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JURAIKAT KRAJANGTA : SELF SERVICE AIRLINE RESERVATION SYSTEM VIA INTERNET. RESEARCH PROJECT ADVISOR : SUPACHAI TANGWONGSAN, Ph.D., JARERNSRI L. MITRANONT, Ph.D. 147 p. ISBN 974-589-154-1

This research work is primarily concerned about proposing Self Service Airline Reservation via Internet, and developing a new kind of service system by applying Information Technology. This system encourages airline customers to use the airline reservation service by themselves, without using travel agencies. Furthermore, the customers can make payments conveniently and securely via the Internet, or so called electronic wallet. By providing this distinctive service, the airlines can gain competitive advantages over their rivals in doing business.

In the reservation process, the airline customer, via the Internet, can book, purchase tickets, even change or cancel a trip through a home computer. Their major tool is simply a Web browser. The process works on the Web page, with a user-friendly interface, that helps the customers to interact easily and quickly with the system. Upon confirming their tickets, the customers are requested to make the payment with their credit cards by using an electronic wallet. The wallet keeps the credit card information via SET (Secure Electronic Transaction) protocol. SET is a new standard protocol, jointly developed by Visa and MasterCard, for securing payment-card transactions over the Internet. It provides a way to verify message integrity and also to authenticate the message originator, which helps both the airlines and their customers to have confidence in the payment process.

The concept was then implemented as a prototype system by using the Cold Fusion program with the O'Reilly Website program as a Web server. Microsoft Access was used as a database management system. In the experiment, the prototype system performed quite satisfactorily in terms of accuracy, fast response, flexibility and ease of use. Thus, full scale implementation of this system prototype is the next step, in which security and convenience would be guaranteed.