



Thailand's Travel Electronic Commerce Guide

by

Mr. Tayvil Churnakoses

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

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
Assumption University

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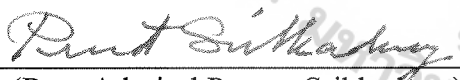
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ABSTRACT

The tourism industry is expanding rapidly around the globe. Thailand has a tourism industry that is an effective tool in earning foreign revenue to reach economic goals. But many interesting things in Thailand are hidden under the rule of travel's agency from the Tourism Business Industry. Most agencies view only packages' prices to make easy a consumer's decision. They build a program package for only their objectives purposes by choosing the same trips as the others or only some destination image of Thailand as Bangkok, Phuket, and Chiangmai only. It is easy to stimulate to compete in industry to cut the price more than find out new techniques at present to customers. Risks of beginners to handle new problems are obstacles in making Thailand tourism industry effective.

Cthai is developed to introduce Thailand tourism industry in every aspect of Thailand as an attractive place or the life style of Thais. Cthai encourages the opportunities to support and improve the tourism industry in Thailand and encourages the opportunities to support and improve the tourism industry in Thailand and facilities for the tourists in obtaining the relevant information about each travel place. In fact, some people don't like the notion of tours at all. They perceive touring as an unpleasant form of travel, with limited freedom, forced companionship, and uncomfortable bus rides. Cthai fulfill the needs of consumers to enjoy-controlling their own travel experience rather than having someone else do it for them. "Cthai" stand for "Customize in Thailand" which absolutely concentrates on attaching all needs of consumers. Cthai assures to uphold an image of Thailand and is guidance of tourism industry to improve more services and concentrate focus on macro marketing.

ACKNOWLEDGEMENTS

In order to complete the project, I have confronted many difficulties beside the gratitude of people who show kindness and hospitality to me for helping an outstanding triumph for this project. I would like to thank both of my professional advisors Dr. Vichit Avatchanakorn and Dr. Sarunyapong Pramsaneh for their valuable time, support, advice and comments given in the completion of this project. The Tourist Authority of Thailand (ATT) is one of the important institutions that I would like to thank for their information also.

Moreover I would like to extend my sincere thanks to my business partner Mr. Kraigitti Namsai the operation manager of S&A Holidays Co., Ltd. who is able to make Cthai business a success besides the special thanks to my parents and all my friends and others for their love and their support. Cthai intend to achieve the objectives of Thailand's government as set by the government and I'm very proud to be a part in promoting Thailand to the world.

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I. INTRODUCTION

1.1 Introduction to Travel

Since 1960, Thailand Government established the Tourism Authority of Thailand to obtain and manage the tourism industry with public and private sectors. Tourism became the country's leading income earner when compared with all exports. It's a fact that countries around the world, particularly developing nations, use the tourism industry as a primary tool in generating foreign revenue for them. The regular growth rate of tourism industry and cooperation with government's policies are my reasons for choosing the traveling business.

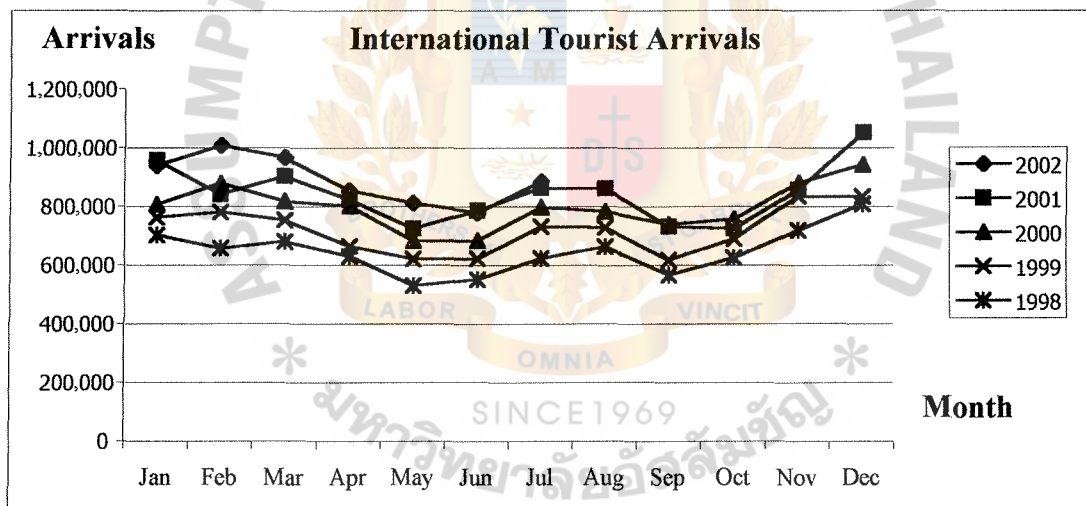


Figure 1.1. Classify the Revenue of Thailand since 1960 – 2001.

Besides the growth rate of technology, organizations and consumers are using Internet for searching information and other benefit for them. Nobody can deny the benefit of the Internet as the way to reduce costs to a certain extent.

Normally most organizations use Internet in the form of extranet or intranet for their activities. They aim mainly to reduce some cost incurred. Internet has become an ideal place to plan, explore, and arrange almost any trip. Potential savings are available through special sales and the elimination of travel agents by buying directly from the providers. Services are also provided online by all major airlines, vacation services, large conventional travel agencies, car rental agencies, hotels, and tour companies. They used the same route of others as their products route by the advantage of advertising cost reduction beside it is easy to announce and promote to public.

They only deduct their selling price to attract consumer interesting. In mirror side, it makes problems to travel industry as low service provided and the potential for developing is an obstacle for lowest price package. Moreover they lack the chance for selling a related product as souvenir, activities, or others interesting location, and else since most of current Travel's webs are related only to their specific operation.

1.2 Background Company

Cthai was established for customers for all potential need of trip. Cthai operated by webs developer team who graduate with degree of Master of Science in Internet and Electronic Commercial Technology at Assumption University. Our team has more experience in developing Webs in different styles as fashionable, fantasy, natural, enjoyable, healthy, and more. Moreover we have more experience to manage database-trimming technology to enlarge profitable in a large company before.

However one of our establishers has market share on S&A Holidays Co., Ltd., which is a famous travel agency of Thailand. S&A have more experience for inbound and outbound market for 15 years. Furthermore, our purchasing power of S&A yields substantial savings on hotels, meals, and attractions.

Part of this savings is absorbed into the tour operator's profit, but much of it is passed on to the consumer. The result: tour members enjoy a more upscale travel experience (better hotel, for example) than they could usually afford, and because the price of a tour includes most travel components, clients know and pay for most of their vacation costs before they select their destination already.

Business Address

542 Pracha-Uthit Road, Samseannok, Huay Khwang, Bangkok 10320

Tel: +66(0) 2274 – 2924, +66(0) 2274 – 4479

Fax: +66(0) 2274 – 2787, +66(0) 2274 – 4614

Tourism Authorized no: 11 / 2565

Our Staff

- (1) Technical & Operating Staff
 - (a) 6 Webmasters to support our WebPages design and develop for databases securities
 - (b) 4 Information Staff with 30 part time staffs to support our guide staff for information of attracting location as history, geography, botany, and zoology of the visit area including such minutiae as postage and phone costs, tipping practices, foreign exchange rates, and the next day's weather-the kinds of things that loom large during a tour.
- (2) Guide Staff
 - (a) 4 Tour operators (also called tour companies, tour packagers, tour brokers, or wholesalers): to contract and negotiate with hotels, restaurants, attractions, airlines, bus operators, and other transportation companies to create a multi-day tour "custom package".

- (b) 16 Tour managers (also called tour leader, tour director, tour conductor): to specify in each consumer's route; well trained to solve problems long before customers are aware. We selected them for their broad interests, they skim the newspapers daily, enjoy watching television, have at least some knowledge of a foreign language or two, and aren't so jaded that they stay on the bus while their group visits some breathtaking attraction.

Our Scopes to Treat Our Staffs

- (1) Listen carefully to the complaints and seek advice for negotiation.
- (2) Change your argument topic to friendship deals by showing your good will to solve the case.
- (3) Stick to the facts of general conditions.
- (4) Speak and deal with diplomacy without aggressive words.
- (5) Negotiate with positive attitude and friendliness.
- (6) Stick to the point not to relate to one another.
- (7) When it comes to agree, facts should be in writing and be acknowledged accordingly.
- (8) Customers always right.

