



Online Air Ticket Reservation System (E-Ticketing)

by

Mr. Jarun Artsavarungnirand

A Final Report of the Three-Credit Course
IC 6997 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
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Academic Year November 2003


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ABSTRACT

The project contains a proposal for development of a web application with the purpose of providing the virtual and real-time information about online air reservation system and providing the application for customers to book online and make their own travel plan easier than the traditional way.

The project has the analysis of current situation, SWOT and competitors to focus on the target group correctly in order to create an effective marketing strategy. Moreover, it includes part of financial analysis which covers cost, benefits and breakeven, which show graph presentation to indicate business growth.

Besides, the project also includes creating and designing the website prototype. It contains sitemap and layout to show the web structure. Moreover, this web has designed logical database for understanding overall system.

Lastly, the project has recommendations on the future plan which should be done to make this project perfect.

ACKNOWLEDGEMENTS

This project cannot be possible if I lack anyone of the following people. Moreover, I would like to say “Thank you” to everyone to make this project possible.

First, I would like to express my gratitude to my company that let me finish my project during the work time. My colleagues encouraged me to work hard for the project.

My friends shared knowledge that I cannot cover in the lesson and also teach me how to do the project correctly.

Lastly, I wish to express sincere gratitude to my advisor, Real Admiral Prasart Sribhadung. His patient assistance, guidance, and constant encouragement had led me from the research inception to the research completion.

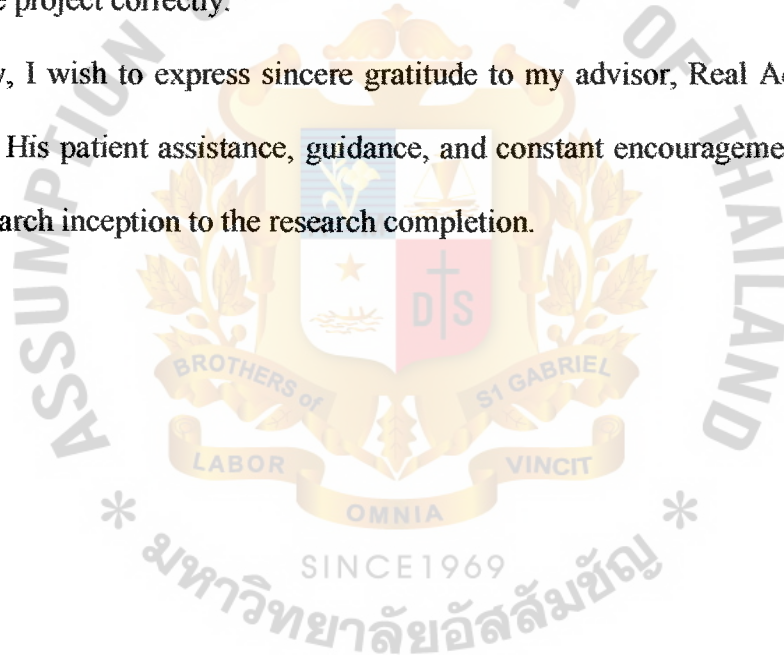


TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	vi
LIST OF TABLES	vii
I. INTRODUCTION	1
1.1 Background of the Project	1
1.2 Objectives of the Project	2
1.3 Scope of the Project	2
1.4 Deliverables	3
II. LITERATURE REVIEW	4
2.1 What is E-Commerce?	4
2.2 The Future Trend of E-Commerce in Service Field	5
2.3 The Benefits of E-Commerce	11
2.4 The Limitation of E-Commerce	14
III. BUSINESS CONCEPT	17
3.1 Background of the Organization	17
3.2 How to process and generate revenue	18

<u>Chapter</u>	<u>Page</u>
IV. STRATEGIC AND MARKETING PLAN	19
4.1 Current Situation Analysis	19
4.2 SWOT Analysis	20
4.3 Market Segmentation	21
4.4 Market Targeting	21
4.5 Marketing Mix	21
4.6 Competitive Analysis	23
V. WEB PROTOTYPE DESIGN AND DEVELOPMENT	24
5.1 Web Prototype Objectives and Key Success	24
5.2 Questions and Answers	24
5.3 Website Hardware and Software Require	26
5.4 Website Content	29
5.5 Website Functional Requirements	30
5.6 Website Architectural Blueprint	32
5.7 Website Visual Design	32
5.8 Layout Grid	34
5.9 Page Mock-up	35
5.10 Database Design	36
VI. MANAGEMENT SUMMARY	38
6.1 Website Management	38
6.2 Website Security Control	38
6.3 Website Testing	39
6.4 Website Audit	39

<u>Chapter</u>	<u>Page</u>
VII. FINANCIAL STATEMENT	40
7.1 Project Cost	40
7.2 Project Revenue	42
7.3 Break Even Analysis	44
VIII. CONCLUSIONS AND RECOMMENDATIONS	47
8.1 Conclusions	47
8.2 Recommendations	48
APPENDIX A WEB INTERFACE	49
BIBLIOGRAPHY	65



LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
5.1 Website Architectural Blueprint	32
5.2 Website Interface	33
5.3 Layout Grid	34
5.4 Page Mock-up	35
5.5 Entity Relationship Diagram	36
7.1 Break Even Analysis Graph	46
A.1 Home Page	50
A.2 Member Login	51
A.3 Register	52
A.4 Online Booking	53
A.5 Travel Search	54
A.6 Flight Details	55
A.7 Travel Preference	56
A.8 Online Payment	57
A.9 Payment Approved	58
A.10 About Us	59
A.11 FAQs	60
A.12 Travel News	61
A.13 Privacy Policy	62
A.14 Site Security	63
A.15 Foreign Exchange	64

LIST OF TABLES

<u>Table</u>	<u>Page</u>
4.1 Pricing Categories	22
5.1 The Project System Specifications	28
5.2 Website Site Map	29
7.1 Project Cost	41
7.2 Project Benefit	43
7.3 Break Even Analysis	45



I. INTRODUCTION

1.1 Background of the Project

In our diary life, we have to work every day, and also have tension from work, home, and other stuff in our life. Therefore, we need to recharge our batteries. A good solution is to travel. The travel industry in Thailand is recorded to grow rapidly. People travel internationally 10 times more than domestically each year, thus, there is high probability that international traveling is increasing. For that reason, there is a large opportunity for business in travel industry to expand the market. For the planning process for their travel, people have to contact travel agencies which sometime waste their time; and they sometime have no time to contact them. Buying some tickets is so complicated, because the people have to give their name, their destination, and their travel period for booking into the system, and if they travel in the holiday period and the seat is overbooked, they have to wait until they get the seat and maybe they have to standby for the seat at the airport. The entire process is so complicated and wastes their time to contact with travel agency; therefore, this project will make people make their life easier.

This project is designed with the purpose of providing all potential travelers with the virtual and necessary information. We are intermediary between travelers who would like to buy the ticket to go in some place for any reason and all airlines which give the service of transportation to the whole world. Not only the good information but also marketing strategy and computerized system are set to achieve our company goal and target.

1.2 Objectives of Project

The objectives of this project is to design and create a website for the existing business;

- (a) To provide online reservation system for booking air ticket and give the actual status of their booking (24 hours a day)
- (b) To provide the accurate information about the flight detail that they will take, for example, the flight number, and the time of departure.
- (c) To reduce expense and also save time for customers to contact travel agency.

1.3 Scope of Project

This project will focus on establishing a prototype website "www.onlineeticketing.com" containing the information below;

- (1) Part 1, Literature Review, contains information of Internet, Electronic Commerce and Thailand Travel Industry, and the trend of E-commerce in Service Field.
- (2) Part 2, Goals and Benefits of the online e-ticketing, explains project management and implementations, project design and recommendation.
- (3) Part 3, Analysis part includes marketing strategy and its related subjects, current situation analysis and financial analysis.
- (4) Part 4, is Web Prototype Design and Development, as well as the demonstration of the project prototype.

Moreover, the project will include the design of the database to gather all information for customers to do any transaction via website and the database for both individuals and corporate travelers. The project also includes strategic and marketing plans, future plans and recommendations.

1.4 Deliverables

- (1) Website prototype
- (2) Project Report



II. LITERATURE REVIEW

2.1 What is E-Commerce

Electronic commerce is an emerging concept that describes the process of buying, selling, or exchanging products, services, and information via computer network including the Internet. Electronic commerce is essentially financial transactions carried out over communications networks, notably the world-wide Internet. E-commerce is so important because it is growing at a very rapid rate and it is transforming all business models and relationships. The development of e-commerce will be influenced by many factors including availability of suitable networks & terminals, cost of connection and usage, effective cryptography of services, acceptability of electronic signatures, protection of copyright, development of micro-payments, and new rules for taxes & tariffs. Electronic commerce can be viewed in many perspectives, such as in business process perspective, which is the application of technology toward the automation of business transactions and work flow, or service perspective, which is the tool that addresses the desire of firms, consumers, and management to cut service cost while improving the quality of goods and increasing the speed of service delivery, or online perspective, which provide the capability of buying and selling product and give online and accurate information on the internet and other online services. For the electronic business, it refers to a broader definition of EC, not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners and conducting electronic transactions within an organization. According to Lou Gerstner, IBM's CEO, "E-business is all about time cycle, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions for competitive advantage."

2.2 The Future trend of E-Commerce in Service Field

Electronic Commerce applications were first developed in the early 1970s with innovations such as electronic fund transfers (EFT). Then came electronic data interchange, or EDI, which expanded from financial transactions to others types of transaction processing, thus enlarging the pool of participating companies from financial institutions to manufacturers, retailer, services, and many other types of business. As the Internet became more commercialized and users flocked to participate in the World Wide Web (WWW) in the early 1990s, the term electronic commerce was coined and EC applicants rapidly expanded. One reason for the rapid expansion of e-commerce was the development of new networks, protocols, software, and specifications. The other reason was the increase in competition and other business pressures.

In 1996, Forrester Research Institute (forrester.com) predicted that B2C would be a \$6.6 billion business in 2000, up from \$518 million in 1996. They then revised the figure to \$20 billion, and the figure kept growing. In 1997, about \$10 billion worth of B2B transactions were conducted over the Internet. Today's predictions on the future size of EC vary. For 2004, total online shopping and B2B transactions are estimated to be in the range of \$2 and \$7 trillion. Some EC application such as online auctions and online stock trading, are growing at a rate of 15 to 25 percent per month. The number of Internet users worldwide is predicted to reach 750 million by 2008. Experts predict that as many as 50 percent of all Internet users will shop online.

Electronic Commerce is transforming industry and commerce. It shifts business focus from retail and physical stores to the virtual business. Every month, an estimated one million new Internet users join the growing online community worldwide. Moreover, half a million new buyers enter the pool of some 10 million Internet buyers-

people who actually purchase something on the Net each month (Straits Times, 20th June 1999).

Below is a discussion about the future trend of Electronic Commerce in various areas and countries:

(a) USA

According to the US Commerce Department, Electronic Commerce is projected to be the primary economic growth for the US over the next 100 years. IT businesses still contribute less than 1% of the country's overall economic production, but they are growing more rapidly and provide more evidence that Electronic Commerce will be the engine for economic growth in the next century. However, the agency has not yet figured out how big an impact Internet business has had on the country to date (E-Commerce Times, 23rd June 1999). Moreover, Deloitte Consulting (CNets News, 23rd June 1999) forecasts that Electronic Commerce revenues would top US\$1.1 trillion globally by 2002 from US\$15 billion in 1997. Out of the US\$1.1 trillion, US\$842 billion (76.5%) would be from the United States.

