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A Digital Supply Chain Model for Tourism Management in Thailand

Artaphon Chansamut

Office of Dean, Faculty of Home Economic Technology, Rajamangala University of Technology Krungthep, Thailand

artaphon.c@mail.rmutk.ac.th

Abstract—The paper were to study and to evaluate a digital supply chain model for tourism management in Thailand. The samples in the paper study consisted of ten purposively selected experts consisted of ten experts on supply chain management, five experts on Digital Technology, Data were analysed by arithmetic mean and standard deviation. The research findings model eight elements namely main components, Suppliers, Tours Operator, Agents , Customers, Satisfaction and Feedback. The ten experts agree that a digital supply chain model for tourism management in Thailand was high suitability that mean a digital supply chain model for tourism management in Thailand to may be applied in support the tasks.

Keywords— *A digital supply chain model, Tourism management, Thailand*

1. Introduction

Today, Thailand is one of Asia's most developed tourism markets. The "Land of Smiles" is known for its hospitality, beautiful beaches, historic architecture and eco attractions, world-famous cuisine, excellent infrastructure and affordable accommodation. In 2016, Thailand received a record 32.6 million visitors and is expected to remain the number one tourist destination in the years to come. The sector also offers interesting business opportunities for Dutch companies operating in this sector. The number of visitors to Thailand in the next few years is expected to exceed 40 million by 2020. Most visitors continue to come from the Asia-Pacific region (31.2 million). 2020), followed by European tourists (5.7 million in 2020). North America is expected to grow to 1.3 million visitors, while the Middle East, Africa and Latin America will account for less than 2% of total visitor numbers in 2020. Bangkok, Thailand's capital, has been ranked among the top 10 most attractive cities in the world to visit, with a surge of tourists from China, the United States and India and the Middle East. In the city he has two airports (Suvarnabhumi Airport and Don He Myung Airport), Sky train (BTS), Metro Rail System (MRT) and River Cruises. Other well-established tourist destinations in Thailand are Phuket, Pitaya and Chiang Maida. Thailand faces increasing competition from neighbouring countries such as Vietnam and Myanmar. The Thai government should adjust its service strategy. [39] The concept of Thailand's tourism management supply chain and digital system is because the company needs to be highly competitive both domestically and internationally. To be competitive, industry organizations must ensure that their staff have the knowledge, skills, and abilities to work effectively. The main goal is to try to build a theoretical model that can help deal with the complexities of the tourism industry. To achieve this goal, the paper aims to explore a digital supply chain model for tourism management in Thailand . [40] ,[41] and [43]

2. Research Methodology

2.1 Analyze and integrate documents and previous research related to elements of a digital supply chain model for tourism management in Thailand
2,2 Interview 10 experts to explore digital supply chain models for tourism management in Thailand
2.3. Models are developed based on data received from   experts
2.4 The model will be submitted to experts for review and amended in accordance with their guidance.
2.5 Prepare a form to assess the suitability of a digital supply chain model for tourism management in   Thailand
2.6 Analyzed to find the mean and standard deviation.

3. Research Findings

Research findings a digital supply chain model for tourism management in Thailand in figure 1 and for the whole about model ,as shown below:
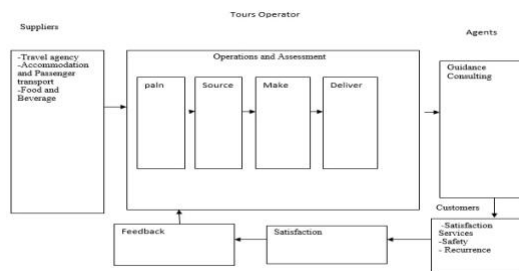
Figure 1 : A digital supply chain model for tourism management in Thailand

Description of an digital supply chain model for tourism management in Thailand

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 save the data

2. Tours Operator

Tour Operator means the Service Provider. Acts as a tourist guide. Service providers fulfil tourism business obligations and evaluate existing plans, procurement, implementation and provision in each activity i.e. strategies, concepts, distribution channels, food units, accommodations, competition between travel agents and tourists. such as global competitiveness, tourist satisfaction, financial performance, operational performance, and sustainable development of tourism.

3. Agents

Agents mean Travel agency or Tours operator.

4. Customers

Customers mean the end-of-process component of model They include the society or customers satisfaction ,Safety for Customers and Tourists to Recurrence

5 Satisfaction

Satisfaction mean the data from the questionnaire.

6 .Feedback

Feedback is the information obtained from satisfaction analysis.[1],[2],[3],[4],[5],[6],[42] and [43]

Table 1: Results for evaluation of model by 10 experts comprising 5 experts on supply chain management, 5 experts on digital Technology are shown in Tables 1 below:

No	Evaluation Lists	$\overline{X}$	S.D.	Suitability
1	Main element	3.61	1.14	High
2	Suppliers	3.60	1.07	High
3	Tours Operator	3.70	1.05	High
4	Agents	3.60	0.96	High

Table 1: (continued)

No	Evaluation Lists	$\overline{X}$	S.D.	Suitability
5	Customers	3.56	0.92	High
6	Satisfaction	3.60	0.96	High
7	feedback	3.70	1.15	High
	Summary	3.62	1.04	High

Table 1, The experts found that a digital supply chain model for tourism management in Thailand is highly appropriate ($\overline{X}$ = 3.62, S.D. = 1.04).

5. Discussion

A digital supply chain model for tourism management in Thailand is considered to be high appropriate ($\overline{X}$ = 3.62, S.D. = 1.04) and the design was corresponds to the research of Chansamut and Piriyasurawong has studied supply chain and information system about educational [1] and [2] Moreover, with the study of chansamut suggesting that technology system in supply chain . [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]

6. Conclusion

A digital supply chain model for tourism management in Thailand is appropriate at the high level development ($\overline{X}$ = 3.62, S.D. = 1.04) that show the model is appropriate and applicable to real practice.

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