



# Online Reservation on the Twin Tower Hotel Bangkok

by

Mr. Kerati Jearpaitoon

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  
Assumption University

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Project Title                      Online Reservation on The Twin Towers Hotel Bangkok

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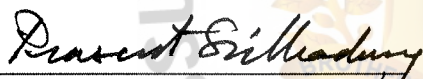
Project Advisor                Rear Admiral Prasart Sribhadung

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The Graduate School of Assumption University has approved this final of the three credit course, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirement for the degree of Master of Science in Internet and E-Commerce Technology.

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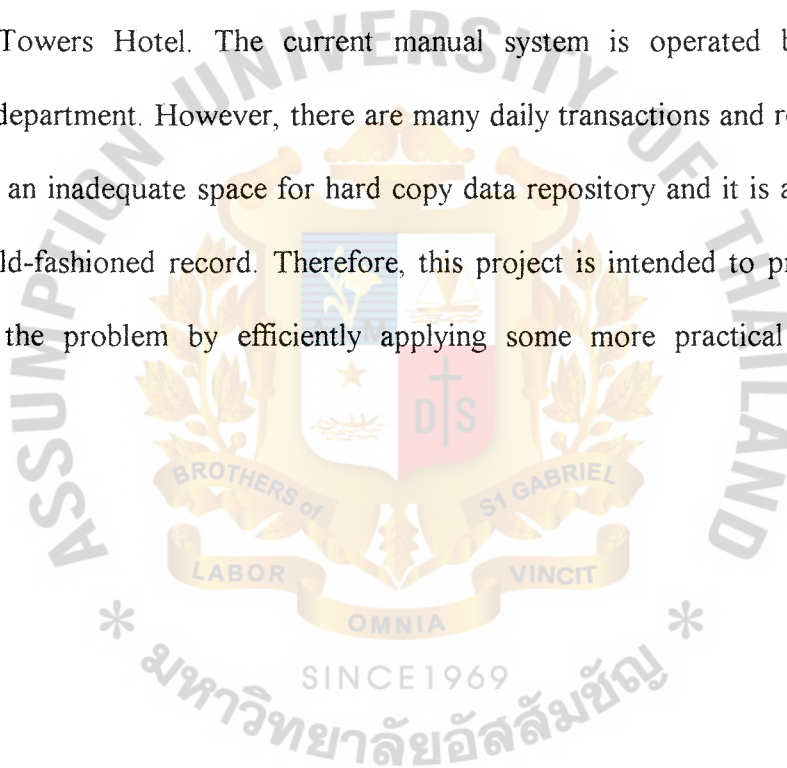
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## ABSTRACT

In the present day, the hotel will catch up with the new information technology by setting up the hotel website in order to make reservation and confirmation by credit card number guarantee. It is easy to use, the customers have no need to go anywhere, it is convenient and comfortable. The website can reduce cost of paper and solve the problem of manual system. The website can serve more customers 24 hours everyday.

This project is implemented to improve the existing Hotel Reservation System for The Twin Towers Hotel. The current manual system is operated by the hotel's reservation department. However, there are many daily transactions and reservation data which cause an inadequate space for hard copy data repository and it is also difficult to detect the old-fashioned record. Therefore, this project is intended to provide a better solution to the problem by efficiently applying some more practical computerized techniques.



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# **I. INTRODUCTION**

## **1.1 Background of the Project**

### The roles of Internet

The Internet is rapidly becoming the technology of choices for electronic commerce because it offers business and even easier way to link between supplier and customer at the very least. The Internet has grown to become a major company of network infrastructure, linking million of machines and tens of millions of users around the world, although many nations are now involved with the Internet in one way or another the Internet is known as the network of networks. There are more than 23,000 networks in 130 countries connected to the Internet, the growth rate of world wide Internet use is about ten percent a month. Such great expansion is a thing nobody should ignore.

The Internet is an international community with a population of more than 30 millions who are all accessible by electronic mail. The Internet and other network have made it possible for businesses to replace manual and paper-based processes with the electronic flow of information. In electronic commerce, businesses can exchange electronic purchase and sales transaction with each other and with individual customers. Electronic businesses use the information that can facilitate communication and coordination between the supplier and customer.

### The Emerging Digital Firm

The growth of the Internet, globalization of trade, and the rise of information economies, have recast the role of information systems in business and management. The Internet is becoming the foundation for new business models, new business process, and new ways of distributing knowledge. Companies can use the Internet and networking technology to conduct more of their work electronically, seamlessly linking

factories, offices, and sales forces around the globe. Leading-edge firms are extending these networks to suppliers, customers, and other groups outside the organization so they can react instantly to customer demands and market shifts. This digital integration both within the firm and without, from the warehouse to the executive suite, from suppliers to customers, is changing how we organize and manage a business firm. Ultimately these changes are leading to fully digital firms where all internal business process and relationships with customers and suppliers are digitally enabled. In digital firms, information to support business decisions is available any time and anywhere in the organization.

#### Hospitality Information Systems

The hospitality sector of the travel industry includes lodging operations (hotels, motels, guest houses, campsites, etc.) and food and beverage operations. Each of these components consists of diverse array of types of operations.

A strong focus in hotel management has always been the maximization of guest satisfaction and personal service. The use of IT has sometimes seemed incompatible with that goal, and so the hospitality sector has tended to lag other sectors in applying IT to its operations. Indeed, IT has often been viewed as an impediment to personal service by creating a cold, impersonal, mechanical atmosphere. A shift in this belief was necessary before widespread use of computer applications in the hospitality sector could occur. That shift is now happening and many hospitality operations see that 'high tech' and 'high touch' are not mutually exclusive, but together can bring efficiency, reduced costs and the potential for higher levels of personal service.

## 1.2 Objectives of the Project

- (1) To create online information using the website
- (2) To provide information about Tourism in Thailand
- (3) To provide information service in The Twin Towers Hotel.
- (4) To provide online reservation service.

## 1.3 Scope of the Project

- (1) To compare advantages and disadvantages, SWOT analysis.
- (2) To provide the marketing plan by setting target market, marketing mix, marketing analysis and future plan.

## 1.4 Deliverables

- (1) Prototype of [www.thertwintowers.com](http://www.thertwintowers.com)
- (2) Final project report.





## II. LITERATURE REVIEW

### 2.1 Introduction to E-Commerce

The most common uses of the Internet are currently e-mail being 75% of all Internet usage and the World Wide Web (WWW) at 25%. News group, both e-mail and web based provide discussion forums for tens of thousands of topics of interest. Users can listen to radio stations from round the world and can 'chat' with other users in 'chat rooms' on any number of topics or interests.

E-mail can be most easily compared to telex, now more or less outdated in the west, with the exception of few specific industries. A letter or note is typed on a keyboard and sent through the modem down the telephone line to a computer where it can be retrieved by the intended recipient. This e-mail can be replied to, forwarded to another person and edited. The timing is more or less immediate, and the cost, when compared to fax, telex or telephone is insignificant. Users can attach any computer file to an e-mail, such as a picture, sound, another e-mail or document.

The World Wide Web is a means of filling computer generated data, text and graphics. Web sites are viewed using web browsers, software programs resident on the user's computer. A website may be compared to a magazine on one's computer. The number of web sites on the Internet runs into millions and is growing daily. Web sites cover just about every interest available to mankind. Unless access is restricted to certain sites, as in some countries, Internet users can access all information available on the Internet.

The WWW. can thus be seen as a combination of yellow pages, encyclopedias, dictionaries, trade directories and just about anything else that can be published.

Who is using the Internet? Current estimates are based on data collected over the last few years, but because of the nature of the medium, and the rate of growth, actual

hard data is harder to ascertain than would be imagined. It is estimated that there are between 100 and 200 million Internet users worldwide. Of these, three out of four are based in North America. Two out of three North American users access the Internet from work. Most people with Internet access at work have web access although access to some sites may be limited.

At home, computer users have access a home – technically, although not all users who own a modem use it. Of those home users, 53% access the Internet once a month, 17% once a week and 3% once a day.

Whichever way the figures are analyzed, the trend is clear – the Internet is growing as the preferred method of communication over the fax and long distance or overseas calls. Customers can contact suppliers on the other side of the world as if they were in the same town. Information, be it text, pictures, software applications or computer data can be transferred across the globe instantly for a fraction of the cost of previous conventional methods.

## **2.2 The Benefit of E-Commerce**

Few innovations in human history encompass as many potential benefits as E-Commerce does. 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 infrastructure, 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 E-Commerce expands. It is not surprising that some maintain that the E-Commerce revolution is just “as profound as the change that came with industrial revolution”

### **2.3 Information Technology in Tourism**

Tourism is well documented as the world's largest industry contributing significantly to many national and regional economies. Tourism is also a power force in arenas other than economics. Much travel is motivated by educational, cultural, business as well as leisure and adventure needs, thereby having an enormous impact on the social fabric of the world. All travel, however, causes people to interact and communicate in new and different ways, thereby giving rise to more connectivity.

The information industry moves, stores, processes and displays information with the help of information technology (IT). IT includes computers, peripherals, data and voice communication lines and equipment, and software of all kinds. The rapid pace of development in IT is creating millions of electronic connections around the globe, connecting people, the business community, industries, regional and international communities. The travel and tourism industry is a heavy user of these connections and some of the largest telecommunication networks spanning the globe carry travel information. IT, therefore, provides the information backbone that facilitates tourism.

The size of the tourism industry alone suggests that it generates large volumes of information to be processed and communicated. For each person embarking on a trip, scores of messages and pieces of information must be exchanged: itineraries, schedules, payment information, destination and product information, and passenger information. The tourism industry exhibits many other unique characteristics that give rise to an intense need on the part of travelers, companies and tourism agencies for information and IT to process it.

The tourism product is a unique type of product. Some of the characteristics that differentiate it from other products and make it so information intensive are its heterogeneity, its intangibility, and its perishability. The international scope of the

industry, and the fact that tourism is a service industry also contributes to its information intensity.

The tourism industry, and hence the tourism product, is complex and consists of many component parts. Coordination and cooperation between each of these firms, agencies and the consumer is necessary to create the heterogeneous product called a trip. This requires efficient, accurate and timely information flows to piece together the multifaceted trip. Information and information technology provide crucial links between the different industry sectors to make the traveler's planning and experience seamless. If the links break down or are too slow, information is not transmitted in a timely manner and the industry does not function maximally. The more complex and international the trip, the more information is required.

The characteristic of tourism which makes it so information intensive is its intangibility. Potential consumers are unable to see, touch or feel a vacation or a business trip and its components before they purchase it. Instead, they need detailed information about the destination or product to substitute for the lack of tangibility. This information can be presented via many different media. Travel product and destination information often come in the form of brochures, leaflets, and videotapes. Increasingly, however, electronic media are being used. The intangible nature of the tourism product has brought the IT and tourism industries together to creatively market the product and make it more tangible. Information also serves to reduce the risk associated with some travel and therefore is valued by consumers.

The tourism industry is essentially a service rather than a manufacturing industry. Information has been identified as one of the most important quality parameters for efficient service. IT applications are necessary to more rapidly serve tourists, whether it be to check a guest out of a hotel or to change their flight reservation. Because of these



consumer expectations, time has become an important focus for competitive activities in tourism demanding the application of IT.

