

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After the booking is paid, the agency provides the booking confirmation to the customer by one of these two communication channels which are face to face or by fax.

From the above traditional procedure, there are some problems that occur which are:

(1) There are not enough brochures available for customers to review the hotels or other service information before making a decision of reservation.

(2) The customers who come to the physical office and make a reservation have to spend a long time waiting before receiving the confirmation. Since the agency starts to ask for reservation to the hotel after the customers decide for booking at the office, the process takes a long time before getting the confirmation. Also, the confirmation-called voucher- is made by hand writing or typing by the officer, the customers may have to use around 30 minutes or more for this preparation.

(3) Although the payment is able to be made by credit card by sending the credit card detail to the agency by facsimile, it may be not clear and difficult to read. Also, it is expensive for both the customers when sending the request and the agency when sending the confirmation.

(4) There may be communication errors when it is made on the telephone. For example, the customer tells his name "Daren", the officer may get it as "Baren". Also, for long distance call, it is very expensive.

(5) If the physical office is situated on unseen location by tourists, there may be the problem of marketing. Therefore, it is needed to find out the way or the channel that can contact or communicate with the target market at low price. Also, the way that can make selling the product without seeing face to face with customer since the physical office is not easy to get in.

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(6)   All record is kept in paper, including product information, customer data, booking record, etc. Therefore, it is difficult and takes long time to search or manage the data.

Therefore, the new system should solve these problems that occur in a traditional system.

In order to solve those problems mentioned, the travel agency on internet should be set up. That is why *BellsAsia.Com* website starts. The business should run on the internet and use the internet as the main channel to find and contact the customers. Also, The internet is useful for promoting the business with low expenditure and gain more profits. However, to be on the internet and use the internet technology, the computer system is needed.

In order to solve the problems that occur in the traditional way of this business, the system of travel agency website like *BellsAsia.Com* should meet the requirements as follows:

(1)   Website encompassing all information about the service.

(2)   Should be simple enough for the visitors and customers to look around the website for different products, without being lost.

(3)   Should be easy enough to create, update and delete information concerning the management request, such as old product information.

(4)   Secure for online shopping.

(5)   Database replacing the manual system to facilitate all the departments to systematically keep track of customer contact and solving problems taking place from the current manual system.

(6)   Staff members should be able to print requested reports, such as sales report, receipt, etc, rather than lettering them by hand.

BellsAsia.Com is created to meet the above mentioned requirements. The designed system contains the following processes:

(1) Adding/Updating/Reporting product information and price

(2) Storing/Updating/Reporting reservation record

(3) Storing/Updating/Reporting customer record and financial condition

(4) Creating/Storing/Reporting confirmation and deadline record

(5) Storing/Reporting cancellation record

(6) Creating/Storing/Reporting invoice and receipt record

(7) Storing/Reporting claim, return and credit note record

(8) Storing/Reporting sales and commission record

(9) Storing/Reporting cost record

Table 3.1. Number of Tourist Arrivals, Average Length of Stay and Tourism Receipts 1999-2002.

Year	Number of Tourist Arrivals	% Δ	Average Length of Stay	Tourism Receipts (millions)	
				Baht	US$
2002	10,799,067	+7.33	7.98	323,484	7,530
2001	10,061,950	+5.82	7.93	299,047	6,731
2000	9,508,623	+10.82	7.77	285,272	7,112
1999	8,580,332	+10.50	7.96	253,018	6,695

Source: Statistical Report 2002 by Tourism Authority of Thailand (TAT)

Table 3.2. International Tourist Arrivals By Country of Residence 1999-2002.

Country	2002	2001	2000	1999
The U.S.	509,841	485,276	473,285	417,860
The U.K.	569,812	517,974	476,387	425,688
Canada	101,369	92,803	86,279	76,501
Australia	355,529	363,696	323,275	303,844
New Zealand	64,771	61,190	55,775	44,183
South Africa	37,721	42,026	37,521	33,821
Phillipines	142,940	129,818	106,724	87,326
*India	253,110	206,132	202,868	163,980
Total	2,035,093	1,898,915	1,762,114	1,553,203
Other Countries	8,763,974	8,233,594	7,816,712	7,098,057
Grand Total	10,799.07	10,132,509	9,578,826	8,651,260

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III. MARKET SITUATION

3.1 Situation Analysis

Since the business is travel agency on the internet, there are two fields of situation which should be studied, Thailand's inbound tourism situation and internet access around the world.

According to the summary of Statistical Report 2002 by Tourism Authority of Thailand (TAT), in 2002, apart from the unstable global situation that affected tourism in many aspects including the economy, world oil prices, and terrorism in various destination, etc., Thailand's inbound tourism grew reversely. The number of foreign tourists who visited Thailand expanded towards a good direction, exceeding the expected rate as we received a total number of 10.79 million tourists, which is a growth rate of 7% from the previous year (the expected number was 10.50 million tourists, an expansion rate of 4%). The mentioned growth rate is almost the same with the expansion rate of 7.9% of the Asian Pacific tourism. However, it is higher compared to world tourism, whose growth rate was estimated by the World Tourism Organization (WTO) to be 3%. It can be said that this year, Thailand succeeded its tourism promotion. The following table shows number of tourist arrivals, average length of stay and tourism receipts 1999-2002.

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From Table 3.2, the number of international native English speaking tourists arrival increased every year. Although by country itself, the number of tourist decreased in Australia and South Africa, but the total is consistently increasing. Especially, the number of tourists from the U.K. and India increased by more than 46,000 persons each. The estimated expenditure per person and average length of stay of international tourist is shown as below:

Table 3.3.   The Average Expenditure Per Person Per Day.