II. GENERAL CONCEPTS

2.1 General Concepts of Cthai

More than basic concepts many travel webs that provide information of Thailand as weather, currency rate, entertainment, and others built a “customize” trip for foreigners traveling in Thailand by keeping an edge of consumer’s satisfaction by solving a dumping price problem from the most traveling agencies. Special of Cthai is to make a route for personal style of destinations selected. Different for each personalized consumer it will help to announce Cthai being a well known website in travel industry. Service of hotel reservation, a class of transportation, activities related, a taste of food, an entertainment enjoyable, and shopping for souvenirs are preferable on each Cthai’s pages to accomplish and support consumer in every aspect.

2.2 General Policies

Fare comparisons, currency conversion, customized trip (destination, transportation, activities), fare tracking (free e-mail alerts on low fares favorite destinations), shopping for travel accessories, special trip, experts’ opinions, suggestion for trips, bulletin board, promotion of month, corporate trip, and major THAI travel trip’s news.

The Scope Policies of Cthai are

- (1) To Offer suitable-prices for trip.
- (2) Supporting a customer oriented trip to provide more personalized service.
- (3) Increasing the convenience of getting information to our customers to enlarge their understanding on destination and trips.
- (4) Save time for other interesting items to our customers by using database trimming technique.

2.3 General Benefits and Limitations of Consumers

Benefits

- (1) The amount of free information provided.
- (2) It's accessible anytime from anyplace.
- (3) Consumers can take fantasy trips in personal styles.
- (4) Cover all the facilities supported.
- (5) Being one stop shopping for related product.

Limitations

- (1) Many people do not use the Internet.
- (2) Database management is required beside a time for developing.
- (3) Complex trips and experts opinion require specialized knowledge and some arrangements.

III. SITUATION ANALYSIS

3.1 SPELT Analysis

Because tourism plays an important role in Thailand's economy, society, and political development, therefore a set up of permanent office in the form of a state enterprise under the Prime Minister's Office is called the Tourist Organization of Thailand (TOT) on March 18, 1960 and became TAT on May 4, 1979.

Tourism became the country's leading income earner for Thailand when compared with all exports and maintained top rankings in the following years. There are many aspects related to travel industry as the following:

Social

Travel in Thailand is fairly comfortable. The rail, bus and air travel network is extensive and every place worth visiting is easily accessible. There are many places worth visiting, many sights to see, a multi-faceted culture to experience and it is all quite affordable by today's international travel standards. The variations for a visit to Thailand are never endless. It would be to prefer as life style and the excellent nature as interesting for traveler as: historic culture, lively arts, exotic islands, nightlife, a tradition of friendliness and hospitality to strangers, and one of the world's most exciting cuisines.

Political

It forms the general policy of THAI RAK THAI party being a core of the government concerned for developing every aspect of Thailand by using the feature product on each region as silk, antiques, toy and others.

Travel is one that Government supports and develops in any aspect as transportation, security, accommodation, services, and else. TAT, ATTA, TTAA are some sample organizations that provide facilities to travelers more than only information. They give suggestions for foreign travelers with useful tips and are directly supported by Thai Government.

Economics

The Amazing Thailand 1998-1999 project was launched amidst an economic crisis in Thailand and in the region that directly affected the tourism industry. Luck for the success in publicizing and promoting the first year of Amazing Thailand yielded very positive results. The project was well known among Thai and foreign travelers.

The growth rate of travel industry is expanding regularly as In 1998; Thailand welcomed 7,764,930 visitors from abroad, an increase of 7.53% over 1997. In the process, Thailand earned 242,177 million baht from foreign tourists and 181,000 million baht from Thai tourists. Year 1999 was the second and final year of the project. Thailand received 8.58 million foreign visitors and the country earned about 253,018 million baht in tourism revenue. In 2000 the policy of the Tourism Authority of Thailand (TAT) is to maintain the continuity of Amazing Thailand project. Thailand can earn around 285,539.65 million baht. Thailand has certainly been successful in maintaining its attractiveness for international travelers in 2001; even if the revenue is lower than 2000 because there were some economic down turn in global economy. Thailand can earn from Travel Industry 274,689 Million baht.

In 2002, the revenue report for January to July is so bright, even it there are some problems on the Asian countries of sabotage in region as the problem at Bali, riot at Philippines, rebel at Myanmar, etc.

Legal

According to the current Thai law it doesn't support electronic commerce via Internet even if the probability of foreign traveler problems around Thailand might be taken care by the policy of government already. Problem of disclaiming information on Internet hardly conserves and protects the inconvenience of law support. The best way to solve is only to write some permission statement.

Technology

Beside an enlargement of rural product developing, government supported technology by setting a technology department to provide and support only technological field. Then the chance of the cooperation between Internet Technology and Travel Industry moved up together under the policy of government as well. Database Trimming Technology becomes our standard to expect traveling business and personalization route. Internet is a tool to launch Cthai traveling business. Internet user population is quite low in Thailand especially for the electronic commerce for a lot of reasons.

However Cthai looks forward only on foreign travelers according to their knowledge of Internet use, the available speed for connection or supporting on Internet Service Provider in Upcountry, and their attitude on the security of internet transaction.

3.2 SWOT Analysis

Strengths

- (1) Generic of Cthai name is easy to remember and translate for consumer.
- (2) Professional management for trips and reliability for traveling business attached to consumers since Cthai support real travel agency S&A Holidays which had been a member of TAT.
- (3) Catching any style of consumers as religion, excitement, romance, and etc.
- (4) Smooth ability to present on other relative products beside database trimming technology.
- (5) A lot of information provided for clear understanding to our customers according to their selection.
- (6) It's convenience to control customers' route with price effectiveness via our display windows for their route.
- (7) Choice for consumers to pay via online or offline systems.
- (8) Daily report of our guide help to manage our services policies.
- (9) No direct competitors which service same strategy.
- (10) Memorize section is service features that can fulfill customer-oriented mind.

Weaknesses

- (1) Cthai is new in travel industry business.
- (2) Database management as trimming technique required for expertise to handle.
- (3) Update information required for searching and following related situation regularly.
- (4) Complex trips with an opinion require more specialized knowledge beside carefulness on written in medium meaning.

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- (5) Since laws don't support any business via Internet, Cthai doesn't have any sign to ensure security payment transaction to our consumers even if we have large volume concern in security protection already.

Opportunities

- (1) Type of business is unique by having an expansion rate every year via the support from government since our policies are set direct with government's policies.
- (2) Internet user from the global consumer continued to move up daily.
- (3) Cost effective and convenient in basic separate operations beside a marketing strategy that follows on TAT marketing strategy to encourage Thailand traveling industry via their media.
- (4) Ability to earn revenue from advertising on supplier's products beside a standardized profit from consumers an occasion every time.
- (5) Beginner for tourism business style to receive a lot of profits.

Threats

- (1) For some locations not well known easy are hard to promote or announce to foreigners.
- (2) Cthai offers offline payment systems, most customers' perception is still uncertain on payment via Internet security.
- (3) High competition on traveling business industry even if it doesn't matter to have 100% of someone to serve the same service.
- (4) There's lack for protection laws it's easy for anyone to copy our business idea.

3.3 Competitive Analysis

Cthai attains to provide “Customize Trip” for all travelers that would help to make a situation higher than others webs’ competitor. However the operation of Cthai will succeed depends on Thailand situation under the support of Thai Government or TAT organization and our business partner. Cthai have no direct Web’s competitors, which provide the same service as customize in 100%. But Cthai still have other indirect competitors as marketing strategy of each country, the famous travels’ web that is well known for traveler, the support from sources such as hotel, restaurant, transportation, else.

We use a favorite website of search engine YAHOO specific to search webs related to “Customize Travel in Thailand.”

