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WORRANUCH CHOTEVITTAYATANIN : THE DEVELOPMENT OF TOURISM
INFORMATION RETRIEVAL SYSTEM ON THE WORLD WIDE WEB.

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The Information Technology Division, Tourism Authority of Thailand is the department responsible for maintaining a tourism information database, analyzing tourism information and maintaining the Tourism Authority of Thailand homepage. From the analysis of the system it was found that almost none of the information on the homepage is dynamically connected to the tourism database system. Dynamic connection between homepage and tourism database is essential for interesting presentation of tourism information for domestic and overseas tourists.

This research is to analyze and develop the current tourism information database system in order to allow implementation on the World Wide Web and to create a graphic user interface prototype program to allow retrieval of tourism information on the World Wide Web with three-tiered architecture. Oracle 7.3.4.0.0TM Server are implemented as the relational database management system. Developer/2000TM 2.1 server and Oracle Web ServerTM 2.1 are used as the application servers on Windows NT 4.0 Server and Internet Explorer 4.0 and Java Plug-in 1.1.1 are used as the client web browser on Windows95 operating system.

The tourism information retrieval system is designed to search and display Map of Thailand & Province Information, Airlines, Embassies & Consulates, Banks, Car Rental Services, Travel Agents, Golf Courses, Travelling Places, Accommodation, Restaurant, Entertainment, Souvenir Shop, Festivals and Events and TAT Offices Test users reported that this prototype program worked quite well.