The tourism industry is highly information intensive and information is its lifeblood. The application of information technology to its operations therefore is critical to its growth and success. A deeper investigation of tourism information reveals different typologies of information.

## **2.4 Thailand tourist situation in 2003**

### Details on Tourists

In early 2003, tourism around the globe experienced detrimental impact from 2 major incidents; namely, the American–Iraqi conflict and the Severe Acute Respiratory Syndrome (SARS) epidemic in Asia. SARS left behind the most detrimental impact in Thai tourism history, especially in the month of May. Thailand's tourism situation in 2003 began to improve in July, which partly resulted from the public and private partnership in marketing promotion. Pricing measures were used to attract international visitors, in addition, to travel security presented by the Royal Thai Government through the hosting of the APEC conference in October, as well as the launches of low-cost airlines towards the end of the year. In conclusion, the year 2003 saw a total of 10,004,453 international arrivals to Thailand, representing a decrease of 7.36 percent and generating tourism revenue of 309,269 million baht, a drop of 4.39 percent from the previous year. The average length of stay amounted to 8.19 days, with an average tourist expenditure of 3,774.50 baht per person per day, which was slightly different from 2002.

### East Asia

The East Asian market experienced a decrease of 5.59 percent, equivalent to a total of 6,166,460 arrivals. The decrease in this region resulted from the SARS outbreak

in many Asian countries around the end of the first quarter, which turned to be more severe in the second, with a sharp drop of 46.56 percent. The larger number of SARS infected people and death toll in various areas such as China, Hong Kong, and Taiwan considerably left a negative impact on the tourism environment. Moreover, with an attempt to stop the spread of the disease, there was a slowdown of outgoing tourist traffic within the region, causing detrimental effects to the tourism industry throughout the Asian region. The regional growth rate saw a sharp drop although it recovered rapidly at 8 percent in the third quarter and 17 percent in the fourth.

Taking into consideration regional tourism by market, almost all major markets including Taiwan, China, Japan, Singapore and Korea experienced a decrease, especially Taiwan that saw a drop of 23 percent, China 18 percent, and Japan 17 percent. China and Taiwan were SARS affected areas and, thus, experienced a slowdown of outgoing tourist traffic, whereas Japan was also facing an economic downturn besides its being sensitive with traveling security during the SARS period. On the contrary, Hong Kong and Vietnam, despite the fact that they also had the SARS problem with the less number of outgoing travelers to Thailand in April and May, recovered rapidly to a satisfactory growth rate from June onward. The Malaysian market enjoyed a slight improvement at 3 percent while the Indonesian market saw a 2 percent increase. Indochina other than Vietnam saw an expansion of 11 percent in Laos but still a slowdown in Cambodia. There were numerous factors that contributed to the rapid recovery in several markets in this region during the second half of the year. Among them were aggressive marketing strategies launched by the public as well as private sectors through sales promotion activities, discounts for tour programmes and airfares as well as year-end festivals such as Hari Raya (end of Ramadan), Christmas,

and New Year celebrations, which boosted the lively atmosphere of tourism. In addition, the launch of low-cost airlines helped to stimulate tourists' demand to travel.

### Europe

In overview, the European market experienced a slowdown in 2003, with a total of 2,256,160 arrivals to Thailand, representing a drop of 7.94 percent. Major factors that interrupted the ongoing expansion of this market were the SARS outbreak in the Asian region during March and July as well as economic recession in principal markets such as Germany, France, Switzerland, Italy, etc., and which was expanding to nearby countries within the same region. In spite of an uninterrupted expansion from late 2002 in January, the European market saw a slowdown in February due to concerns about world peace as the conflict between the United States and Iraq had seemed to be of high possibility. With the outbreaks of the conflict in mid-March and SARS weeks later, the Europe market experienced a continued decrease since March, at 22 percent in the second quarter and 14 percent in the third, respectively. In the last quarter after the improvement from the SARS outbreak, the number of German visitors to Thailand increased with a slowdown of 5 percent only. Nevertheless, the impact from SARS on the European market in 2003 was comparatively more detrimental to Thai tourism than that from the September 11 incident in 2001 since the epidemic occurred within the Asian region and, thus, had a direct effect on our country while Thailand only experienced an indirect impact from the September 11 incident. When considered by market, the slowdown at higher than 10 percent occurred in medium and small markets including Italy, Spain, Switzerland, and Eastern Europe, with France being the only large-scale market to have experienced such a similar situation. The slowdown in Italy and Spain was partly caused by the economic recession, in addition, to the fact that their people were very sensitive to traveling security. Switzerland was affected by the

outbreak of SARS as well as the national economic downturn since 2002. The country's financial as well as tourism sectors had not recovered from the impact of the September 11 incident. Like other markets, France and Eastern Europe had also suffered from the same economic crisis. When taking into consideration the recovery by market, Austria and Germany were the first two markets to recover rapidly in the last quarter as their travelers were mostly in the revisit group that had good knowledge and understanding about Thailand. We managed to gain back their confidence in our security measures within a short period of time. Russia was the sole market in Europe to have enjoyed an outstanding expansion at 31 percent, and though also affected by the SARS outbreak in the second and third quarters recovered rapidly during the second half of the year. In 2003, Thailand welcomed over 90,000 tourist arrivals from Russia, an increase of more than 20,000 visitors from the previous year, which resulted from the joint aggressive marketing campaign by the public and private sectors. As a consequence, Russia enjoyed expansion and ran counter to other markets in the same region.

#### The Americas

The year 2003 saw a drop of 6 percent or a total of 576,589 tourist arrivals from the Americas to Thailand. This was a consequence of the American-Iraqi conflict as well as SARS outbreak. The market tended to slowdown since March. Although Thailand managed to deal with SARS during the second half of the year, tourism in this region continued to be in a dull atmosphere due to the global terrorist attacks that were aimed at the Americans, which was the region's major market. Minor markets like Canada, which was a SARS affected area, were still worried about the outbreak as well as its expected return in winter, the same period as the last quarter in Thailand. Consequently, this market experienced a continued recession all through the year.



### South Asia

Unlike other regions that experienced a sharp drop, South Asia was the sole market that saw a slight decrease at 0.10 percent, or say, as stable as the previous year, with a total of 390,335 tourist arrivals to Thailand. This was due to the fairly good situation in the first quarter and its capability to recover rapidly during the second half of the year after a drop in the second quarter from the SARS outbreak. Bangladesh, the region's second market, was the only one that was not affected by SARS and that enjoyed a rapid growth of outgoing travelers to Thailand. However, it should be noted that the Bangladeshi arrivals had raised a lot of social problems to our country, which included illegal alien labor, cheating, etc. In the second half, major markets like India and other minor ones such as Sri Lanka and Pakistan resumed their confidence in our country's security measures and recovered rapidly. Moreover, the weekly flight increase by Sri Lanka Airlines from 4 flights per week to 7 as from October added to the contributory factors of more arrivals to Thailand from Sri Lanka in the fourth quarter.

### Oceania

Oceania in 2003 saw a slowdown that had lingered on since the end of the previous year. The situation improved towards the end of 2003. Last year, Thailand welcomed a total of 343,914 tourist arrivals from Oceania, representing a decrease of 19 percent, an equivalent of more than 80,000 in the number. This was mainly caused by their concern about terrorism threats in many countries around the world since the bombing incident in Bali, Indonesia, at the end of 2002, which left a high death toll of Australian tourists. As a consequence, Australians changed their behaviors to be more careful before making a decision to travel. They attached importance to security as their first priority and kept following the situation from the government's announcements. Thailand was also listed among countries with a terrorism threat, according to the

Australian Ministry of Foreign Affairs, with Phuket and Pattaya being named as targets. Such report had a direct impact on the image of the Thai tourism industry, causing loss of confidence in tourist security in Thailand. In consequence, this market suffered a recession almost throughout the year, and, with the outbreak of SARS in Asia, saw a sharp drop. Nevertheless, at the end of 2003 when the SARS situation improved and there were no terrorist attacks happening in Thailand as previously reported, the Australian tourists, particularly the revisit group, resumed their confidence and returned to our country.

#### The Middle East

The markets in the Middle East were sluggish over the year since the US military operation in Iraq began at the beginning of the year, resulting in feelings of insecurity and unsafe travel among almost all countries in this region. In addition, there were fears caused by the epidemic of SARS in Asia during the second quarter. Therefore, the number of tourist arrivals dropped by 4%, with 203,878 visitors to Thailand. In Israel, the major market in this region, political uncertainties were still due to the prolonged conflict with Palestine. Other minor markets were in a slowdown, as they were affected by the above-mentioned factors. However, in the final quarter, the United Arab Emirates (UAE), a small high-end market recovered to a positive side with a fairly high growth rate, resulting in increasing tourism revenue for Thailand.

#### Africa

The markets in Africa experienced a slowdown over the year, with only 67,117 tourist arrivals to Thailand or a 25% decrease. This was mainly caused by a problem of marketing management for airlines in South Africa. At first, Thai Airways International had cooperated with South African Airlines to operate 3 flights per week on a direct

route Johannesburg-Bangkok. Later, the operating office there was withdrawn, making the marketing operation unsuccessful and leading to flight cancellations.

#### Market Groups to Thailand

- (1) Because of the unsatisfactory factors, there was much confusion among tourist markets, especially the females market which was sensitive to travel safety and rather chose to delay a trip.
- (2) For the revisit market, re-visitors who saw the difference of Thailand from other countries in the region continued traveling to Thailand. This resulted in a 4% growth rate.
- (3) The restoration of confidence in security by the government and the promotion of large scale conventions in the country, such as the APEC meeting and the regional conference on SARS problems and solutions in Asia, encouraged both business and civil servant groups to make more trips to Thailand.
- (4) In the marketing promotion where there was fierce price competition after the crisis of SARS, Thailand enjoyed a rather high increase in tourist arrivals from the lower market with a market occupation rate nearly to the medium market.
- (5) Other market groups such as the elderly and families tended to enjoy good growth though they were not large.

## 2.5 Tourism Statistics

Table 2.1. Number of tourist in Thailand (International).

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1996 <sup>/1</sup>	7.19	+3.46	8.23	3,706	+0.34	219,364	+14.99
1997 <sup>/1</sup>	7.22	+0.41	8.33	3,672	-0.92	220,754	+0.63
1998 <sup>/1</sup>	7.76	+7.53	8.40	3,713	+1.12	242,177	+9.70
1999 <sup>/1</sup>	8.58	+10.50	7.96	3,705	-0.23	253,018	+4.48
2000 <sup>/1</sup>	9.51	+10.82	7.77	3,861	+4.23	285,272	+12.75
2001 <sup>/1</sup>	10.06	+5.82	7.93	3,748	-2.93	299,047	+4.83
2002 <sup>/1</sup>	10.80	+7.33	7.98	3,754	+0.16	323,484	+8.17
2003 <sup>/1</sup>	10.00	-7.36	8.19	3,774	+0.55	309,269	-4.39
2004 <sup>/2</sup>	12.00	+19.95	8.00	4,000	+5.97	384,000	+24.16
2005 <sup>/2</sup>	13.38	+11.50	8.10	4,150	+3.75	450,000	+17.19

**Note:** /1 = Actual

/2 = Tourism Strategy of the Ministry of Tourism and Sports



Table 2.2. Number of tourist in Thailand (Domestic).