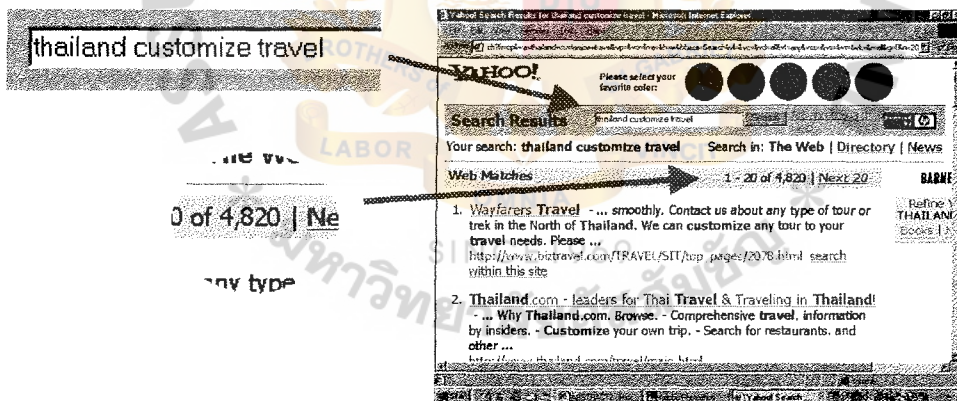


Figure 3.1. YAHOO WebPages Search for “Customize Traveling in Thailand”.

After we check from the famous web port we found many websites that refer to customized trip in Thailand. But no one provided 100% customized trips in Thailand. The following Websites are some examples of those Webs that we can summarize and analyze in some aspect of their customized features such as:

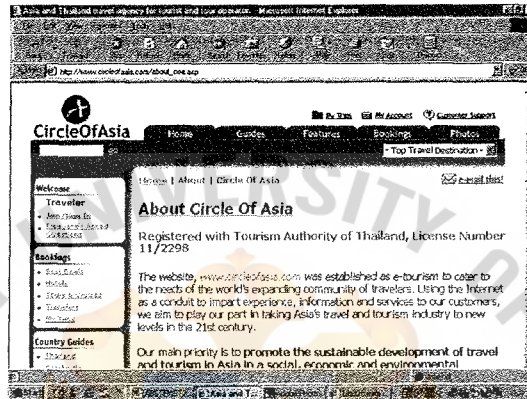


Figure 3.2. www.circleofasia.com.

CircleofAsia for Asian countries Thailand, Cambodia, Vietnam, Laos, China, and Nepal. They mainly promote the sustainable development of travel and tourism in Asia in social, economic and environmental manner. They classify their trips into 2 groups as trips by activity and trip by destinations selected but both of them only on package design even most features of them concerning their information as top destinations and travel tools.



Figure 3.3. www.excitethailand.com.

ExciteThailand seems nearest to our object. They provided a lot of information about Thailand History, King, People, and etc. In webs there are special package preference and searching content for tours and others accommodations as hotels, restaurants and transportation. They have a feature of booking online with offline payment beside ability of user to print out travel voucher and receipt. Moreover there are tailor-made programs customized for personal customer trips. But they lack ability of screen items related to customers check and screen by themselves many times. Moreover they use pull down menu of destination by province to attach in customers' mind, even if most of their target is foreigners who don't know a lot of Thailand. Customers only know activities or their interested attitude ideal as hill, beach, forest, or else.

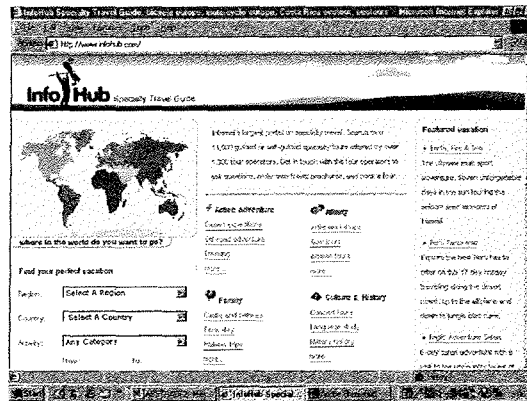
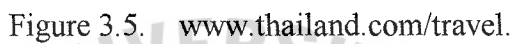


Figure 3.4. www.infohub.com.

Infohub is the largest of webs travel portal. They have more than 1,300 tour operators arrangement. They provide large ability of global travel site by using their ability of portal to catch a large volume of customers. They have a lot of features to attract customers' activities such as sports tours, national park adventure, bicycle touring, off-road adventure, farm stay, cooking school and more. But beside those features they lack ability to control services since they are only portal webs; any activity presented are uncontrollable by them. They are not a real for customized trip because customers can only select some head activity with their destination selection only.



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IV. MARKETING OVERVIEW

There are intense competitions among tourist market, particularly during the low season. Each tourist company presented tour packages at special rates attractive in hotel prices and integrated travel routes by using their interesting activities. After evaluation of market situation, Cthai limited budget and human resources adjust directions to determine a sustained tourism growth to attain their targets as follows.

- (1) Beside developing in technological advancement in the fields of information and database management, Cthai look forward to be complete in impression for web's audience and tourists by adding professional services such as currency rate conversion, feed back questionnaire, others interesting, etc.
- (2) Cthai only is a Website that supports transactions of consumers that need to take fantastic trips in any personal style. Then marketing strategy is important to directly concern with TAT marketing strategy as well. The cooperation with any related organization such as TAT, Stores, and Media to adapt in some available resources to specify an object as being effective and efficient in Travel business industry.

4.1 Cthai's Objectives

- (1) Sustain the lowest cost of operation.
- (2) Welcome top 10 ranks of Thailand Travel's web within 2 years.
- (3) Having an audience of Cthai web 1,000,000 times within 1 year.
- (4) Attach market share of International market in Thailand Travel Industry more than 5% within 5 years.

4.2 Target Market

In year 2002 the potential for tourism industry seems to emphasis on foreign tourist market promotion by presenting Thailand's attractions as Treasures for the Pleasure of the World. Tourist destinations and activities will combine with Thai's culture or the life style of Thai people. The following table shows a proportion of visitors arrivals in Thailand and classify by Nationality.

Table 4.1. International Tourist Arrivals to Thailand.

Country of Nationality	Arrivals			
	2001	2000	1999	1998
East Asia	5,786,403	5,545,856	5,000,701	4,282,589
Europe	2,508,566	2,301,807	2,116,806	2,108,909
The Americas	682,995	663,276	595,381	538,293
South Asia	350,874	352,007	291,797	265,054
Oceania	420,551	378,782	344,879	343,938
Middle East	215,148	182,408	154,760	148,597
Africa	97,413	84,487	76,008	77,550
Sub Total	10,061,950	9,508,623	8,580,332	7,764,930
Overseas Thai	70,559	70,203	70,928	77,830
Grand Total	10,132,509	9,578,826	8,651,260	7,842,760

Table 4.2. Different Ratio of International Tourist Arrivals to Thailand.

Country of Nationality	Rate for Arrivals change			
	$\Delta (01/00)$	$\Delta (00/99)$	$\Delta (99/98)$	$\Delta (01/98) *$
East Asia	4.34	10.90	16.77	35.11
Europe	8.98	8.74	0.37	18.95
The Americas	2.97	11.40	10.61	26.88
South Asia	-0.32	20.63	10.09	32.38
Oceania	11.03	9.83	0.27	22.28
Middle East	17.95	17.87	4.15	44.79
Africa	15.30	11.16	-1.99	25.61
Sub Total	5.82	10.82	10.50	29.58
Overseas Thai	0.51	-1.02	-8.87	-9.34
Grand Total	5.78	10.72	10.31	29.20

Table shows the potential of tourist arrival visit to Thailand in 2001 to 1998 that we can conclude as the potential region, which we must concern as East Asia and Europe. However when we consider the growth ratio between 2001 and year before we announced Amazing Thailand project, we found the interesting ratio that more response and was ranked as Middle East, South Asia, America and Africa which all of them are more attractive to catch the future growth of traveling business. But after we confront the ratio of 2001 and 2000 we see the different priority of our target market to Middle East, Africa, Oceania, Europe, and The Americas. There are many reasons to explain for the downturn of South Asia and The Americas as unstable country's situation.

Middle East is one of the regions that having a potential for growing ratio preference. However we must consider available consumers in the first period operation and expanding to next improvement of our target groups. Then we can verify our target market only by geographic groups separated since we serve more in any aspect of traveling industry. Cthai doesn't need to be specific in terms of age, income, and lifestyle. According to Geographic segment we might be spread into 2 categories as regions and country market: (According to the appendix portion: Table shows International Tourist Arrivals to Thailand).