Another report by Beth Cox in her article "Report Projects 1999 E-Commerce Revenue at \$95 billion"(E-Commerce News, 7th June 1999) pointed out that;

- (i) 72% of Web Sites are still based in US.
- (ii) 92% of Electronic Commerce is generated through US-based Web Sites.
- (iii) Exports are becoming increasingly critical to US Electric Commerce growth.
- (iv) 9 in 10 revenue dollars are product and service sales, not advertisements.

Overall, all the reports suggest that Electronic Commerce is growing very fast in US and will be the engine for economic growth in the next century.

(b) Europe

Report by Data Monitor (NUA, June 1999), shows that Electronic Commerce always grows rapidly in Western European countries. The report identified Germany, Britain and France as the top three consumer online shopping markets in Europe. The Western European online consumers will be worth US\$775 million by the end of this year and will increase to US\$8.6 billion by 2003.

The Electronic commerce markets for those top three consumers online shopping market in Europe are as follows:

- (i) The German market was worth US\$160 million in 1998 and is expected to increase to US\$290 million by the end of this year.
- (ii) The UK market was worth US\$50 million last year and is expected to generate US\$170 million by the end of 1999.
- (iii) The French market was worth US\$20 million in 1998 and is expected to increase to US\$85million by the end of this year.

On the other hand, at an International Data Corp (IDC) conference held in Prague (NUA, June 1999), experts predict that there will be a steady growth in Electronic Commerce for Eastern Europe. The main force for this steady growth is the regional IT market growth.

Moreover, the significant obstacles to the growth in the region include high online access costs, a small home market and the universal concern over security issues. However, experts project a significant growth of Electronic Commerce by 2001. This growth will be pushed by new technologies and solutions.

However, experts project the significant growth of Electronic Commerce in Eastern Europe by 2100. This growth will be pushed by new technologies and solutions.

To sum up, the growth of Electric Commerce in Western Europe will be significant. On the other hand, the growth in Eastern Europe is steady but is expected to have a significant growth by 2001, driven by new technologies and solutions.

(c) Australia

In Australia, organizations are using the Internet to satisfy communication, network, research needs and increasingly to sell goods and services online to consumers and payment were made through secure credit cards and digital cash.

The latest figures from Australian Bureau of Statistics in the article "Internet Use Continues to Grow in Australia" (NUA, June 1999) pointed out that over 1.1 million households were online at the end of 1998. This has been an increase of 280% in the last two years compared to 286,000 households in 1996.

By the year 2000, the report estimates that there will be 2 million household online in which 13% of adults accessed by home and 14% accessed from work.

The report also showed that of the more than four million adults who had accessed the internet in the 12-month period leading to the survey,

- (i) Approximately 350,000 had used the internet to make an estimated 1.4 million purchases for private use.
- (ii) 81% of on-line shoppers paid for their Internet purchases on-line and 68% had purchased or ordered goods or services from overseas.

In conclusion, there is an increase in Internet trading in Australia, and as in the US and Western Europe, Electronic Commerce is also growing rapidly in Australia.

(d) Asia

According to International Data Corporation (IDC) in the article "There's No Business like E-Business" (CFO Asia, June 1999), the Electronic Commerce revenues in Asia will not come close to US or European level. E-Commerce turnover in Asia (excluding Japan) will barely reach US\$2 billion this year. These sales are expected to increase to US\$32 billion by 2003 (400% annual increase). However, it is still small compared to the Electronic Commerce sales in the US which is expected to hit US\$500 billion by 2003.

According to John Culbreth, the Singapore-based CFO of US computer-chip maker Micron Semiconductor (CFO Asia, June 1999), the growth of Electric Commerce will be slower in Asia due to different banking rules, tax structures and other regulating issues.

However, there is a strong interest in Electronic Commerce in the region, but experts suggest that Asia countries should focus more to business-to-business (B2B) than business-to-consumer (B2C) transactions. Below is the discussion of the development of Electronic Commerce in Asia particularly in Japan, Singapore and Malaysia.

(i) Japan

A survey done by the International Trade and Industry Ministry and Anderson Consulting shows that B2C in Japan is expected to generate over 1 trillion yen in revenue by 2003.

In 1998, B2C trade accounted for 0.02% of the total household expenditure in Japan. While the next five years will see rapid growth in Electronic Commerce, such trade will still only account for just 1% of overall household expenditure.(NUA, April 1999)

(ii) Singapore

Singapore has a well planned development of Internet among the South East Asia countries. The Government of Singapore has launched a project called IT 2000. The aim of this project is to transform Singapore into a global hub, boosts the economic engine, enhances the potential of individuals, links communities locally and globally and improves the quality of life.

The project has launched "Singapore One-One Network for Everyone" -a national high-capacity network platform which provides applications and services in area such as government, home, and business. The network backbone is based on Asynchronous Transfer Mode (ATM) and fast Ethernet (100 Mbps) technology.

(iii) Malaysia

Malaysia has launched its network called JARING (Joint Advanced Research Integrated Network). JARING is a network that links local universities. The objective of the network are to establish an integrated data communication network, enhance multi-disciplinary R&D activities, study and evaluate the use of data communication technology and its impact on socio-economic activities.

In addition, Malaysia has also launched the project called Multimedia Super Corridor. This project will enable access to the information related to government record, education, health care and businesses.

2.3 The Benefits of E-Commerce

The global nature of the technology, the opportunity to reach hundreds of millions of people, its interactive nature, the variety of possibilities for its use, as well as the resourcefulness and rapid growth of its supporting infrastructures, especially the Web, will result in many potential benefits to organizations, individuals, and society. These benefits are just starting to materialize, but they will increase significantly as EC expands. It is not surprising that some maintain that the EC revolution is just "as profound as the change that came with the industrial revolution".

Benefits to Organizations

The benefits to organizations are as follows:

- (1) Electronic commerce expands the marketplace to national and international markets. With minimal capital outlay, a company can easily and quickly locate more customers, the best suppliers, and the most suitable business partners worldwide. For example, Boeing Corporation reported a saving of 20 percent after a request for a proposal to manufacture a subsystem was posted on the internet. A small vendor in Hungary answered the request and won the electronic bid. Not only was the subsystem cheaper, but it was delivered about twice as quickly.
- (2) Electronic commerce decreases the cost of creating, processing, distributing, storing, and retrieving paper-based information. For example, by introducing an electronic procurement system, companies can cut purchasing administrative costs by as much as 85 percent.
- (3) Supply chain inefficiencies, such as excessive inventories and delivery delays, can be minimized with EC. For example, by building autos to order instead of for dealers' showrooms, the automotive industry is expected to

save ten of billions of dollars annually just from inventory reduction. This approach is based on the concept of pull-type production, which begins when an order is placed.

- (4) Pull-type processing allows for inexpensive customization of products and services and provides a competitive advantage for companies which implement this strategy. A well-known example of pull-type processing is that used by Dell Computer Corp.
- (5) EC allows for many innovative business models that provide strategic advantages and/or increase profits. Group purchasing combined with reverse auctions is one example of such an innovative business model.
- (6) EC allows for a high degree of specialization that is now economically feasible in the physical world. For example. A store that sells only dog toys can operate in cyberspace (dogtoys.com), but in the physical world such a store would not have enough customers.
- (7) EC reduces the time between the outlay of capital and the receipt of products and services EC supports BRP efforts. By changing processes, the productivity of sales people, knowledge workers, and administrators can increase by 100 percent or more.
- (8) EC lowers telecommunications cost – the Internet is much cheaper than VANS.
- (9) EC enables efficient e-procurement that can reduce administrative costs by 80 percent or more, reducing purchasing prices by 5 to 15 percent, and reducing cycle time by more than 50 percent.

- (10) EC enables companies to interact more closely with customers, even if through intermediaries. This promoted better CRM and increases customer loyalty.
- (11) Other benefits include improved corporate image, improve customer service, new business partners, simplified processes, compressed time-to-market, increased productivity, reduced paper and paperwork, increased access to information, reduced transportation costs, and increased flexibility.

Benefits to Consumers

The benefits of EC to consumers are as follows:

- (1) EC allows consumers to shop or perform other transactions year round, 24 hours a day, from almost any location.
- (2) EC provides consumers with more choices; they can select from many vendors and from more products.
- (3) EC frequently provides consumers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons.
- (4) EC allows for quick delivery, especially with digitized products.
- (5) Consumers can locate relevant and detailed product information in second, rather than days or weeks.
- (6) EC makes it possible to participate in virtual auctions. These allow sellers to sell things quickly and buyers to locate collectors' items and bargains.
- (7) EC allows customers to interact with other customers in electronic communities and exchange ideas as well as compare experiences.
- (8) EC facilitates competition, which results in substantially lower prices for consumers.

Benefits to Society

The benefits of EC to society are as follows:

- (1) More individuals work at home and do less traveling for work or shopping, resulting in less traffic on the roads and reducing air pollution.
- (2) Some merchandise can be sold at lower prices, allowing less affluent people to buy more and increase their standard of living.
- (3) People in Third World countries and rural areas are now able to enjoy products and services professions or earn a college degree.
- (4) Public services, such as health care, education, and distribution of government social services can be delivered at a reduced cost and/or improved quality. For example, EC provides rural doctors access to information and technologies with which they can better treat their patients.

2.4 The Limitation of E-Commerce

The limitations of E-Commerce can be grouped into technical and non-technical categories as follows:

Technical Limitation of EC

The major technical limitations of EC are as follows:

- (1) System security, reliability, standards, and some communication protocols are still evolving.
- (2) In many areas, telecommunications bandwidths are insufficient.
- (3) Software development tools are still evolving and changing rapidly.
- (4) It is difficult to integrate the Internet and EC software with some existing applications and databases.
- (5) Vendors may need special Web servers, network servers, and other infrastructure developments.

- (6) Some EC software might not fit with some hardware, or it may be incompatible with certain operating systems or components.

Non-Technical Limitation of EC

The following are the major limitations that slow the spread of EC.

- (1) The cost of developing EC in-house can be very high and mistakes made due to lack of experience may result in delays. There are many opportunities for outsourcing, but where and how to do it are not simple issues. Furthermore, to justify the system one must deal with some intangible benefits (such as improved customer service and the value of advertisement), which are difficult to quantify.
- (2) Security and privacy are important in the B2C area, especially security issues, which are perceived to be more serious than they really are (if appropriate controls are used). Privacy protection measures are constantly being improved. Customers think these issues are very important. The EC industry has a very long and difficult task of convincing customers that online transactions and privacy are, in fact, very secure.
- (3) In many cases, customers do not trust an unknown, faceless seller, paperless transactions, and electronic money. Because of this, switching consumer preferences from physical to virtual stores may be difficult.
- (4) Some customers like to touch items, such as clothes, so they know exactly what they are buying.
- (5) Many legal issues are as yet unresolved, and in many circumstances government regulations and standards are not yet refined enough to deal with the intricacies of EC.

- (6) As a discipline, EC is still evolving and changing rapidly. Many people are looking for EC to stabilize before they enter into it.
- (7) EC does not have enough support services. For example, copyright clearance centers for EC transactions are just starting to appear and qualified EC tax experts are rare.
- (8) In many areas there is not enough critical mass for EX to be successful. In most applications, there are not yet enough sellers and buyers for profitable EC operations.
- (9) Some fear that a EC reduces face-to-face social interactions, there could be a breakdown in human relationships.
- (10) Internet access is still expensive and/or inconvenient for many potential customers. (With Web TV kiosks, cell phones and constant media attention, the critical mass will eventually develop.)

