Research and Development of Digital Media Prototype for Hotel Business on the Sim Game: A Case Study of Lower Northern Provincial Cluster 2

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ABSTRACT

This research aimed to develop a prototype of digital media with the Sim game of the hotel business for consumers, also to study the level of consumer satisfaction on the prototype model with the Sim game of the hotel business for consumers and to study the relationship between operational quality and service excellence of the hotel business in the Lower Northern Provincial Cluster 2. The research and development used both quantitative and qualitative methods. The research samples were 400 peoples. The results of the research were as follow 1. The prototype developed by the Sim game of the business hotel for consumers, 2. The consumers had the satisfaction with the simulation game of the hotel business for the consumers were sorted by average to lowest respectively, the average levels were 3.87, 3.77, 3.72 and the standard deviation were 0.918, 0.858, 0.943, 3. The effect of the relationship between operational quality and service excellence of the hotel business was in the same direction mainly by the image of the credibility of the business; the service providers have technological security and the personality of the service provider was professional. The level of relationship was relatively high. (r = 0.655, p-value 0.000) and the difference was statistically

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Research and Development of Digital Media Prototype for Hotel Business on the Sim Game: A
Case Study of Lower Northern Provincial Cluster 2

192

significant to accept the H^1 . The hypothesis was to build trust and confidence which follow the policies and administration plan that have the same direction and the relationship was relatively high. There was no difference significant. (r = 0.652, p-value 0.443) to accept the hypothesis: H^0

Keywords: Competitive Advantage, Information Technology, Innovation

Introduction

The Southeast Asian countries are a new destination for gold tourists and likely to continue to grow (Office of tourism development the ministry of tourism and sports, 2008) which corresponds to the current tourism situation. (Worachart Dunyeasathien, 2016) The hotel business in Thailand with foreign networks has Thai people worked in management. Due to its reputation and international standards of service, it has been recognized by its customers. The key point that Thai hotels have been recognized in the world is the service of Thai people with the presentation of Thai images. At present, there is a huge competition in the tourism business in Thailand.

E-commerce or internet trading is a form of trading and a widely used trading channel. E-commerce is expanding the market of goods widely. They play an important role in local trade and world trade. In the United States, the value of e-commerce had reached $ 31.72 billion (U.S. Department of Commerce, 2013). Only trade value in the first quarter of 2009, Thailand to other markets of boundless borders was an important strategy for sustainable economic development. The products could be local products from each community such as handicrafts, agricultural products, and other industrial goods.

The researcher saw threats and the opportunity to help to solve the problem and increasing the potential by developing the Sim game. The concept is called Virtual Buying Experience (Suh and Lee, 2005) so the buyers need to touch or trial a unique item from the community merchandise and the buyers often have to explore all aspects of the products, such as the artwork and the local dishes, which may need unique packaging. The digital media has a great influence on how the consumers have their attitude and lifestyle. Almost every activity in the day, the digital media plays an important role and there are also interesting phenomena today which is a multi-digital platform (Multiscreen) that receives online media through multiple channels at the same time. While watching television, a person will use a tablet or smartphone

to chat and update the social network simultaneously. This due to the digital media out of this problem and importance. They generate an outcome for the establishment and international development. More importantly, this is a major factor affecting consumers' purchasing decisions in this era. Now, consumers find products and services from the internet before making a purchase. Is there any statistical information that indicates whether social network influences the interest in the product or service? It was found that 39% of the general sample and 67% of the digital trendsetters had frequently interacted with the brands. The companies created their markets through a social network (Nuttaputch, 2013, Online quote in Dongjai Tamnipanon, 2014) The researcher would use the information technology to improve the way consumers access to the conditions and details of the hotel business to be able to get recognized and to visualize the accommodation and the facilities used in the hotel business model to develop and design the Sim game. The part of this research was to integrate teaching and learning into the basic business strategy. In practice, the learners will learn and develop the prototype together with the instructor. This will create a major impact on the decision making and development of the model and the importance of the service, as well as the introduction of new services through the development of new channels.

Research Objectives

1. To develop a prototype of digital media with the Sim game of the hotel business for consumers in the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani)

2. To study the level of consumer satisfaction in the prototype model with the Sim game of the hotel business for consumers in the Lower Northern Provincial Cluster 2.

3. To study the relationship between operational quality and excellent service of hotel business in the Lower Northern Provincial Cluster 2.

