

# **A Development of Thailand Tourism Information Website for Cambodian Tourists**

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## **ABSTRACT**

This research aims to develop a travel agency website for Cambodian tourists to book tour packages to visit Thailand. The quantitative research data will be processed to organize and analyse statistical methods to find meaningful information for the research.

## **INTRODUCTION**

Travel agencies are business that provide tourists with travel and tourism-related services. The main goal of travel agency business is to arrange the tour packages and provides travel booking online for tourist. As the Internet becomes widely used, more travellers are using the internet to search for travel information and planning trips. Today, travel information is one of the most popular and frequently accessed on the internet. Information is a fundamental aspect of tourism products. Tourism plays an important role in all culture and is deeply rooted in the local culture. Although travellers make many different types of decisions, the fundamental decisions are early made in travel planning and are generally difficult to change.

Online booking has become an extreme competitor of the travel agency business due to its complete serviceability to provide a great experience during the booking process. When organizing the trips, the traveller usually in with contact a travel expert, who will be the person to organized the travel package. However, due to innovative technology and easy access to the site, as the numbers of tourists traveling to Thailand increases, online booking of travel packages are becoming more common.

### **Statement of the problems**

Most Cambodian tourists who visit Thailand face communication language problems because most of them cannot speak Thai. Therefore, they need a translator whenever they come to Thailand. Another problem is that most Cambodian tourists do not know how to get to famous places, transportation, or book accommodation.

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### **Research objectives**

- To develop and design website for Cambodian tourists
- To gather the information of Cambodian tourists using a travel agency website

### **Website objectives:**

The website offers:

- Provide an excursion package that contains appropriate prices
  - Book tour online through the website
  - Provide a personal travel guide to arrange a trip.
  - Plan night out, weekend trip, or journey around Thailand
- travel agency website description:

## **LITERATURE REVIEWS**

### **Definition of travel agency**

Travel agencies are companies that provide tourists with tourist and tourism-related services. The travel service provider allows its customers to access its online reservation system to book travel services directly. The country's identity has been expressed through the knowledge of history, art, culture, and traditions carried out by tour guides.

### **Travel website information**

The website benefits tourist destinations because "it enables them to establish a consistent position in the market and increase the destination's market share by getting closer to real and potential customers" (So & Morrison, 2003). In addition, websites provide fast information exchanges for tourist destination, are internationally accessible and have negligible costs (Rayman-Bacchus & Molina, 2001). In addition, tourism providers (especially airlines, car rental chains, and hotels) have taken advantage of new opportunities and developed e-commerce applications by allowing users to access their reservation systems directly.