Expenditure Item	2002	2001	2000
Shopping	1,067.38	1,160.86	1,338.74
Accommodation	1,006.89	975.8	932.92
Food & Beverage	633.03	587.25	587.38
Entertainment	458.28	443.31	403.92
Local Transport	315.81	283.26	284.64
Sightseeing	164.56	169.96	176.16
Miscellaneous	107.79	127.43	137.43
Total	3,753.74	3,747.87	3,861.19

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Table 3.4.   Average Length of Stay of International Tourist 2000-2002.

Country	2002	2001	2000
The U.S.	9.75	9.48	8.81
The U.K.	12.36	11.8	11.48
Canada	10.48	10.39	9.67
Australia	9.67	9.26	9.09
New Zealand	8.84	8.87	9.22
South Africa	7.94	7.37	7.29
Phillipines	6.81	7.07	7.23
India	7.16	7.91	8.33
Average	9.12	9.02	8.89

The following shows the number of accommodation establishments and rooms available for tourists in major destinations around Thailand.

Table 3.5.   Tourist Accommodation in Thailand (2001).

Major Destinations	Establishments	Rooms
Bangkok	248	57,983
Chiangmai	215	13,615
Chiangrai	40	2,974
Kanchanaburi	182	7,014
Cha Am	69	3,688
Hua Hin	83	3,453
Pattaya	236	23,960
Krabi	183	6,024
Phuket	510	26,759
Hat Yai	96	9,174
Samui	296	9,256
Sungai Kolok	37	1854
Korat	35	3,180
Total	2,230	168,934
Other Destinations	1,157	61,097
Grand Total	3,387	230,031

From all above tables, the situation of Thailand's inbound tourism seems quite good in expansion. Also, the tourist expenditure in accommodation is increased every year.

The situation of internet access around the world, there are two groups which should be considered: the native English speaker access and the other language access. We can assume from nine countries which eight of them are native English speaking. Only one which is India is not native English but English is used most of the time online

in this country. The following is the latest estimated figures of the number of people online in English language.

Table 3.6.   The Latest Estimated Figures of Number of People online in English Language (native speaker).

Country	Population (million)	Internet Access in English (million)	Estimated Internet Access in English Year 2004 (million)
The U.S.	270	167.8	197
The U.K.	59.5	30.9	36.28
Ireland	3.8	1.1	1.29
Canada	31.3	17	19.96
Australia	20	10.8	12.68
New Zealand	3.8	2	2.35
South Africa	43.4	3.1	3.64
Philippines	60	2	2.35
*India	10	7	8.22
Total	501.8	241.7	283.77

From above table, the total of number of people around the world online in English language is 241.7 million people in 2003. It is 37.26 % from the total of 648.7 million people online. The estimated people online in English in 2004 is increased 42.07 million people. It is 17.01% increased from year 2003. The other language internet access is 407 million people.

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3.2 Market Summary

The market consists of Thailand's inbound tourists who are native English speaker, which is around 18.85 % from all 10.79 million tourists arrival in Thailand, and other language speakers. They come from Europe, Americas and Asia. However, since the business is doing on the internet, the market narrows to those tourists who are able to access the internet. The following figure shows how the market comes from.

Figure 3.1. The Market.

The number of International Tourist Arrivals in Thailand year 2002 is 10,799,067 persons. Suppose that the estimated market of internet travel agency business is 20%. Therefore, there are more than 2,000,000 persons in the market. The estimate of Thailand's accommodation reservation online value is as follows:

2,100,000 persons * 9 nights * BHT.1,000 = BHT. 18,900,000,000 per year.

The internet travel agency commission comes from the above value. If the estimated commission is 5-10 %, the market value of internet travel agencies for

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International Tourist Arrivals in Thailand should be around Bht. 945,000,000 – 1,890,000,000 per year.

3.3 Competition

Actually, there are travel service online offices situated in many countries around the world since internet can be reached anywhere anytime that can access to the internet. There may have travel service online offices in Malaysia, or Australia, or U.S.A, or Europe, for Thai hotel reservation. However, the offices which are located near the suppliers (local travel agencies) usually have the better deals or prices. There are popular websites of hotel reservation service online whose offices are situated in Thailand. Those are:

Table 3.7.   Popular Internet Travel Agency Websites (whose offices are situated in Thailand).

Web Address	Managed by
www.hotel-travel-asia.com	Siam UK Trading Co., Ltd.
www.thai-islandhopper.com	Siam UK Trading Co., Ltd.
www.phi-phi.com	Siam UK Trading Co., Ltd.
www.hotelthailand.com	e-Business Alliance Co., Ltd.
http://asiatravel.com	AT Network Co. Ltd.

www.thai-islandhopper.com

Figure 3.2. Thai-Island Hopper Website.

Strength

(1)   Secure Online Payment System.

(2)   Vacation Packages reflecting the tourist's interests.

(3)   Quick downloads.

(4)   There are three websites attracting the internet users or the tourists. It means that they can have three times of volume of customer from one website. The other two web address are "www.hotel-travel-asia.com" and "www.phi-phi.com"

Weakness

(1)   They have no TAT license. Therefore, they are not easily trusted by new

        customers.

(2)   The booking service of transfer and car rent is not available.

(3)   There is not the content of "terms and conditions" in the website.

(4)   Only English content available.

www.hotelthailand.com

Figure 3.3.   Hotel Thailand Website.

Strength

(1)   There is TAT license.

(2)   Launched in Nov. 1998.

(3)   Discount up to 75%.

(4)   There is full service of booking hotels, tours, transfers and car rents.

(5)   There is complete information available in the website.

(6)   Secure online payment system.

(7)   There are three versions of language available for customers which are

English, Japanese and Thai.

http://asiatravel.com

Figure 3.4.   Asia Travel Website.

