

The objective of this independent study was to study the factors which influence the adoption of the application of Electronics Commerce system in the tourist businesses in Chiang Mai Province.

The sample population in this study covered all types of tourist businesses which had offices in Chiang Mai Province and had their own websites. The total number was 52. The study was conducted by compiling data from the designed questionnaire and analyzed the data by utilizing descriptive statistics which consisted of frequency distribution, determining percentage ratios, mean values, and standard deviations as well as analytical statistics such as t-Test, ANOVA, and Pearson's correlation analysis.

The results with respect to personal factors indicated that most respondents were female, the age range of 20-29 years, with a bachelor's degree or an equivalent as the highest education level. Most respondents received a monthly income in the range of 5,001 – 10,000 baht, used computer regularly, had some knowledge about Electronics Commerce system regarding procedure and investment costs; and understood the meaning of Electronics Commerce system at a reasonable level. As for opinions about the benefits of utilizing Electronics Commerce system

in their businesses, most respondents agreed that Electronics Commerce system would give customers a better image of the company as being more modern. Furthermore, it would save time in communications, enable companies to manage their marketing better, provide an easier way for customers to contact companies, increase distribution channels and thus enhance competitive advantage, provide more information to customers; and boost sales at a high level. Concerning the motives for undertaking the business, most respondents indicated "to earn income" as the objective.

Regarding the factors related to organizations, it was found that the surveyed tourist businesses that had been in operation from 1 to 5 years were the highest in number, and the majority were small businesses with less than ten employees, having a registered capital of 100,000-500,000 baht, and operating both inbound and outbound tours. Most of them used computers in their customer service department. As for decision to implement Electronics Commerce in the business, this decision would be made only by the managing director or the business owner. Regarding readiness in implementing the Electronics Commerce system, the majority of respondents indicated a high level of readiness with respect to abilities of employees, company policies and investment funds.

Among the external factors with significant impact on implementation of Electronics Commerce system were the intensifying competition in the tourism businesses; growing usage of Internet among consumers; expanding usage of Electronics Commerce in the business sector; speed of Internet connection; convenience and security in purchasing goods through Internet; changes in technology; affordable fee in using Electronics Commerce services; supporting policy from the government; laws and trade regulations; and expansion or contraction of the country's economy.

In view of adoption behavior, it was found that most respondents had a high level of "interest" in implementing Electronics Commerce system in their organizations, and their "intention" to implement Electronics Commerce system in their organizations was at the level of most likely.

Concerning relationship, it was found that there was no relationship between external factors and the level of acceptance. However, there were some internal factors which influence the level of acceptance, including readiness, attitude and the level of motivation.