III. BUSINESS CONCEPT

3.1 Background of the Organization

At this time, the living styles of modern people have changed; they have to work hard for their life. Therefore they will not have a lot of time to do some other things, including finding something to make them relaxed. For example, buying some air tickets may be difficult for you to do it, because it will take time for you to call travel agency, and the seat may be overbooked, and you have to wait which makes you uncomfortable. As the Internet comes to play an important role in the modern life, we, Online E-Ticketing Co., Ltd, established in 2002 is to help the people to save their time for booking their ticket online. By just one click, you can changes your life, and can do booking by 24 hours service on the Internet.

Online E-Ticketing provides the virtual information about flight details and seats available for the customers who come to the website, so they can book the seat for themselves and choose the best and the fastest way to go to the destination. In our website, we will provide the real-time and virtual information which are updated every minute for the people who come to our website, and we provide the officers who will help you find the best solution for your travel plan, by sending email confirmation, and sending some updates about the seats to your email. In this email, you can click to come to the website to see the status of your seat whether it is changed from the waiting list or not.

In the early 2003, the company added the new service to our customers: the ticket promotion, which made the customers know the promotions for the ticket to help them make a better decision. This service will provide the promotion from the airline which gives to the customers; for example, buy one get one free (Thai Airways), or buy one

and get 50% discount for another ticket (Singapore Airline) to persuade them try to make the decision easily.

3.2 How to process and generate revenue

Online E-Ticketing Co., Ltd had first launched the website in the early 2002, by first providing the information about the virtual online air ticket booking through the Internet, which updated information every minute. Electronic ticketing is the electronic storage of a passenger's flight coupons by the validating carrier. Instead of printing the flight coupons, information is sent to the carrier and stored in a database until the passenger checks in for travel, which allows any last minute travel arrangement. After the passenger makes an online reservation, the airline will issue a reservation number or "record locator number," to confirm your reservation. Airline agents can access all the electronically stored information relating to your reservation, including that all-important advanced seat assignment, using that number. After the passenger make online reservation, the passenger will make the online payment through the electronic banking system, which will verify the credit card information, and then the passenger will get the code for access the system, and print the electronic ticketing.

Online E-Ticketing Co., Ltd will get the revenue from selling online electronic tickets and also from the external sources such as hotels, and other transportation websites by creating business partners and put the banners in the website.

IV. STRATEGIC AND MARKETING PLAN

4.1 Current Situation Analysis

As a matter of fact, the introduction of electronic tickets resulted in a significant commission cut in 1998. And, since 1995, there is a clear trend toward fewer travel agencies. Travel Industry makes more income tax for many countries. World Tourism Organization (WTO) predicts in 2010, the number of travelers around the world will increase to more than 1,000 million. That will make income of about 1.55 trillion US dollar, and this prediction encourages many countries to emphasize on travel industry.

In early 2003, the world encounters with SARs. This is the biggest problem of travel industry around the world, especially in Asia Pacific regions. People are afraid to travel in the countries in SARs area for both leisure and business travel. After this situation, the government tries to promote the tourism in Thailand. Tourism Authority of Thailand (TAT) concentrates to promote travel industry. Therefore, the travel business in Thailand grows rapidly according to the promotion of TAT which encourages Thai people to travel in their own country and also foreigners to travel in Thailand. The effective promotion for TAT is Unseen In Thailand, which motivates the needs for travel, therefore the travel business for buying air tickets is increasing also.

The trend of buying air tickets in Thailand is growing, and people are looking for the reasonable and affordable price to travel. From this point, the electronic ticketing is a good solution to this situation.

4.2 SWOT Analysis

Strengths

- (1) Low ticket price due to low cost of operation.
- (2) Adequate financial resources.
- (3) Access to economies of scale.
- (4) Giving security system for website operation.
- (5) Having good design that is friendly and easy to use for end users.
- (6) Provide online 24 hours business.

Weaknesses

- (1) Lack of online experience.
- (2) Lack of professionals in electronic commerce management especially maintenance the web reservation database.
- (3) Lack for skill to promote website, and website awareness.

Opportunities

- (1) Tourism Authorities of Thailand (TAT) emphasizes to support Thai people and foreigners to travel in Thailand under the “Unseen in Thailand” Campaign.
- (2) Government supports investment.
- (3) The Internet users have the tendency to use the service from electronic commerce for their own consumption.
- (4) Able to expand to the global market.
- (5) The potential growth in Thailand’s travel industry.

Threats

- (1) Competitors can easily duplicate website.
- (2) Lack of applicable law.

- (3) There are so many direct and indirect competitors.
- (4) Technology obstacles and telecommunication infrastructure problems.

1.3 Market Segmentation

The market can be segmented into 3 groups as follows:

- (a) Segmentation by demographic: Thai citizens and Non Thai citizens.
- (b) Segmentation by Age: Adult, Child, and Senior.
- (c) Segmentation by customer's needs: Leisure and Business.

1.4 Market Target

The target markets for the online electronic ticketing are individual traveler and businessman, which can be divided into 2 categories: Thai citizens and non-Thai citizens. Moreover, the price will vary according to age: adult, child, and senior.

1.5 Marketing Mix

- (a) Products and services – Our products and services are providing the virtual and real-time information about the available seats for air tickets, and reservation and issues virtual electronic tickets anywhere. Electronic ticketing is an electronic storage of a passenger's flight coupons by the validating carrier. Instead of printing the flight coupons, information is sent to the carrier and stored in a database until the passenger checks in for travel, which allows any last minute travel arrangement. After the passenger makes an online reservation, the airline will issue a reservation number or "record locator number," to confirm your reservation. Airline agents can access all the electronically stored information relating to your reservation, including all-important advanced seat assignment, using that number. For the service, we provide the passenger the virtual and real-time information about the available seat in every carrier and also the flight details to let them

arrange their own travel plan. Moreover, passengers can access the website to see the update status of the reservation, in case if the passenger is on the waiting list, to see whether the status is still waiting list or confirmed.

- (b) Price – Online electronic ticketing price will be categorized by seating class: first class, business class and economy class and also the type of their trip whether one way or round trip. Not only the price between the weekday and weekend also varies from each carrier, but also the age of passengers will affect the price of the ticket.

Table 4.1. Price Categories.

Pricing Categories	Detail
Type of Trip	One way, and Round trip
Type of Class	First Class, Business Class and Economy Class
Travel Date	Weekday, and Weekend
Age	Adult, Child, and Senior

- (c) Place – Due to the flow of information, the Internet is the most well known tool for people around the world consisting of millions of users. The Internet is an increasingly significant medium for communication, information and trade.
- (d) Promotion – The promotion strategy will be followed from each airline carrier and will join the hotel website as the business partners to create the package tour for the passenger to choose. For advertising and promoting the website, we use banner exchange with hotels, and other transportation websites to create the business partners. Moreover, we will post the message into the web board and also put the advertising in the portal website to promote our web.

1.6 Competitive Analysis

Online E-Ticketing classifies competitors into 2 categories:

- (1) Direct competitor. Online E-Ticketing websites, such as expedia.com or travelocity.com, are our direct competitors which provide the virtual information and booking the air ticket reservation electronically.
- (2) Indirect competitor. Airlines web sites, and traditional travel agencies are our indirect competitors, which airlines provide the information and make the reservation for their own carrier. On the other hand, traditional travel agencies book and issue the paper ticket and deliver to the passenger at the higher cost.



V. WEB PROTOTYPE DESIGN AND DEVELOPMENT

5.1 Web Prototype Objectives and Key Success

Online E-Ticketing websites designed with the following objectives;

- (a) To provide online reservation system for booking air ticket and give the actual status of their booking (24 hours a day).
- (b) To provide the accurate information about the flight details that they will take, for example, the flight number, and the time of departure.
- (c) To reduce expense and also save time for the customer to contact travel agency.
- (d) To provide the website structure that is user friendly navigation.
- (e) To provide the website structure that could support customer personalization management.

The website should be simple, consistent, and identified, containing useful contents, user friendly navigation, visual appeal, and compatible, with design stability and performs functional stability.

5.2 Questions and Answers

- (a) What are E-tickets?

By now, e-tickets are a common feature of the air traveler's experience. Almost every transaction with us will result in an e-ticket, some carriers do not participate with this ticketing method and in that case paper tickets will be sent.

It's a fairly simple concept: instead of receiving a paper ticket in the mail, you simply get a confirmation number that guarantees your seat on the plane, every passenger will also receive an email providing them with the details of their reservation, pricing, and important statements that we need to convey to the passenger.

Be aware that FAA has introduced new regulations which only allow ticketed passengers beyond security checkpoints. So if you have one, be sure to bring your printed receipt with you, along with any ticket documentation we have provided such as reservation confirmations. It is also extremely important that you bring various forms of identification. Make sure that one of them is a government-issued ID. If you have an international flight, be sure to have your passport handy.

Although the majority of airlines require the same type of information from e-ticketed passengers, please keep in mind that certain airlines might have varying guidelines. Hence, always remember to pick up the phone before you hop in that shuttle or catch that cab. It could make the difference on whether you will be allowed to fly or not.

(b) Are E-tickets safe?

E-tickets are very safe provided you have taken the necessary steps. It is very important that you print your confirmation after purchasing your ticket online. That little slip of paper, along with various forms of proper identification, could mean the difference between whether or not you will be allowed to board your flight.

Another very significant factor is being on time. Due to increased security measures, the earlier you are, the better! E-ticket holders should arrive at least two hours before domestic flights, and three hours before international flights.

(c) Why would you want an E-ticket?

When you are in a rush, if you buy your tickets very close to your travel date, if you plan on making any changes to your reservation, or you have a

tendency to misplace your airline tickets, there are all very good reasons for using E-tickets.

While traveling on that long awaited family vacation you decide that you would prefer to change your current reservation. With paper tickets you will be required to mail the tickets back to our agency to have them physically changed vs. with electronic tickets. Your change can be done with a five-minute phone call.

Have you misplaced your tickets before or are you traveling somewhere that if you lost your ticket you would have no way home? Well with paper ticket the minimum fee to file a lost ticket application is \$100 plus the airline you are traveling on may require you to purchase another ticket at the same price. If after 90 days the lost ticket has not been used they will issue a refund for the second ticket. With electronic tickets there is nothing to lose.

5.3 Website Hardware and Software Require

The website will design mostly in HTML software managements and partial in Flash Technology. It will contain contents and images that are valuable to target groups. The master template will create for the majority of the page, intended for the purpose of continuity and ease of content modifications.

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

Besides the software that must be used complete with the hardware, software like Macromedia Dreamweaver, Flash MX, Adobe Golive 6.0, Adobe Photoshop, Microsoft Work, Microsoft Excel are a must.

(d) Webpage Design specification and requirement

- (1) Total number of page – 30 pages containing text and graphic, flash and shockwave animation.**

(2) Software use – HTML, VB Script, graphic work, (Photoshop, Flash, GIF Animation) Database Design, Analysis.

(i) Flash is a program that helps our web-site more attractive and interesting. Based on our contents, we provide various information, therefore, flash animations will help the audience feel friendly and persuade them to read the contents on the web.

(ii) Active Server Pages (ASP) – we design ASP to make it easier to develop interactive Web application and work with industry standard Windows technology.