- (1) By Regions: The following 3 regions have been targeted in order of priority
 - (a) The Asian Pacific Region
 - (b) Europe
 - (c) The Middle East
- (2) By Countries Market
 - (a) The Asian Pacific Region
 - (1) Malaysia
 - (2) Japan
 - (3) China
 - (b) Europe
 - (1) United Kingdom
 - (2) Sweden
 - (c) The Middle East
 - (1) Israel
 - (2) Saudi Arabia

Then we can summarize for Language that must be used in Cthai for support in each target market

- (1) English: Base for catching more possible targets.
- (2) Japanese: Even it can serve only in Japan but their ratio is more attractive.
- (3) Mandarin: Specific to earn a large volume of consumers.
- (4) Arabic: Potential for next generation of Cthai developing.

4.3 Need, Want and Demand

Need

- (1) To take a different trip in Thailand from the usual agency.
- (2) To be able to control the cost of trips effectively and efficiently.
- (3) To be able to search information of Thailand and be able to compare those information to assist customer's decision.
- (4) To be able to obtain a valuable service.
- (5) To reduce the costs of transaction decision.
- (6) To secure for life and belonging in their vacation.

Want

- (1) To provide a full service of information and service beside a different style of presentation.
- (2) Reliable reputation for travel agency.
- (3) Reasonable price for travel in an acceptable quality service.

Demand

- (1) Route different in style with acceptable destination sites and activities.
- (2) Manage cost to be effective for service class.
- (3) Special function to increase their convenience and be able to fulfill corporate policy.

4.4 Customer's Value

Product Value

- (1) Customers derived their product value to fulfill their lifestyle of any route request from Cthai.
- (2) A consistent service quality is supported from S&A Holidays who is authorized by TAT and main reputation for tourism service standard. With a normal experienced S&A staffs who served in different kinds of customers before.
- (3) Site information is available for customers to search and compare. Our site is viewed under a location or activities categories and will be displayed with accommodation, restaurant, transportation, and souvenir for a full service of related need of consumers.
- (4) Customers are able to control their cost and manage their route more effectively through the functions offered on the site.

Service Value

- (1) Cthai provided user-friendly functions, which the audience can easily set the route. Customers can select any destination or activity that they want and each of them will be automatically displayed in current Web page for showing what they decide for their selected route.
- (2) Cthai served the best effect for our customers as being language supported by 5 languages within 2 years according to the potential travelers in Thailand.
- (3) Cthai intend to make customers satisfaction as automatic for the currency exchange rate, the confirmation for trip, an online - offline payment, a feedback questionnaire, and a letter for new interesting trips.

- (4) Consumers can make their route all over 24 hours a day, 7 days a week
- (5) A group package provides for anyone who has no ideas to set trip by themselves but need some information for travelers.
- (6) Suggestion Star is shown by being a guide trip for helping consumer's decision to easily select any aspect of contents as destination place, restaurant, hotel, shopping, and else.
- (7) More experience of business partner, we can be the expert guide for information beside the conversation language that is selected for understanding our customer.
- (8) Personnel route can make our customers control their cost efficiency and effectiveness with their interested ideas.
- (9) In the last step of trip after payment, Customer will receive a mapping route and name of staff related to protect themselves from unsecured occasion that may happen.
- (10) After trip finishes, Customer can send a suggestion and request to get money back if they are not satisfied for trip or something missing from mapping route.
- (11) Beside travel Webs, customer who go on trips can buy some souvenirs from our shopping section anytime that they want to remind trip with customers satisfaction by free selection in a potential delivery company.

Image Value

- (1) Cthai provides a variety of products and services at a competitive prices for ultimate customers satisfaction.

- (2) The reliable S&A Holidays being a member of TAT and some policy of Cthai as feedback mail can make believable security more than others agencies.
- (3) Convenience and effective way of supporting one stop serving.
- (4) Shopping mart section for souvenir would help to serve a much more pleasant memory for our customers.
- (5) Moreover by the policy of Cthai would not hope for benefit from any section except for trips. The position of Cthai might be cheap in the customers' mind if they compare with from the price of souvenirs because there is no one to serve in customized destination before. They cannot compare the price from others except for suitable prices in their mind.

Personnel Value

- (1) Our staff had experience for guide and are well-trained and service minded. They are willing to serve our customers to handle any problem, suggestion, complaints, and recommendations from our customers.
- (2) Our staffs are graduates and well known to resolve in effective ways in unexpected situations.
- (3) The kind and polite staff is our basic requirement to select someone to work then our customers can be assured for the politeness that will meet them in any situation.
- (4) A lot of staff is set to support our customer anytime that they may want such as a telephone service checking, request for something, and asking question.

4.5 Customers' Cost

Monetary Cost

- (1) According to Cthai policy, our customers are able to control the cost structure more effectively. Each destination will be offered a suitable price by using a distance between source and destination to mainly generate price.
- (2) Some related activities such as diving, climbing, golf, and else will be charged to our customer at a reasonable price because activities can make an impression to customers better than benefits.
- (3) Cthai doesn't hope to receive more benefits from shopping mart section, it is just to be completely remind our customers. Then our customers can save their money as well.
- (4) Special package promotion campaign or a corporate group for trips can be set occasionally to reduce the monetary cost for customers.

Time Cost

- (1) Our customers are not required to search for more information and seek for any potential activities. They can stop their trip Cthai as a one stop serving which is available for everything since information, price rate for hotel, suggestion for restaurant, attachment for activities, souvenir for memory and more.
- (2) Comparison of different destination site as waterfall, beach, etc and many styles of activities supported through Cthai can make them able to concentrate on section management as arranged to serve customers to save their time to encourage the satisfaction choices that decided our potential customers.

- (3) Customers can check out and check in easily. Cthai support database mining technology that save history of users to verify the information of anything that they do. They can just type the name for searching their past activities.

Energy Cost

- (1) Since the features of Cthai provided more than information, customer doesn't need to use their energy to find more information of traveling in Thailand via the facilities and fulfill accommodations for trip.
- (2) Customers doesn't need to have more contact, walking around the supermarket or back to travel again if they want some souvenir but forgot to take them in trip. It's another trip service that provides souvenir products for customers by saving both energy cost and time cost.

Psychic Cost

- (1) Payback warranty to our customers who lack some of our services that promised to serve our customers, some potential recommend from our customers is require to develop web and service; coupons or mail rebates allowed to be deduct for their next vacation trip via Cthai. These help to make our customers willing to decide in trips and send some recommendation.
- (2) Premium or rewards will be hidden to offer our customers who choose some trips or some destinations. This is to encourage them to purchase our products or services beside excitement of trip as well.

4.6 Positioning

Since Cthai offered tourism service to anyone, we have to concentrate more in terms of service and customers benefits for repetitive trips beside the next generation of traveler through suggestions from trips. Cost effectiveness is another keyword to help being a success beside service mind of Cthai to compete in image value of cheaper web from our customers. Customers can normally purchase the products or need some suggestions anytime then the possible online suggestion should be reserved for our customers as well.

We aim to position ourselves as the generic idea for customers to think about trips in Thailand. We intend to post ourselves as leading travel port agencies that offers interesting locations beside some destinations suggestions to our consumer who fully receive convenience at serve for cost and service in efficiency and effectiveness.

4.7 Competitive Advantages:

- (1) Custom for personal route: With an object of our Web that try to support matching personal needs, we serve different services from the current agency from which customers can select their own route by themselves with an effectiveness of acceptable price from our destination catalogs.
- (2) Friendly preview: All the items in Web are interesting location restaurants, hotels, transportations, and activities that mainly refer in terms of Categories. Moreover any selected items would be shown in the Web page as a navigator to confirm our customers with their selected route.
- (3) Full service: Related item shown for privilege in every web page can make full satisfaction to our customers by reminding aspects.

- (4) Database trimming technology: Easier for audience to check in and check out according to the cookie plus a database support for help to encourage continued posted access.
- (5) Good Guide: Followed by the service that we serve for every aspect of trips with an experienced guide that is selected in our requirement policies beside the course trainee to enhance ability of our staff. Moreover each guide will send report of trips each day to monitor and control service in the best solution.
- (6) Memorize trip: Customers can reach a Memorize product section in any step of web with ease for helping our customers to find out their memories in each trip they have gone. Each product makes a situation to give advantages for our customers to fulfill their satisfaction in any possible requirement.
- (7) Good and cheap: We serve the good service to keep best quality in our Cthai slogan. We intend to serve our customers to announce Cthai webs to others and really want them to revisit us again. Then our price is set under our competitor conditions or in suitable prices. We care to build customer value in our customer's mind.
- (8) Excitement hidden: According to some place that may want to be promoted or introduced, the strategy for premium hidden is provided to give an excitement to our consumer.
- (9) Feedback development: The refer mail help Cthai to develop and enhance the acceptance in global market. Mail rebate strategy is used to attract our customers to write some advice or suggestions.