Year	Domestic						
	Thai Visitor		Average	Average Expenditure		Revenue	
	Trip	Change	Length of stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1996 <sup>/1</sup>	52.47	+0.40	2.22	1,314	+6.41	157,323	+6.20
1997 <sup>/1</sup>	52.05	-0.78	2.31	1,466	+11.58	180,388	+14.66
1998 <sup>/1</sup>	51.68	-0.72	2.37	1,513	+3.18	187,898	+4.16
1999 <sup>/1</sup>	53.62	+3.02	2.43	1,523	+2.26	203,179	+7.42
2000 <sup>/1</sup>	54.74	+2.08	2.48	1,718	+12.79	210,516	+3.61
2001 <sup>/1</sup>	58.62	+7.09	2.51	1,703	-0.89	223,732	+6.28
2002 <sup>/1</sup>	61.82	+5.45	2.55	1,690	-0.77	235,337	+5.19
2003 <sup>/1</sup>	69.36	+12.20	2.61	1,824	+7.98	289,987	+23.22
2004 <sup>/2</sup>	73.18	+5.51	2.65	1,895	+3.87	332,300	+11.14
2005 <sup>/2</sup>	76.25	+4.19	2.65	1,965	+3.69	347,300	+7.76

**Note:** /1 = Actual

/2 = Tourism Strategy of the Ministry of Tourism and Sports

Table 2.3. International Tourist arrivals by Nationality.

INTERNATIONAL TOURIST ARRIVALS TO THAILAND BY NATIONALITY January - December					
Country of Nationality	2003		2002		%Change 03/02
	Number	% Share	Number	% Share	
East Asia	5,776,358	57.29	6,236,246	57.36	- 7.37
ASEAN	2,504,231	24.84	2,474,523	22.76	+ 1.20
Brunei	8,863	0.09	10,129	0.09	- 12.50
Cambodia	65,502	0.65	70,187	0.65	- 6.68
Indonesia	168,568	1.67	164,645	1.51	+ 2.38
Laos	100,747	1.00	90,717	0.83	+ 11.06
Malaysia	1,354,295	13.43	1,332,355	12.25	+ 1.65
Myanmar	32,702	0.32	36,111	0.33	- 9.44
Philippines	140,371	1.39	139,364	1.28	+ 0.72
Singapore	515,630	5.11	546,796	5.03	- 5.70
Vietnam	117,553	1.17	84,219	0.77	+ 39.58
China	606,635	6.02	797,976	7.34	- 23.98
Hong Kong	411,242	4.08	335,816	3.09	+ 22.46
Japan	1,042,349	10.34	1,239,421	11.40	- 15.90
Korea	695,313	6.90	704,649	6.48	- 1.32
Taiwan	501,573	4.97	674,366	6.20	- 25.62
Others	15,015	0.15	9,495	0.09	+ 58.14
Europe	2,517,197	24.97	2,650,992	24.38	- 5.05
Austria	53,646	0.53	54,020	0.50	- 0.69
Belgium	52,052	0.52	56,865	0.52	- 8.46
Denmark	82,828	0.82	90,480	0.83	- 8.46
Finland	66,513	0.66	66,772	0.61	- 0.39
France	237,690	2.36	271,395	2.50	- 12.42
Germany	386,532	3.83	411,049	3.78	- 5.96
Italy	97,526	0.97	129,293	1.19	- 24.57
Netherlands	138,839	1.38	150,138	1.38	- 7.53
Norway	71,885	0.71	74,607	0.69	- 3.65
Russian	89,329	0.89	70,692	0.65	+ 26.36
Spain	31,526	0.31	47,431	0.44	- 33.53
Sweden	204,002	2.02	215,894	1.99	- 5.51
Switzerland	107,896	1.07	118,827	1.09	- 9.20
United Kingdom	736,520	7.31	704,416	6.48	+ 4.56
East Europe	62,983	0.62	72,893	0.67	- 13.60
Others	97,430	0.97	116,220	1.07	- 16.17
The Americas	679,210	6.74	730,402	6.72	- 7.01
Argentina	2,348	0.02	3,398	0.03	- 30.90
Brazil	6,784	0.07	8,960	0.08	- 24.29
Canada	137,963	1.37	135,668	1.25	+ 1.69
U.S.A.	514,863	5.11	555,353	5.11	- 7.29
Others	17,252	0.17	27,023	0.25	- 36.16
South Asia	407,041	4.04	410,206	3.77	- 0.77
Bangladesh	53,421	0.53	35,928	0.33	+ 48.69
India	253,752	2.52	280,641	2.58	- 9.58
Nepal	19,909	0.20	19,933	0.18	- 0.12
Pakistan	31,315	0.31	31,246	0.29	+ 0.22
Sri Lanka	38,483	0.38	31,649	0.29	+ 21.59
Others	10,161	0.10	10,809	0.10	- 6.00
Oceania	362,733	3.60	427,109	3.93	- 15.07
Australia	291,872	2.89	351,508	3.23	- 16.97
New Zealand	69,387	0.69	73,710	0.68	- 5.86
Others	1,474	0.01	1,891	0.02	- 22.05
Middle East	187,629	1.86	245,822	2.26	- 23.67
Egypt	5,264	0.05	7,719	0.07	- 31.80
Israel	69,837	0.69	98,691	0.91	- 29.24
Kuwait	19,977	0.20	25,251	0.23	- 20.89
Saudi Arabia	4,849	0.05	6,886	0.06	- 29.58
U.A.E.	22,914	0.23	26,565	0.24	- 13.74
Others	64,788	0.64	80,710	0.74	- 19.73
Africa	74,285	0.74	98,290	0.90	- 24.42
S. Africa	35,560	0.35	39,262	0.36	- 9.43
Others	38,725	0.38	59,028	0.54	- 34.40
Sub Total	10,004,453	99.23	10,799,067	99.32	- 7.36
Overseas Thai	77,656	0.77	73,909	0.68	+ 5.07
Grand Total	10,082,109	100.00	10,872,976	100.00	- 7.27

Table 2.4. International Tourists arrival by Sex.

INTERNATIONAL TOURIST ARRIVALS BY SEX JANUARY - DECEMBER 2003				
Country of Residence	Sex			
	Male	A(%)	Female	A(%)
East Asia	3,708,278	- 1.93	2,458,182	- 10.62
ASEAN	1,658,480	+ 4.29	987,523	- 3.59
Brunei	10,852	+ 31.00	6,392	+ 16.83
Cambodia	46,260	- 4.39	27,608	- 10.46
Indonesia	90,243	+ 3.22	77,171	- 0.57
Laos	67,331	+ 21.19	37,137	- 3.53
Malaysia	881,398	+ 8.04	457,226	- 4.81
Myanmar	26,559	- 15.24	10,621	- 2.85
Philippines	67,857	+ 0.45	75,158	- 0.30
Singapore	392,304	- 6.71	236,799	- 9.88
Vietnam	75,676	+ 36.42	59,411	+ 39.71
China	360,416	- 14.80	263,798	- 22.44
Hong Kong	324,845	+ 20.82	325,075	+ 26.35
Japan	683,634	- 10.29	330,879	- 28.10
Korea	389,402	+ 1.15	304,938	- 8.09
Taiwan	283,814	- 17.82	238,127	- 27.47
Others	7,687	+ 13.33	7,842	- 3.89
Europe	1,407,175	- 4.52	848,985	- 13.11
Austria	28,519	- 1.38	18,198	- 4.97
Belgium	33,545	- 6.51	17,227	- 15.14
Denmark	46,113	- 2.56	32,474	- 12.92
Finland	35,188	- 0.64	27,321	- 4.81
France	144,115	- 8.64	75,112	- 21.53
Germany	245,868	- 2.31	132,774	- 12.39
Italy	63,467	- 19.01	29,189	- 39.01
Netherlands	79,424	- 3.94	49,787	- 14.58
Norway	43,496	- 4.53	27,198	- 7.45
Russia	46,870	+ 39.67	43,795	+ 23.64
Spain	19,845	- 27.03	12,005	- 43.63
Sweden	117,758	- 4.76	91,686	- 5.70
Switzerland	71,720	- 8.23	41,861	- 12.91
United Kingdom	349,412	- 1.43	195,588	- 9.17
East Europe	31,813	- 5.31	26,172	- 17.60
Others	50,022	- 16.12	28,598	- 27.97
The Americas	372,185	- 8.03	204,404	- 13.19
Argentina	907	- 38.26	678	- 25.58
Brazil	2,981	- 11.28	1,675	- 22.99
Canada	59,383	- 2.71	38,233	- 5.20
USA	301,339	- 7.91	158,523	- 13.20
Others	7,575	- 34.65	5,295	- 43.83
South Asia	288,335	+ 1.52	102,000	- 4.42
Bangladesh	43,236	+ 47.33	14,415	+ 22.17
India	169,836	- 7.21	60,480	- 13.71
Nepal	16,001	- 3.86	6,396	+ 0.60
Pakistan	24,646	+ 6.04	6,248	- 6.17
Sri Lanka	27,033	+ 13.82	11,276	+ 29.74
Others	7,583	- 5.41	3,185	+ 1.79
Oceania	207,876	- 13.73	136,038	- 25.48
Australia	171,042	- 15.66	110,319	- 27.77
New Zealand	35,086	- 2.20	24,919	- 13.76
Others	1,748	- 23.23	800	- 13.42
Middle East	147,301	- 22.89	56,577	- 30.81
Egypt	4,218	- 24.12	991	- 48.65
Israel	42,233	- 29.79	22,417	- 41.74
Kuwait	16,025	- 27.37	5,239	- 17.95
Saudi Arabia	7,926	- 31.03	1,960	- 29.04
U.A.E.	27,605	- 7.27	11,712	- 15.01
Others	49,294	- 20.49	14,258	- 22.66
Africa	37,973	- 25.65	29,144	- 24.06
South Africa	18,133	- 2.07	16,389	- 14.66
Others	19,840	- 39.05	12,755	- 33.48
Grand Total	6,169,123	- 4.01	3,835,330	- 12.28

Table 2.5. International Tourists arrival by propose of Visit.