Literature Reviews

At present, businesses with old business models may encounter problems in competing with competitors under more intense competition businesses, therefore, to focus on competitive strategies can help to solve those problems. The service excellence strategy is one strategy that improves customer satisfaction and results in business operations (Anon Wong Chiang and Suree Khemthong, 2011). They divided the consumer satisfaction into 3

sections; 1. Customer 2. Process and 3. Employees of the hotel business. The goal was to get satisfaction from the consumers. (Klaus and Maklan, 2013) They viewed customers' experience as " The customers' cognitive and affective assessment of all direct and indirect encounters with the firm relating to their purchasing behavior". For Lemke *et al*. (2011), customers' experience is conceptualized as "the customers' subjective response to the holistic direct and indirect encounter with the firm, and customers' experience quality as its perceived excellence or superiority service".

The excellent service in the operation of the hotel business means good service that meets the needs of the customers to receive satisfaction as expected. In this research, the researcher had developed and used 5 variables aspects; 1. Reliability and Trust. 2. Confidence. 3. Customer response. 4. Care, and 5. Image. This research explored the development of service quality theory and alternate scales of measuring service quality, its role in customer satisfaction and the importance of several instruments to creating value for tourism products. The value that customers want can be divided into the following 3 categories (Gupta and Lehman, 2005; Nawaporn Prasomtong, 2018). These variables of quality of operation of hotel operations have 5 types: 1. Responsibilities of executives 2. Process related to customers 3. Resource management 4. Performance, and 5. Monitoring and inspection.

Therefore, the entrepreneurs are trying to find strategies to support the satisfaction and service quality to be different from the competitors in order to compete for more market share. The researcher is interested to study the linking factors of satisfaction which influence the relationship between service quality and customer loyalty. In order to obtain useful information for customers who use the services of the hotel business so the entrepreneurs should aware of the conditions. It is important to be a driving force for quality of work to improve service quality to suit the customer needs and can stand among the competitive situation of the business-standard.

The Lower Northern Provincial Cluster 2 has the potential and outstanding diversity in tourism, including many tourist attractions, history, culture, religion, tradition, and way of life. The community has 2 world heritage sites. The World Heritage Sites are Kamphaeng Phet Historical Park and Natural World Heritage Sites. Huai Kha Khaeng Wildlife Sanctuary is a large water source that conduces tourism area and agriculture benefits such as Bueng Boraphet, Bueng Si Fai. The way of life of the raft people on Nan River, Chao Phraya River, and Sakae Krang River also makes this area different. In order to gain an advantage and increase the potential of competitiveness, the community should use innovative management and services to complete with others.
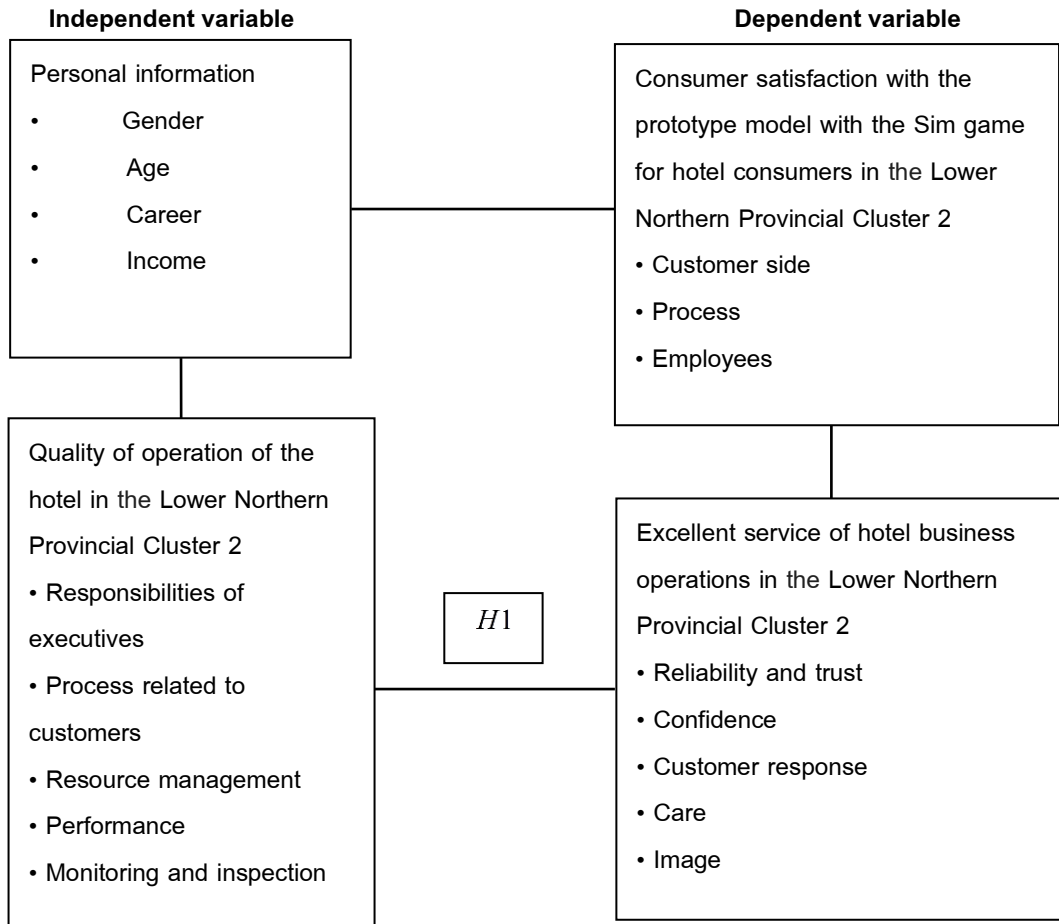
Research Framework

