



# A Tourist Mobile Application

## A case study in Chiang Mai

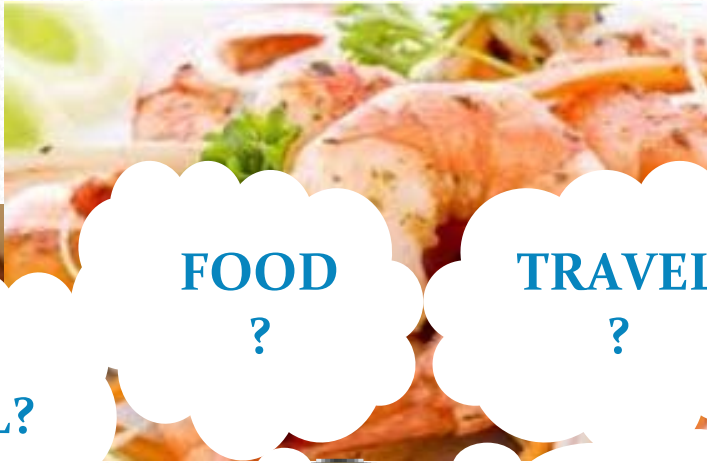


Prang Thongchai  
Jonglak Somrang  
Pattaradanai Pakdee

# TOURIST PROBLEMS



HOTEL?



FOOD ?

TRAVEL ?



DIRECTION ?

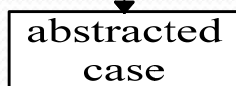


# Assessment Tourist's Needs

## Knowledge captured from guide tour experts

### Tourists

- C1 Single
- C2 Couple
- C3 Group
- C4 MICE
- ...



### Profiles

- AC1 Age
- AC2 Nationality
- AC3 Education
- ...

specify

norms

select

- N21 Thai
- N22 American
- N23 European
- N24 Japanese

AC2 Nationality

### Use-Cases

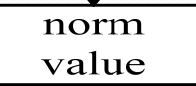
- By
- Location
- Time
- Weather
- Season
- Event

- D1 9 Temples Trail
- D2 Mae Rim Trail
- D3 Bantawai Trail
- ...

### Programs



specify



### Tastes

- NV1 Cultural
- NV2 Adventure
- NV3 Shopping
- NV4 Nature
- ....

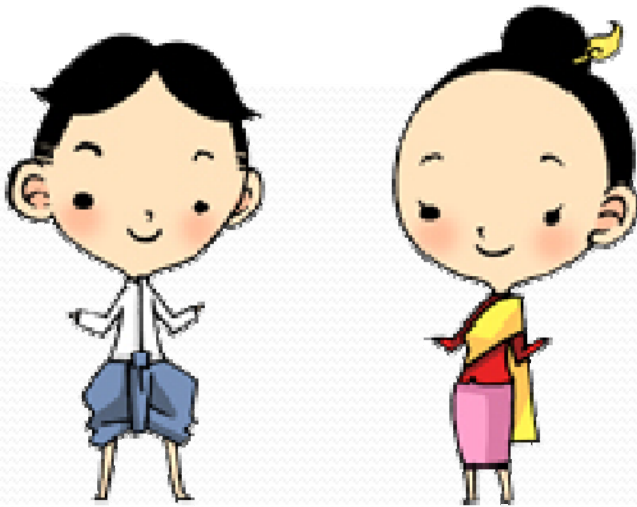
N23 European

## Thai

Bangkok

- Business
- Commissioners
- Enterprises
- Weekenders

Other Provinces (North)



## Business foreigners

- Owners (Europeans + US)  
Luxury style (near city)
- Trade (Malaysian, Singapore, Hong Kong)  
By Air (Low cost)  
Working around the city  
near hotel



**Free SIMs** (backpackers) can speak English

USA, UK, Australia

Japan

China

Korea

Israel



**Live Wire**

Internet

Coffee shop



Profile

ACTIVITY and PROFILE

Activity

Age

Travel Objective

Budget

Revisiting

Life-Style

Education

Culture

Duration of the Stay

Job

Value

Destination

Entertainment

Service

Gender

Food (Vegetarian, Muslim)

