

Technology Trends in Tourism & MoreThailand.com Case

Presented at
ITB Market Trends & Innovations
at ITB Convention, Berlin
on March 11-15, 05

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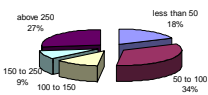
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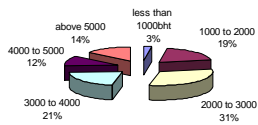
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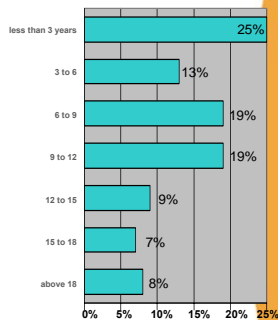
Profiles of hotels based on no of rooms



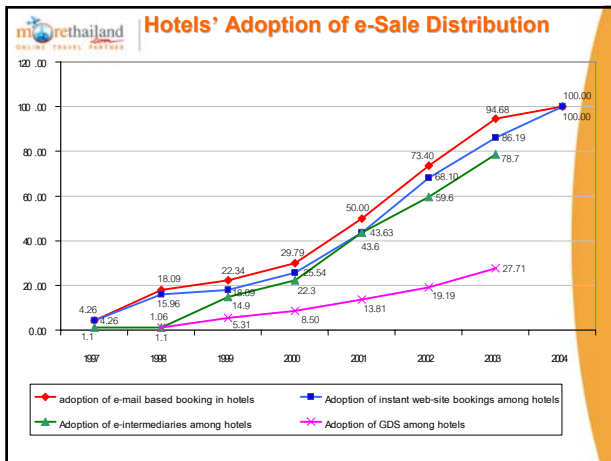
Profile of Hotels in terms of room rent/hotel grade

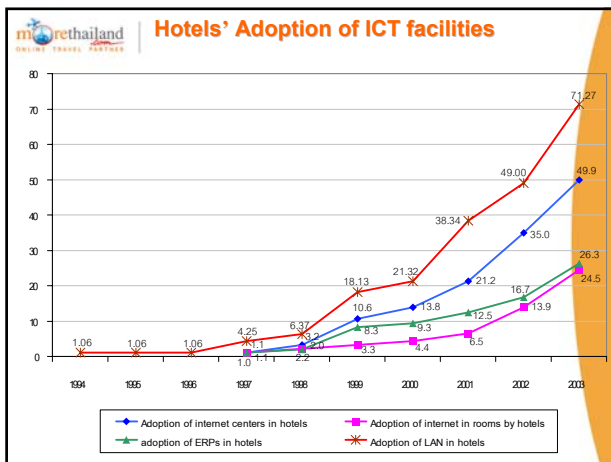


Profile of the hotels in terms of age



95 Hotels' Profile in our Sample





Hotel's Propensity Model

$$P_a = \sum \frac{1}{n \cdot \text{Max}[1, t_n - t_{na}]} * \frac{t_{na}}{\text{Min}[a, t_n]}$$

Where

- P_a is the hotel 'a's propensity to adopt ICTs
- t_n is the time since the technology 'n' was introduced in the market
- t_{na} is the time since hotel 'A' has adopted this technology
- a is the time since hotel A has been in existence
- n is the number of ICT technologies that have been considered

Table 1.3 Regression Results

	Unstd. Coef.	Std. Coef.	t-value	Significant
Independent variable	Regression coefficient	Std error	Beta	
(Constant)	3.84	1.70	2.26	0.03
Size of Hotel	0.00	0.02	0.01	0.92
Hotel Class	0.13	0.09	0.17	0.17
Age of Hotel	-0.10	0.03	-0.37	0.00
Scope of Activities	0.14	0.07	0.26	0.05
Competition Level	0.51	0.26	-0.32	0.05
Size of market	0.21	0.09	0.35	0.02
% of customers from high internet penetration nation	0.30	0.17	0.27	0.09

R = 0.602 ; R Sq = 0.362; Adj. R = 0.282 ; Std.Error = 1.556; F-value = 4.540; p-value = 0.000

Conclusion

1. There exists a large variation for the propensity to adopt ICT in hotel industry across Thailand.
2. **For geographic location related factors**, market size and proportion of visitors from high internet penetration countries are the main positive factors for high ICT adoption rate. But occupancy rate factor seems to be a negative impact.
3. **For hotel specific related factors**, grade of hotel and scope of hotel operation has positive impacts on the ICT adoption. However, the legacy of old hotel seems to be a major obstacle for ICT adoption.
4. Since the size of hotel is not a significant factor, we imply that cost barrier is relatively trivial impediment.

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* Freely downloadable at www.Pongsak.Hoontrakul.com

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