Strength

(1)   There isTAT license.

(2)   Not only Asian destinations, other major destinations in Pacific, USA, Middle East and Europe also are available.

(3)   Full service is available.

(4)   A lot of tools and information.

(5)   Travel agents available.

(6)   Bidding available.

<u>Weakness</u>

(1)   Website design and content presentation is not comfortable for users.

IV. THE PROPOSED WEBSITE: TRAVEL AGENCY ON INTERNET

4.1 SWOT Analysis and Strategies by SWOT analysis

SWOT Analysis

The following four sections are the most relevant issues to BellsAsia's successful operation.

Strength

    (1)   The website provides completed information.

    (2)   There is discount of service provided.

    (3)   Full of tools to support the customers.

    (4)   Do advertising, promotion and marketing on the internet in order to reduce cost.

Weakness

    (1)   Newly established company, the name is unknown.

    (2)   Small capital investment.

    (3)   Limited Personnel. The staff will be faced with long hours for little pay during the first two years of operation.

    (4)   If the computer system falls down, there is risk of information lost.

Opportunity

    (1)   Government promoting of tourism in Thailand.

    (2)   Growth of international tourists arrival to Thailand.

    (3)   Increasing of internet users around the world.

    (4)   Reduction of air ticket price around the world.

    (5)   Access 24 hrs a day, 7 days a week.

    (6)   Growth of internet users and shoppers online.

    (7)   Development of credit card security system.

    (8)   Development of smart card.

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Threat

    (1)   There are many websites providing Thailand's hotel booking around the world.

    (2)   Internet and E-commerce laws have just been released and may not efficiency enough.

    (3)   There is not one hundred percent payment security technology.

Strategies by SWOT analysis

Use strengths to take advantage of opportunities

    (1)   Create and develop the presentation of hotel information on the website to be attractive to the customers.

    (2)   Add more information about travel in the website to serve the customer needs.

    (3)   Direct marketing by sending news and offering hotel discount directly to customers through their e-mail addresses.

    (4)   Confirm the accommodations to the customers as quickly as possible to obtain their trust and satisfaction.

Take advantage of opportunities by over-coming weaknesses

    (1)   Updating website and make it standard, good looking, easy to use and fastly loaded to attract customers.

    (2)   Using the efficient reservation system.

    (3)   Negotiating to suppliers to get more competitive hotel rate.

    (4)   Starting advertising and promotion in advance to customers before high season and peak season comes.

    (5)   Training employees to do each other job in case that someone is absent or day off.

Use strengths to avoid threats

(1) Making website name or URL well known for travelers by using direct marketing and link exchange with the other popular websites.

(2) Providing best rates and high discount for customers satisfaction.

(3) Reducing cost by trying to use internet technology in communication and contacting with suppliers and customers.

(4) Having more security for information in website.

(5) Clearly state the policy and regulations of company in the website.

Minimize weakness and avoid threats

(1) Using the profit to reinvest.

(2) Keep best services and rates to customers to create trust and royalty.

(3) Try to make more sales number and value in order to negotiate the best rate from the suppliers.

(4) Reduce cost in advertising and promotion by using direct marketing offering best discount and travel year calendar to customers.

4.2. Mission

The mission is to become one of the foremost travel agencies on the internet for Thailand's accommodation and tourist services, including providing discounts and information to all travelers. We understand that the number one rule of travel is knowing what you're going to get before you get there.

4.3 Objectives

(1) Being well known for Thailand's inbound tourists.

(2) Generating income of approximately Bht. 1,000,000 in year one and increase every year.

(3) Providing the quality online Thai hotel reservation services.

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4.4   Target Group

The website focuses target market on Thailand's inbound tourists who buy from internet and access it in English those who need the accommodations in Thailand from around the world. However, mostly English internet access comes from native English speaker countries and those tourists who come from these countries are our target.

4.5   Market Needs

The tourists need the website providing fast, comfortable and trustable service. Also, many of them use internet travel service in order to get discount and information. In addition, they may not use the service if they are not sure about security and privacy. Therefore, in order to keep the customers in the website, it should have are everything that they need in the website.

Since the tourists usually firstly come to Thailand, they do not know the location or the information about the accommodation and the country. For example, they do not know how the hotel looks like, where it is situated, on the mountain, in the city, on the beach, etc. Therefore, they need the source of those informations. If the traditional travel agencies invest of this advertising, they must use large amount of money for brochure, leaflet and mail it to the customers in abroad. So, the internet is the tool to provide customers the needed information.

Moreover, the internet can reduce the cost of communication, providing the multimedia, audio, text, video, interactive webpage and information able to access 24 hrs a day, 7 days a week. The information can reach the receiver online within 5 minutes. The travel service provider can do advertising and promoting online at very low cost. Therefore, the travel agency on internet is able to give the discount of service to the customers.

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The most important one that affects to decision making of customer is online payment security and the privacy policy. The customers should be informed about how secure online payment is or what technology is used to prevent their credit card detail from internet crime. Also, they need to ensure about their information privacy policy since they may not want the third person to use their information provided only for buying at the website.

4.6 Positioning

For tourists who wish to visit Thailand, BellsAsia is the travel agency on the internet providing accommodation reservation service, information and discounts.

4.7 Marketing Mix

Product : Providing accommodations and tourist services reservation as following to the customers.

   (1)   Hotels and resorts around Thailand

   (2)   Many ranges of rates from three stars to five stars hotel.

   (3)   Many choices of locations of hotels in one destination.

   (4)   Reservation can be confirmed in very short time and process finished online only.

Price: Pricing is determined by market price. Also, it depends on the contract rates, the hotels and suppliers. The discount is provided to customers.

