

Thesis Title	A Dynamic Decision Support System for Tour Packaging: A Case Study of Chiang Rai Province
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ABSTRACT

This thesis proposes a dynamic decision support system for tour packaging to maximize the satisfaction of the tourists. The proposed system firstly models type of tourists by initially using decision rules and motivation parameters. The motivation parameter is tourist personal data including gender, marital status, age, occupation and revenue per month, which is used for categorizing which type of each tourist and providing more desirable tour package. Tour package used in this thesis are which is mostly divided into 6 types of tourist attractions including history, culture, nature, pleasure/exciting, relaxation/ health and eco/agro tourism. A package tour is arranged by the proposed system particularly for each tourist type. Nevertheless, satisfaction of tourists is usually changed by their motivations, the modeling module in the proposed system is thus designed to be dynamic. In thesis, the decision rules are adjusted in each interval of time by using the questionnaire for gathering satisfaction data and adjusting the rule bases for creating preferable tour packages. The result of study from the 160 tourist samples in Chiang Rai province shows that the proposed system provides higher satisfaction scores for 27.49% than the system using un-adjustable rules.

Keywords: Decision Support System/Tourist package/Decision rule