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Independent variable   **Dependent variable**

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Personal information
- Gender
- Age
- Career
- Income

Consumer satisfaction with the prototype model with the Sim game for hotel consumers in the Lower Northern Provincial Cluster 2
• Customer side
• Process
• Employees

Quality of operation of the hotel in the Lower Northern Provincial Cluster 2
• Responsibilities of executives
• Process related to customers
• Resource management
• Performance
• Monitoring and inspection

$H1$

Excellent service of hotel business operations in the Lower Northern Provincial Cluster 2
• Reliability and trust
• Confidence
• Customer response
• Care
• Image

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Figure 1: The conceptual framework

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Research Methodology

Population and sample

1. The population was the management of a hotel, business owner or hotel manager. The quantitative data and the consumers' sampling were collected in the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani). The population data was the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani) from Department of local administration, 2018, the population

was collected from 2,669,904 peoples in the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani).

2. The sample was consumers in the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani). The sample group was 400 consumers who stayed at the Lower Northern Provincial Cluster 2 or customers used the service with Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani selected by Taro Yamane and Simple Random Sampling. This research used .01 and .05 significant level with the quantitative method.

Data collection

The researcher used information technology to help the consumer to reach the conditions and details of the hotel business. In order to be able to recognize and visualize the accommodation the facilities and the style of service in the hotel business model developed with the Sim game version 4. The regular students have done in practice, the learner has learned and developed the prototype together with the instructor. In order to study and to learn in a virtual way to decide whether the business is appropriate to use or serve or not. This will create great importance in decision making, developing the model and focusing on the service, as well as introducing service through new channels. The data was collected using the interview by the quality method along with the questionnaire by the quantitative method follows the conceptual framework Figure 1.

The tools used to collect data were checked by 3 experts in order to find content validity and reliability and the reliability of the research tool using Cronbach's alpha coefficient, which has a value > 0.80. This research found that there is a confidence value between 0.857-0.974 which means it's acceptable according to criteria from the results of the analysis, the experiment was conducted with 30 non-research samples before the actual use of this research.

In this data collection. The researcher followed the steps and methods under the framework as follows; 1. To perform research tools according to the number of samples of the research. 2. To prepare a guidebook for assistance and cooperation to collect data. The researcher and research assistants could collect the questionnaire from the hotel business by the phone in advance, then the data were analyzed using hypothesis testing. There were 8 steps to platform this research. The research has 8 steps of the prototype development process.

Findings

      1. To receive the model digital media prototype with the Sim game of the hotel for consumers in the Lower Northern Provincial Cluster 2 and design under the conceptual development of the Sim game of the hotel business simulation from the initial definition. This QR code was designed to create jobs and video shows. You can scan this QR code and it will present with a video file. This is prototype development by the Sim game. It is a simulation environment for the hotel for consumer Figure 2.

Figure 2: QR code with the Sim game

      This result of the development model digital media prototype with the Sim game with QR code. It was under the research topic "Development of digital media prototyping with the Sim game of consumer hotel business model in Nakhon Sawan province" (Nawaporn Prasomtong, 2018.) Furthermore, the researcher conducted additional studies to gain knowledge and disseminate the use of prototype media to work towards the hotel business practice.