(iii) Structured Query Language (SQL) is the most common used language for retrieving data from relational database. based on our web-site that contains a lot of information such as the customer and partner information. So we need to use SQL to query the database and update information form the website in the real time.

(iv) VBScript is a type of programming language used to provide control in another host environment. We use the VBScript to let the user interact with a web page rather than simply view it.

Table 5.1. The Project System Specifications.

Type	Specification
Secure Socket Layer SSL	
Web Space	200 Mb
Number of Email (POP3)	20
Data Transferring	10 GB
Web-based Email	Available
Online Email	Available
Administration	Available
Email Auto Responders	Available
Email Forwarding	Available
Stat Report	Available
Access to Law Log File	Available
ASP (Active Server Pages)	Available
ASPQMail Component	Available
MS Access Support	Available
DSN-Less Support	Available
ODBC	10
Microsoft Windows 2000 Server	Available
Internet Information Server 5.0	Available
MS FrontPage 2000 Extension	Available
Anonymous FTP	Available
24 x 7 Unlimited FTP	Available
Updates	Available
Tape Backup	Available
24 Hour Server	Available
Monitoring	Available
99.9% Uptime	Available
Backbone Connectivity	Available
UPS and Generator	Available
Backup	Available
24 x 7 Email Support	Available
24 Hour Emergency	Available
Phone Support	Available
WAP	Available
PHP	Available
MS SQL Server 2000	75 Mb

5.4 Website Contents

Online E-Ticketing website has 2 types of contents as below;

- (a) Static content is the text based information to give the description of service to audiences and all articles about the business advice.
- (b) Functional content is html-linkable texts, menu system. There are many kinds of business advice and the service categories so there are a lot of links for audiences to investigate our web.

Table 5.2. Website Site-Map.

Home		
Online Booking		
Foreign Exchange		
Travel News		
Travel Tips		
Customer Support		
About Us		
Partner Company		
Online Booking	Foreign Exchange	Travel News
Register	Baht to USD	News
Member Login	USD to Baht	Activities
Advance Search		Promotions
Terms and Conditions		
Flight Status		
Travel Tips	Customer Support	About Us
Packing Your Bags	Top 10 Questions	Company Profile
Exercise On the Plane	Trip Tracker	Location
	Weather Forecast	Contact Us
		Privacy Policy
Partner Company		
Partner Name		
Partner Information		
Testimonials		

5.5 Website Functional Requirement

Our web site is grouped into the contents based on the need of user, mainly contents provide the information consisting of online booking, foreign exchange, travel news, travel tips, customer support, about us, and partner company.

- (a) Online Booking – the content covers the new register and member login to check the flight details. Moreover, people can purchase the electronic ticket through the web and also make the seat arrangement with their own travel plan. It also includes terms and conditions and advance search to help them work more effectively.
- (b) Foreign Exchange – the content covers the currency exchange from Baht to US dollar and from US dollar to Baht with other currencies which based on Baht and US dollar. Moreover, the currency exchange will be used when the passengers purchase e-tickets.
- (c) Travel News – the content covers the travel news update both domestic and international. From this content, it provides the information about the news, activities and promotion from each airline.
- (d) Travel Tips – the content covers the travel tips for the passengers. From this content, the passengers will know how to arrange their own trip without any problem, how to pack your bag for your travel, and how to exercise on the plane to make you comfortable during the flight.
- (e) Customer Support – The content covers the information that supports or helps the customers to get all information they need to know. This content will cover Frequently Asked Questions (FAQs), Trip Tracker, and Weather Forecast.

- (f) About Us – The content covers the information of our company and provides the company profile, address, map, how to contact, and privacy policy.
- (g) Partner Company. Our company is an online air ticketing reservation system so we need to contact many web-site agencies. The company will provide the information about our partners and the links to them and also provides the examples of our clients that use our service

Web Site Functional Requirements

- (1) Feedback information process
- (2) Newsletter System
- (3) Sponsored Link
- (4) Search engine submission
- (5) Mailing list Management
- (6) Profile Management
- (7) Affiliate program
- (8) Support System

5.6 Website Architectural Blueprint

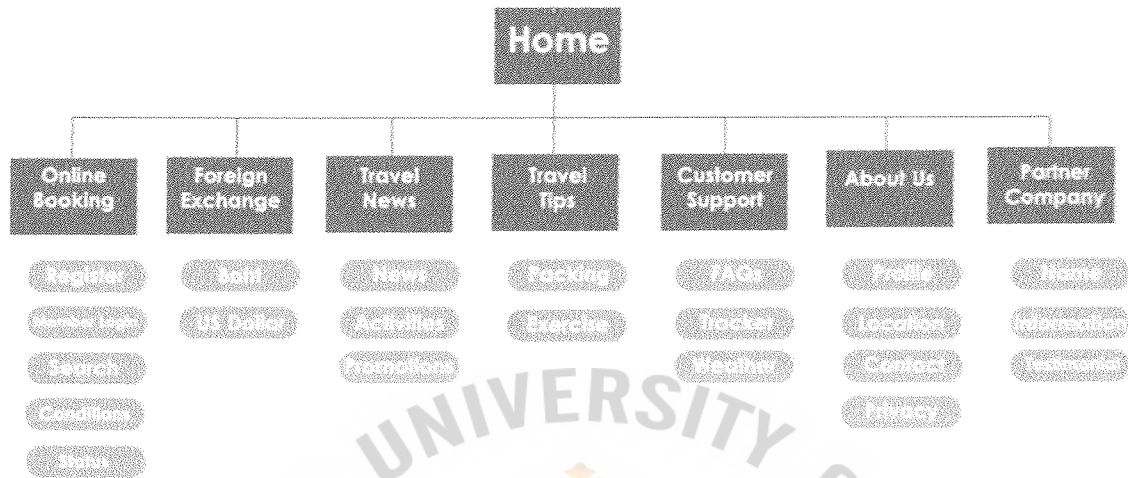


Figure 5.1. Website Architectural Blueprint.

5.7 Website Visual Design

The design of Online E-ticketing is combination of images and contents. The website design is aimed to communicate with the passengers, and help the passenger to arrange their own travel plan from our web.

- We design the web page to be polite, neat, and official.
- The color will be blue and white which look polite, and these colors make the people feel relaxed and enjoy the web.
- For the above and bottom of the page, we provide the picture of sky and tourist attractions persuade customers to travel outside.
- Texts or images that are clickable will represent by the same and similar colors. All important information is placed at the focus point which is believed to catch the viewers' attention.

Below is an example of the project website interface;

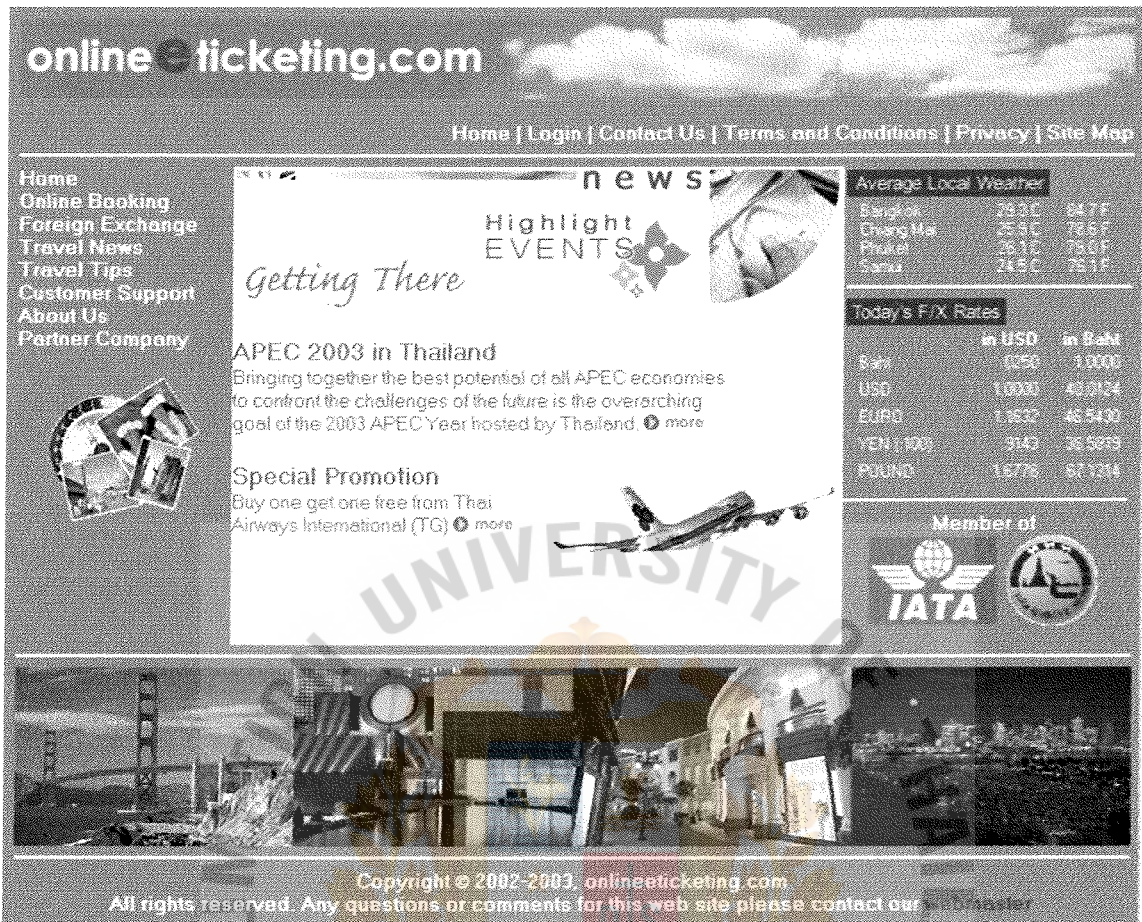


Figure 5.2. Website Interface.

5.8 Layout Grid



Figure 5.3. Layout Grid.