INTERNATIONAL TOURIST ARRIVALS BY PURPOSE OF VISIT JANUARY - DECEMBER 2003										
Country of Residence	Purpose of Visit									
	Holiday	Δ(%)	Business	Δ(%)	Conven- tion	Δ(%)	Official	Δ(%)	Others	Δ(%)
East Asia	5,434,297	- 6.94	523,253	+ 6.28	57,839	- 18.56	28,185	+ 7.41	122,886	+ 20.28
ASEAN	2,251,577	- 6.40	254,735	+ 7.87	38,764	- 23.80	22,273	+ 16.05	78,654	+ 19.47
Brunei	13,339	+ 19.65	1,189	+ 66.29	642	+ 113.29	310	+ 65.78	1,764	+ 25.64
Cambodia	63,111	- 9.90	2,329	- 7.80	438	- 83.16	2,549	+ 75.79	5,441	+ 109.59
Indonesia	140,299	- 0.99	14,646	+ 16.64	4,160	+ 5.56	1,324	- 12.84	6,985	+ 32.34
Laos	85,059	+ 33.04	1,853	- 59.75	1,951	- 75.12	10,952	+ 18.97	4,653	- 45.04
Malaysia	1,209,618	+ 1.58	86,084	+ 27.23	13,726	- 9.85	3,418	+ 18.02	25,778	+ 31.79
Myanmar	24,789	- 12.25	7,438	- 8.20	269	- 24.23	653	+ 0.62	4,031	- 17.90
Philippines	108,261	- 1.55	18,689	+ 10.05	5,868	- 25.16	953	- 9.58	9,244	+ 30.23
Singapore	496,265	- 9.78	108,666	- 2.64	8,172	- 0.27	1,191	- 2.78	14,809	+ 21.18
Vietnam	110,836	+ 44.47	13,841	+ 21.44	3,538	- 22.62	923	- 8.25	5,949	+ 38.32
China	576,382	- 19.67	31,788	+ 5.28	4,852	- 1.38	1,782	- 31.78	9,410	+ 18.56
Hong Kong	602,956	+ 25.69	39,564	- 0.43	3,405	- 13.60	363	- 3.71	3,632	+ 53.12
Japan	866,054	- 19.99	122,644	+ 4.69	5,142	+ 3.21	1,960	- 16.52	18,713	+ 21.36
Korea	641,203	- 4.20	41,064	+ 13.97	3,333	- 13.50	1,270	+ 28.93	7,470	+ 13.01
Taiwan	481,629	- 24.07	33,100	+ 1.27	2,128	- 3.88	357	- 42.14	4,727	+ 24.43
Others	14,496	+ 3.51	358	- 8.67	215	- 9.66	180	+ 63.64	280	+ 41.41
Europe	2,064,006	- 8.82	143,595	+ 0.69	9,396	- 18.66	3,330	+ 16.43	35,833	+ 19.14
Austria	43,236	- 2.13	2,669	- 15.27	260	- 0.76	56	+ 43.59	496	+ 12.98
Belgium	44,493	- 10.24	4,827	+ 1.77	286	- 60.33	173	+ 121.79	993	- 6.85
Denmark	71,088	- 8.83	6,143	+ 17.26	153	+ 13.33	59	- 22.37	1,144	- 4.35
Finland	58,135	- 3.43	3,229	+ 11.46	168	- 26.96	41	+ 5.13	936	+ 25.30
France	193,486	- 15.56	19,691	+ 7.30	896	- 43.61	348	- 36.26	4,806	+ 25.58
Germany	344,650	- 7.34	27,445	+ 8.40	1,361	- 3.34	290	- 46.00	4,896	+ 21.49
Italy	81,943	- 28.17	8,428	- 6.58	617	- 52.76	283	+ 9.69	1,385	- 11.39
Netherlands	116,751	- 10.14	8,999	+ 3.63	618	+ 94.95	110	- 41.80	2,733	+ 47.57
Norway	66,451	- 6.12	2,894	+ 0.94	177	- 46.85	75	+ 97.37	1,097	+ 18.47
Russia	87,770	+ 31.45	1,643	+ 11.24	222	- 18.08	595	+ 568.54	435	+ 17.89
Spain	27,245	- 38.41	3,692	+ 11.54	478	- 1.04	34	+ 70.00	401	- 9.89
Sweden	199,951	- 5.29	6,830	- 6.97	429	- 48.06	171	+ 19.58	2,063	+ 44.37
Switzerland	102,507	- 12.00	8,048	+ 6.67	696	+ 52.97	284	- 5.02	2,046	+ 42.48
United Kingdom	501,411	- 4.69	30,691	- 8.08	2,323	+ 25.36	491	+ 299.19	10,084	+ 20.45
East Europe	53,622	- 11.11	2,931	- 6.39	240	- 55.22	157	- 28.31	1,035	- 10.08
Others	71,267	- 21.66	5,435	- 11.60	472	- 42.86	163	- 2.40	1,283	+ 4.48
The Americas	470,470	- 12.69	66,120	- 0.44	6,585	- 12.35	3,805	+ 5.69	29,609	+ 24.59
Argentina	1,196	- 34.96	237	- 16.55	35	- 61.11	0	- 100.00	117	- 10.00
Brazil	3,728	- 19.60	477	+ 13.03	268	- 25.56	12	- 25.00	171	+ 71.00
Canada	85,325	- 4.60	8,158	- 1.35	753	- 19.72	208	+ 35.06	3,172	+ 23.42
USA	369,025	- 13.07	56,485	+ 0.73	5,215	- 4.92	3,552	+ 5.71	25,585	+ 25.21
Others	11,196	- 39.33	763	- 43.86	314	- 50.94	33	+ 0.00	564	+ 6.21
South Asia	310,550	- 2.66	46,901	+ 10.13	6,349	- 13.85	7,220	+ 17.44	19,315	+ 23.77
Bangladesh	50,333	+ 43.27	3,780	+ 18.24	304	- 26.92	672	+ 64.30	2,562	+ 28.61
India	183,150	- 13.25	29,446	+ 10.21	4,383	- 17.08	4,049	+ 43.28	9,288	+ 29.61
Nepal	16,252	- 2.54	2,761	+ 2.37	525	+ 0.38	493	- 48.54	2,366	+ 10.15
Pakistan	23,434	- 2.05	4,656	+ 18.14	676	+ 27.55	569	+ 6.16	1,559	+ 60.56
Sri Lanka	31,328	+ 22.28	4,193	+ 3.35	304	- 39.08	474	+ 2.16	2,010	+ 11.54
Others	6,053	- 7.91	2,065	+ 4.50	157	+ 35.34	963	+ 0.84	1,530	+ 0.26
Oceania	286,125	- 21.98	39,209	+ 0.13	5,154	- 26.05	815	+ 64.65	12,611	+ 24.34
Australia	233,953	- 23.98	32,852	- 1.52	4,257	- 26.87	606	+ 29.76	9,693	+ 19.53
New Zealand	50,479	- 10.89	5,962	+ 10.74	673	- 18.82	148	+ 0.00	2,743	+ 43.69
Others	1,693	- 26.87	395	- 4.59	224	- 30.00	61	+ 117.86	175	+ 41.13
Middle East	174,586	- 27.58	21,684	- 14.20	1,420	+ 7.82	592	- 20.86	5,596	+ 27.68
Egypt	4,172	- 30.11	624	- 37.54	176	- 30.43	18	- 53.85	219	- 4.37
Israel	56,438	- 37.59	6,299	- 9.45	534	+ 103.82	164	- 19.61	1,215	+ 56.37
Kuwait	19,728	- 25.01	775	- 42.08	55	- 60.71	36	- 10.00	670	+ 7.72
Saudi Arabia	7,646	- 33.20	1,825	- 25.81	62	- 37.37	0	- 100.00	353	+ 51.50
U.A.E.	34,057	- 13.28	3,714	+ 11.40	163	- 8.43	147	+ 65.17	1,236	+ 82.84
Others	52,545	- 22.34	8,447	- 17.06	430	+ 11.69	227	- 36.94	1,903	+ 3.09
Africa	52,118	- 25.24	12,732	- 23.34	596	- 46.35	181	- 53.71	1,490	- 8.42
South Africa	29,407	- 9.18	4,154	+ 4.48	288	- 61.45	0	- 100.00	673	+ 18.28
Others	22,711	- 39.16	8,578	- 32.09	308	- 15.38	181	- 47.23	817	- 22.78
Grand Total	8,792,152	- 8.79	853,494	+ 3.46	87,339	- 18.26	44,128	+ 9.00	227,340	+ 21.07



Table 2.6. International Tourists Arrival by Occupation.