- Booking
- Hotel
- Restaurant
- Souvenir
- Transportation
- Tour
- Toilets
- Parking

## 1. Age

- University students (18-25)
- Workers/Employees (21-35 )
- Managers (30-40)
- Middle aged people (40-60)
- Seniors/Retired people (60 up)

## 2. Travel Objective

- Business
- Weekend
- Holiday
- Visiting Friends and Relatives
- MICE (Meeting convention)
- Festival

## 3. Budget

- Less than 1500 baht
- 1500 baht
- 3000 baht
- Over 3000 baht

# NORMs

## 4.Revisiting

- First visit
- Less than 10
- 2-3 times/year
- every month

## 5.Life-Style

- Normal
- Food (Vegetarian, Muslim)

## 6.Education

- Undergraduate
- Post-graduate

## 7.Culture

- Western Europe
- Eastern Europe
- Thailand
- Malaysia, Singapore, Hong Kong
- Japan
- China
- Korea
- South Asia (India, Pakistan)



## 8. Duration of the Stay

- 1 day
- 2 days
- Long weekend
- 1 month

## 9. Job

- Business
- Commissioner/Enterprises
- Professional (Doctor, Engineer, Architect)
- Student

## 10. Value

- Environmentalist
- Social Democrat/Communist
- NGO (non-governmental organization)
- Liberal
- Conservative
- Moral
- Artistic
- Wild life
- Shopper

## NORM VALUEs = Tastes

CULTURE

NATURE

ADVENTURE

SHOPPING

SIGHT SEEING

PHOTOGRAPHER

ARTISTIC

SPORT

RELIGIOUS

GASTRONOMY

NIGHT LIFE

# PATTERN

Pattern	Culture	Age	Education	Job	Travel Objective	Duration of the Stay	Daily Budget	Revisiting
1	Thai (BKK)	University (18-25)	Undergraduate	Student	Festival	3 days	Less than 1500	0
2	Thai (BKK)	University (18-25)	Undergraduate	Student	Visiting Friend and Relative	Long weekend	Less than 1500	Less than 10
3	Thai (BKK)	Working (21-35)	Post-graduate	Business	Business	1 day	1500	Every month
4	Thai (BKK)	Working (21-35)	Post-graduate	Business	Festival	3 days	1500	2-3 time/year
5	Thai (BKK)	Manager (30-40)	Post-graduate	Commissioner/Enterpr ises	MICE (Meeting convention)	2 days	1500	Every month
6	Thai (BKK)	Middle aged (40-60)	Post-graduate	Profesional (Doctor, Engineer,Architect)	Visiting Friend and Relative	Long weekend	1500	2-3 time/year
7	Thai (Other city)	Manager (30-40)	Post-graduate	Business	Holiday	Long weekend	1500	2-3 time/year
8	Western Europe	Manager (30-40)	Post-graduate	Business	Business	1 week	3000	Every month
9	Malaysian, Singapore, Hong Kong	Manager (30-40)	Post-graduate	Business	Business	1 week	3000	Every month
10	Western Europe	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0
11	Western Europe	Working (21-35)	Undergraduate	Business	Holiday	2 weeks	3000	2-3 time/year
12	Eastern Europe	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0
13	Eastern Europe	Working (21-35)	Post-graduate	Business	Holiday	2 weeks	3000	2-3 time/year
14	Japaness	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0
15	Chiness	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0
16	Japan	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0
17	Korean	University (18-25)	Undergraduate	Student	Holiday	2 weeks	3000	0
18	Thai	University (18-25)	Undergraduate	Student	Visiting Friend and Relative	Long weekend	Less than 1500	Less than 10
19	Eastern Europe	Manager (30-40)	Post-graduate	Profesional (Doctor, Engineer,Architect)	Holiday	2 weeks	3000	2-3 time/year