5.9 Page Mock-up

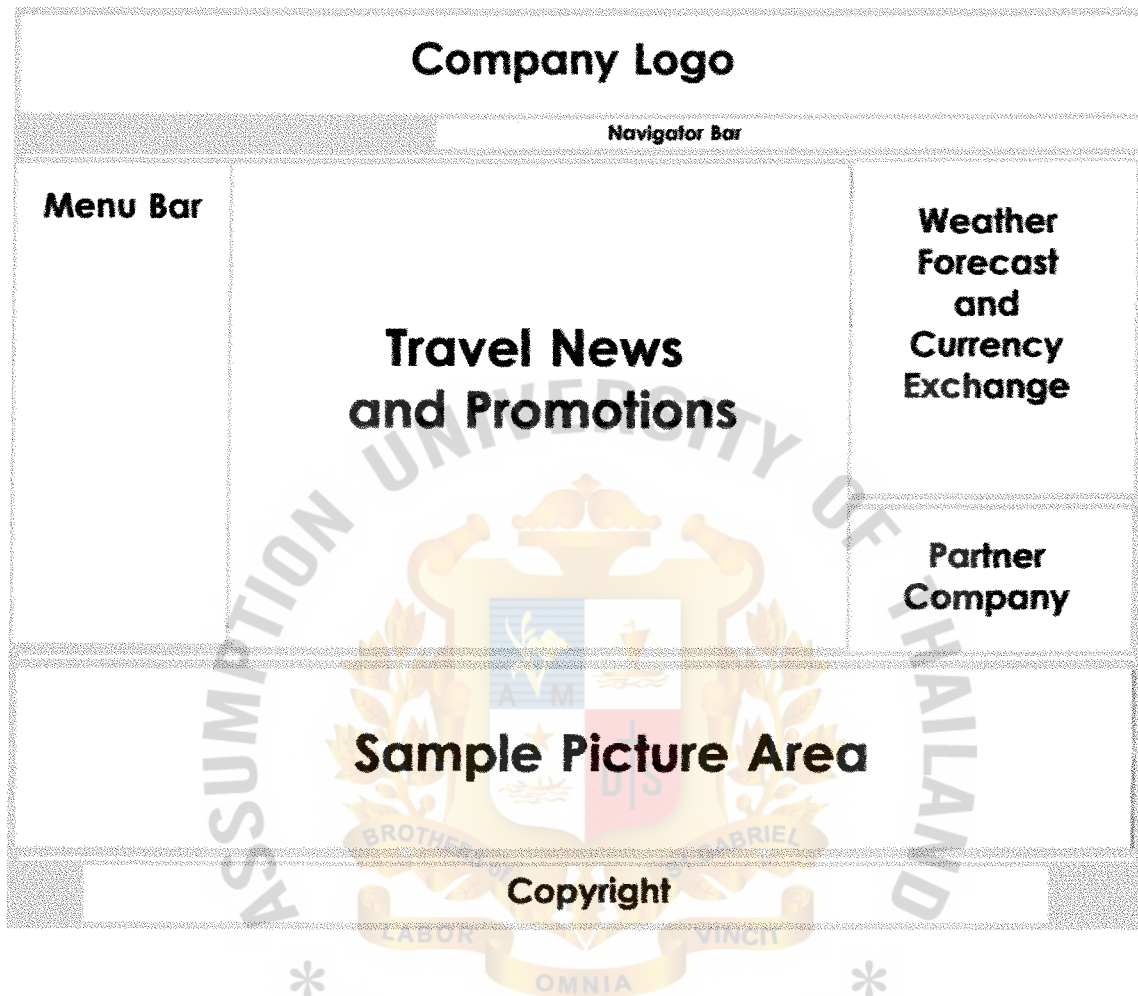


Figure 5.4. Page Mock-up.

5.10 Database Design

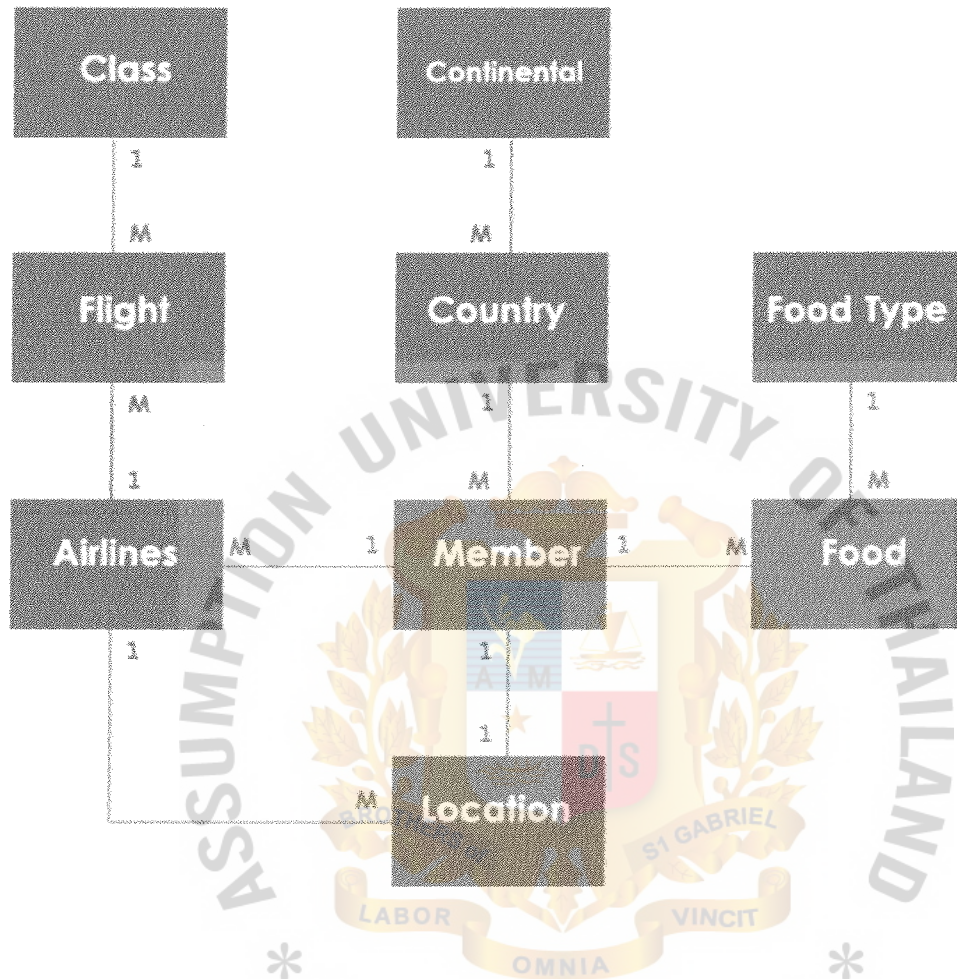


Figure 5.5. Entity Relationship Diagram.

The following are the table descriptions for the above nine tables.

- (1) Member – This table contains member name, login, age, and etc.
- (2) Location – This table contains where the passenger wants to go, such as Domestic or International Flight.
- (3) Airlines – This table contains which airline the passenger prefers to go, such as Thai Airways International, Singapore Airlines and etc.

- (4) Class – This table contains which classes the passenger prefers to buy, such as economy, business and first class.
- (5) Country – This table contains which country the passenger wants to go, such as Thailand, Japan, etc.
- (6) Continental – This table contains which continent the passenger wants to go, such as America, Europe, Asia, etc.
- (7) Food – This table contains what kind of food the passenger asks to get on the flight.
- (8) Food Type – This table contains what type of food the passenger is allergic to.



VI. MANAGEMENT SUMMARY

6.1 Website Management

The management areas for Online E-Ticketing are the management of people-ware, for the project to success. It depends on the standard of staff to offer the information or solves the problem. The management of people is done by setting up database and system for investigation and tracking the responsibility of people. They should know what, how and why they should perform.

Moreover, the staff should set the period for recheck and evaluate the website. This can reduce the amount of errors and increase website's operation effectively.

6.2 Website Security Control

The most important factors that every website should be aware of are the security system, therefore we consider investing the money to rent a space of a secure server provider in Thailand to host the website data with the contact of the secure server provider by applying for digital authentication, encryption, and using merchant software and electronic payment software.

With the use of host service, we need to control only the security of human-ware. The control of security regarding to the human-ware could happen by the use of authentication and staff observation by authorized staff.

Besides the control of hardware, software, human-ware and network, the next important thing is the control of database security, which all customers database will be kept in the back-end computer server that only authorized staff can modify.

6.3 Website Testing

There are 2 areas for testing the website for smooth operation:

- (a) Code Testing means each module is tested alone in an attempt to discover any error in its code.

- (b) System Testing is dealt with the website performance to see all links flow into accurate location and also checking the system together with all other programs.

6.4 Website Audit

The website statistical monitor tool will be applied on the website to check the number of clicks through, hits, page views, unique visit and etc. Then those statistical data will be analyzed and computed either if website satisfies its objective, costs and benefit analysis.



VII. FINANCIAL STATEMENT

7.1 Project Cost

The cost of this project will be divided into 2 categories: first time cost and recurring cost. Preliminary investigation, hardware, software, and office equipment are the first time cost. Operating cost such as salaries, software development, domain name and hosting, network system, maintenance, advertising, accounting are recurring cost. For the office, there are only 2 officers: ticketing officer and administrator to work in this office and their salary will be around 10,000 baht per month. Moreover, the cost of transportation will be around 100 baht per mail when we will send the paper ticket to our customers, in case they need to get the paper ticket. The ratio will be around 20 percent of all sales volumes.

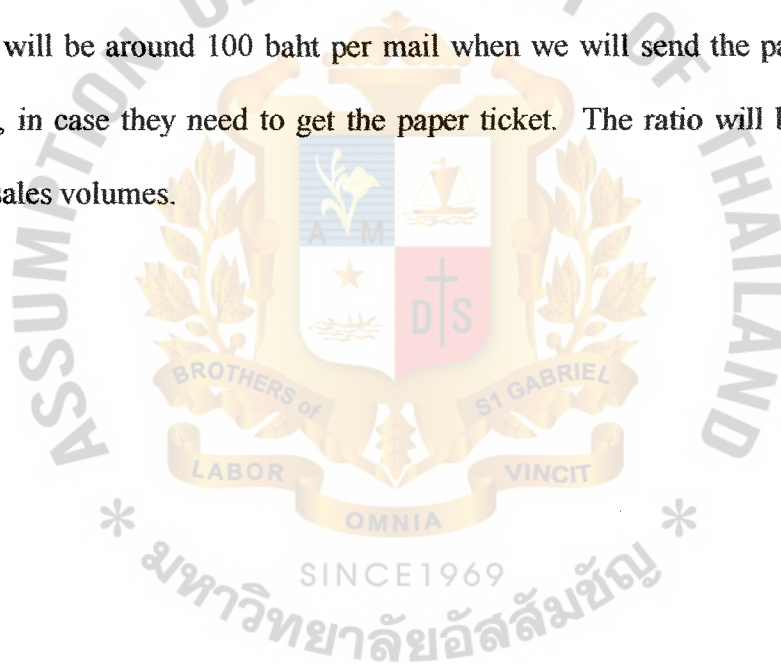


Table 7.1. Project Cost.

Cost Description	Quantity	Unit Type	Unit Price	1st Year	2nd Year	3rd Year	4th Year	5th Year
1. Research & Development Cost								
- Preliminary Investigation	1	Time	20,000	20,000				
2. Investment Cost								
2.1 Hardware Cost	2	Unit	30,000	60,000				
2.2 Software Cost								
- Operating System for 5	1	Package	35,000	35,000				
- Office Tools	2	Unit	9,000	18,000				
- Graphic Software	1	Unit	25,000	25,000				
- Server Management Pack	1	Package	60,000	60,000				
- Anti-Virus Package	2	Unit	1,000	2,000				
2.3 Office Equipment								
- Desk	2	Unit	4,000	8,000				
- Chair	2	Unit	1,000	2,000				
- Cabinet	1	Unit	1,000	1,000				
- Refrigerator	1	Unit	5,000	5,000				
3. Operating Cost								
3.1 Salaries								
- for ticketing officer	1	Person	10,000	120,000	132,000	145,200	159,720	175,692
- for administrator	1	Person	10,000	120,000	132,000	145,200	159,720	175,692
3.2 Software Development	1	Year	200,000	200,000	200,000	200,000	200,000	200,000
3.3 Transportation Cost	20%	Mail	100	72,000	86,400	103,680	124,400	149,300
3.4 Domain name and Hosting	1	Year	12,000	12,000	12,000	12,000	12,000	12,000
3.5 Network System	1	Package	2,000	2,000	2,000	2,000	2,000	2,000
3.6 Repair & Maintenance	1	Year	2,000	2,000	2,000	2,000	2,000	2,000
3.7 Advertising	1	Year	10,000	10,000	10,000	10,000	10,000	10,000
3.8 Accounting and Legal	1	Year	3,000	3,000	3,000	3,000	3,000	3,000
3.9 Office Rental	1	Year	10,000	10,000	10,000	10,000	10,000	10,000
3.10 Office Supply	1	Year	5,000	5,000	5,000	5,000	5,000	5,000
3.11 Utilities	1	Month	5,000	60,000	60,000	60,000	60,000	60,000
Yearly Net Cost				852,000	654,400	698,080	747,840	804,684
Overall Net Cost				852,000	1,506,400	2,204,480	2,952,320	3,757,004

7.2 Project Revenue

The revenue of this project comes from selling electronic tickets and paper tickets to our customers. The profit of each ticket will be as follows;

- (1) Economy class – the profit of each ticket will be around 100 baht.
- (2) Business class – the profit of each ticket will be around 300 baht.
- (3) First class – the profit of each ticket will be around 500 baht.