INTERNATIONAL TOURIST ARRIVALS BY OCCUPATION JANUARY - DECEMBER 2003												
Country of Residence	Occupation											
	Pro- fessionals	Δ(%)	Admin. Δ(%)	Commer- cial Δ(%)	Laborers Δ(%)	Agricul- tural Δ(%)	Govern- ment Δ(%)					
East Asia	709,495	+9.00	699,391	+8.31	1,245,979	+0.74	1,220,822	+7.87	21,761	+29.72	66,461	+12.55
ASEAN	353,551	+10.75	347,852	+22.26	444,392	+24.79	329,916	+29.72	5,395	+41.86	32,833	+20.03
Brunei	3,818	+21.28	1,941	+76.13	2,654	+14.20	1,732	+8.39	51	+0.00	825	+50.00
Cambodia	7,922	-40.30	4,839	+48.66	14,128	+53.13	10,694	-0.40	160	+79.78	2,984	+89.46
Indonesia	18,221	+20.61	11,220	+32.34	20,489	+12.69	33,563	+28.91	152	+25.62	1,687	+9.19
Laos	9,894	-28.50	2,645	-28.51	8,545	+40.61	13,427	+143.77	80	+0.00	14,246	+12.21
Malaysia	140,757	+36.32	145,041	+44.83	242,628	+45.46	129,842	+34.12	3,327	+64.54	5,768	+51.35
Myanmar	8,471	+3.25	4,996	+3.46	10,305	-5.03	4,452	+0.93	106	-15.87	203	-28.77
Philippines	26,565	+1.15	14,122	+4.29	26,445	+2.72	32,131	+12.31	197	-19.92	540	-2.53
Singapore	114,099	-2.11	142,075	+2.61	96,592	-0.55	77,011	+15.08	1,161	+5.55	4,103	-18.72
Vietnam	23,804	+21.55	20,973	+90.37	22,606	+14.23	27,064	+97.48	161	+62.63	2,477	+91.87
China	56,596	+4.94	75,036	-14.86	55,309	+8.73	280,503	-11.66	4,729	+14.12	2,207	+25.04
Hong Kong	90,116	+19.75	87,858	+23.71	170,878	+20.59	88,414	+61.70	804	+80.27	4,817	+28.21
Japan	107,610	-5.21	136,783	-11.42	163,321	-20.15	313,919	+1.65	4,345	+43.16	20,782	-6.32
Korea	69,711	+17.58	25,280	+35.12	178,827	+7.98	151,309	+2.21	4,099	+24.25	4,770	+58.47
Taiwan	29,764	+7.95	25,280	-9.04	228,311	-27.06	55,090	+16.40	2,389	+16.65	749	+6.24
Others	2,147	+1.80	1,302	+13.61	4,941	-1.69	1,671	+58.84	0	+0.00	303	+11.81
Europe	562,224	-3.91	347,720	+4.53	243,076	-4.06	466,497	+8.18	8,169	+65.94	12,128	+4.95
Austria	11,727	-1.48	6,402	+4.30	4,459	+1.59	11,011	+13.06	130	+584.21	264	+7.76
Belgium	10,471	-14.88	7,301	+6.88	4,547	+1.93	15,577	-2.53	72	-13.25	405	+40.63
Denmark	17,582	-3.39	12,275	+4.67	8,739	+8.63	14,056	+3.97	424	+117.44	258	+7.50
Finland	13,205	-5.33	10,637	+6.74	7,231	+20.50	13,330	+16.66	986	+65.71	255	+138.32
France	54,714	+0.43	31,240	+5.42	27,075	-5.66	43,500	+0.96	925	+65.18	933	+0.11
Germany	101,620	+2.67	47,995	+5.63	39,736	-0.90	84,729	+10.94	781	+63.05	2,107	+9.06
Italy	18,849	-26.88	12,584	-16.19	13,076	-20.48	26,107	-18.51	228	+3.17	393	-7.09
Netherlands	30,719	+1.15	24,193	+8.83	11,544	-9.93	25,576	+9.88	441	+126.15	736	-15.40
Norway	16,852	-1.46	10,006	+1.67	6,669	+4.83	14,294	+12.98	479	+115.77	196	-32.65
Russia	18,103	+20.84	21,602	+38.80	11,904	+21.67	14,983	+96.86	138	+15.00	418	+263.48
Spain	10,112	-36.42	4,336	-20.15	5,526	-25.63	5,215	-31.27	92	+2.22	120	-4.76
Sweden	43,638	-0.80	26,657	-1.49	22,235	-2.90	48,944	+17.70	1,425	+111.42	567	+18.87
Switzerland	29,032	-2.59	17,246	+0.40	12,648	-9.26	24,058	+7.20	136	+29.52	443	-6.74
United Kingdom	148,378	-2.63	92,567	+6.04	50,953	+0.22	100,780	+11.43	1,404	+34.48	4,248	-3.91
East Europe	14,798	-10.13	12,149	+19.33	6,616	-17.23	9,563	+18.88	36	-55.00	126	-39.42
Others	22,424	-21.32	10,530	-19.72	10,118	-23.11	14,774	-4.28	472	+95.85	659	+62.32
The Americas	167,492	-4.67	71,744	-3.82	71,078	-9.73	94,025	+11.47	1,191	+47.40	4,210	-13.98
Argentina	592	-27.98	218	+246.03	138	-60.23	239	-50.21	0	+0.00	0	-100.00
Brazil	1,796	-18.55	494	+2.49	359	-21.62	619	+4.38	31	+0.00	40	+233.33
Canada	26,937	-1.76	10,895	+4.68	12,635	-6.44	16,286	+12.78	289	+72.02	515	+1.78
USA	134,255	-3.73	59,084	-4.47	56,438	-8.58	74,808	+13.54	856	+33.75	3,543	-17.99
Others	3,912	-32.34	1,053	-41.11	1,508	-44.07	2,073	-29.82	15	+0.00	112	+229.41
South Asia	45,321	+11.64	24,273	+17.39	146,386	+4.84	59,662	+27.70	1,374	+8.10	3,879	-27.47
Bangladesh	5,450	+37.90	3,103	+60.20	21,309	+43.00	9,898	+139.14	36	+0.00	550	-37.21
India	24,041	+5.33	10,997	+4.17	89,333	-2.20	37,664	+14.26	1,012	+3.27	1,183	-33.50
Nepal	3,276	+3.80	943	+10.16	7,540	+6.41	3,915	+6.82	127	-37.13	513	-34.73
Pakistan	4,439	+41.64	1,813	+28.40	14,567	+3.81	2,963	+17.07	0	-100.00	203	-38.48
Sri Lanka	6,782	+12.42	7,019	+30.03	10,895	+16.09	3,035	+59.07	72	+0.00	252	+165.26
Others	1,333	-10.84	398	-23.17	2,742	-4.69	2,187	+44.55	127	+144.23	1,178	-20.51
Oceania	90,977	-9.55	65,114	-9.75	34,708	-24.30	60,823	-5.37	1,801	-14.03	1,932	-21.43
Australia	72,166	-11.83	53,385	-11.52	29,570	-25.21	51,194	-6.60	1,052	-24.59	1,756	-16.97
New Zealand	18,008	+1.40	11,395	+2.80	4,639	-21.86	9,280	+1.59	749	+7.00	151	-34.63
Others	803	-17.13	334	-54.31	499	+32.01	349	+8.05	0	+0.00	25	-77.88
Middle East	39,381	-20.18	17,104	-19.28	34,653	-21.28	42,282	-17.45	649	-10.97	541	-45.35
Egypt	1,905	-13.01	567	-41.12	836	-0.24	572	-43.65	21	+0.00	0	-100.00
Israel	16,127	-29.03	6,461	-34.57	7,921	-30.54	9,097	-19.40	500	-27.43	61	-81.68
Kuwait	2,793	-13.10	1,041	-20.17	1,315	-26.37	8,253	-20.29	18	+0.00	0	-100.00
Saudi Arabia	2,529	-22.18	860	-10.04	2,170	-39.27	1,798	-36.67	0	+0.00	18	-78.05
U.A.E.	5,826	+1.02	3,888	+9.55	5,872	+0.24	9,794	-7.05	53	+178.95	68	-71.78
Others	10,201	-16.32	4,287	-5.66	16,539	-19.56	12,768	-15.93	57	+171.43	394	+53.91
Africa	12,592	-21.81	9,224	-14.25	18,778	-23.64	8,474	-12.48	188	-12.56	305	-63.60
South Africa	7,534	-14.51	6,189	-8.28	5,127	-3.54	5,057	+12.13	136	+14.29	99	+62.30
Others	5,058	-30.63	3,035	-24.30	13,651	-29.18	3,417	-33.93	52	-45.83	206	-73.49
Grand Total	1,627,482	+0.57	1,234,570	+4.82	1,794,658	-1.56	1,952,585	+7.33	35,133	+31.02	89,456	+5.08



## **2.6 Vision and Mission of TAT**

Per the TAT Year corporate Plan (2002 – 2006)

### Vision

TAT aims at being a center of excellence in promoting and developing sustainable tourism, upholding the Thai dignity and international standards, and creating equilibrium of the economy, society and environment.

### Mission 1

Push for the policy and master plan on development and promotion of tourism, including to coordinate and manage to translate policy and plan into actions of TAT, and relay to other concerned government and private agencies and society.

### Mission 2

Promote and develop international-standard tourism on the concept of sustainability, uniqueness, and dignity and pride of being Thai.

### Mission 3

Formulate and implement strategies on active marketing to enhance the potential visitors' decision for choosing Thailand as a destination, therefore, increase the income of tourism industry.

### Mission 4

Promote Thailand's tourism for Thais.

### Mission 5

Develop the organization and management system to attain an excellence in management and service provision.

## **2.7 Background of the Organization**

In 1989, Golden Asset Company Limited signed contract with States of Railway Station of Thailand to construct the hotel.

During the construction, the company contacted Sol Melia Company in Spain to form the management team in the hotel. The committee of the company saw that Sol Melia was very famous and successful in managing hotels in Europe that they are top 10 ranking in the World. So the committee decided to choose Sol Melia to manage and use the name “Sol Twin Towers Bangkok Hotel”.

In 2003, Sol Melia ran out of 10 years contract with Sol Twin Towers Hotel. The hotel committee saw that all 10 years, the hotel can manage themselves and run business with efficiency, so they did not continue the contract and separate to manage by themselves and renamed to “The Twin Towers Hotel” since 1 January 2003.

The hotel is ideally situated in the heart of the city’s growing commercial district on Rama 6 Rd. and is a charming international luxury hotel with first class services and accommodation. Built on 14,000 square meter sites and within walking distance to the city’s major shopping centers and commercial areas. Its added feature is its convenient access to different local destinations through BTS sky train and to the airport via expressway.

#### Accommodation

Category :	First Class, 4-star Category		
Number of Levels :	A Total of 16 Floors, comprising lobby level, retail level, food and beverage facility level, banquet level and two towers of 10 floors.		
Number of rooms :	660		
Break Down of Room Types :	Presidential Suite	1	
	Deluxe Suite	13	
	Junior Suite	15	
	Deluxe King Size Beds	89	

Deluxe Twin Beds	224
Standard King Size Beds	61
Standard Twin Beds	257



### III. BUSINESS PLAN

#### 3.1 SWOT Analysis

The below is the overall evaluation of the Hotel strengths, weaknesses, opportunities, and threats.

##### Strength:

- (1) The Twin Towers Hotel is located in the center of Bangkok. It is easy for the clients to go shopping or sight seeing.
- (2) The Twin Towers Hotel is near to the public transportation such as BTS and railway station.
- (3) The Twin Towers Hotel has more than 10 years' experience, so we know what we need to do in order to satisfy our customers.
- (4) The room rate is cheaper than any other 4 stars hotel.
- (5) The hotel always re-decorates around lobby and in the room to attract the new customer and everyone who comes to visit.

##### Weakness:

- (1) The customers have to make telephone call or contact directly if they would like to make reservation.
- (2) The Hotel's name is not famous in Thailand.
- (3) In case customer dose not show up in the day that they make reservation, the hotel cannot charge from customer because there is no money deposited or credit card number to guarantee.

##### Opportunity:

- (1) Thai government has a policy to support the traveling business in our country and encourage the foreigners to come to Thailand.

- (2) In the several years past Thailand is one of the most popular countries for tourists around the world.
- (3) Customers can make reservation through the hotel website at any time, any where, 24 hours a day 7 days a week.
- (4) Increase revenue website as alternative tool in sales and marketing.

**Threat:**

- (1) More than 80%, of all hotels have their own websites to show everything in hotel and make reservation.
- (2) There are high competitors in hotel business, customers have more choices to search for the best hotel in their opinion.
- (3) The crime which happens to the tourists in Thailand is discrediting our country's image.

### **3.2 Marketing Mix**

**Product:**

The Twin Towers Hotel is the 4 Stars hotel located in the center of Bangkok. Our hotel service has been accepted as one of the standard service from Thai Hotels Association. The Twin Towers Hotel provides the room accommodation with other facilities and many outlets such as Swimming pool, Fitness center, Massage and Spa, Karaoke, Conference and Meeting room, Restaurant, and Business center, Etc.

**Price:**

Price is the advantage for customers; the price that is set in Internet is cheaper than Published rate. The customers can choose 1 of the best rates that they think suitable for them such as Embassy rate, Airline Staff rate, Military rate, Government rate, Senior rate, Weekly rate, Monthly rate and Etc.



#### Promotion:

The Twin towers Hotel provides a special promotion which can be divided into:

##### (1) Super Value Package

- (a) 2 Nights Accommodation in Deluxe room on Superior Floor.
- (b) Daily American Buffet Breakfast.
- (c) Free one way transfer from Airport to Hotel or Hotel to Airport.
- (d) Complimentary Welcome drink and Fruit Basket upon arrival
- (e) 20 % Discount on Laundry Service
- (f) 20 % Discount on Thai Traditional Massage

##### (2) Leisure Delight Package

- (a) 2 Nights Accommodation in Deluxe room on Superior Floor.
- (b) Daily American Buffet Breakfast.
- (c) Complimentary Welcome drink and Fruit Basket upon arrival.
- (d) Roundtrip Transfers from Airport to Hotel to Airport
- (e) Complimentary Buffer Dinner at Coffee Shop per person per stay
- (f) Free Tuk Tuk Service to MBK Shopping Center per stay
- (g) 20 % Discount on Laundry Service
- (h) 20 % Discount on Thai Traditional Massage
- (i) Late Check out until 04:00 PM.
- (j) No charge for child under 12 years old sharing room with parent.

#### Place:

[www.thetwintowers.com](http://www.thetwintowers.com)

### 3.3 Target Market

Nowadays, the rate of people connected online is increasing at a rapid rate not only teenagers but also middle-aged group. Working people are not restricted to only

men, so the possibility to sell to workingwomen seems high. Besides the social lifestyle is changing, women and men are equal in making any purchasing decision.

We separated the target groups from traditional offline business and aimed at quite different groups in order to expand to the new market. From this point of view, our hotel targeted both men and women as well as the newly graduated groups aged between 20-50 years old who have income level above 12,000 baht per month. We will emphasize the target group with higher education level because most of them are familiar with the Internet and often spend their time web browsing.