V. MARKETING PLAN

Cthai marketing emphasized promoting the image of Thailand as a quality, safe and diverse destination for tourists. Our marketing strategies consist of the following 4Ps.

5.1 Product

According to our service, we can classify our products as follows:

- (1) Core Product: - Must be easy to attach and views beside attractive price setting.
- (2) Actual Product: - From our experienced staff to handle any situation problem with memories product quality to attach customers satisfaction.
- (3) Augmented Product:- Ability of product delivery beside function of customers monitoring in daily report from our guide.

We can summarize all the features of Cthai that include:

- (1) Language choices: Cthai audiences can read suitable languages to make it understandable in our service provided. According to our marketing strategy we used English language basically and intend to expand to another 4 languages that is Japanese, Mandarin, German, and Arabic within 5 years.
- (2) Guide select: Customers can select guides with important information as picture, name, guide number, attitude, language ability, and more to build reliability and security for our customers.
- (3) Classify groups of locations to catch attitude of customers as Hill-tribe villages, Ancient cities, magnificent temples, Exotic islands, sumptuous cuisine, excitement of Bangkok, and more.

- (4) Database trimming to verify the relative activities, restaurant, and hotel in a location selected in which all of them have separate contents of pricing as well.
- (5) Information base: More than the strategy of custom trip, Cthai still really want to introduce Thailand to be well known globally besides being an objective to uphold an image of Thailand in the aspects of the beauty of nature, ancient remains, antiques, history, art and culture, and sports by supporting the information of tourist facilities and attractive places in Thailand.
- (6) Friendly viewer: Any page of webs is arranged in a common viewer including activities, restaurants, and hotels to attach in customers' value.
- (7) Route checking: Customers can check any selected items from windows of webs page to check and reconfirm route that they have selected.
- (8) Customer monitoring: Our staffs send in daily reports for control and check in a potential service.
- (9) Currency conversion: Help our customers to encourage any currency rate to check the price.
- (10) Online 24 hrs services: To support and build reliability to our customer for their question and avoid confusion.
- (11) Corporation package: Provide for group or organization interested.
- (12) Special Occasion: Useful to promote Thailand's festivals or any occasion that consumers prefer as Meeting, Visual education, Healthy, Honeymoon, and etc.

- (13) Memorize section: Section to compete in providing a full function of service beside a selection of requirements as Time Schedule, Professional requirements, Wrap Package, Card for gift, and Delivery agency selected

Physical Product

Souvenir products that we offered to mainly fulfill service to our customers. We don't want to obtain more stock and gain more profit. Our objective is to attend to introduce Thailand then all our souvenir products in catalogs come from another project policies of government that's "ONE PRODUCT ONE TUMBON". We assure to support a probability of quality, warranty, and price of product to present to our customers.

All souvenir catalogs will present different styles by depending on destination selected as:

- (1) Pictures: Interesting by using as card, magnets, glass, and etc for materials.
- (2) Books: Writings for history, festival, cooking, or related article.
- (3) Wood: Another of our product value to attract customers by introducing many formal styles as urban life action, musical, toy, etc.
- (4) Textile Using materials of Thailand such as silk, cotton, batik,
- (5) And more antiques / jewelry / handy craft / ceramics

Business Model of Cthai Chain

We plan to emphasize only on foreign market by following on the potential of customers that occurs from the implementation of Tourist Authority of Thailand (TAT). We aim to use ability of TAT to introduce Cthai then most of our objective has to be relative to objectives of TAT also. It's easy to collect information and other aspects for trip or support our customers as security, health, and etc in government policy.

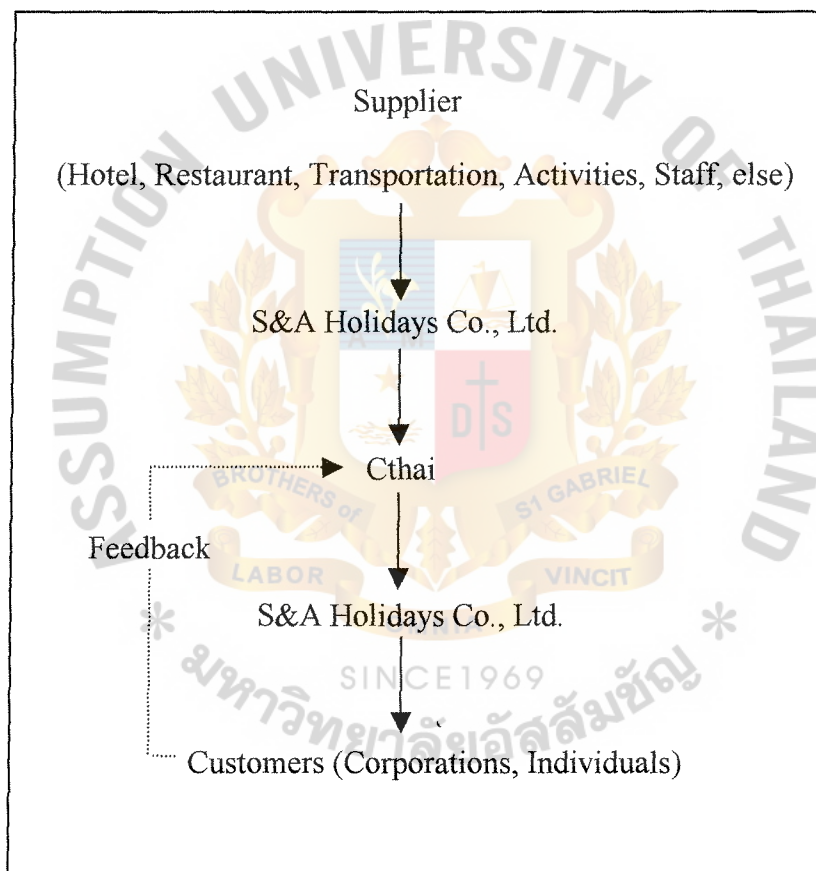


Figure 5.1. Business Model of Customized Trip.

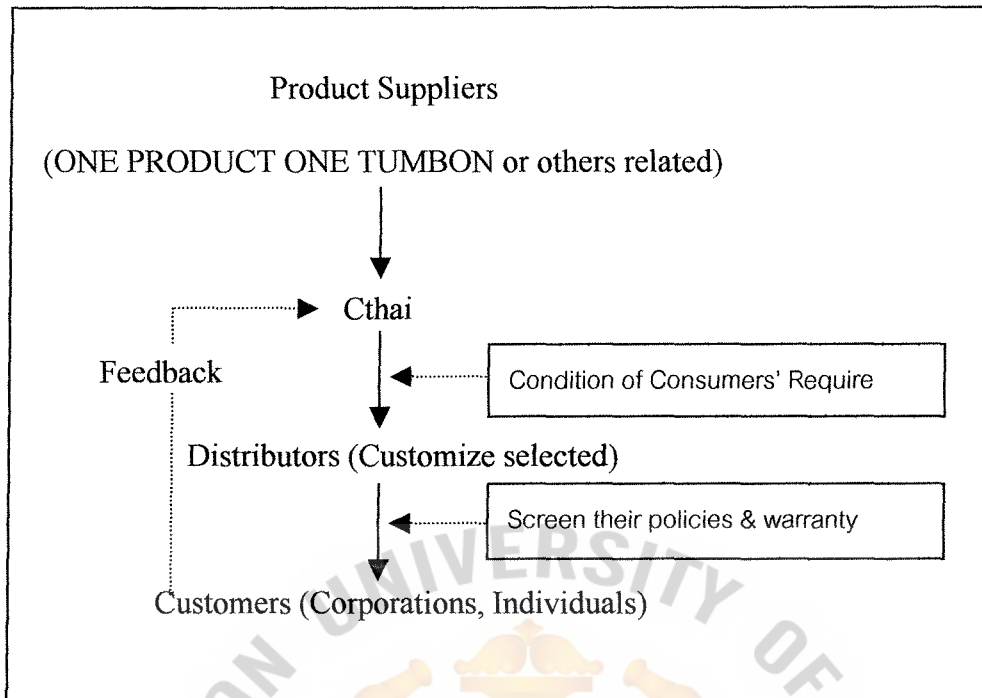


Figure 5.2. Business Model for Physical Product Purpose.