Moreover, in the first year, the sales forecasts for each month are 10 tickets each day, which is equal to 300 tickets per month, and 3600 tickets per year. For the next year, the sales forecast will increase by 20 percent of the last year, which will be equal to 4,320, 5,184, 6,220, and 7,465 respectively. In addition, the ratio for selling the tickets will be 60, 30, and 10 for economy, business, and first class respectively.

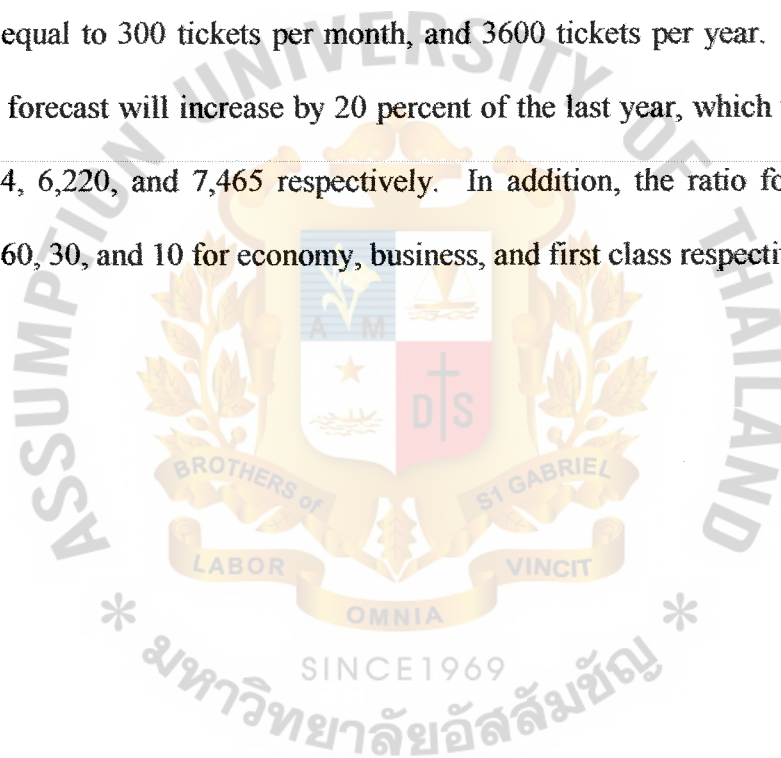


Table 7.2. Project Benefit.

Cost Description	Quantity	Unit Type	Unit Price	1st Year	2nd Year	3rd Year	4th Year	5th Year
1. Products and Services								
- Economy Class	2,160	unit	100	216,000	259,200	311,040	373,248	447,898
- Business Class	1,080	unit	300	324,000	388,800	466,560	559,872	671,846
- First Class	360	unit	500	180,000	216,000	259,200	311,040	373,248
Yearly Net Benefit				720,000	864,000	1,036,800	1,244,160	1,492,992
Overall Net Benefit				720,000	1,584,000	2,620,800	3,864,960	5,357,952

7.2 Break Even Analysis

From the calculation, the project will breakeven within 1 year, 11 months and around 15 days. Conversely, whether the breakeven point could be a lot faster or slower depends on the future situations of travel industry.



Table 7.3. Break Even Analysis.

Analysis	1st Year	2nd Year	3rd Year	4th Year	5th Year
Net Benefit	720,000	864,000	1,036,800	1,244,160	1,492,992
Discount Rate (10%)	0.9091	0.8264	0.7513	0.6830	0.6209
Present Value of Net Benefit	654,552	714,010	778,948	849,761	926,999
NPV of All Benefit	654,552	1,368,562	2,147,509	2,997,271	3,924,269
Net Cost	852,000	654,400	698,080	747,840	804,684
Discount Rate (10%)	0.9091	0.8264	0.7513	0.6830	0.6209
Present Value of costs	774,553	540,796	524,468	510,775	499,628
NPV of All Cost	774,553	1,315,349	1,839,817	2,350,592	2,850,220
Yearly NPV Cash Flow	- 120,001	173,213	254,480	338,987	427,370
Overall NPV Cash Flow	- 120,001	53,212	307,693	646,679	1,074,050
Yearly Return On Investment	0.85	1.32	1.49	1.66	1.86
Breakeven Point is	0.96				

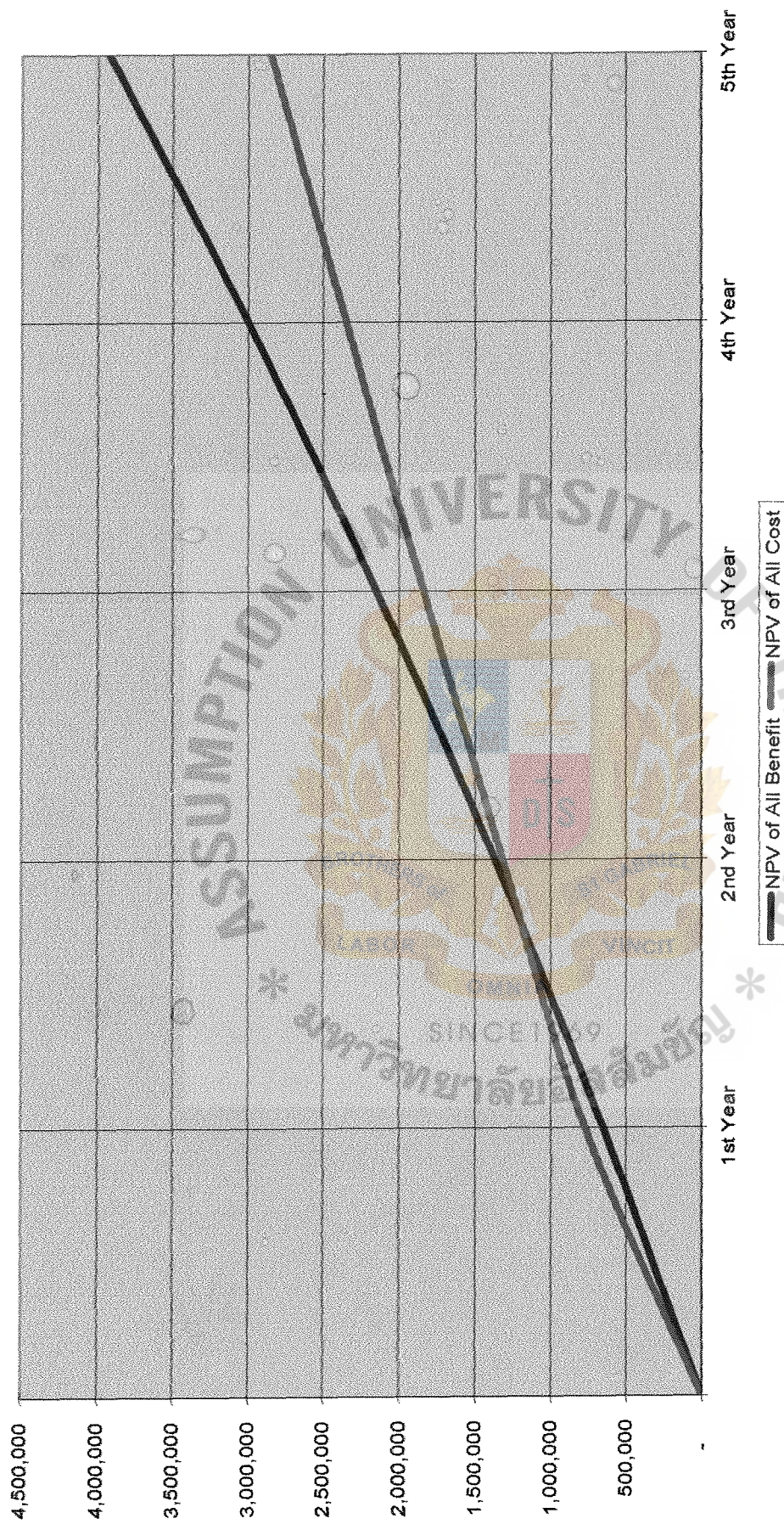


Figure 7.1. Break Even Analysis Graph.

VIII. CONCLUSIONS AND RECOMMENDATIONS

8.1 Conclusions

Online E-Ticketing is a website that is designed and created for an existing business to provide online reservation system for booking air tickets and give the actual status of passengers' booking (24 hours a day), to provide the accurate information about the flight details that they will take, such as, the flight number, and the time of departure, and to reduce expense and also save time for the customers to contact a travel agency.

The target groups for this web are Thai citizens and non-Thai citizens. Our products and services are providing the virtual and real-time information about the available seats for the air tickets, and also make the reservation and issue the virtual electronic tickets anywhere. The website provides the high security system for website operation to guarantee 24 hours service for the customers. On the other hand, the website is lack of business experience and reputation. However, the government emphasizes this travel industry and customers can access whenever and wherever they want.

This web application is designed by using user friendly interface and it is easy to use and understand. The color theme will be in blue and white color, which make the viewer feels relaxed. In addition, we create the web to look official to make the customers feel more secure with us. Moreover, we provide more services to our customers such as mailing list, search engine, etc.

The initial cost to setup the business is 216,000 Baht. Online E-Ticketing achieves payback period within 1 year 11 months and 15 days and continuous income growth gradually. Moreover, the number of members will increase by 20 percent each year.

8.2 Recommendations

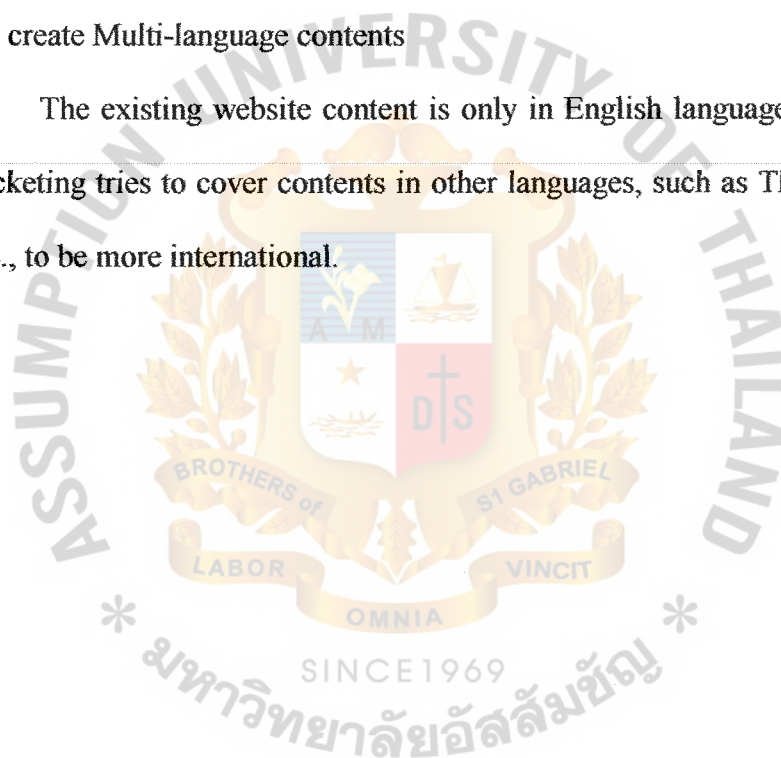
Online E-Ticketing would like to make further features and functions to cover the aspects as follows:

- (1) To expand the variety of products and services.