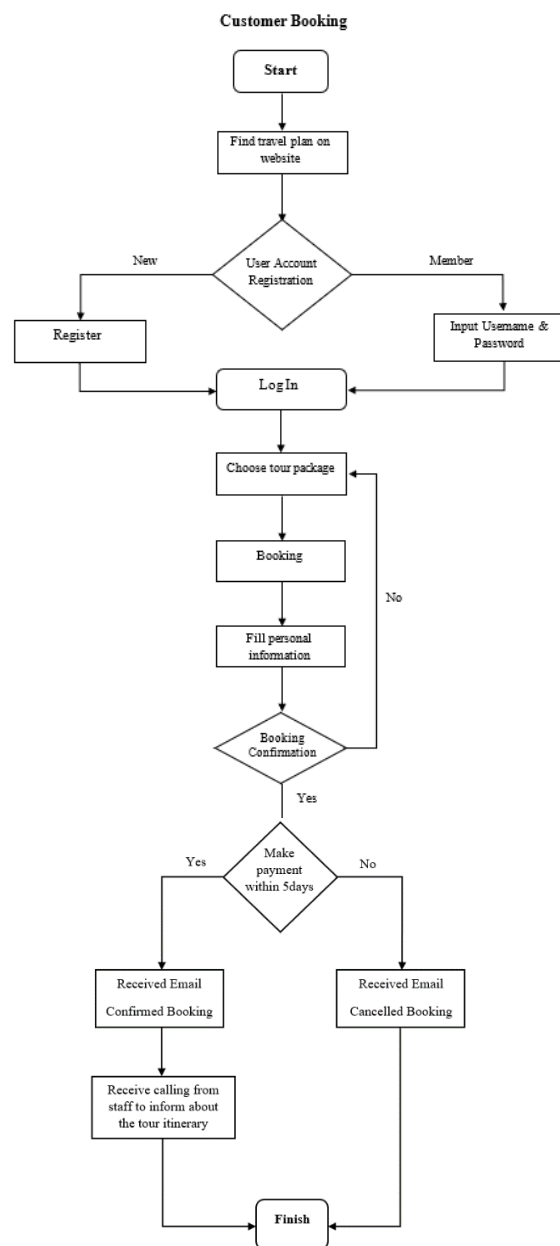
### **Travel agency development**

It is essential for customers to easily purchase travel packages directly from the travel agency's website. The online booking system has significantly improved the capabilities of administrators and customers. In addition, customers will be satisfied with the online booking so that the display of the travel packages is clear and concise to make booking easier for customers. Travel agencies focus on direct sales, and important to choose online channels to reach customers quickly. Therefore, the travel agency websites have been developed so that administrators can manage clients and travel reservations.

