

ERASMUS MUNDUS

Sustainable E-tourism program

End of year meeting



Ms. Prang Thongchai

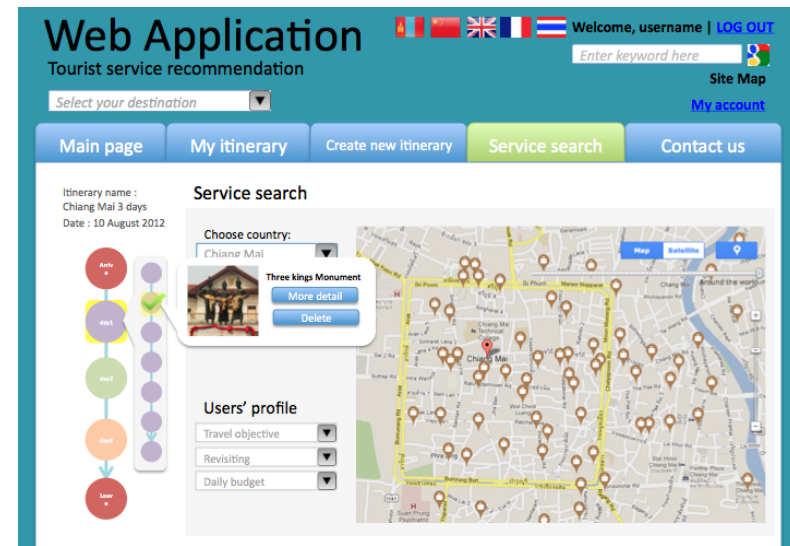
**Master student at College of arts media and technology, Chiang Mai University,
Thailand**



Work

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- Mobile tourist application project (with Jonglak and Pattaradanai)
 - To show the real tourist problem that should be concerned when design a mobile application for tourist and implement a mobile application tourism prototype which provide necessary tourist service recommend to user while moving
 - Collect service information for database
 - Design scenario
 - Design GUI
- Lyon ERASMUS workshop
- Chengdu SKIMA paper



Address and e-mail of production team

7/11/2012

Types of tourist in Chiang Mai

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Thai

Bangkok

- Business
- Commissioner
- Enterprises
- Weekender

Other Province (North)



Business foreigner

-Owner (European + US)

-Luxury style (near city)

-Trade (Malaysian, Singapore, Hong Kong)

-By Air (Low cost)