Online E-Ticketing has an intention to join the partner companies to organize the special package by combining air tickets with hotel accommodation, or air tickets with tour packages for more varieties.

- (2) To create Multi-language contents

The existing website content is only in English language. Online E-Ticketing tries to cover contents in other languages, such as Thai, Chinese, etc., to be more international.





Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



news

Highlight EVENTS

Getting There

APEC 2003 in Thailand
Bringing together the best potential of all APEC economies to confront the challenges of the future is the overarching goal of the 2003 APEC Year hosted by Thailand. [more](#)

Special Promotion
Buy one get one free from Thai Airways International (TG) [more](#)

Average Local Weather

Bangkok	28.3°C	84.7°F
Chiang Mai	25.5°C	78.6°F
Phuket	26.1°C	78.6°F
Sanya	24.5°C	76.1°F

Today's F/X Rates

	in USD	in Baht
Baht	0.0256	1.0000
USD	1.0000	42.7824
EUR	1.1632	46.5430
YEN (100)	3143	36.5873
POUND	1.6776	67.3214



Copyright © 2002-2003, online ticketing.com
All rights reserved. Any questions or comments for this web site please contact our [Customer Support](#)

Figure A.1. Home Page.

[Home](#)
[Online Booking](#)
[Foreign Exchange](#)
[Travel News](#)
[Travel Tips](#)
[Customer Support](#)
[About Us](#)
[Partner Company](#)



Member Login

- Membership is FREE!
- We guarantee the safety of your purchases
- Your privacy is our top concern
- 24/7 friendly Customer Service
- Information on hundreds of destinations

[Join Now](#)

Enter your log-in name and password

Username

Password

[Login](#)

[Clear](#)

[Forgot your Log-in name?](#)
[Forgot your password?](#)
[Change your password](#)

Member of



Copyright © 2002-2003, online@ticketing.com

All rights reserved. Any questions or comments for this web site please contact our webmaster.

Figure A.2. Member Login.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



Register for New Member

Member Profile

Member Registration

User name*

Choose a password*

Confirm your password*

Your first name*

Your last name*

Your nick name*

Your e-mail address*

Birth Day* 1 January (e.g. 1975)

Gender* - Please select -

Position

Your Address

City

Country* - Please select -

Zip Code

Member Interest

Register

Member of



OMNIA

SINCE 1969

Figure A.3. Register.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



Air Travel Search

Where are you going?

Destination City

example code

Arrival City

Las Vegas, NV, US -or- LAS

What dates are you traveling?

Departure Date

January 1 2003

Return Date

January 1 2003

NOTE: To help protect your credit card from fraudulent activity, we take extra time to verify passenger information. Therefore, reservations must be made at least 48 hours prior to departure (Central Daylight Time).

Flight Information

Ticket Type

- ☐ One Way
- ☐ Round Trip
- ☐ Economy Class
- ☐ Business Class
- ☐ First Class

Booking Class

No. of Passengers

Seniors (Over 62+)

0

Adults (12-61)

1

Children (2-11)

0

Infants (Below 2)

0

Search

Member of



OMNIA

SINCE 1969

Figure A.4. Online Booking.

online ticketing.com

Home | Login | Contact Us | Terms and Conditions | Privacy | Site Map

Change your search

Departure Airport
Bangkok (BKK)

Destination Airport
LHR (London)

Departing: (MM/DD/YY)
11/27/2003

Anytime

Returning: (MM/DD/YY)
12/25/2003

Anytime

Airlines:
No Preference

☐ Nonstop flight only

(39)

Bangkok, Thailand (BKK) - London, England (LHR)

Choose a complete roundtrip flight

Sort by: ☒ Price ☐ Shortest flights ☐ Departure time ☐ Arrival time

Note: The prices shown below are total prices and include all taxes and fees. Your airline may require a credit card when you make your selection.

\$1,350

8:20 am Depart Bangkok (BKK) 8:15 pm Arrive London (LHR)	Thu 27-Nov Duration: 18hr 55min	Cathay Pacific 780 / 253 Connect in Hong Kong (HKG)
9:45 pm Depart London (LHR) 11:40 pm Arrive Bangkok (BKK) +1 day	Thu 25-Dec Duration: 18hr 55min	Cathay Pacific 254 / 788 Connect in Hong Kong (HKG)

[Choose this flight](#)

\$1,450

2:55 am Depart Bangkok (BKK) 1:15 pm Arrive London (LHR)	Thu 27-Nov Duration: 17hr 20min	Kuwait Airways 412 / 101 Connect in Kuwait (KWI)
10:30 am Depart London (LHR) 10:40 am Arrive Bangkok (BKK) +1 day	Thu 25-Dec Duration: 17hr 10min	Kuwait Airways 104 / 411 Connect in Kuwait (KWI)

[Choose this flight](#)

\$2,200

1:20 am Depart Bangkok (BKK) 11:35 am Arrive London (LHR)	Thu 27-Nov Duration: 17hr 15min	Emirates 383 / 1 Connect in Dubai (DXB)
1:45 pm Depart London (LHR) 12:05 pm Arrive Bangkok (BKK) +1 day	Thu 25-Dec Duration: 15hr 30min	Emirates 2 / 382 Connect in Dubai (DXB)

[Choose this flight](#)

\$2,700

12:50 am Depart Bangkok (BKK) 9:10 am Arrive London (LHR)	Thu 27-Nov Duration: 15hr 20min	Finnair 38 / 831 Connect in Helsinki (HEL)
6:10 pm Depart London (LHR) 2:40 pm Arrive Bangkok (BKK) +1 day	Thu 25-Dec Duration: 13hr 30min	Finnair 5903 / 92 Connect in Helsinki (HEL)

[Choose this flight](#)

\$2,750

1:25 pm Depart Bangkok (BKK) 7:10 pm Arrive London (LHR)	Thu 27-Nov Duration: 12hr 45min	EVA Airways 67 Nonstop flight
9:30 pm Depart London (LHR) 3:55 pm Arrive Bangkok (BKK) +1 day	Thu 25-Dec Duration: 11hr 25min	EVA Airways 68 Nonstop flight

[Choose this flight](#)

\$3,070

12:40 am Depart Bangkok (BKK) 8:20 am Arrive London (LHR)	Thu 27-Nov Duration: 14hr 40min	SAS 972 / 581 Connect in Copenhagen (CPH)
6:15 pm Depart London (LHR) 3:10 pm Arrive Bangkok (BKK) +1 day	Thu 25-Dec Duration: 13hr 55min	SAS 1516 / 973 Connect in Copenhagen (CPH)

[Choose this flight](#)

Figure A.5. Travel Search.

Summary

1 Ticket / Roundtrip
BKK Bangkok to
LHR London

Leave: Thu 27-Nov
Return: Thu 25-Dec

1 adult \$1,358.00
Taxes \$65.11
Booking Fee \$2.00


Total cost \$1,428.11

QUESTIONS?

- ☐ Can I use a credit card?
- ☐ Is it safe to buy online?
- ☐ How do I get my ticket?
- ☐ What are the rules and restrictions?

Total price for this trip \$1,428.11

1. Review the flight details

Thu 27-Nov-03				
Bangkok (BKK)	to Hong Kong (HKG)	1049 mi (1688 km)		CATHAY PACIFIC Flight 268
Depart 8:20 am	Arrive 12:10 pm	Duration: 2hr 50min		
Terminal 2				
Economy/Coach Class, Breakfast, Airbus A340				
Hong Kong (HKG)	to London (LHR)	5970 mi (9608 km)		CATHAY PACIFIC Flight 253
Depart 2:30 pm	Arrive 8:15 pm	Duration: 12hr 45min		
Terminal 3				
Economy/Coach Class, Dinner, Airbus A340				
Total miles: 7019 mi (11296 km)		Total duration: 16hr 35min (18hr 55min with connections)		
Thu 25-Dec-03				
London (LHR)	to Hong Kong (HKG)	5970 mi (9608 km)		CATHAY PACIFIC Flight 254
Depart 9:45 pm	Arrive 6:00 pm +1 day	Duration: 12hr 15min		
Terminal 3				
Economy/Coach Class, Dinner, Boeing 747-400				
Hong Kong (HKG)	to Bangkok (BKK)	1049 mi (1688 km)		CATHAY PACIFIC Flight 269
Depart 9:55 pm	Arrive 11:40 pm	Duration: 2hr 45min		
Terminal 2				
Economy/Coach Class, Refreshments, Airbus A330				
Total miles: 7019 mi (11296 km)		Total duration: 15hr 0min (16hr 55min with connections)		

For flight timetables and changes, please confirm the terminal with the airline before leaving for the airport.

2. Review the rules and restrictions

- Ticket changes may incur penalties and/or increased fares.
- Tickets are non-transferable and no refunds are allowed.
- This price includes a round-trip fare of \$1,358.00.
- Read an overview of all the rules and restrictions applicable to this fare.
- Read the complete penalty rules for changes and cancellations applicable to this fare.

☐ I have read and accept the rules and restrictions.

(please check the box to continue)

3. Select a booking option

Fares are not guaranteed until purchased.

☒ Choose and continue to more options.

☐ Reserve until midnight tomorrow.

When you reserve, we'll hold your seat until midnight Pacific Time tomorrow. Your fare could go up any time before you pay for this ticket. We recommend you complete your purchase now.

☐ Save this information in an itinerary.

Seats are not reserved and fare is not guaranteed.

☐ Cancel and go to home page.

Member of



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Figure A.6. Flight Details.

Online Payment Verified by VISA

Payment Summary

Reference No.	03/010
Description	BKK - LHR - BKK (CX)
Amount	1,428.11
Currency	US Dollar

Online Payment

Card type	<input type="text" value="American Express"/>
Card Number	<input type="text"/> - <input type="text"/> - <input type="text"/> - <input type="text"/>
Last 3 Digits	<input type="text"/>
Expired Date	<input type="text" value="Jan"/> / <input type="text" value="03"/>



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Figure A.8. Online Payment.

