

## 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.