

An Information Operational Model for Tourism Management in Thai Supply Chain

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Abstract— The purpose of this research were to develop an information operational model for tourism management in Thai supply chain and to assess an information operational model for tourism management in Thai supply chain. The research methodology was divided into three step namely study researches relevant to the elements of an information operational model for tourism management in Thai supply chain and developing the examined in terms of its quality by ten expert include data were analysed by mean, standard deviation .The research found there were five type of an information operational model for tourism management in Thai supply chain namely Main element , Suppliers, Tours Operator, Agents and Customers. The results from experts have evaluated the model is high level of appropriateness and can develop information system the tasks.

Keywords—An Information Operational Model, Tourism Management Thai Supply Chain

1. Introduction

One of Asia's most advanced tourism markets is found in Thailand. The "Land of Smiles" is renowned for its friendliness, stunning beaches, historical sites, and eco-attractions, as well as for its renowned food, first-rate infrastructure, and reasonably priced lodging. Thailand saw a record 32.6 million tourists in 2016 and is predicted to continue to be a popular tourist destination for years to come. For Dutch companies operating in this field, the industry also presents exciting business potential. By 2020, it is anticipated that there will be more than 40 million tourists visiting Thailand. In 2020, the Asia Pacific area will continue to send the most tourists to the country (31.2 million), then European visitors (5.7 million in 2020). North American visitors are anticipated to

come in large numbers. [40] the use of the supply chain management information system idea. Because of the requirement for the company to be extremely competitive both domestically and abroad. Organizations in the sector want employees with knowledge, aptitude, and skills who can work effectively to enhance productivity in order to be highly competitive. Therefore, the firms must have the knowledge and resources to raise their standards and meet customer demand. As a result, the supply chain management process serves as the foundation for the organization's entire system of activities, from upstream to down. [1] Thus, the researcher need to develop an information operational model for tourism management in Thai supply chain

2. Research Methodology

2.1 Study research pertaining to the components of an information operational model for tourism management in Thai supply chain

2.2 Ten experts will develop an information operational model for tourism management in Thai supply chain .

2.3. Use the mean and standard deviation to analyse the results of an evaluation of information operational model for tourism management in Thai supply chain . The model was evaluated based on five criteria using the Likert scale.

3. Results

An information operational model for tourism management in Thai supply chain are presented in figure 1 as shown below:

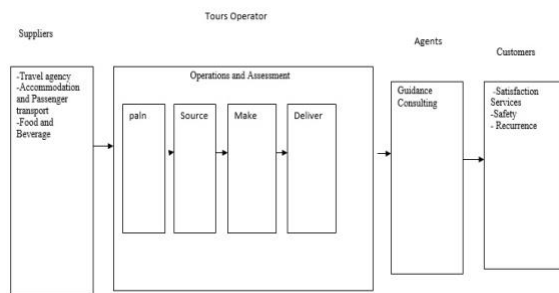


Figure 1: An information operational model for tourism management in Thai supply chain
Principle of an information operational model for tourism management in Thai supply chain
1. Suppliers

Suppliers mean travel agency accommodation, and Passenger transport and food and Beverage that supply raw materials to Tours Operator . They can apply for admission via the computer system that can store the data systematically.

2. Tours Operator

Tours operator mean service provider . It fulfils its responsibility as a tourist guide. Service providers will carry out their responsibilities related to tourism operations and assessment, which included planning, sourcing, manufacturing, and delivering in each activity, including strategies, concepts, distribution channels, competitive advantages between food units, lodging, travel agencies, and tourists, visitor satisfaction, financial performance, operational performance, and sustainable development of tourism, among other things.

3. Agents

Agents mean Travel agency or Tours operator.

4. Customers

Customers refer to the model's end-of-process element. They comprise the safety of tourists and customers as well as society's happiness with both.[1],[2],[3],[4],[5],[6],[7],[8],[9],[10],[11],[12],[13],[14],[15],[16],[17],[18],[19],[20],[21],[22],[23],[24],[25],[26],[27],[28],[29],[30],[31],[32],[33],[34],[35],[36],[37],[38],[39],[40],[41],[42]

Table 1: Conclusion of evaluation Results on Appropriateness of an information operational model for tourism management in Thai supply chain

ITems	\bar{X}	S.D.	Suitability
Main element	3.62	1.23	High
Suppliers	3.63	1.10	High
Tours Operator	3.60	1.17	High
Agents	3.70	1.05	High

Table 1: (Cont.)

No	Evaluation Lists	\bar{X}	S.D.	Suitability
5	Customers	3.63	0.99	High
	Total	3.63	1.11	High

Table 1, The experts found that an information operational model for tourism management in Thai supply chain is highly appropriate ($\bar{X} = 3.63$, S.D. = 1.11).

4. Discussion

An information operational model for tourism management in Thai supply chain was suitable at very high level and design was according to the review of documents and relevant literature from both within and outside the country on developing an information model . [1],[2],[3],[4],[5],[6],[7],[8],[9],[10],[11],[12],[13],[14],[15],[16],[17],[18],[19],[20],[21],[22],[23],[24],[25],[26],[27],[28],[29],[30],[31],[32],[33],[34],[35],[36],[37],[38],[39]

5. Conclusion

An information operational model for tourism management in Thai supply chain shows the overall rating mean of 3.63 and standard deviation of 1.11, which means that An information operational model for tourism management in Thai supply chain is appropriate at the high level and can develop information system the tasks.

6. Recommendation

An information operational model for tourism management in Thai supply chain is thought to be highly appropriate, and if a database can be created, it should be done so.

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