5.2 Price

Price Objective

Tools for build a generic idea in customer's mind is "Best Quality in the Cheapest trips in Thailand through Cthai.com".

In order to achieve our price objectives, we have to be concerned in the current competitors situation beside their service provided. We believed that service is mainly to catch attitude of our customers such as their needs, wants, and demands. Ability to take trip for our customers must always occur under the situation of their budget and their time. We believe most travelers must really want to relax and get memories for their trips at a suitable price. Our webs produced basically balancing between their services required with their limited budget.

Each of our interesting locations, activities, and transportation shows a different price setting, which depends on destination, risk of activities, and some services required. However we have S&A Holidays to support customer route that we can easily manage operation cost since all routes set in any traveling agency business must conclude each activity related as guide, transportation, food, hotel, and etc by conducting negotiation as the potential of each agency has power. Besides an object of Cthai is to implement freedom of selection helps to share a chance for any accommodation as hotel, restaurant, or etc.

Ability of operation management and negotiation of suppliers must be induced by S&A Holidays while Cthai have to manage website and other aspect of service monitoring for any service preferences especially for souvenir section which is included in one of our service strategies.

Then the cost for Cthai that should be concerned and managed as

- (1) Cost for Web System
- (2) Cost for Monitoring on
 - (a) Travel Information
 - (b) Souvenir Delivery
- (3) Cost for souvenir section
 - (a) Searching & Development
 - (b) Guarantee

Source of Income

Cthai can earn incomes by operating 3 possible transactions such as:

- (1) Advertising from any supplier
 - (a) Hotel
 - (b) Restaurant
- (2) 20% of each operation adding
- (3) 10% from Souvenir product section
- (4) 5% charge for some package promotion

Income will be generated from the trips or any destination customers select from the site

5.3 Place

Simple for the advantage of Internet Business we can encourage supporting Cthai from anywhere while our business transaction can produce 24 hours a day, 7 days a week through <http://www.cthai.com> as our distribution channel to deliver our message and service to our customers. We create our electronic storefront and let customer access into our site and directly use our service available in the webs. Our Cthai will be a one-stop shopping where customers can take trip anywhere besides buying for anything as souvenir product.

Since Cthai is not a digitized product, we need offline delivery of physical products ordered. We employ others famous distribution companies by selecting under the rate and conditions of our users. Moreover we are able to control their quality of delivery systems as well as to ensure their reliability of reputation and our screening policies.

5.4 Promotion

The cooperation between the public and private sectors help to support as well as the local communities in assuming role in the efforts to resolve or prevent tourism-related problems and in the development and administration of tourism resources to maximize their value in order to attract more interest from visitors.

Much of promotion must decide to attract our customers. Under the following TAT marketing strategy we can verify the potential of target market as referred on target market section. Ability of our policy to follow the position that would support us to manage budget in advertising purpose. However Cthai management must conclude in advertising as well. In practical strategy we use only words of our distribution channel.

Then our promotion objection is:

- (1) Build our distribution channel's name to be brand image logo of Thailand in consumer's mind.

Since we sell the products directly to our customer, we need to develop the promotion strategies based on the pull strategy. Pull strategies used to encourage our webs' name through advertising via published relation and outdoor media while Push strategies are used to remind the past customers to revisit our webs through email as well. We may send a special offer to the customer's email to encourage beside special bonus for their attractiveness.

We will use both offline and online promotion to stimulate and support our customers' demand such as:

Offline strategies

- (1) Advertising in some travel magazines in upcountry beside suitable price related to our potential customers under the reputation of Thailand as well.
 - (a) Ads to publicize the Amazing Hidden Thailand campaign.
 - (b) Ads to publicize the Motivation campaign.
 - (c) Ads to publicize the Golden Months campaign
- (2) Billboard advertising in Asian's region countries and Thailand internationally such as airport, hotel, and etc to produce an influence in reaching targets and generating widespread interests. Our billboard marketing announced in 2 campaigns such as:
 - (a) Customize trip campaign
 - (b) Freedom for your style campaign

- (3) Since our trips can finish within one-day, leaflets is used to stimulate more consumers attraction. Our leaflets try to introduce short range trips with freedom features of destination selected.

Online Strategies

- (1) We use automatic email to our post customers to stimulate and attract bonus pack or reply mail rebate for bonus.
- (2) We will link other sites related in traveling especially on the government, TAT, or in generic web names such as Phuket.com, Bangkok.com, or Chiangmai.com.
- (3) We will use banner exchange with other sites as well. We decide to use the multimedia advertising since it can capture more customers' attention. Therefore the banner should be an animation banner.

Effective Measurement

We will evaluate the effectiveness of our advertising program from the following effects:

- (1) Communication Effect: We use a number of visitors to evaluate the awareness of customers towards our distribution channel, which is www.cthai.com.
- (2) Sales effect for audience's decision to be our customer will also be used to determine effectiveness of our advertising program.

Sales Promotion

Beside features of customized trip, package promotion in field trips for the public to encourage foreign travelers to travel more in Thailand and according to the Amazing Thailand project, customer can decide to go on trips in modern styles of package.

Then our sales promotion objectives as:

- (1) To develop new tourism forms and activities of traveling.
- (2) To motivate consumers for trips in frequencies.

Some example of amazing package section in Cthai:

- (1) Special Route
 - (a) A health tourism route.
 - (b) An agro-tourism route.
 - (c) A history, culture and arts tourism route.
 - (d) An environment conservation and adventure tourism route.
 - (e) A golfer trip
- (2) Caravan trips
 - (a) A conservation and adventure tourism caravan.
 - (b) A history and agriculture tourism caravan.
 - (c) A World Heritage tourism caravan.
- (3) Royal Project trips
- (4) River trips
 - (a) Long-tailed Boat Rally
 - (b) Rowboat Rally

Each program we set up through promotion strategies as:

- (1) Push strategy to motivate our post customers beside a believable service provided via email strategy.
- (2) Reduce the price or discount for some package trips to attract most consumers.
- (3) We also provide for seasonal discount to boost the sales during on low season.

Whenever we are setting up the sales promotional campaign, we allow for a period of promotion not later than 2 months for each program because we want the customers to act immediately and support low season traveling in Thailand. However we will not setup promotion strategy too often otherwise, it will become ordinary practice for customers and will no longer be called a promotion.



VI. FUTURE DEVELOPMENT

Cthai believed that any experienced traveler knows good planning and shopping around can save a considerable amount of their money; then our policy is still related on “one stop travel site” as well. Moreover in the future Cthai concentrates on tourism cooperation with other countries in ASEAN, East Asia, the Mekong Sub-Region (Laos, Cambodia, Vietnam, Myanmar, southern China, and Thailand), and Indochina as well. By according with the most policy of the current government we act as developing Asian on some related projects such as:

- (1) Asian Trade Bond policy.
- (2) Asian Trade Fair at Muang Thong Thani between 14-20 October 2002.
- (3) Asian Seminar at Mexico.

In summary our next generation to develop, Cthai intends to motivate more in terms of advertising besides expanding for marketing strategy such as:

- (1) Keep policies to fulfill customer's service as best as suitable.
- (2) Expand in other regions for making volume and attract in government policies.
- (3) Develop in packaging program to support lifestyle of customers.
- (4) Concentrate on negotiation with some related organization.
- (5) Increased price by adding image and customers value to our customers.

VII. WEB DEVELOPMENT AND DESIGN

After the implement of marketing, next we move to concern about Cthai page and design.

Objectives of the Site

- (1) To assist customers to obtain the customized trip in a convenient way.
- (2) To use the web as distribution channel to contact with customer.
- (3) To be guide to develop the traveling business industry.
- (4) To promote Thailand as a beautiful place with a natural urban life style.
- (5) To support opportunities on government policies as developing in Thai products.

7.1 Growths of Cthai

Short-term Growth

- (1) To introduce Cthai into the public minds as well as the Thailand's travel sites.
- (2) To provide useful information about Thailand.
- (3) To assist audience to select suitable style.
- (4) To create the customer database for the corporation management.
- (5) To motivate customer for buying other related items.

