

ABSTRACT

Tourizen.com – the first electronic tourism market place in Thailand - will provide tourism information and pricing that Internet users can search package tour and comparing price from many travel agencies. Travel agencies and Internet user can negotiated, submit bids, and agree on an order and finishing the execution on line or off line in Tourizen.com. At the same time, Tourizen.com will support travel agencies with our consulting service in e-travel solutions.

In addition, Travel agencies will up date package tour and information by themselves. Internet users can booking and use electronic payment channel in Tourizen.com as one stop service. Moreover, Tourizen.com will be tourism web complex – which contain many services about travel and tourism such as Travel Insurance, Climbing Mountain Accessories etc.

Purpose system of Tourizen.com are revolutionized the entire tourism industry, generating new business models, changing the structure of tourism distribution channels and re-engineering all processes.

Finally, Tourizen.com is bringing together some of the most rapidly developing tourism industry including information communication technology, e-commerce, tourism/travel/hospitality and strategic management/marketing/planning.