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Place: Reservation confirmation is sent to customers around the world online. Also all correspondence during the process will be on the internet only. Therefore, all customers should be the internet users and have their own e-mail addresses.

Promotion & Adverising: The first four months of operation will be the period of advertising company name to target market in order that they can recognize the company and the URL of the website. The advertisement is as following ways:

(1) Poster, brochure and leaflet about company and website will be given to the target customers at the places such as the international airports.

(2) Advertised by banner at search engine such as www.yahoo.com and www.msn.com to make the name of website well known to customers in abroad.

(3) Direct marketing by sending email introducing the company and offering special discount to the target market.

4.8 Marketing Research

Research on the travel and tourism industry will be purchased as necessary. We will conduct customer surveys when a specific research problem is identified. We will subscribe to several industry publications and will attend trade shows to stay abreast of relevant issues.

V. FINANCIAL ANALYSIS

5.1 Break-Even Analysis

The break-even point is the period when funds go out and funds go in intersect exact at zero. The company anticipated investment cost in the first year to exceed the revenue therefore; the company incurred a net lost of Baht 261,200 of all operating income according to table 6.1 Expense and Revenue Summary. However, for the company to break-even we have to maintain equally total expenses to total revenue. In the second year of the operation, the company will realize the break-even.

Figure 5.1. Expense and Revenue Comparison.

5.2 Return on Investment

Return on investment is determining the investment payback time. By subtracting total revenue earned with total expense will give total payback period of the investment after first year of operation as shown:

Table 5.1.   Expense and Revenue Summary.

Cost Items	1st year	2nd year	3rd year	4th year	5th year
Fixed Cost					
Hardware					
Computer Server with UPS	60,000				
Workstations (3@31,500)	94,500				
Inkjet Printer	7,000				
Dot Matrix Printer	15,000				
Scanner	10,000				
Modem	3,000				
Token Ring Hub	10,000				
Total Hardware Cost	199,500	0	0	0	0
Software					
Microsoft Windows NT 4.0 & 98	15,000				
Microsoft Office 2000	6,000				
Total Software Cost	21,000	0	0	0	0
Web Implementation					
Domain Name Registration	700	700	700	700	700
Web Hosting	12,000	12,000	12,000	12,000	12,000
Website Development	30,000				
Internet Service Charges	24,000	24,000	24,000	24,000	24,000
Setup	30,000				
Total Implementation Cost	96700	36700	36700	36700	36700

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Table 5.1.   Expense and Revenue Summary (Continued).

Cost Items	1st year	2nd year	3rd year	4th year	5th year
Operating					
Salaries					
Manager (1@30,000)	360,000	360,000	396,900	436,590	458,420
Adminstrator (1@15,000)	180,000	180,000	198450	208,370	218,780
Customer Service (1@10,000)	120,000	120,000	132,300	138,920	145,860
Accountant (1@10,000)	120,000	120,000	132,300	138,920	145,860
Total Operating Cost	780,000	780,000	859,950	922,800	968,920
Miscellaneous					
Maintenance	18,000	18,000	18,000	18,000	18,000
Office Area Rental	120,000	120,000	120,000	120,000	120,000
Office Supplies	30,000	30,000	30,000	30,000	30,000
Utility	40,000	40,000	40,000	40,000	40,000
Transportation	36,000	36,000	36,000	36,000	36,000
Miscellaneous Cost	244,000	244,000	244,000	244,000	244,000
Total Expense	*1,341,200*	*1,060,700*	*1,140,650*	*1,203,500*	*1,249,620*
Cumulative Expense	1,341,200	2,401,900	3,542,550	4,746,050	5,995,670
Revenue					
Commission	1,080,000	1,800,000	2,160,000	2,592,000	3,110,400
Total Revenue	*1,080,000*	*1,800,000*	*2,160,000*	*2,592,000*	*3,110,400*
Cumulative Revenue	1,080,000	2,880,000	5,040,000	7,632,000	10,742,400

5.3   Net Present Value

To find net present value of the company, the interest rate will be used to calculate

for net present value for the next five years. Since the company forecasted that the ROI is

one year with a fixed interest rate at 3%. Therefore, we can calculate the net present value as follows:

<u>Present Value of Cash Outflow</u>

		BHT.
1st Present Value of Cash Outflow is		1,341,200
2nd Present Value of Cash Outflow is	1,060,700/1.03	=1,029,806
3rd Present Value of Cash Outflow is	1,140,650/1.03^2	=1,075,172
4th Present Value of Cash Outflow is	1,203,500/1.03^3	=1,101,400
5th Present Value of Cash Outflow is	1,249,620/1.03^4	=1,110,378

Total Present Value of Cash Outflow=5,657,956

<u>Present Value of Cash Inflow</u>

1st Present Value of Cash Inflow is		1,080,000
2nd Present Value of Cash Inflow is	1,800,000/1.03	=1,854,000
3rd Present Value of Cash Inflow is	2,160,000/1.03^2	=2,291,544
4th Present Value of Cash Inflow is	2,592,000/1.03^3	=2,832,278
5th Present Value of Cash Inflow is	3,110,400/1.03^4	=3,500,444

Total Present Value of Cash Inflow   =10,478,267

Net Present Value = Present Value of Cash Inflow - Present Value of Cash Outflow

Net Present Value =10,478,267-5,657,956=4,820,311

According to NPV we can see the positive trends of investing in a company; in conclusion we will experience the profit returns after the first year of investing.

VI. WEB DEVELOPMENT AND DESIGN

6.1 Hardware and Software Requirements.

Figure 6.1.   Hardware and Software Requirements.

To serve the new system, the website, the database and personal computers are main communication devices for the manpower and machine interface. Four computers are required to be installed, one for the manager, one as server to control the other computers, two others are the personal computers for customer service officer and accounting officer. All computers are connected and work like Local Area Network (LAN). See Figure 6.1.