Long-term Growth

- (1) Be able to make Cthai into the set of customers when they think about Thailand's trip.
- (2) Customers can adjust their budget and control their cost more effectively.
- (3) Customers are able to have an interactive recommendation with the corporation.

7.2 Our Audiences

According to our target customers we emphasized on geographic segmentation by dividing into 4 regions categories. We mainly emphasized on small to medium and large sizes business. At the beginning, English language is preferred for some regional countries and developed for next generation of Cthai's web design. Choices of many languages are one of Cthai's features that motivate and attract international consumers. Moreover an advantage of enhancing on corporate image and understanding contents is provided to our customer as well.

We can classify our target audience for the site into the following groups.

- (1) Primary audience
 - (a) People who intend to have experience in different styles for traveling in Thailand. People who want to control their budget for traveling beside accommodation preference as security, transportation, guide, and more.
 - (b) People who want product sign of Thailand as handicraft, silk, ceramic.
 - (c) People who like to keep information of Thailand travel's location
- (2) Secondary audience
 - (a) People who accidentally for check in other web link or through web portal of our advertising.

7.3 Inside Cthai

To anyone who wants a trip in Thailand can be easy to induce as: Enter into the site, select the destination or activity they want, choose one from our catalog, check route from windows display, confirm for trips, register in second form, payment transaction, receive receipt and information, and waiting for tripping date.

We can summarize all the features of Cthai that include.

- (1) Language choices: Cthai audiences can read a suitable language to make it understandable in our service provided. According to our marketing strategy we used English language basically and intend to expand to another 4 languages that's Japanese, Mandarin, German, and Arabic within 5 years.
- (2) Guide select: Customers can select guide with important information as picture, name, guide number, attitude, language ability, and more to build reliability and security for our customers.
- (3) Classify groups of locations to catching an attitude of customers such as: Hill-tribe villages, Ancient cities, Magnificent temples, Exotic islands, Sumptuous cuisine, Excitement of Bangkok, and more.
- (4) Database trimming to verify and add for activities, restaurant, and hotel in a location selected as: (beside an advantage from price screening as well).
- (5) A plenty of our activities as
 - (a) Lifestyle learning: Consumer can learn Thai's urban lifestyles as being a farmer, gardener, fisherman, cooking, fortune teller, masseur, and more.
 - (b) Activities: Consumer can receive experience in a basic styles such as festival or celebration, climbing, golf, driving, fishing, bird watcher and more beside a different service provided on each activity.
- (6) Accommodations added: A majority features of Cthai that audience can add in anytime they want as well for guide selection, transportation service, hotel class, and taste of restaurant.
 - (a) Guide selection: Audience must choose for the first time by screen any requirement in language, attitude, guide select section is present in

catalog view beside useful information as guide id no., name, age, attitude, ability language, else. These features can help to encourage and protect our consumer's safety.

- (b) Transportation service: Provide for the convenience required for trip, anyone who has less than 3 persons for trips require an exclusive program as using private car since they choose customized trip. They can deny private car if they choose a package program for trip.

Moreover choice of our transportation service are as follows:

- (1) Private Car: less than 3 persons.
 - (2) Van: more than 3 persons but less than 9 persons.
 - (3) Bus: more than 10 persons
- (c) Hotel Class: Many kinds of hotel use an international star to mark their reputation. As well we encourage 3 types of hotel class as hotel, guesthouse, and resort.
- (d) Taste of tongue: More taste of food introduced to our customers as Thai, Italy, market, country, west and more.
- (e) Memorize product: Section for developing government's policies to enhance our webs to expand our service.

7.4 Scenarios Creation

The following is the scenarios for the audience to experience our site:

- (1) Firstly, the audience enter our site by typing www.cthai.com.
- (2) In our homepage, they will experience many functions as selecting for random advertising in upper page, line navigation menu on middle page, and choice for trips as package program, memorize section, and customize for trip is on the lower page.

- (3) For any section selected, the popup window page for registering is shown to request username and password. New audience must register in information requirement and announced for period of trip have to start at 1 day to 1 month of trip.
- (4) After register popup window will be closed while main page would be shown at customers' request.
- (5) When customize trip selected, a main page would be present such as:
 - (a) Itinerary of each audience will be shown on the upper left page: to identify the destination selected, time schedule on each activity, and price on each program selected.
 - (b) Route preview will be shown on the upper page: to present a destination and route of personal style in picture types for clear understanding and confirmation of audience.
 - (c) Menu line navigator will be shown on the middle page: to help audience as guidance to use Cthai in the right way.
 - (d) Group of destination locations will be shown on the lower page, which is related. It present catalog preview to attract audiences' concentration and motivation as well.
 - (e) Activities and Accommodations icon will be provided on the lower page line, which will relate to each destination selected. Plenty of activities and accommodations will be shown in another popup page as catalog view whenever icon is clicked with complete information as historical, suggestion rate, post board for post customer, and price (differ in activities or accommodation selected).

- (f) After selecting an activities and accommodation, windows will close immediately while their selection is posted on itinerary.
 - (g) After selection from their route they must check their route via itinerary and route preview all the time besides the price of their route selected is shown on the lower right page automatically in anytime as well.
- (6) After route selection is finished, audience must register in second form and pay for their route. In this step, audience can stop only to register in the second form and use offline systems through our service online support within 24 hours a day, 7 days a week to pay for their route as well.
 - (7) Audience will receive a reply mail able to print receipt to correct secret code with all useful information.
 - (8) Last step for trip, to meet between customers our guide who's selected on the first phase from guide select section. Customer must check their ID no and other useful information as well.

7.5 Site contents

We have to summarize our WebPages contents based on our objectives goals of the site in the public's mind. The following are some of our page example with contents preference that's displayed to audiences.

- (1) Homepage: As the audiences enter into our site, they must clear for first preview about our service provided. Therefore, the following contents will be provided to assist them.
 - (a) Logo of Cthai will be placed at the top of the page to draw the audience's attention and increase the audience's awareness to ensure entering Cthai site.

- (b) Random animate advertising on middle page included with some motto as freedom trip for your style, select by yourself, amazing Thailand with your choice, and etc to attract audience, and tell main function of our site serve.
- (c) Navigator line menu is presented to display our categories service in form of popup display as example:
 - (1) Company Profile: describe ability and reliability of site as services provided, policy, warranty, and more to help audience well know in our reliability.
 - (2) Travel's trip: included many contents that's useful for travel in Thailand as weather, currency exchange rate, temperature, climate and more.
 - (3) Your route: short key for our customers to check their historic trip, and their current schedule for trip as well. This part used username and password to screen database
 - (4)* Activities: display for all activities that invite audience to join
 - (5) Accommodations: display for all hotel, restaurant, transportation by description in details and some recommend with experience of guests to assist a suitable choice for our audiences.
 - (6) Contact: people by contact us through email, post message at FAQ board, 24 hrs Line for our service staff
- (d) Allocate menu is spread in categories menu of package, customize and memorize section that displays to attract audiences. Windows change to each category selected on separate database arrangement.

- (2) Travel's trip popup windows: After selecting travel's trip icon on navigator line small windows will display tools to provide information to audience. Some features provide content in page such as:
- (a) Search Engine: Using keyword for search under our database contents.
 - (b) Icon Catalog: Show catalog of trip icon to motivate audience by displaying overall trip preview.
- (3) Customize page: Selected to allocate menu to directly display in current window. According to above details in scenarios creation part explained the content of Customize page as follows.
- (a) Itinerary: Identify time schedule, detail of programs, and price on each program selected.
 - (b) Route preview: Present destination and route in audience selected for awareness of their route confirmed.
 - (c) Explain line: Help audience to suggest guide for use Cthai on the right position.
 - (d) Group of destination: Presented in catalog preview to attach audiences' to concentrate and motivate them as well.
 - (e) Activities and Accommodations icon line: Display informed to relate to each destination selected.

VIII. DEVELOPING REQUIREMENT

Beside using HTML: Hyper Text Makeup Language which displays text document with different style, interactive, animation and related criteria system handles trips suggestion, random advertisement and customer's direction by using ASP, the system provides dynamic WebPages and allows accessing databases and returning feedback to the user and make it easier to edit contents of WebPages, by updating text file or the contents of a database rather than the HTML code itself. The system is able to create reports in each transaction within a period of time such as the most interesting location, list of our customers, list of activities related, and list of Sylvania's. The system can run on all popular browsers, such as Microsoft Internet Explorer, Netscape Navigator.