Results from the questionnaire

Part 1: The analysis of personal data.

Table 1: shows the frequency and percentage (%) (Gender)

Gender	(n=400)	%
male	197	49.25
female	203	50.75
total	400	100.00

Table 1 shows most of the samples were 203 female subjects (50.75%) and 197 male subjects (49.25%)

Table 2: Shows the frequency and percentage (%) (age)

age	(n=400)	%
Lower 20 years	7	1.75
20 – 39 years	186	46.50
40 - 59 years	167	41.75
60 years upper	40	10.00
total	400	100.00

Table 2 shows that 186 persons (46.50%) were from the age group of 20-39 years old, followed by 40 - 59 years old with 167 persons (41.75%), 60 years old and upper was 40 persons (10.00%) and the lower 20 years was 7 persons (1.75%).

Table 3: shows the frequency and percentage (%) (career)

career	(n=400)	%
Student	9	2.25
Business	178	44.50
Government / State Enterprises	150	37.50
Private employee	13	3.25
Other (please specify..................)	50	12.50
total	400	100.00

Table 3 shows the frequency and percentage of the career that mostly was 178 business personnel (44.50%). The government/state enterprise was 150 persons (37.50%). The other career was 50 persons (12.50%), the private employee was 13 peoples (3.25%). Lastly, the student was 9 persons (2.25%).

Table 4: shows the frequency and percentage (%) (income)

income	(n=400)	%
Lower 10,000 baht	44	11.00
10,000-25,000 baht	234	58.50
25,000 baht upper	122	30.50
total	400	100.00

From table 4 shows that 234 persons (58.50%) had 10,000-25,000 baht, 122 persons (30.50%) had 25,000 baht or upper and 44 persons (11.00%) had lower than 10,000 baht.

Part 2: The results of consumer satisfaction analysis on the prototype models with the Sim game of hotel business for consumers in the Lower Northern Provincial Cluster 2

The researcher studied the information of the respondents who were analyzed by the mean and standard deviation. The results were shown in the following table.

Table 5: The summarizes were the consumer satisfaction level of the prototype model with the Sim game of
the hotel for consumers in the Lower Northern Provincial Cluster 2

Items	Mean	Standard deviation	Value translation	Rank
1. Customer	3.87	0.918	high	1
2. Employees	3.77	0.858	high	2
3. Process	3.72	0.943	high	3

Table 5 summarizes the level of consumer satisfaction with the prototype model with the sim game of a hotel for consumers in the Lower Northern Provincial Cluster 2, showing the average by ranking

The customer average is 3.87, the standard deviation is 0.918, the employees average is 3.77, the standard deviation is 0.858, and the process is the average of 3.72 and the standard deviation is 0.943.

Part 3: Results of hypothesis testing.

H_0 : The quality of service and excellent service of hotel business in the Lower Northern Provincial Cluster 2 are independent.

H_1 : The quality of service and excellent service of the hotel business in the Lower Northern Provincial Cluster 2 are related.

The data analysis and hypothesis were tested by Pearson product-moment correlation coefficient for hypothesis testing. The correlation coefficient. The mean value of -1 and r <1 <0 <r <1 are as follows.

If r is negative, then there is a relationship in the opposite direction.

If r is positive, it is related in the same direction.

If r is zero, there is no linear relationship.

R = 1 means that two variables have a linear relationship with each other and when 0 <r <1 is divided into 5 levels (Franzblau, 1958).

When 0 <r <0.20, the relationship is low.

0.20 <r <0.40 means that the relationship is relatively low.

0.40 <r <0.60 means that there is a moderate relationship.

0.60 <r <0.80 means that the relationship is relatively high.

When 0.80 <r <1, the relationship is high.

Details are as follows.

Table 6: The relationship between quality of operation and excellent service of the hotel business in the Lower Northern Provincial Cluster 2

correlation	n	r	p	correlation level	direction
(V27,V36)	400	0.655**	0.000	relatively high	direction
(V27, V32)	400	0.652	0.443	relatively high	direction
(V27,V33)	400	0.642**	0.000	relatively high	direction
(V27,V29)	400	0.426**	0.000	moderate relationship	direction
(V27,V30)	400	0.410**	0.000	moderate relationship	direction
(V27,V34)	400	-0.170	0.079	low	opposite direction
(V27,V35)	400	-0.086	0.489	low	opposite direction

** 0.05

Table 6 shows the relationship between operational quality and service excellence of the hotel business in the Lower Northern Provincial Cluster 2. The quality of operation divided

into 5 aspects as follows: 1. The responsibilities of executives 2. The processes related to customers. 3. Resource management. 4. The operations, and 5. The monitoring. The relationship between the excellent service of the hotel business in the Lower Northern Provincial Cluster 2 can be divided into aspects: 1. Reliability and Trust. 2. Confidence 3. Responsiveness 4. Customer Response, and 5. Image.