The server must be able to connect to internet to check the website status, such as online reservation, customer request. Mainly personal computers must be able to help staff to do their work better and more efficiently.

Table 6.1. Hardware Specification.

Hardware	Specification for the server	Specification for client computer
Central Processing Unit (CPU)	Pentium IV 1GHz or higher	Pentium III 500 MHz or higher
Cache Memory	256 KB or higher	256 KB or higher
RAM Memory	128 MB or higher	68 MB or higher
Hard Disk	20 GB or higher	10 GB or higher
CD-ROM Drive	52X or higher	52X or higher
Floppy Drive	1.44 MB	1.44 MB
Network Adapter	Ethernet 10 Base T	Ethernet 10 Base T
Display Adapter	SVGA card	SVGA card
Display	17" Screen Monitor	15" Screen Monitor
Printer	Dot Matrix and Laser Printer	Dot Matrix and Laser Printer
Uninterrupted Power Supply (UPS)	220 Vac, 50 Hz, 20 Amp	220 Vac, 50 Hz, 20 Amp

Table 6.2.   Software Specification.

Software	Specification for the server	Specification for client computer
Operating System	Microsoft Windows NT 4.0	Microsoft Windows 98
Web Server	Microsoft IIS 2.0	Microsoft Internet Explorer 5 or higher
Application Server	Microsoft ASP	Microsoft Office 2000
Database Server	Microsoft SQL Server 6.5	

6.2   Security and Control

There are three levels of user verification processes. These user verification processes compose of the authorized username and password. However, only the username verification does not always guarantee one hundred percent security. The users will be divided into seven levels of authorizations as described in the table 6.3.

Table 6.3.   Authorization of the system.

Level	Description	RU	WU	RP	WP	PC	UM	NM	DM	AM
0	Unauthorized User	X	X	X	X	X	X	X	X	X
1	Guest	✔	X	X	X	X	X	X	X	X
2	Data Entry	✔ ☐	✔ ☐	X	X	X	X	X	X	X
3	Officer	✔ ☐	✔ ☐	✔ ☐	X	X	X	X	X	X
4	Supervisor	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	X	X	X
5	Administrator	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	X
6	Manager	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐	✔ ☐

RU   Read Unprotected Information

WU   Write Unprotected Information

RP   Read Protected Information

WP   Write Protected Information

PC   Password Change

UM   User Management

NM   Network Management

DM   Database Management

AM   Administration Management

Data encryption and decryption engine is installed in the system as well, to make sure in case an intruder entering the system cannot read the encrypted information. This ensures more security levels to the system. Likewise the database will only store encrypted data and to decrypt the information and make it readable a person must know which data encryption is used and how to convert data back to readable format. This will make the intruder's job harder to find readable information from the system.

6.3 Creating a Website.

<u>Website Design</u>

The design process consists of many steps in setting up webpage in a visual design and implementing them into work. The following is how the website is developed.

(1)   Develop Content & Functionality

Since BellsAsia.Com is a website offering online travel service and hotel information to Thailand's inbound tourists, so its main contents and functionality are those concerning about hotels and services information, reservation form, guides and tools for users.

BellsAsia prepares hotel catalogues to show hotel choices for users by classifying the hotels into many destinations and regions. And there are pictures of hotels or services, rates and descriptions.

There are many guides and tools for users available in the site, for example: booking manual, booking form, tourist calendar, currency converter, currency exchange, weather report, destination information, tourist's guide, etc .

The contents of this web site are simply grouped into categories which are shown as in the site structure.

(2)   Layout

In order to make every page in the site look unique, the same layout should be used in every page. The layout also can tell the users that they are still in the same website.

logo	picture	site name

navigators bar

content

image

text navigators

text

Figure 6.2. Page Layout.

(3) Navigators

The navigation should be put on the standard position and clearly seen. When the users are at the homepage, this should make the users know that now they are in what page. Also, this can help the user from getting lost when using the website.

Domain Name Registration

Every websites must have an internet address in the form of a domain name or sub domain name. If the registration is for free domain name, the address will be the sub domain name. Fully registered domain name costs around Bht. 600 /year. The domain name format would be **www.yourname.com**. Mostly sub domain name costs nothing, the sample format would be **www.geocities.com/yourname**. The websites doing the business online usually pay for the fully registered domain name since it is shorter and trustable.

Web Hosting

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Generally, the free domain name provider will provide also the free shared web hosting service. However, the free shared web host provided may not meet needs. Therefore, shared web hosts which cost different prices are needed. Shared web hosts offer package plans which are different of storage space, traffic allowances, server side software capabilities and management tools. So, we need to define the web hosting requirements before make a selection.

6.4 Website Promotion.

Once finished creating website, the customers do not know about the company and services. The website promotion is needed to attract the customers to the site. There are some steps for promoting the website:

(1) Register at the search engines.

(2) Exchange link with other website.

(3) Poster, brochure and leaflet about company and website will be given to the target customers at the places such as the international airports.

(4) Advertised by banner at search engine such as www.yahoo.com and www.msn.com to make the name of website well known to customers in abroad.

(5) Direct marketing by sending email introducing the company and offering special discount to the target market.

6.5 Maintain the Site.

After the website is online, the company needs to ensure that the visitors continue come back time and time again. The following is technology that can be used to help in maintain the site.

Server Statistics: This shows statistics about who is accessing the site, where he is coming from which browser he uses, when he visits the site.

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Sending email to customer after website is updated: In order to inform the customers that the site updating is done, the email should be sent to individual customer. So, it is able to attract the customer to come again.

Link Validation Checking: The links in the site should be checked if there is no invalid link or not.