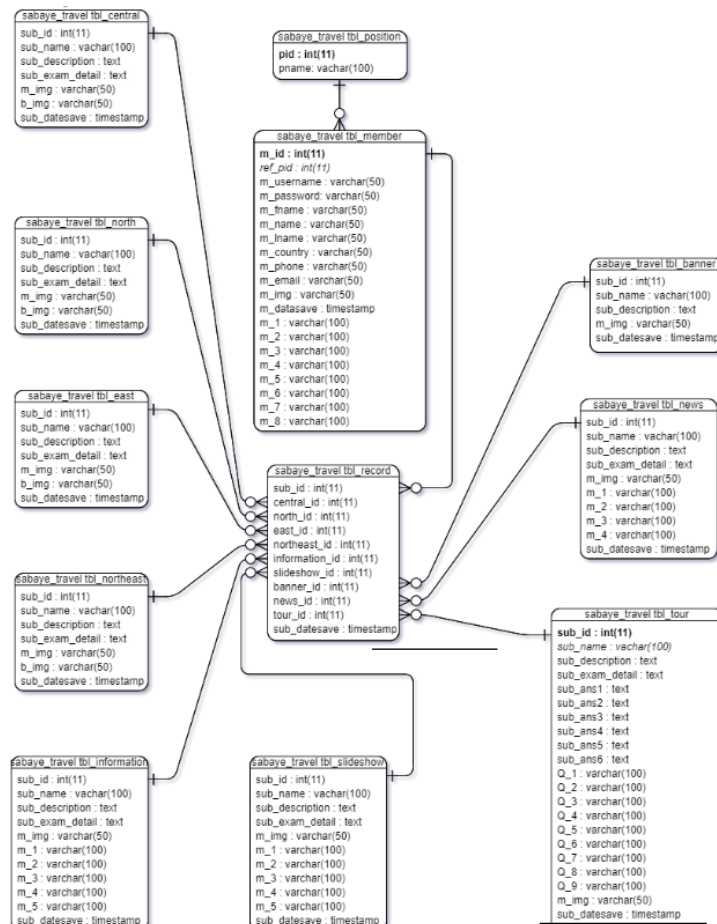
## RESEARCH METHODOLOGY

### Conceptual Framework

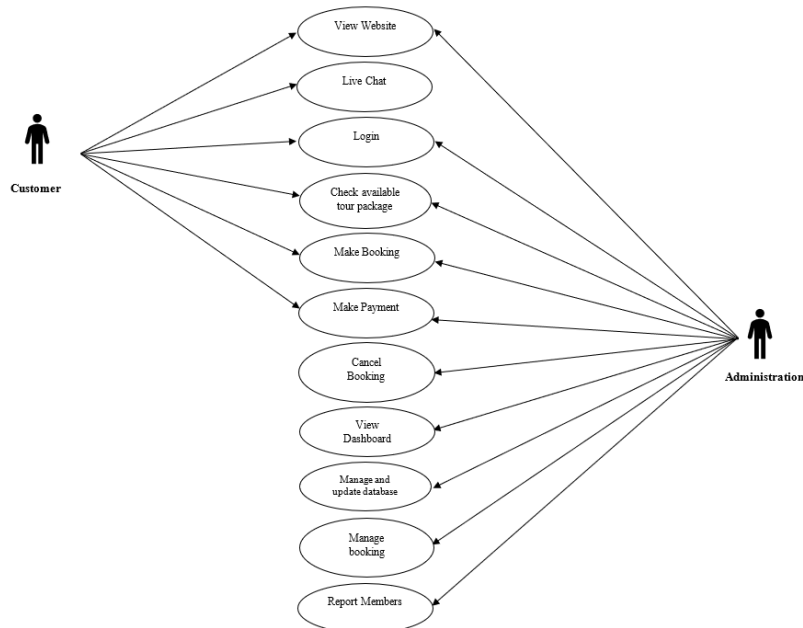
The conceptual framework in this research is divided into three frameworks to study how to develop the website, such as the use case diagram, entity-relationship diagram and flowchart of the website administration, and customer booking. The flowchart of customer booking shows the processes of the tour booking through this website (as shown in Figure 1). Furthermore, the entity-relationship diagram travel website is shown in Figure 2. The use case diagram of the website admin is shown in Figure 3 shows the functions for administration and customers.



**Figure 1. The flowchart of customer booking**



**Figure 2. Entity Relationship Diagram**

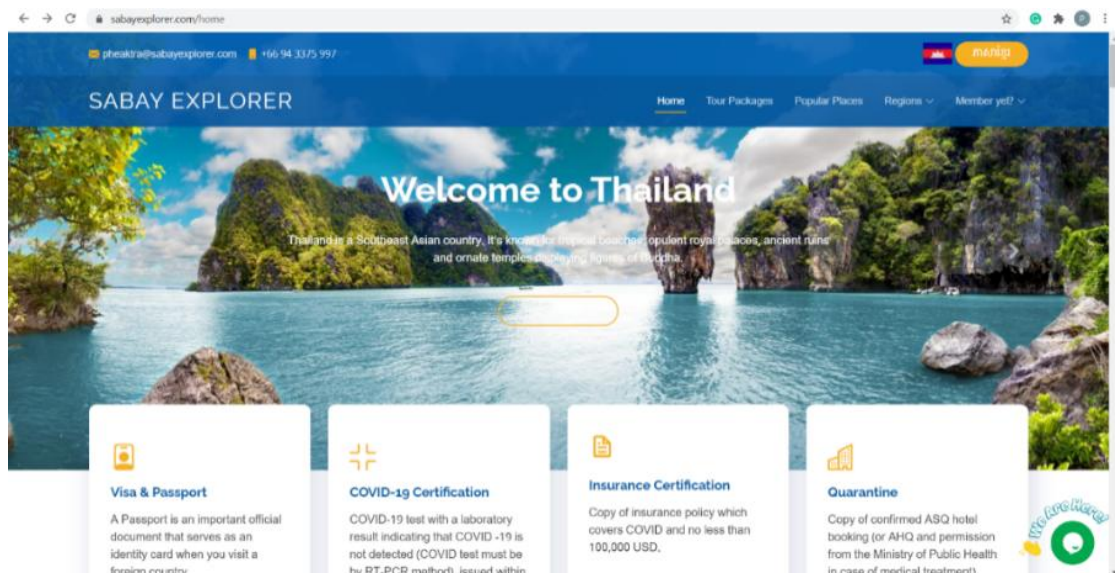


**Figure 3. The use case diagram**

## Development

The website address is [www.sabayexplorer.com](http://www.sabayexplorer.com) that has four main features for customers. The first feature allows customers to read the travel information on the website in both Khmer and English language, regarding travel preparations and famous destinations in Thailand. The second feature provides the tour packages for customers to visit Thailand. The third feature enables customers to book tour packages through website. The fourth feature provides customer live chat with staffs anytime if they have any questions regarding tour bookings.