The Pearson product-moment correlation coefficient (Pearson Product Moment Correlation Coefficient) test results showed that the quality of service and excellent service provided by the hotel business were in the same direction mainly:

1. The quality of executive responsibility. The management should define the vision, mission, and goals of the organization to achieve the goals set. The achieve goals and achieve operational quality with operational quality. The image has a credible image of the business and the service providers have security technology. The personality showed the service provider professional. The relationship was relatively high. (p <0.05), p-value 0.000). The difference was statistically significant to accept the hypothesis (H1) as the quality of management responsibility. The management should define the vision, mission, and goals of the organization to achieve the goals set; achieve goals and achieve operational quality with operational quality. The image has the credibility of the business and the service providers have security technology and the personality of the professional service provider was most closely related.

2. The quality of management. The management should define the vision, mission, and goals of the organization to achieve the goals set and achieve the results with quality of operations reliability and trust. The executives, managers, and employees have contributed to building credibility and confidence also followed the policies and administration set. In the same direction, the relationship is relatively high (r = 0.652, p-value 0.443). It was not statistically significant difference accepted assumption H_0 that the quality of the executive responsibility management should define the vision, mission, and goals of the organization to achieve the goals set; achieve goals with the quality of operation, reliability, and trust. The executives, managers, and employees have contributed to building credibility and confidence. In accordance with the policies and administration that are placed independent of each other, the relationship is second.

3. The quality of management. The management should define the vision, mission, and goals of the organization to achieve the goals set and achieve the goals with the quality of operations process related to the customer. The cost of accommodation is fair to the customer to have a valid tax in the same direction. The relationship is relatively high. (r = 0.642, p-value

0.000) It was statistically significantly different to accept the hypothesis H1 as the quality of management responsibility. The management should define the vision, mission, and goals of the organization to achieve the goals set with the quality of operations process that related to the customers. The cost of accommodation is fair to the customers. It ranks third and equal to the quality of the executive responsibility.

The management should define the vision, mission, and goals of the organization to achieve the goals set. Our goal is to achieve quality, reliability, and trust. The service provider must always make sure the customer receives the service from the hotel. The relationship is relatively high. (r = 0.642, p-value 0.000). It was statistically significantly different to accept the hypothesis H1 as the quality of management responsibility. The management should define the vision, mission, and goals of the organization to achieve the goals set. Our goal is to achieve quality, reliability, and trust. The service provider must always make sure that the services provided by the hotel are in the same direction. The relationship is relatively high.

The average level of relationship between the quality of operation and excellent service of hotel business in the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani) is in the same direction. The quality of executive responsibility that the management should define the vision, mission, and goals of the organization to achieve the goals set. In order to achieve goals with quality resource management to utilization and manage the resources, they need to operate hotel services in the same direction for efficiency and effectiveness. The relationship was moderate. (r = 0.426, p-value 0.000) It was statistically significantly different to accept the hypothesis H_1 as the quality of management responsibility. The management should define the vision, mission, and goals of the organization to achieve the goals set. To achieve goals with quality, resource management should utilize and manage the resources needed to operate for the efficiency and effectiveness of hotel services is the most relevant. The second is the quality of management responsibility; the management should define the vision, mission, and goals of the organization to achieve the goals set. In order to achieve goals and operational quality with operational quality; the performance of hotel operations should be accurate and meet the objectives of the business professional. The relationship was moderate. (r = 0.410, p-value 0.000) It was statistically significantly different to accept the hypothesis H1 as the quality of management responsibility. The management should define the vision, mission, and goals of the organization to achieve the goals set. In order to achieve goals and achieve operational quality with operational quality, the performance of hotel operations should be accurate, and the objectives of the business should be professional. The average level of relationship was second. The management should set the vision, mission, and goals of the organization to

Nawaporn Prasomtong

achieve the goals set and to achieve the goals with the quality of operations to respond to the customer needs, will to serve, provide the full service all the time. The management should define the vision, mission, and goals of the organization to achieve the goals set. In order to achieve goals with quality of operations; customer care is provided before, during and after the service.