Performance Tuning: The users should not have to wait for a very long time for loading of each page.

VII. WEBSITE

7.1 Website Interface

Homepage

Figure 7.1. Homepage (1).

Figure 7.1.   Homepage (2).

Figure 7.1.   Homepage (3).

Homepage introduces the company and tells about the company. Also, it provides the links around the website. It ensures that visitors look around the site and see what the company has to offer to them and also provides them the tools helping in reservation transaction.

Destination Page

There are many pages of destination. They are divided by the city name. In each page, there is the information about the hotels and rates. Also, the reservation form and tools are available on the menu bar. Following is the example of each destination page.

Figure 7.2.   Bangkok Hotels and Rates Page.

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Figure 7.3.   Chiangmai Hotels and Rates Page.

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Figure 7.4.   Chiangrai Hotels and Rates Page.

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Figure 7.5. MaeHongSon Hotels and Rates Page.

Figure 7.6.   Pitsanuloke Hotels and Rates Page.

Figure 7.7.   Sukhothai Hotels and Rates Page.

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Figure 7.8.   Phuket Hotels and Rates Page.

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Figure 7.9. Samui Hotels and Rates Page.

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Figure 7.10.   Krabi, PhiPhi Hotels and Rates Page.

Figure 7.11.   Pattaya Hotels and Rates Page.

Figure 7.12. Koh Chang Hotels and Rates Page.

Destination Guide Page

Figure 7.13.   Destination Guide.

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Figure 7.14.   Airline Information Page.

Figure 7.15.   Airport Information Page.

Payment Method

Figure 7.16.   Payment Method Page.

About Us Page

Figure 7.17.   About Us Page.

Policy Page

Figure 7.18.   Policy Page.

7.2 Customer's Forms

Reservation Form

Figure 7.19. Reservation Form Page(1).

bed)

2) Credit Card Detail

Select your payment type	VISA Card
Credit Card Number	
Card Number Expire Date	
Secure 3 digits for Visa, Master Card (Required)	(appear on the backside of card on the signature line)
Card Holder Name	

Or you may send your credit card and booking details via fax to 66 (2) 5120974, Attention to Angela K. (Customer Service Department).
[print out fax reservation form]

Your credit card will be charged 7 days or less prior to check-in date.

Figure 7.19. Reservation Form Page(2).

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Figure 7.19.   Reservation Form Page(3).

Figure 7.19.   Reservation Form Page(4).

7.3   Officer's Forms and Tool

There are many forms for officers to input the reservation records and status into the database. Those are as following:

Total Price Form

The data which is input in this form will be stored in "reservation table" in the database.

Figure 7.20.   Total Price Form Page.

Confirmation Form

The data which is input in this form will be stored in "reservation table" in the database.

Figure 7.21.   Confirmation Form Page.

Amendment Form

The data which is input in this form will be stored in "reservation table" in the database.

Figure 7.22.   Amendment Form Page.

Cancellation Form

The data which is input in this form will be stored in "reservation table" in the database.

Figure 7.23. Confirmation Form Page.

Charged by Account Form

The data which is input in this form will be stored in "reservation table" in the database.

Figure 7.24. Charged by Account Form Page.

Receipt and Credit Note Form

The data which is input in this form will be stored in "reservation table" in the database.

Figure 7.25. Receipt and Credit Note Form Page.

Accommodation Information Form

The data which is input in this form will be stored in "accommodation information table" in the database.

Figure 7.26.   Accommodation Information Form Page.

Accommodation Rate Form

The data which is input in this form will be stored in "accommodation information table" in the database.

Figure 7.27. Accommodation Rate Form Page.

Room Type Form

The data which is input in this form will be stored in "room type table" in the database.

Figure 7.28.　Room Type Form Page.

Booking's Search Tool

Figure 7.29.　Booking's Search Page.

7.4　Database Design

The database is designed to support the reservation system and the presentation of the website. The tables and the fields which are needed in the database are as following:

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Table 7.1.   Reservation Table.

Field Name	Data Type	Length
Reservation_id	Integer	4
real_name	Character	30
Email1	Character	30
Email2	Character	30
Tel1	Character	20
Tel2	Character	20
fax1	Character	20
fax2	Character	20
Address	Character	30
Street	Character	20
City	Character	20
State	Character	20
Country	Character	20
postal_code	Character	10
remote_address	Character	20
Under_pax_name	Character	30
checkin_date	Time/Date	8
checkout_date	Time/Date	8
Total_night	Character	2
Accom_name	Character	30
Room_type	Character	30
Single_room_number	Character	2
Twin_room_number	Character	2
Triple_room_number	Character	2
Adult	Character	2
Children	Character	2
children_age	Character	2
checkin_time	Time/Date	8

Table 7.1.   Reservation Table (Continued).

Field Name	Data Type	Length
non_smoke_request	Character	5
Comment	Character	100
Flight_arrive	Character	7
Flight_arrive_date	Time/Date	8
Flight_arrive_time	Time/Date	8
Flight_depart	Character	7
Flight_depart_date	Time/Date	8
Flight_depart_time	Time/Date	8
Credit_card_type	Character	20
Credit_card_bank	Character	20
Credit_card_number	Character	20
card_holder_name	Character	30
expire_date	Time/Date	8
Other_type_of_payment	Character	50
Note	Character	50
Total_price	Currency	5
Total_cost	Currency	5
income	Currency	5
confirmation_date	Time/Date	8
charge_due_days	Character	2
charge_date	Time/Date	8
supplier_name	Character	20
our_staff_name_CF	Character	10
Note_CF	Character	50
amendment_date	Time/Date	8
amended_by	Character	20
new_checkin_date	Time/Date	8
new_checkout_date	Time/Date	8

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Table 7.1.   Reservation Table (Continued).