The target market of traveling business can be identified by size as follows:

- (1) Teenagers 20%
- (2) Adult 20-50 years 50%
- (3) Older people over 50 years 30%

As can be seen from the proportion of the target market of the hotel, the majority of tourists are at age between 20 to 50 or the people in the working age. This group is probably the most interesting group, which also has an increasing growth rate, therefore it seems to be worth to choose this group as the target market.

We can conclude that our target market is as follows:

#### Demographic

Age	20-50 years old
Gender	Male and Female
Income	12,000 baht per month and over
Occupation	All ranges of occupation
Education	Newly graduated to higher degrees who are affiliated to the use of Internet, and tends to purchase online.

Geographic

Region            Not limited, emphasis on foreign travelers.

**3.4 Situation Analysis**Market Situation

In our present society, people are generally price sensitive to buy products from any service provider, and they expect to gain the supreme customer service in return. We are basically selling tangible products, that are accommodation, but we have to distinguish our hotel from the competitors. The clients are not considering much in the tangible aspects but they are expecting to gain fast delivery of confirmation. The services provided should be the visa granting service, information provider and problem solvers. So to be outstanding in the intense competition of hotel business, any hotel should have to satisfy on what the clients' priority needs, by providing the impressive and distinguishing services.

Competitive Situation

Many 4 stars hotels in Bangkok normally have their traditional stores and also set up their own Web sites as supplementary means of selling. To expand the distribution channel, they also emphasized heavy sales promotion online. In hotel business sector, there is an intense competition environment as well as the competitive industry big fight on the heavy sales promotion of both online and offline channels.

The competition to gain market in the travel business sector as well as to gain brand awareness and be the first choice in the consumers' mind depends not only on the advertisement and sales promotion. Public-relation means to repeat the hotel's name to clients and also indirectly expands to new market. So in hotel business sector, the promotion depends on advertisement, sales promotion and public relation.

The main competitors for our hotel are:

- (1) Patumwan Princess Hotel
- (2) Prince Palace Hotel
- (3) Asia Hotel

#### Product Situation

In the service business sector, the only difference depends on how the hotel delivers intangible products along with the supreme service or any distinctive feature to clients over other competitors in the market. Similarly, in hotel business environment, most hotels provide room accommodation to clients quite similar to other hotels.

Clients are in fact considering the interesting routes of packages per se, but any value added provided to them is significant to impress and conquer their mind. Among the same route of package offered in the market by various hotel, similar or same range of prices is set.

In conclusion, in service business sector especially in hotel business, the similar intangible products are offered with the same price range.

#### **3.5 Future Plan**

To sustain success in the market, we should continuously improve and develop both the market strategy as well as the web page. Because no single strategy can be applied forever, it needs to be changed to suit the ever-changing market.

For our web page, our hotel must add more value to the visitors. After gaining targeted brand awareness within one year, we plan to improve our web site to be more attractive and entice many web visitors. To that time, the adding of the search engine capability or even to adapt the layout of the web page continuously by adding some interesting topics. We have to improve our web site to avoid becoming boring since web site represents our first impression tool. Good web site design attracted more people to come.

As for the advertisement and sales promotion, heavily offline advertisement on newspaper, magazine and radio will be reduced and will emphasize the traditional shop instead; we expected that we could gain enough share in hotel market. For on-line advertisement, we will further advertise continuously since any prospective client has to go online and this is the way to attract them to our web site and buy from us. The new sales promotion plan is also developed to suit the new market situation.

After gaining brand awareness among end users of Thai and foreign travelers, the hotel will expand to the new market – a business group. We are aiming to make relationship with a large company and set up the customized business tour group such as seminar or meeting set up in Thailand.





## **IV. WEB PROTOTYPE DESIGN AND DEVELOPMENT**

### **4.1 Web Prototype Objective**

The Twin Towers Hotel web site design needs to satisfy the following objectives;

- (1) Provides up-to-date information to customer about Rate and Promotion.
- (2) Provides newsletter to customers who apply for member in our web site.
- (3) Offers Online Reservation for any customer at any time.
- (4) Customers can see picture of the type of room at anywhere and anytime through 24 hours a day and 7 days a week.
- (5) Providing Web Site structure that could support customer relationship management.

### **4.2 Web Site Hardware and Software Require**

The hardware and software requirement for The Twin Towers Bangkok project are as follows:

- (1) Hardware requirement

Only one portable computer is functioned as workstation and web server in the shop. That is the existing hardware whereas the details of hardware specification is listed below;

Table 4.1. Hardware Specification.

Hardware	Description
CPU	Intel Pentium 4 2.8GHz
Memory	256 MB DDR RAM
Harddisk	40GB HDD 7200rpm
Graphic card	nVidia GeForce FX5200XT
Sound card	Integrated Stereo Sound System
Multimedia	9-in-1 media reader, 7 USB 2.0
Monitor	HP Pavilion 17" LCD
Modem	ADSL USB Modem for hi-speed Internet
DVD ROM	24X CD-RW / DVD Combo Drive

## (2) Software requirement

The software requirement is listed as below, while the major function is web server. The shop used Microsoft Window XP Profession (Microsoft Internet Information Server) as the operating system and Microsoft Access for database of web site because of flexibility.

Table 4.2. Software Specifications.

Software	Description
Operating System	Microsoft Window XP Profession
Database Server	Microsoft Access
Server-side Scripting Tool	ASP
Web Development Tool	Adobe GoLive
Graphic Tool	Adobe Photoshop
Screen Capture Tool	HyperSnap-DX
Upload Tool	WS-Pro (File Transfer Client for Windows)
Browser	Internet Explorer
Office Processing Tool	Microsoft Office

### 4.3 Visual Metaphor

This web site uses the logo that is very simple, at the top of every page to represent the home page. In every page, users can click at the navigator under logo to go to every page. In addition, there is no animation icon being used as a link page.



Figure 4.1. Web Site's Logo.

### 4.4 Web Site Content Designing

Although structure designing and technology are the critical success factors in building a good web site, site content also plays another major factor that can create either negative or positive impression of the site. Same as other web pages, the content of on-line web site consist of text, image, and animation.

This website content is very simple. They use simple English languages because most of the customers are people who come from oversea. There are much in content and also image. Moreover, there are a lot of things to read. To help the users find requisite information easily, the main content is grouped and labeled into categories as follows:

- (a) Home
- (b) Accommodation
- (c) Rate and Promotion
- (d) Online Reservation
- (e) About Us

#### **4.5 Web Site Architectural Blueprint**

This website's architecture is hierarchical structure. It is divided into 5 main categories, including Home, Accommodation, Rate and Promotion, Online Reservation, and About Us. Each group is divided into sub-categories, there is a web site prototype. Every page of this website can be linked to each other because of the navigation menu bar which freezes at the top of every web page. This website structure is simple, clear, and easy to read.

#### **4.6 Web Site Visual Design**

A combination of text and images communicate the theme and the meaning of the whole site of being a unique website. Visual Design creates memorable, accessible, and audience-friendly communications. Design helps focusing on the goals and content along with the audience's needs to produce effective communications. Background and text color are easy to read. The color maximizes the contrast between the white background and the red text. The design is attractive emphasizing the two tone colors contrasting between each other.



[Home](#)

[Accommodation](#)

[Rate & Promotion](#)

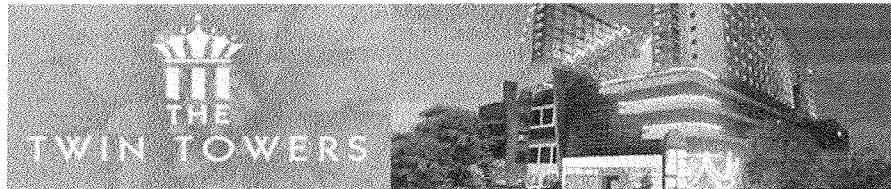
[Online Reservation](#)

[About Us](#)

Quick Search

Mail Lists

Your e-Mail here...



## Welcome to The Twin Towers

In the land of smile and gracious hospitality you will find an especially warm welcome that gladdens the heart at The Twin Tower. Its location provides an easy access to business area, shopping centers, embassies and tourist attractions. It is also minutes away to the central railway station, and BTS sky train that could take you to a destination of your choices.

At The Twin Towers, you are assured courteous, fast and efficient service right from moment you arrive.

*The Twin Towers Online Reservation*

Figure 4.2. Home Page.





Figure 4.3. Accommodation Page.



Figure 4.4. Accommodation : Standard Room.



[Home](#)

[Accommodation](#)

[Rate & Promotion](#)

[Online Reservation](#)

[About Us](#)

Quick Search


Mail Lists



### Deluxe Room

The 42 square-meter bedroom with either king sized or twin bedded is located on every floor. A private dressing area makes better privacy for the dresser, in room television, telephone, radio, alarm clock, bedside panel control and mini-bar are well equipped.

*The Twin Towers Online Reservation*

Figure 4.5. Accommodation : Deluxe Room.







Figure 4.6. Accommodation : Junior Suite Room



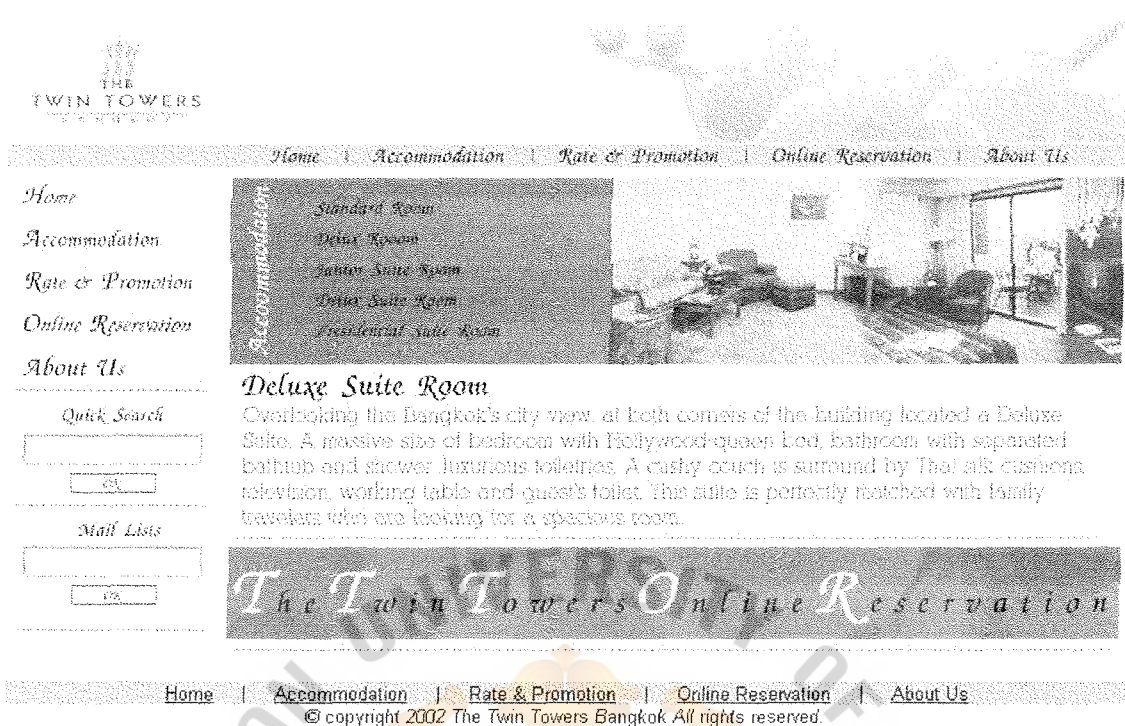


Figure 4.7. Accommodation : Deluxe Suite Room.