# RATING EACH PATTERN

Pattern	Culture	Nature	Adventure	Shopping	Sight Seeing	Photographer	Artistic	Sport	Religious	Gastronomy	Night life
1	1	0	0	3	2	3	1	0	0	3	4
2	0	3	0	3	3	3	1	0	0	3	4
3	0	0	0	1	0	0	0	0	0	3	0
4	3	0	0	3	2	3	0	0	0	3	3
5	3	0	0	4	3	3	0	0	0	3	3
6	3	3	1	3	3	3	3	0	0	4	3
7	3	4	0	4	4	4	2	0	0	4	2
8	3	2	0	4	3	1	1	1	0	4	4
9	3	2	1	4	3	0	0	0	0	5	4
10	4	3	5	4	4	2	2	3	1	4	2
11	5	2	4	4	3	2	2	4	2	4	4
12	4	3	5	4	4	2	2	3	1	4	2
13	5	2	4	4	3	2	2	4	2	4	4
14	4	4	4	4	4	4	3	3	0	4	3
15	4	4	4	4	4	4	3	3	0	4	3
16	4	4	4	4	4	4	3	3	0	4	3
17	4	4	4	4	4	4	3	3	0	4	3
18	0	1	0	3	1	4	0	0	0	4	3
19	4	1	1	3	1	2	4	0	3	4	4

## EXAMPLE<sub>01</sub>



DEFINE STEPS

Norms  
[From  
Case Base table]

Norm  
Value

Decision



Legend	
●	Hotel
●	Official
●	Places of Interest
⚓	Temple
+	Hospital
B	Bus Station
E	Embassy
P	Post Office

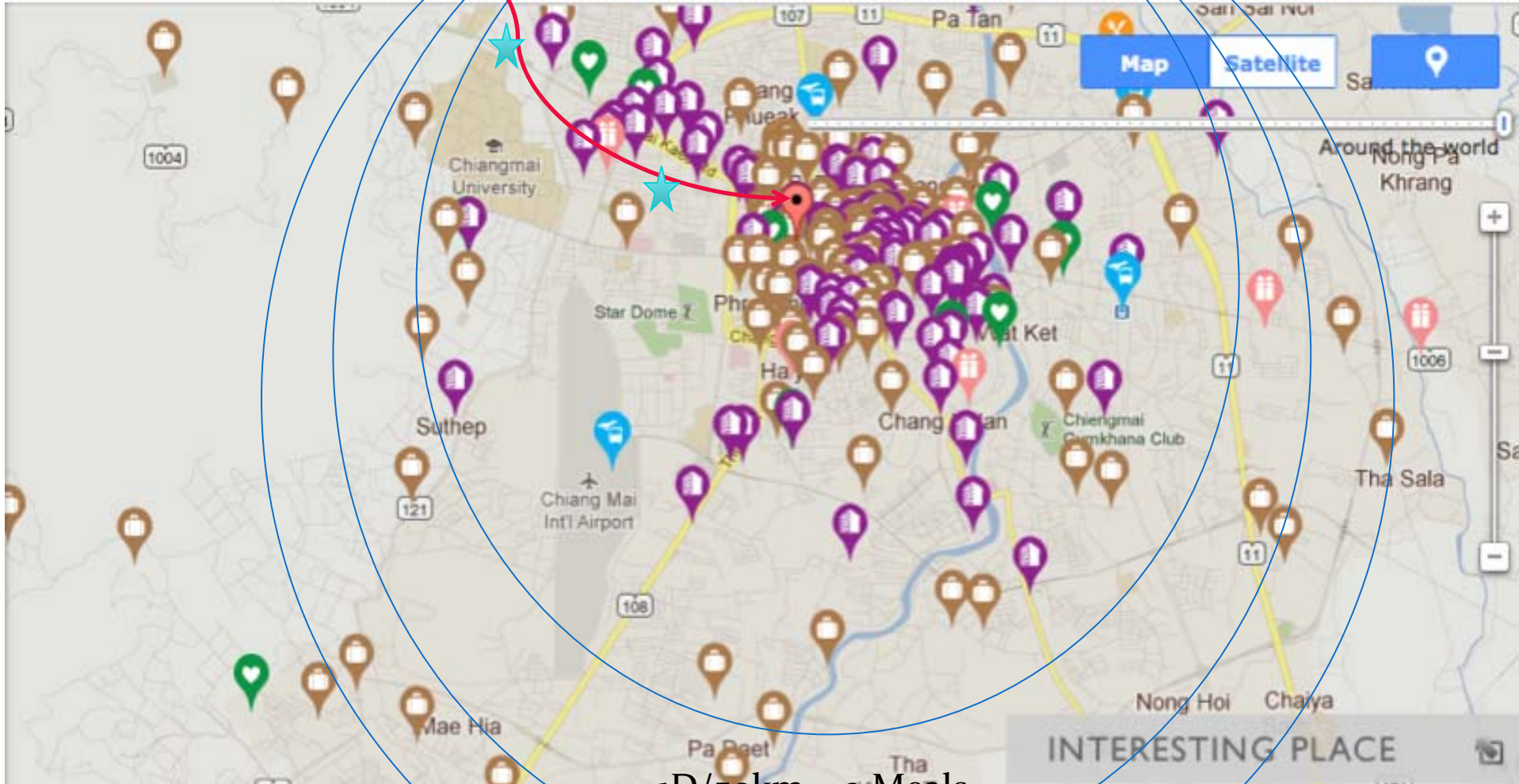
Doi Suthep Trail  
with some Recommended Stops