Field Name	Data Type	Length
amend_additional_charge	Currency	5
our_staff_name_AMD	Character	10
Note_AMD	Character	50
cancellation_date	Time/Date	8
cancelled_by	Character	30
CXL_before_DL_charge	Currency	2
CXL_after_DL_charge	Currency	5
noshow_charge	Currency	5
our_staff_name_CXL	Character	10
Note_CXL	Character	50
confirmed_booking_charge_date	Time/Date	8
confirmed_booking_charge_amount	Currency	5
CXL_before_DL_charge_date	Time/Date	8
CXL_before_DL_charge_amount	Currency	2
our_staff_name_CHG	Character	10
Note_CHG	Character	50
receipt_date	Time/Date	8
receipt_amount	Currency	5
creditnote_date	Time/Date	8
creditnote_amount	Currency	5
our_staff_name_REC	Character	10
Note_REC	Character	50

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Table 7.2. Accommodation Information Table.

Field Name	Data Type	Length
accom_id	Integer	4
accom_name	Character	20
accom_type	Character	20
Star	Character	1
Address	Character	30
Street	Character	20
City	Character	20
Province	Character	20
postal_code	Character	10
Country	Character	20
tel1	Character	20
tel2	Character	20
fax1	Character	20
fax2	Character	20
email1	Character	30
email2	Character	30
Website	Character	30
contact_person1	Character	30
contact_person2	Character	30
descript1	Character	1000
descript2	Character	1000
descript3	Character	1000
photo1	Image	
photo2	Image	
photo3	Image	
photo4	Image	
map1	Image	

Table 7.2.   Accommodation Information Table (Continued).

Field Name	Data Type	Length
map2	Image	
map3	Image	
map4	Image	
room_type1	Character	20
room_type2	Character	20
room_type3	Character	20
room_type4	Character	20
room_type5	Character	20
room_type6	Character	20
ABF	Character	20
Included	Character	20
Excluded	Character	20
VAT	Character	20
Note	Character	100

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Table 7.3.   Accommodation Rate Table.

Field Name	Data Type	Length
rate_id	Integer	5
accom_name	Character	30
room_type	Character	20
single_cost	Character	5
twin_cost	Character	5
triple_cost	Character	5
valid_from1	Time/Date	8
valid_until1	Time/Date	8
valid_from2	Time/Date	8
valid_until2	Time/Date	8
valid_from3	Time/Date	8
valid_until3	Time/Date	8
christmas_charge	Character	5
new_year_charge	Character	5
chinese_newyear_charge	Character	5
Remark	Character	20
single_price	Character	5
twin_price	Character	5
triple_price	Character	5
rate_id	Integer	5

Table 7.4.   Room Type Table.

Field Name	Data Type	Length
Room_type	Character	20

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VIII. CONCLUSION

Travel Service Website Project is created by applying the concepts of IEC in order to start the internet travel agency business providing online travel service that focuses at the Thai accommodation reservation service. The project covers the traditional travel agency review, market situation analysis, marketing plan for proposed website, financial analysis and the website development and design.

In traditional travel agency review, the physical office location is the most important factor one for success. More easily visible office, more customers. There are many problems that occur in traditional procedure. First, there are not enough accommodation brochures. Second, the customers have to wait long time before receiving the confirmation. Third, for hotel booked by long distance call, it is expensive for both customers and the agency. Also, there may be communication errors when it is made on the telephone. In addition, for agency, it is difficult and takes long time to manage the data since all record is kept in paper.

In market situation analysis, there are two fields of situation which are studied, Thailand's inbound tourism situation and internet access around the world. Also, the competitors are studied. According to the summary of Statistical Report 2002 by Tourism Authority of Thailand, Thailand's inbound tourism grew reversely. The number of foreign tourists who visited Thailand expanded in a good direction. There is a total number of 10.79 million tourists, which is a growth rate of 7% from the year 2001. So, it can be said that Thailand succeeded the tourism promotion in 2002. For situation of internet access around the world, 37.26 % of 648.7 million people online in 2003 is English language online. In 2004, the people online in English is estimated to be increased 17.01 % from 2003.

From the last three years, there are many websites providing travel service online. They are in many countries around the world since internet can be reached anywhere anytime. Therefore, we have many competitors. The competitors who have the office situated in Thailand, for example, www.thai-islandhopper.com, www.phi-phi.com, www.hotelthailand.com, and http://asiatravel.com. They have different strengths and weakness. For example, some have a lot of destination guide, some have a lot of tools, they do not have the good design.

In marketing plan, the target customers are the inbound tourists who access the internet in English. There are some strategies set up to take advantage of opportunities by over-coming weakness, to minimize weakness and to avoid threats since the important weakness is that this is newly established company. The name is unknown and there is small capital. The company position is the travel agency on the internet providing accommodation reservation service, information and discounts.

In financial analysis, after the expense and revenue study, the break even point graph is created showing that there is net lost around Baht 260,000. However, in the second year of the operation, the company will realize the break-even.

The website interface is created and it consists of three main parts. The first is the interface for customers. The second is interface for officers. The last is the database. In the part of interface for customers, there are homepage, destination page, hotel page, about us page, policy page and reservation form page. In the part of interface for officers, there are search tool, amendment form, cancellation form, charge form and receipt form. There are three main tables in the database which are the reservation table, the accommodation information table and the rate table. The website will pull out the information from the database to present to the customers. Also, the interface for officers will send the data which are filled in by officers to store in the database online.

IX. RECOMMENDATION

There are many travel service online companies providing reservation service for the same Thai hotels. There are some factors affecting the customer decision making on which company should be their best choice.