[Home](#)

[Accommodation](#)

[Rate & Promotion](#)

[Online Reservation](#)

[About Us](#)

Quick Search

Go

Mail List

Go



### Presidential Suite Room

One of the best rooms in The Twin Towers Bangkok located on the 16th floor. Featuring a large sitting room with private dining table of 10 people, proportioned pantry, guest's toilet, a master bedroom has private balcony for viewing the exotic Bangkok's scenery, an attached bathroom composed of in room Jacuzzi and Sauna with fully equipped amenities. This luxury suite is connected to another twin bedded room to comprehend as two-bedroom Presidential Suite.

The Twin Towers Online Reservation

Figure 4.8. Accommodation : Presidential Suite Room.



[Home](#)

## Online Reservation

[Accommodation](#)

To reserve a room with The Twin Towers, please be sure to complete the reservation form below and submit to us. A confirmation form will be transmitted to you as soon as possible.

[Rate & Promotion](#)

[Online Reservation](#)

Thank you very much for viewing our website and choosing The Twin Towers Bangkok to be your accommodation when visiting Thailand.

[About Us](#)

[Quick Search](#)


[Mail Lists](#)


Arrival Date : 01 January 2004

Departure Date : 01 January 2004

Type of Package/ Rates :

Room Type #1 : 1

Room Type #2 : 0

Room Type #3 : 0

Room Type #4 : 0

Total Rooms : 1

Special Requests :

☐ No Preference

☐ King Bed

☐ Twin Bed

☐ Baby Cot

☐ Adjoining Room

☐ Non Smoking

☐ Smoking

☐ High Floor

☐ Low Floor

☐ Connecting Room

Arrival Flight :

Departure Flight :

Airport Pick-up

☐ One way (Hotel - Airport at THB 700)

☐ One way (Airport - Hotel at THB 1000)

☐ Round Trip (Airport - Hotel - Airport at THB 1,700)

Guaranteed by

Credit Card no :

Salution :

First Name :

Last Name :

E-mail :

Telephone :

Fax Number :

Contact Address :

Expiry Date : January 2004

To avoid no show penalty charge, please notify us of any cancellation at least 48 hours prior to the arrival date.

\*\* Request

Figure 4.10. Online Reservation Page.

[Home](#)

[Accommodation](#)

[Rate & Promotion](#)

[Online Reservation](#)

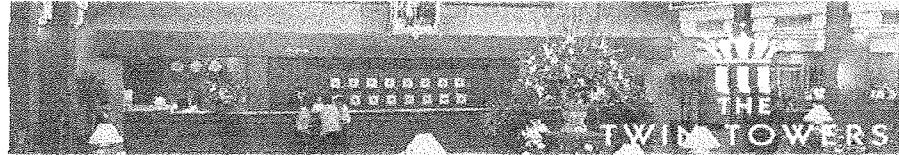
[About Us](#)

[Quick Search](#)


[Mail Lists](#)



## About Us

The Twin Towers, a luxury towers with 660 rooms located in the center of significant business and tourism area. The Twin Towers has been established since 1992 and has served the customers with warm welcome and friendly relations. We always recognize and treat everyone as our valued guest. At The Twin Towers Bangkok, you will receive an impressive reception, where you will appreciate and that our hotel is truly your absolute choice.

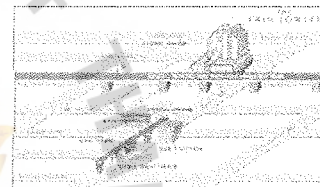
## Map & Location

Ideally situated in the heart of the city's growing commercial district on Rama 6 road and is a charming international luxury accommodation with first class services. Built on 14000 square meter site and within walking distance to the city's major shopping center and commercial areas. Added feature is its convenient access to different local destinations through BTS sky train and to the airport via the new expressway.

### The Twin Towers Bangkok

88 Bang Meung, Pathumwan, Bangkok 10330 Thailand  
Tel : (662) 216-9555 Fax : (662) 216-9544

Email : [info@thetwintowers.com](mailto:info@thetwintowers.com)



[Click MAP to Enlarge Image](#)

Figure 4.11. About Us Page.



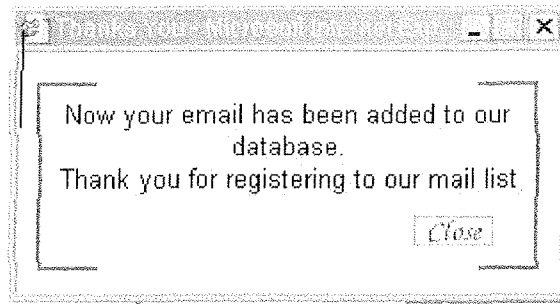


Figure 4.12. Thank You Page.

#### 4.7 Site Structure

The site structure of this website is very simple but very useful in the mean time. This website has three levels of information. Firstly, homepage is gateway to the rest of the categories. Secondly it is main page of each category. Finally it is sub-category of each category. All of web pages can be linked to each other.

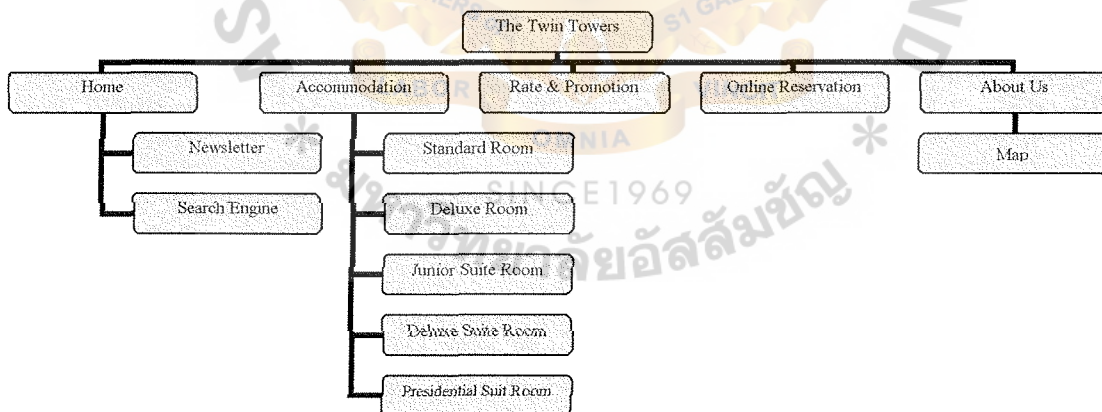


Figure 4.13. Site Structure



#### **4.8 Define Navigator**

It is the way in which the pages in the site are connected to each other. A good navigation system will allow users to access the information easily and quickly. Visitors tend to spend more time on the site; while at the same time will result in increasing your search engine ratings. This website has obvious navigation links to users arriving at the site. It is clear to users at every stage where they are in the site by emphasizing the currently active link. This website's navigation also incorporates the branding/logo of the site as part of the link back to the homepage. Navigation links to the home page as well as the index page. Thus the users can always start over if they hit a dead end by using a navigation bar. Every page on the site has some type of navigation bar/menu. This is a collection of links to major pages on your site. You can link to the essential pages, as well as other sections of the site. At the same time, every page is linked to Home page and index page. This website also has Navigation Consistency where a similar layout is used throughout the site, so it's as easy to navigate as possible. Navigation is located on the right hand side of the home page as well as those of other pages.

#### **4.9 Layout Grids**

The layout grid of this website is different that Home page is divided into three parts for consistency and other web pages are divided into two parts.

For Homepage

- (1) Navigation area: this part is at the top of home page and the same as every page, containing links to every page.
- (2) Display area 1: this part is Navigator, Newsletter and Search Engine.
- (3) Display area 2: this part shows some short content that is interesting and audience can click to get more information.

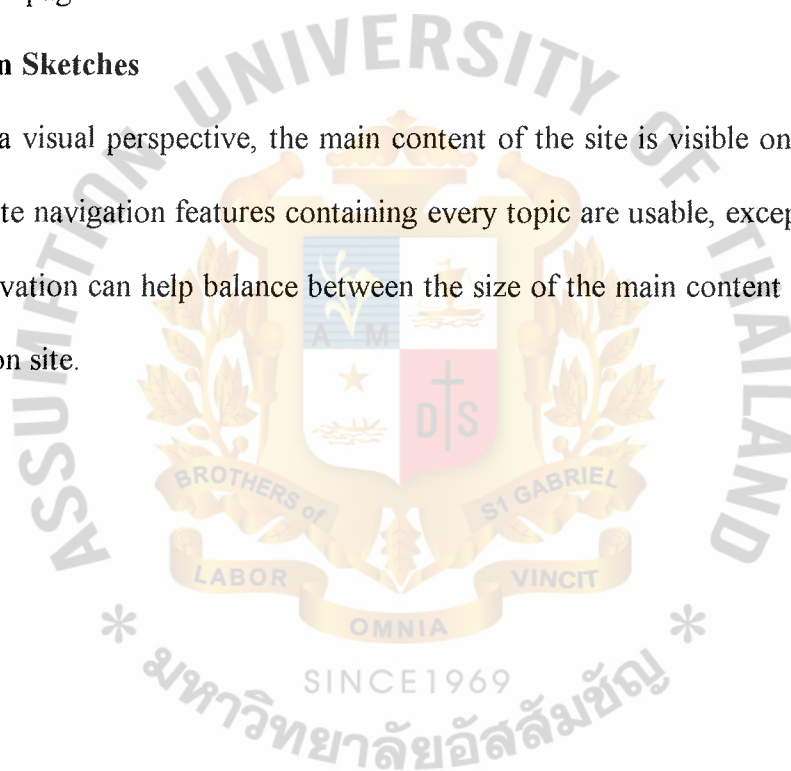
For Other Pages

- (1) Navigation area: this part is at the top of home page and the same as every page, containing links to every page.
- (2) Display area 1: this part is Navigator, Newsletter and Search Engine.
- (3) Display area 2: this part shows some short content that is interesting and audience can click to get more information.

However, in every web page, there is text navigation on the bottom that can link to every main page.

#### 4.10 Design Sketches

From a visual perspective, the main content of the site is visible on the top of the page. The site navigation features containing every topic are usable, except Service part. Artistic innovation can help balance between the size of the main content and the size of the navigation site.