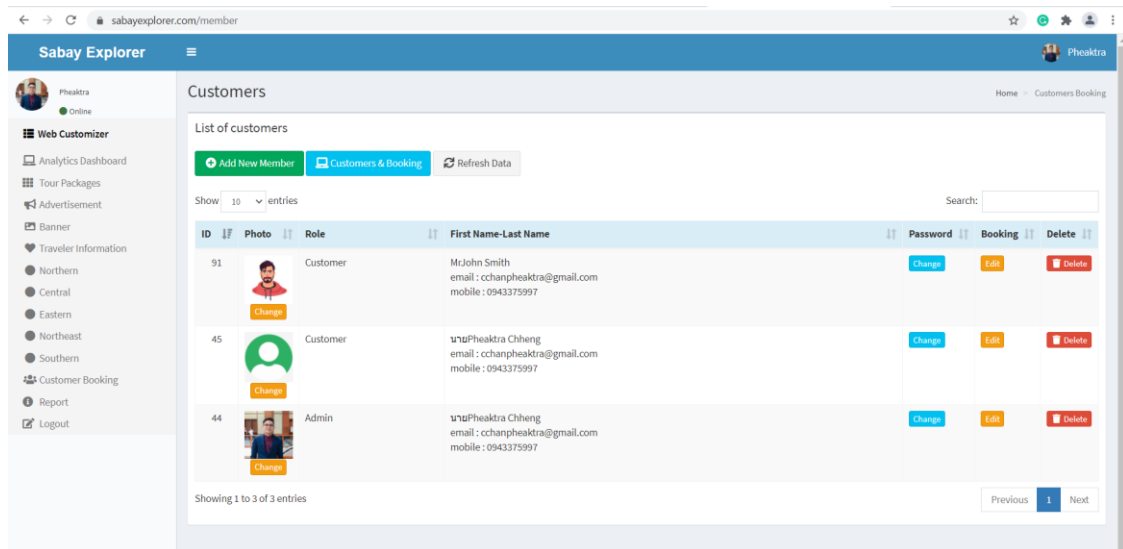
When customers visit the website, they will see the beautiful banners and the travel information about travel preparation such as visa , COVID-19 certification, insurance certification, and quarantine during the COVID-19 situation (as shown in Figure 4) that shows the interface of the main page.



**Figure 4. The interface of the website (English version)**

## Administration Section

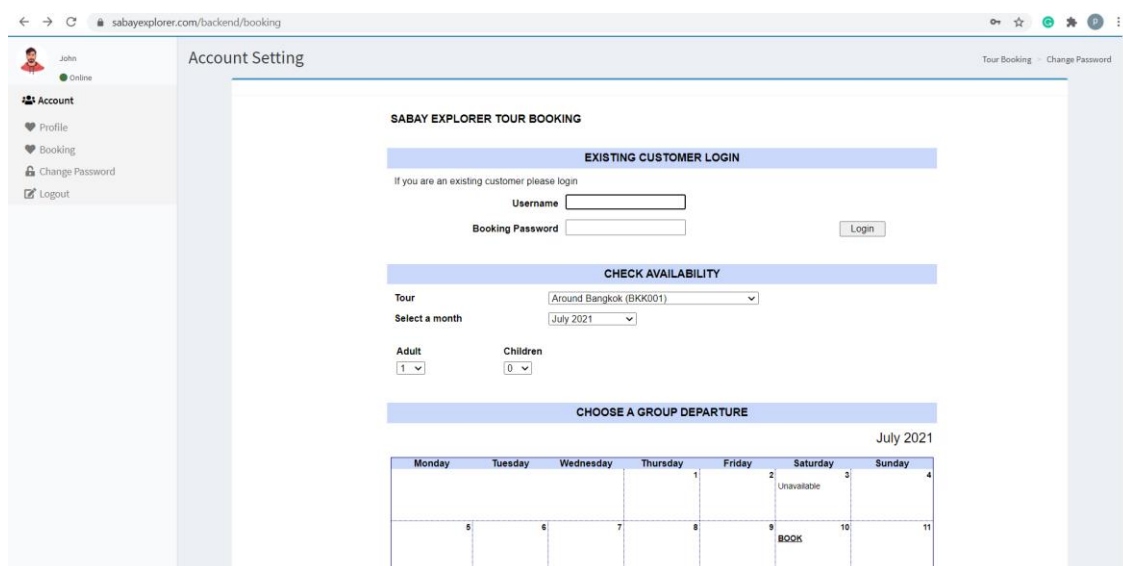
The administrator can manage website and customers booking (as shown in Figure 5). The administrator can log in to the website admin panel that has many features to manage the website, such as update information, manage photos, posts, or user account management, and customer booking management. Furthermore, the administrator can check the dashboard and customer live chat to monitor customers through PC or smartphone.