Travel by  
Bus/Car

$$0.5D/25km = 1 \text{ Meal}$$

$$1D/50km = 2 \text{ Meals}$$

$$2D/100km = 3 \text{ Meals} + 1 \text{ Night}$$

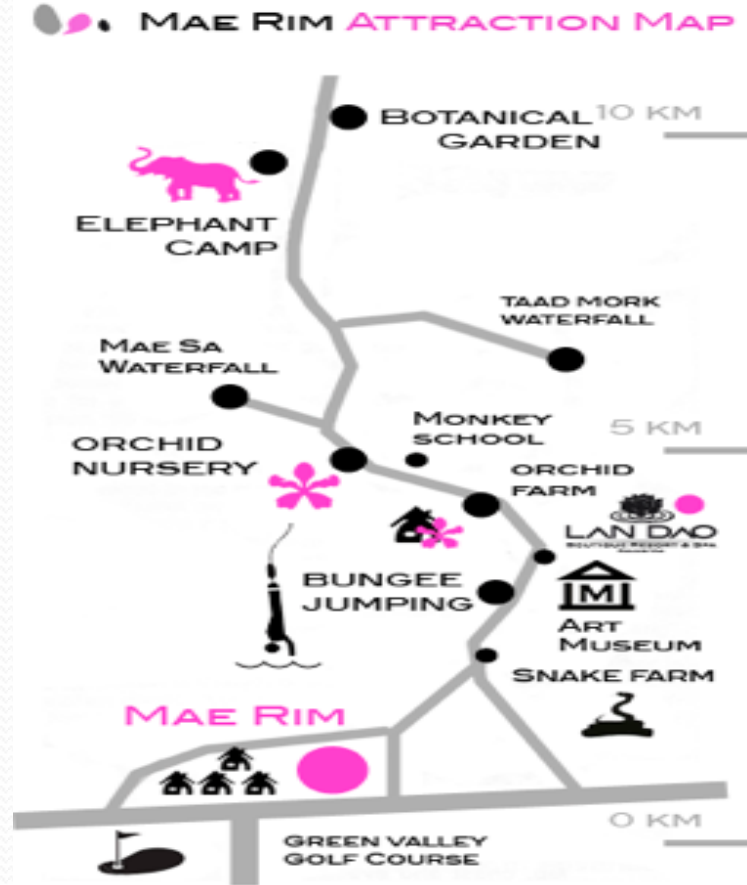


# Chom Tong Tra



2012-7-11

# Mae Rim Trail



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# DATABASE



Chiang Mai



Grenoble

Thank you for  
Your attention