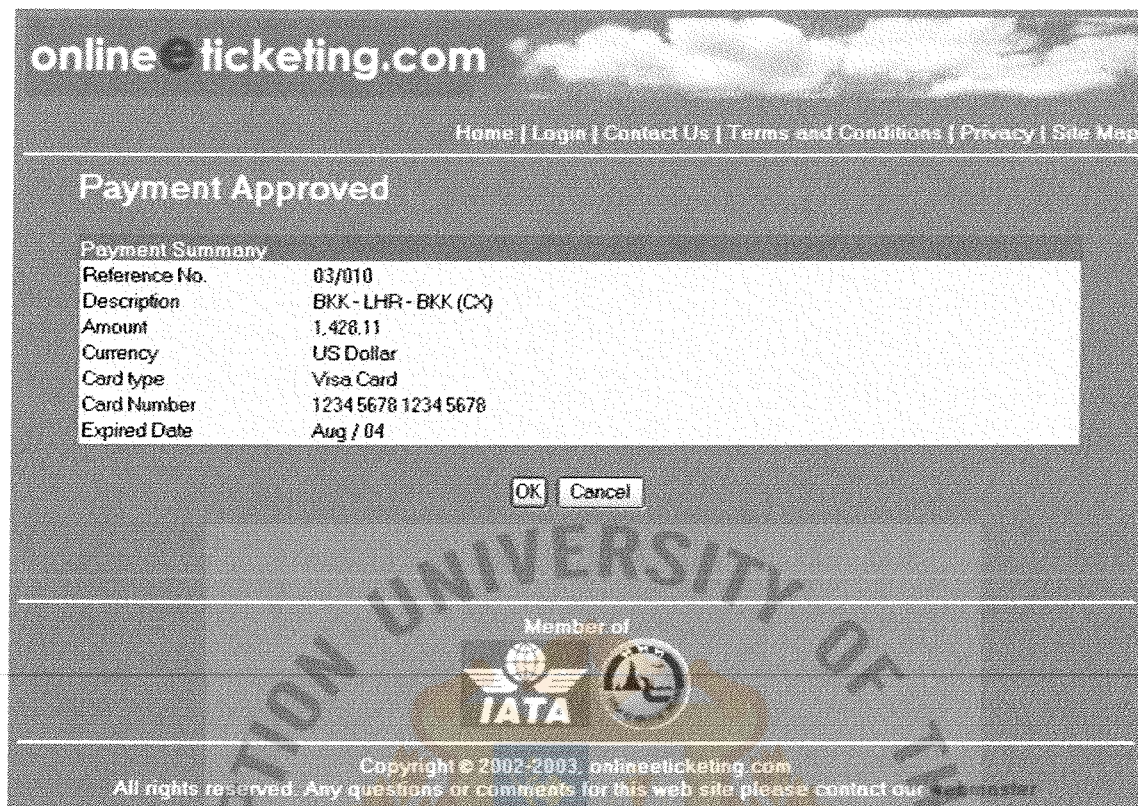


Figure A.9. Payment Approved.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



About Us

Thank you for your visit to Online E Ticketing.com, the Asia leader in online travel booking at discounted rates without sacrificing service and with the convenience of booking over the Internet. Our Vision are "customer care is always our highest priority".

The goal of Online E Ticketing.com web site is to be a comprehensive resource of travel information for Thailand and also offer a single place on the web where you can find and book high quality, value of money travel products in Thailand.

All the partners we have chosen belong to large and reputable companies and have well established long-term track records in Asia and worldwide.

Online E Ticketing.com and its staff hope that you will find on our web site the information or products that fits your needs and special wishes. If you have any questions or comments or suggestions, please consult our FAQ's web pages or send us an email to info@Online E Ticketing.com. We always appreciate your feedback.

Why should I use Online E Ticketing.com instead of other travel sites?

- 1) We bring you the Absolutely Lowest Rates available in the industry! You could save up to 75% from hotels published rates.
- 2) We offer Great Choices. While there are thousands of travel web sites in the world, you will not find a site focusing on providing the widest range of hotels and tours in Asian Top destination with in-depth information like us.
- 3) We provide an Excellent Customers Services. Our qualified and friendly agents are available 24-hours a day, 7 days a week, 365 days a year (including holidays) to answer your questions. All you have to do is ask.

Contact Us:
email: info@Online E Ticketing.com
Tel: +66 2 222-3333
Fax: +66 2 222-3300

Figure A.10 About Us.

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Travel Tips
Customer Support
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Frequently Asked Questions (FAQs)

- What are e-tickets and why should I use them?
- On what airlines can I purchase e-tickets?
- How do I travel with an e-ticket?
- How will I know I have a confirmed reservation and a seat assignment?
- What should I do if I need a paper receipt?
- When would I need a paper receipt?
- Is my credit card number safe?
- Why doesn't Online E Ticketing.com accept my credit card?
- Do I always have to use the same credit card?
- Using internationally-based credit cards
- How will my flight tickets be delivered?
- What if my tickets are lost or stolen?
- Why did the fare change at purchase time?
- What is Express booking and how does it help me?
- I just tried to reserve or purchase a flight. Why was I told to try again in 5 minutes?
- What if I need to change my flight arrangements?
- How can I enter special discount plans, like free tickets (due to redeeming frequent flyer mileage), government employee discounts, etc?

What are e-tickets and why should I use them?

Electronic tickets, or e-tickets, now offered by many major airlines, allow you to travel without a paper ticket, eliminating the worry of leaving your tickets behind. An e-ticket confirms your airline ticket purchase without requiring a paper record; the only record of an e-ticket sale is in electronic form in the airline's computer system. When you buy e-tickets through Online E Ticketing.com, you'll receive a confirmation of your purchase via e-mail.

Figure A.11.E | FAQs.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



Travel News

Joint Pilgrim Tour to set off

15 July 2007 - The Tourism Authority of Thailand (TAT) has signed an agreement with the national tourism boards of Laos, Cambodia and Burma to jointly promote tourism in overseas market. — [read more](#)

Myanmar offered as land transportation hub

29 Oct 2007 - Myanmar could become a regional hub for land transport due to its position as Southeast Asia's frontier with South Asia and China, the country's prime minister said Thursday. — [read more](#)

ASEAN agrees to boost construction of trans-Asia railways

18 Oct 2007 - Railway officials, who attended the three-day meeting of the Association of Southeast Asian Nations (ASEAN)'s Railway General Directors ended here on Wednesday, agreed to accelerate the construction of a trans-Asia railway route. — [read more](#)

Vietnam Lifts Visa Requirement For Japanese Tourists

9 Oct 2007 - Japanese tourists will no longer need a visa to enter Vietnam, making it the only country outside Southeast Asia that is exempt from visa fee, an official said Friday. — [read more](#)

China to promote disease surveillance network in Asia

26 Sep 2007 - Chinese Premier Wen Jiabao will promote a regional disease surveillance system and other types of cooperation in southeast and northeast Asia at a regional leadership summit scheduled for next week, a Chinese official said Friday. — [read more](#)

Figure A.12. Travel News.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



Privacy Policy

Online E Ticketing.com understands and respects your concerns regarding the use and sharing of your personal information. Our Privacy Policy is detailed below. This policy is subject to change without notice.

The information we collect

When you make a booking via the Online E Ticketing.com web site, we or our affiliates need to collect information about you to process the transaction and fulfil your order. This information includes, but is not limited to, details such as your name, your contact details (email, phone, fax) and your credit card details.

How we use the information

Your information may be used internally to personal identification and verification, complete your hotel reservation, allow us to contact you for customer service, if required and to make improvements to the Online E Ticketing.com web site. **Online E Ticketing.com does not sell or trade personal information to any outside sources.**

Information security

By making your online purchase on our web site, you are protected by Secure Socket Layer (SSL) technology which ensure the highest level of protection for all transmitted personal and financial data.

Secure Socket Layer (SSL) technology is utilized by most popular browsers, including Netscape and Microsoft Explorer. This technology allows us to use the most advanced encryption tools necessary to protect information transmitted between your computer and our web site. Through encryption, the personal information you enter, including your name, address, and credit-card information, is converted into code that is then securely dispatched over the Internet.

Cookies

We may, from time to time, use "cookies" to store your preferences, record session information and collect information on how you visit and access our Web pages. We collect information on the Web pages visited by our customers in order to help us to continue improving our services.

Figure A.13. Privacy Policy.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



Site Security

You can trust that all your transactions at Online E Ticketing.com are secure.

To ensure that every transaction made on Online E Ticketing.com is safe, we use the most advanced encryption technology supported by the Bank of Asia (BOA), a member of ABN-AMRO. Our secure server encrypts all of your personal information (including name, address, credit card number, and travel itinerary) so that it cannot be read as the information travels over the Internet. Moreover, BOA safeguards your credit card information with triple layer security comprising of Authentication, IP Proving, and SNA protocol protection.

Fraud Detection

The advanced technology employed by Online E Ticketing.com makes it virtually impossible for our customers' credit card information to be used fraudulently. Moreover, customer's information security is augmented through BOA's Fraud analysis team.

Every transaction made on Online E Ticketing.com's server will be verified by BOA's Fraud Analysis Team to check for any possibilities for fraud. If a detection is made, BOA will check with the customer immediately to confirm whether the purchase had really occurred.

Secure Socket Layer (SSL)

Encryption Online E Ticketing.com is designed to give you control over the privacy of your credit card information, name, address, email, and any other information you provide us. We offer the industry standard security measures available through your browser called SSL encryption. When you enter payment information, it is captured on a page that uses the SSL protocol by default. To ensure that your credit card information is even more secure, we store it on a server that is not accessible from the Internet.

Username and Password

In addition to all security measures above, every user is assigned a unique Username and Password to access information available on Online E Ticketing.com. The Online E Ticketing.com servers have been designed to intelligently identify each user during the entire process of data communication. This ensures that a user's information will not be accessible by any other user from another computer.

Take basic precautions

You can also take standard precautions to further protect your information, including :

Figure A.14. Site Security.

Home
Online Booking
Foreign Exchange
Travel News
Travel Tips
Customer Support
About Us
Partner Company



Foreign Exchange Rate

Currency Exchange Rate

Date : 7 November 2003

Update : 1 Effective From : 8:30

[Unit : Baht per 1 unit of foreign currency]

Currency	Description	Bank Note		Buying Rates		Selling Rates Bill-OD- TT
		Buying Rates	Selling Rates	Sight Bill	TT	
USD1	USD : 1	38.71	40.09			
USD5	USD : 5-20	39.09	40.09			
USD50	USD : 50-100	39.54	40.14	39.74	39.84	39.93
GBP	United Kingdom	65.38	67.12	66.11250	66.29250	66.86500
EUR	Euro Zone	44.97	45.97	45.26250	45.36750	45.81000
JPY	Japan (:100)	35.49	36.49	35.93625	36.02125	36.44125
HKD	Hong Kong	5.02	5.20	5.10000	5.11375	5.16125
MYR	Malaysia	Unquote	Unquote	Unquote	Unquote	Unquote
SGD	Singapore	22.56	23.15	22.73000	22.78500	23.03000
BND	Brunei	22.07	23.05	-	-	-
CNY	China	4.11	5.11	Unquote	Unquote	Unquote
IDR	Indonesia (:1000)	3.41	5.34	4.07740	4.13060	5.32845
INR	India	-	-	-	-	0.93500
KRW	Korea	0.0278	0.0357	-	-	-
PHP	Philippines	0.55	0.78	-	-	0.73500
TWD	Taiwan	0.96	1.24	-	-	-
AUD	Australia	27.68	28.60	27.96000	28.03500	28.47500
NZD	New Zealand	24.19	25.18	24.25750	24.32000	24.69500
CHF	Switzerland	28.42	29.16	28.75750	28.82750	29.13750
DKK	Denmark	5.85	6.17	6.07250	6.09000	6.15750
NOK	Norway	5.30	5.57	5.47250	5.48875	5.55375
SEK	Sweden	4.85	5.11	5.02375	5.03625	5.09500
CAD	Canada	29.13	30.01	29.52500	29.59750	29.95750

Figure A.15. Foreign Exchange.

BIBLIOGRAPHY

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2. Weblink.XMLite User's Guide, Bangkok. Abacus International Pte. Ltd., 2002.



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