The systems provides a service for customers that communicate with database by allowing customers to check their post action as their post trip, and their product that was bought.

8.1 Technical Requirements

- (1) Front-end Design: ASP (Active Server Pages), HTML (Hypertext Markup Language), VBScript and JavaScript
- (2) Back-ends: Personal Web Server, SQL Server 7.0
- (3) Operating Environments: Win 95,98,NT
- (4) Browsers: Netscape Navigator 4.0+, Internet Explorer

8.2 System Design

Cthai uses a developing from large technical resources. Basically we separate technical systems into 2 steps as database trimming to collect information and security system, which is used to protect our customers' information.

Cthai website was designed under Client-Server architecture. The design phase expands and details the analysis phase by taking into consideration all technical implications and restrictions. The purpose of the design is to specify a working solution that can be easily translated into programming code, such as a database and a user interface, direction guide, and more. Our customers can use any web browser that supports Java, JavaScript, and Cookies to take advantage of all the features of our services.

The system design was also created by ASP, which is designed to be used together with HTML to create dynamic pages to meet the user's entire requirement. In fact, ASP actually created HTML code. Having said that we really need to show this discussion right up because the thought to text, HTML tags and ASP code are all intermingled in a single piece of code.

IX. SECURITY AND CONTROL

Security concern is very important for Internet application. Besides that, the allowance to a large number of players accessing the server resource would raise security flaws, as payment online would try toward any purpose database from customers' database. Moreover, Internet browser could not protect the circumstance of re-enter or re-submission on particular pages and get duplicated process for increment amount.

Hence, the major security concerns are

- (1) System Security and control.
- (2) Data security and control.
- (3) Application Security and control.

9.1 System Security

The web service will run on Window NT environment. When a client has access to the NT server, remote user is given an access to local hard disk resource by creating shared directories. So the player must be set for User Right Access on which Permission controls required a particular directory basis. Window NT is built to meet Class C2 security standard. Windows NT security system is as follows.

- (1) Directory and File Resource Security: Any directory and files system must be set as Windows NT File System (NTFS). Windows NT protect its resource, including files, printer and application by controlling access.
- (2) Directory and File Resource Control: For each resource to be protected or secured the resource must be accessible to authorized users and is inaccessible to unauthorized users.

9.2 Data Security

The system database was designed to run on MS SQL Server 7.0 DBMS. The user has to be assigned User ID and corresponding Password to have the right to access database. Each user has a different permission to access database on Windows NT Server. In addition, Database Management System must be backed up every day, so it could be recovered if there is any problem occurring.

9.3 Application Security

In the web development, all users could manage their account information by using their login password. The permission will be granted or denied for each user. The web page must enable authorized users and disable unauthorized users. All web pages that are concerned about security issues need to pass a token of user identification internally. So the users' information can be tracked on each specific route and product related to accumulate all prices. After all, users may redeem their destinations through the particular page only by entering their user account and password.

Instead of throwing a static HTML page out to the user, we want the server to take some actions according to our ASP code: the Asp will make some decisions and create a page that is tailored for that particular user.

Thus, when using ASP, the server actions are as follows:

- (1) Read the request from the browser.
- (2) Find the page in the server.
- (3) Perform any instructions provided in ASP to modify the page.
- (4) Send the page back across the Internet to the browser

9.4 Front End & Back End Design

Front End

The user interface (UI) design of the web site is a key to the success of the company.

Scope of Our Design

- (1) Be clear and easy to use navigation scheme.
- (2) Have fast loading low-graphic intensive pages. Web surfers do not have time to wait for fancy diagrams or flashy shockwaves.
- (3) Be easy to find, impeccably designed “Destination” areas, which showcases the current and past-accumulated scores of each member.

Back End

Back End Features

Web hosting with 99.99% uptime. Will be provided by Ethainetwork Co., Ltd services. (www.ethainetwork.com). Statistics to determine page views, users, and the number of people who have accessed the “Request for Member Form.” will initially be provided by Ethainetwork.com Services.

Ability of Cthai provided 3 security systems including SSL, SSL and 3 DES (Real time) and SSL & CrypBot which support for real time online payment (can be used with only Visa, Master, American Express card). Our audiences have convenience in payment security even audiences must wait for system notifying the amount approval around 1-2 minutes. This is standard system, which is being used in many famous stores around the world, and it proved that the tolerance of damage range is less than 1%. Moreover from backend a system must relate with private and public key for encryption technique makes us confidential to all databases secured.

X. CONCLUSIONS AND RECOMMENDATIONS

Cthai will succeed in tourism business and must be concerned more on service for niche market beside a custom designed for clients with special interests (for instance, skiing, shopping, wine tasting, astronomy, ballooning, bird watching) or even for specific clubs, schools, religious groups, or corporations (often called affinity tours). The total price of a tour related on destination and activities, automatically predetermine the socioeconomic level and interests of each consumer. It's no accident for other payments hidden from our tour.

Cthai has best service policies besides qualified manpower to prepare and facilitate for our consumers, it must be related on macro image of Thailand. The country's greater involvement in regional and world affairs has Thailand become better known. Travelers have sought out the most remote locations. Anthropologists have recoded popular and ethnic customs and lifestyles. Historians have studied the records of dynasties, cities, ruins and works of art. Naturalists have recorded the creatures of the wild. Photographers have chased every strange or impressive image. But some tiny problems have a large effect to develop tourism industry such as: to buy low-quality goods at high prices, particularly jewelry and ornaments, and tourists receiving substandard service. To promote cooperation between the public and private sectors as well as the local communities in assuming a role in the efforts to resolve or prevent tourism-related problems and in the development and administration of tourism resources to maximizing their value in order to attract more interest from visitors is our goal.



APPENDIX A

SAMPLE WEB INTERFACE DESIGN



Figure A.1. CThai Homepage.



Figure A.2. CThai Homepage after mouse move on our navigator menu.



Figure A.3. Some Example of our trips catalog.

TripPlanner - Submit - Microsoft Internet Explorer - [Working Offline]

File Edit View Favorites Tools Help

TripPlanner

Access Your Account ?

Contact Information

Primary Contact Information *Required Information

Have you contacted AirTreks before? * ☐ Yes ☐ No ☐ Don't Remember

First Name*

Family Name*

Email Address* Reenter Email*

How do you wish to be contacted? *

☐ by email
☐ by day phone
☐ by evening phone
☐ by fax

Day Phone* Evening Number

Fax Phone

Address

Address

City

State / Province

Internet

Start 5 My Do... ABSTR TripPla... Airtreks... TripPl... 14:53

Figure A.4. Our Contact Information's Page & Payment Form.

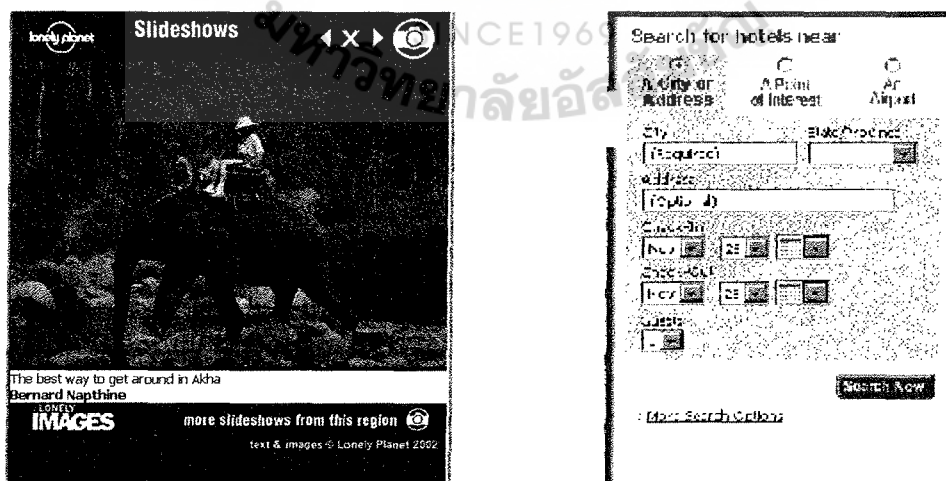


Figure A.5. Some of our Popup windows.

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