**Figure 5. Administration web page**

## Customer Section

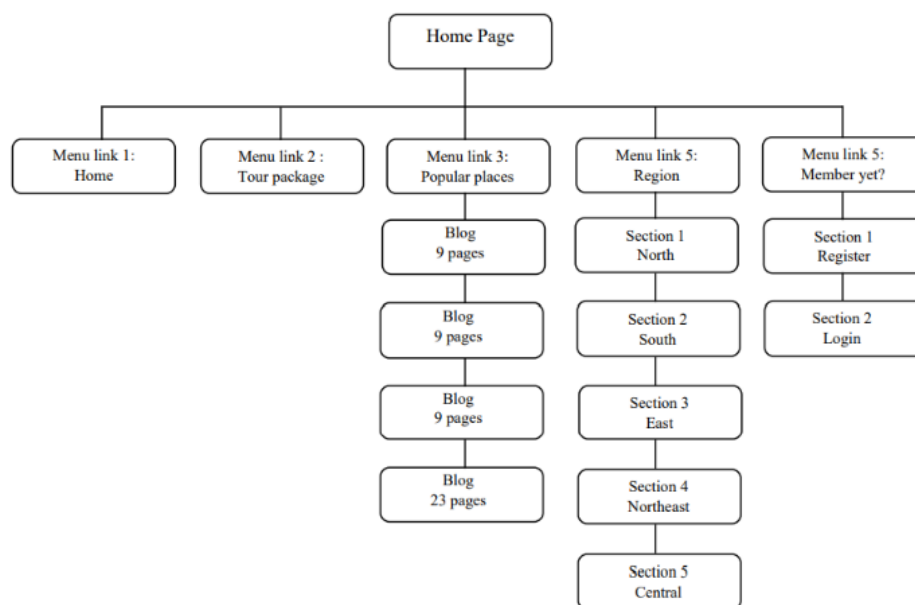
Customers can visit the website, choose the available tour packages, and read more information about the tour packages, such as the itinerary, tour price, tour code, and additional information. Before the customers booking the tour package through the website, customers must sign up for the account by filling in some information such as username, password, title, first name, last name, email, phone number, and photo. Then customers can log in to their account to book the tour packages. The customers can choose the available tour packages (as shown in Figure 6). Finally, customers need to confirm the booking. Upon completion the booking, the customer will receive the confirmation email and payment methods. Then, the travel agency staff will contact the customers by phone to confirm the details and itinerary of the trips.



**Figure 6. Member web page**

## Method to develop the website

First, the developer needs to build an administration and member web page by using PHP language on Sublime Text 3. There are some features to put on administration web page such as customer booking management, update information, manage photo, user account management, and dashboard. Second, the developer needs to develop the member web page to create some features such as a profile account, change password, and tour booking. Third, the developer needs to design the sitemap (as shown in Figure 7) for website development. Then, the developer needs to create some pages on the website to put some information and article about popular destinations in Thailand. Finally, we need to purchase website domain and host to publish the website on the server by import database SQL to phpMyAdmin.



**Figure 7. Sitemap**

## CONCLUSION

The use of internet is significant and becoming a direct marketing tool to improve the business success in the online environment, which becomes e-tourism. Nowadays, travel agency website is major significant for the tourists to purchase the tour packages through online. This website provides some tour packages for Cambodian tourists to visit Thailand. Travel agency website is the best choice for Cambodian tourists to arrange the trip in Thailand as provides Cambodian interpreter's service and pick up from the airport or the border between Cambodia and Thailand.

## Recommendations

The website should identify and analyse the target audiences to understand the website visitors' requirements, expectations, preferences, and behaviours.

There are some recommendations to improve the website for Cambodian tourists, as the following:

1. Online booking system development
2. Adding multiple languages
3. Provide Cambodian tour packages
4. Improve the design, functionality, and usability of the website.

## **BIBLIOGRAPHY**

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