Discussion

1. The study found that the image of the hotel business is very important (Pinrat Siripanpong, 2018), especially in the analysis of correlation. The credibility of the business and service providers is higher because of the use of technology. The security and the personality of the professional service provider are at the highest level. It is most closely related to the responsibility of the executives who are directly responsible for setting the company's vision, mission, and goals to achieve the goals set. In order to achieve the goals, managers and owners of the hotel business must prioritize this part first. In particular, the result of the consumer analysis in the Lower Northern Provincial Cluster 2 (Kamphaeng Phet, Nakhon Sawan, Phichit and Uthai Thani)is the importance of having a credible image of the company directly related to the quality of service excellence in running hotel business in the Lower Northern Provincial Cluster 2. Suradej Sattahipiwat (2016) explained that image can build the continuing to use of public relations. The customers are also approached by marketing communications using personalized media which will affect their decision to buy or use services that are effective and effective. It is important for the entrepreneur to consider the customers and overlook the value of the investment, such as profit. (Yang, C.C. and Yang, K.S, 2011; Sompong Tawatchai, 2016; Warisara Baunoo and Panee Sitakalin, 2019)

2. In addition to the vision, the mission and goals, the organization are also responsible for the management. The results of the correlation analysis showed that it's independent of the quality of operation of the hotel business in Lower Northern Provincial Cluster 2. In terms of reliability and trust, the executives, managers, and employees contribute to building trust and confidence, following the policies and administration set. The second priority maybe because of the customers or the consumers who come to the service focus on the performance of the business or service business. As such, having written visionary policy can help with the credibility of the work of executives, managers, and employees rather than only written assignment by Poonnut Chaipinnat and Nutpalida Srikanoy (2017), it is proposed that in the operation of hotel business, the operational planning does not comply with long-term plans or strategic plans. This problem of adopting strategies from vision to action is not

consistent. Consumers mostly focus on doing or doing real work. It is important to emphasize that the goal of the business is to work more. (Thongchai Surinvarangkul and Sutha Pongthavornpinyo, 2017; Poppommin Varojwatnanon, 2015; Grovo Company, 2014) explained that human communication in the modern world is fast and can spread information. The news is broader than in the past, especially communication through tools. The electronics tools are very popular in the era of digital communication to use the Internet to connect with the online network. It is found that consumers tell each other information. As a result, the products and services that undergo digital viral communication are highly credible. So, to focus on practice, the service provided by the hotel is a consequence of the digital consumer. 92% of respondents rated Facebook as the top two, 5% form YouTube and 3% form Instagram, respectively (Voramon   Boonsart and Bongchai Suwan, 2017; Elizabeth, F. Churchill, 2012). The media or social media refers to digital media or software that works based on a web-based or web-based communications tool. People can be a writer, whether they are stories, events, articles, experiences, photos, videos or music. Then they share the content, information, experience and talk to other users in the online world. Their networks have been known, both via text messages and voice with people in the same society quickly. The efficiency including mutual benefit businesses should focus on communicating through the digital marketing of the business through these media as Hung-CheWu and Ching – ChanCheng (2018;) Rob Law (2005) explained how to use the technology to impact the business.

3. The business leaders must pay attention to and focus on customer-related processes, such as keeping a fair price for customers and have a valid tax to focus on reliability and trust. The customers must be confident in what is provided by the hotel or business services. The relationship is relatively high. The equally relevant to customer-related processes is the need to focus on both the customer-related processes and customers of the hotel business. It is in line with Pathumporn Worithipong (2009) that quality of service is related to customers satisfaction in such areas as service standards, service prices, quality of service channels, etc. (Nawaporn Prasomtong, 2019)

Recommendations

Recommendations from the research

1. In the study, statistics should be used to answer more research questions, such as investment, income, information technology.

2. The research used applied methods and programs in business management. It is used in business applications such as business services or making reservations through the application system with online services, online marketing in the hotel business.

Recommendations for suggestions for the next research

1. The research and development using modern learning methods can respond to practical use and reduce the cost of learning.

2. The Preparation and classification of the student groups have been taught in the part of learning that should meet the level of knowledge. The attitude and ability of learners may be tested before learning.

3. The use of modern technology to consider the level of capabilities and benefits of technology, such as a game in this research, reflects how playing games can be used for learning and can be created under the circumstances and context of different and varied businesses. So, the instructors can use the game as part of the teaching.

Acknowledge

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