-Working around the city near hotel



Free SIM

(Backpacker) can speak English

US, UK, Australians

Japanese
Chinese
Korean
Israel

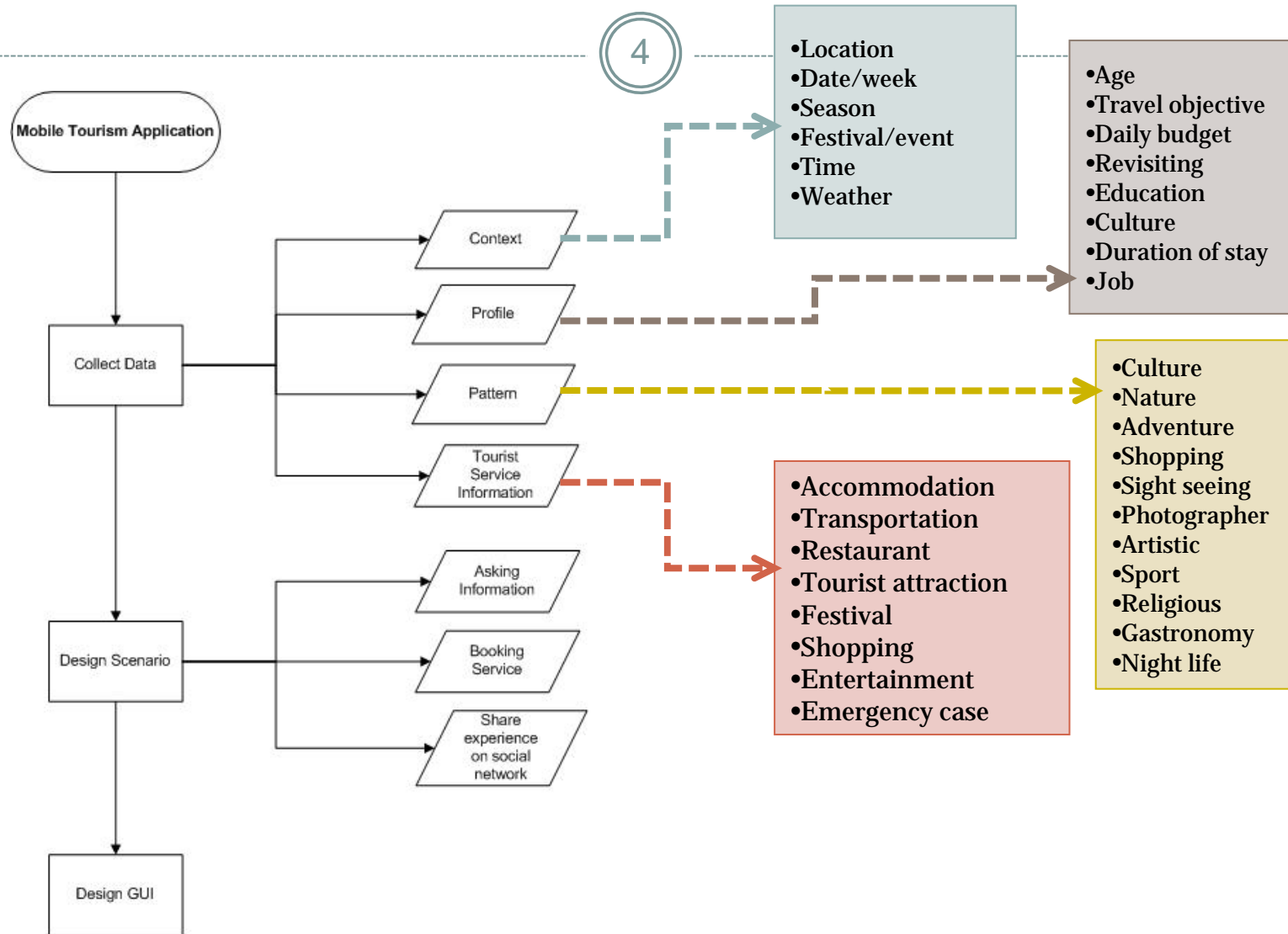


Live Wire

- Internet
- Coffee shop



Database



Database

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Culture	Age	Education	Job	Travel Objective	Lenght of stay	Budget per day	Revisiting	Life style
Thai (BKK)	University (18-25)	Undergraduate	Student	Festival	3 days	Less than 15000	0	Normal
Thai (BKK)	Manager (30-40)	Post-graduate	Commissioner/Enterprises	MICE (Meeting convention)	2 days	1500	Every month	Normal
Malaysian, Singapore, Hong Kong	Manager (30-40)	Post-graduate	Business	Business	1 week	3000	Every month	Normal
Western Europe	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0	Normal
Western Europe	Working (21-35)	Undergraduate	Business	Holiday	2 weeks	3000	2-3 time/year	Normal
Eastern Europe	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0	Normal
Eastern Europe	Working (21-35)	Post-graduate	Business	Holiday	2 weeks	3000	2-3 time/year	Normal
Chiness	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0	Normal
Japan	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0	Normal

Scenarios

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3 categories of scenarios

- Asking for service information
- Booking service
- Share information on social network

•Place
•Direction
•Emergency
•Transparence

•Accommodation
•Transportation
•tour

EXAMPLE

Asking for accommodation information.

Peter wants to change his accommodation for **2 days** because he doesn't like his present accommodation. He would like to have a new residence **near the city center** and not far from **his current accommodation**. Also, a new accommodation should fitting with **his budget**. However, he wants to know about the service in residence and price before he decides to book it. When he finds a right accommodation, he wants to book it.

User parameter

User parameter

User profile

context

GUI for Web Application

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user

interact



Web Application
Tourist service recommendation

Select your destination

Main page My itinerary Create new itinerary Service search Contact us

New recommend service

Today hot deal

1,199

BOOK NOW! 50%

999

Your Location

EMERGENCY CASE SERVICE!!

Address and e-mail of production team

Web Application
Tourist service recommendation

Welcome, username | LOG OUT

Select your destination

Main page My itinerary Create new itinerary Service search Contact us

Service search

Choose country: Chiang Mai

Choose service:

Tourist attraction:

Choose area: City center

Three kings Monument

Users' profile

Travel objective

Revisiting

Daily budget

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Web Application
Tourist service recommendation

Choose case

Lost Passport

Car Accident

Find Insurance company

Type name.....