For the start up business like this project, it needs advertising and promotion since its name is not known yet to the market. The way to be used to make customers recognize the name is very important and a challenge.

After coming inside the site, not everyone makes the reservation. However, everything must be ready to serve the customer needs in order to convince them to make a reservation at the site. The site should be quick loading with competitive rates, easy-to-use menus, trustable organization, clear terms & conditions, and payment security.

Keeping in touch with customers after first time of reservation is also important. Since there are many websites which can attract the customers, the way to make customers think of only us when they need accommodation in Thailand is that to repeat in their mind about this name and service.

Those above mentioned factors are most important keys for this business success.

APPENDIX   A

SITE MAP

HOMEPAGE

DESTINATIONS

CENTRAL	NORTHERN	SOUTHERN	EASTERN
BANGKOK	CHIANGMAI	PHUKET	PATTAYA
AYUDTHAYA	CHIANGRAI	SAMUI	KOH CHANG
CHAAM	MAE HONG SON	KRABI	RAYONG
HUAHIN	PITSANULOKE	TRANG	PRACHINBURI
KANCHANABURI	SUKHOTHAI	PHANG-NGA	
LOPBURI	LAMPHUN	CHUMPORN	
NAKORNNAYOK	LAMPANG	NAKORNSITHAMMARAT	
	NAN	SONGKHLA	
	PHRAE	SURATTHANI	
	TAK		

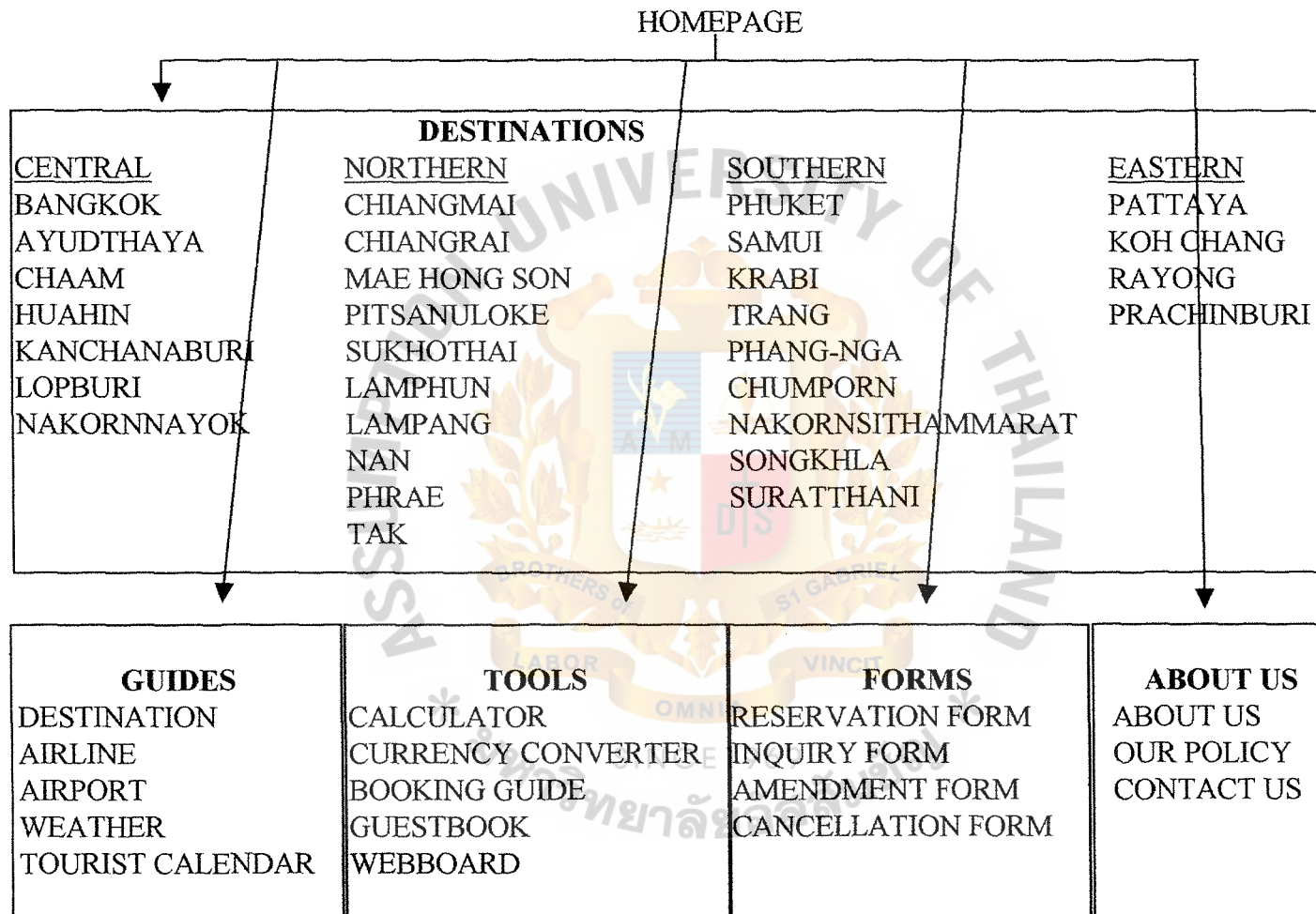| **GUIDES**	**TOOLS**	**FORMS**	**ABOUT US**
DESTINATION	CALCULATOR	RESERVATION FORM	ABOUT US
AIRLINE	CURRENCY CONVERTER	INQUIRY FORM	OUR POLICY
AIRPORT	BOOKING GUIDE	AMENDMENT FORM	CONTACT US
WEATHER	GUESTBOOK	CANCELLATION FORM	
TOURIST CALENDAR	WEBBOARD		

Figure A.1.   Site Map.

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