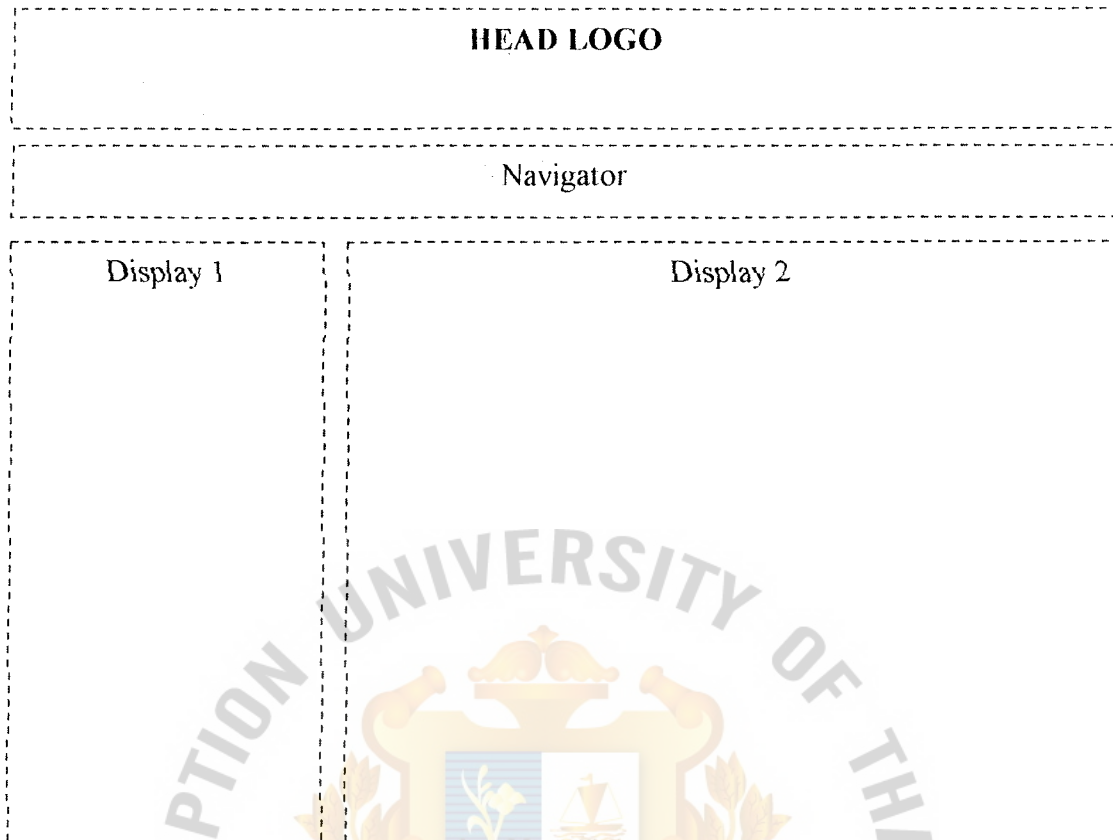
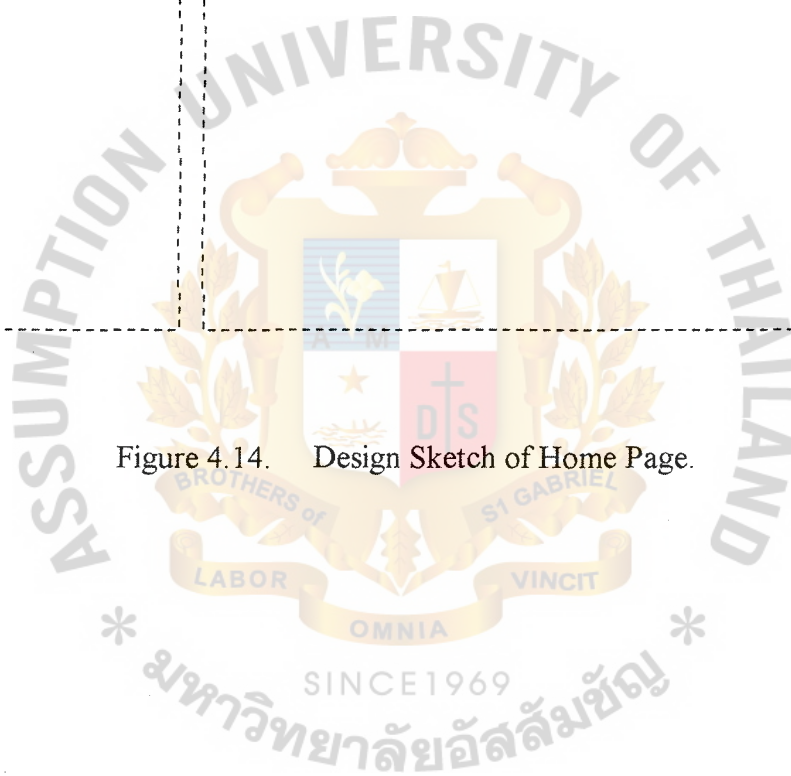


Figure 4.14. Design Sketch of Home Page.



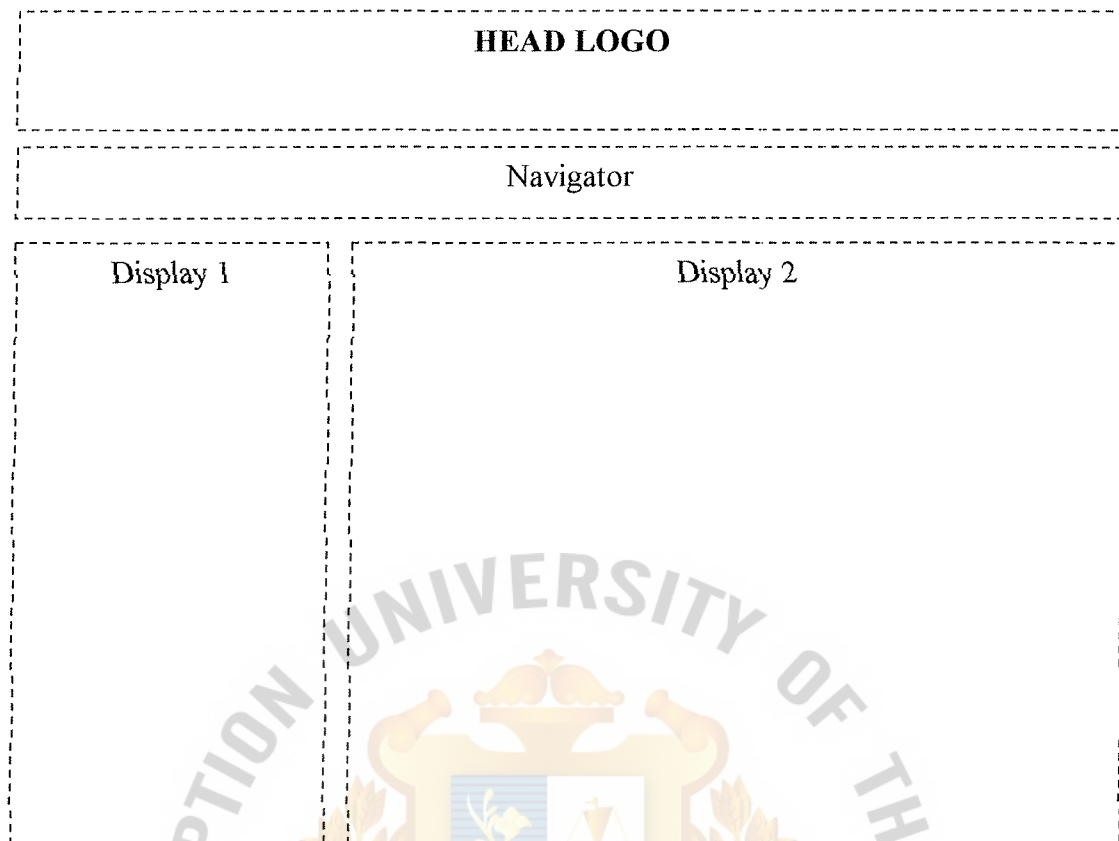
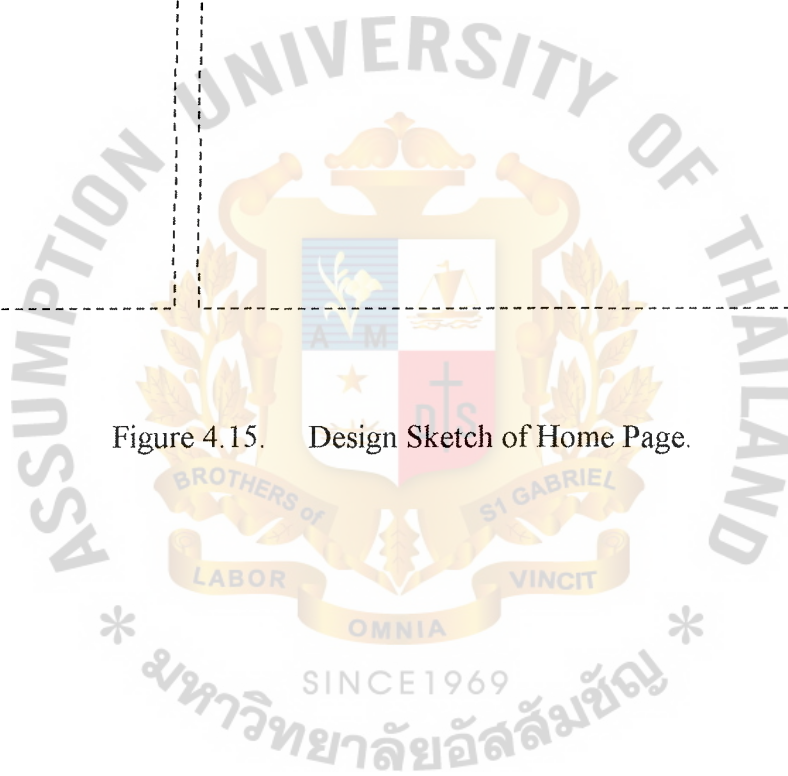


Figure 4.15. Design Sketch of Home Page.



## **V. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusions**

The Internet is a common market place at present. Almost every business is using the Internet as their new channel of product distribution. The use of scripting languages and database can turn a static site to dynamic and interactive site.

For The Twin Towers Hotel, keeping up with tide of competition is only the beginning. The hotel's energetic acceptance of e-business brought additional awards. By providing exposure to new customers, the hotel expects the web site to generate sale leads that contribute toward the 40% of all room sales to be conducted online. Room sales close 80% faster with the online system than via phone or fax. The reservation department runs 20% more efficiently with the online system. Intelligence built into the system helps prevent overbooking. And overall business has simply increased. The Twin Towers Hotel believes it is a perfect match for an industry that demands twenty-four hour service.

Besides, with the web-based interface, the hotel has a potential exposure choice to offer a periodically special price package. The hotel Internet marketing strategy would apply electronic media as the cutting edge solution for the hotel organization.

### **5.2 Recommendations**

The reservation system here is designated to the individual online customer. Other types of guests such as group or corporate guest still needs to contact the hotel through phone or fax, the traditional communication. The recommendation to the system is to expand the reservation system to handle most types of guests. Therefore, group agent can register as the hotel member. Once the registration is approved, that group agent will receive the log in and password to access to their profile on the web-based.



Reservation, cancellation or amendment to the reservation detail can now be carried through their web-base profile. Histories of transaction and payment detail are then generated and it allows the agency to examine by themselves.

Connecting to the real hotel database is also an important issue to be considered. The proposed reservation system does not connect to the real hotel database directly. In turn, the hotel needs to decide how many rooms to make allotment on each day. Once the authorized transaction is accepted and logged onto the hotel's web database, the hotel administrator has to import these reservation transactions to the local database server, which handles all types of reservation.



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