Emergency number for tourist

Tourist police station

Tourist information

Hospital

Address and e-mail of production team

Web Application
Tourist service recommendation

QR SCAN

Address and e-mail of production team

Activities

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**ERASMUS MUNDUS 2011
open ceremony in LYON**



**Project meeting in Grenoble with Prof.
Hongnian Yu and Dr. Nopasit
Chakpitak**

Activities

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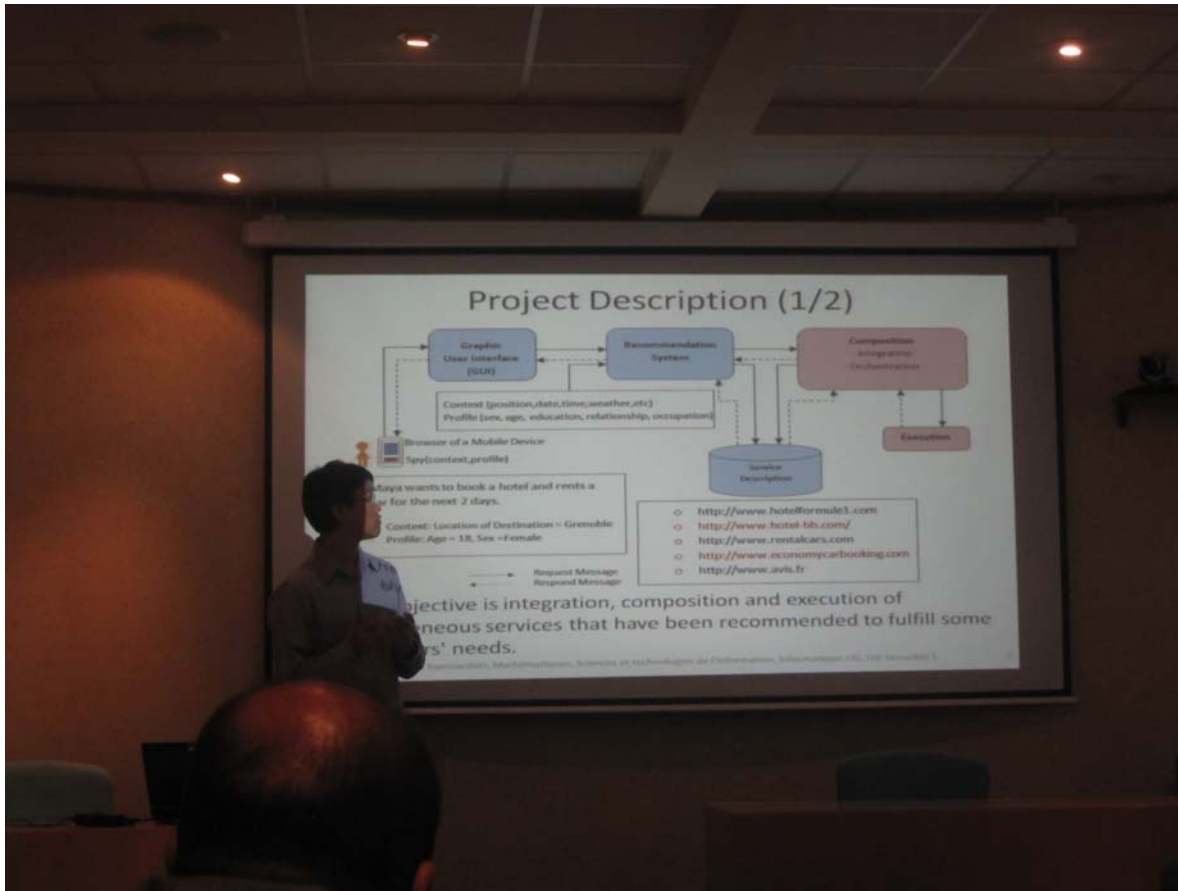
Greeting lunch in GRENOBLE



Social Activity on Monêtier les bains

Activity

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Work shop in LYON

7/11/2012

Feedback

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- Arrival information
- Residence
- Transportation
- French course
- Laboratory
- Project

**Thanks you for your
attention**