

Abstract

TKT ECO TOUR Co.,Ltd.is a travel agent that carries out local conservation tourism by the experts who have tourism experience for a long time, and gets the confidence from many people, companies, shops, and organizations. The company has program tour for supporting relaxation and many kinds of activities with staffs who have a lot of experiences and capabilities of local trekking. The study, therefore think about project “A survey of tourist demand to improve application functionality Phu Soi Dao of TKT ECO TOUR”At present, there are many companies that carry out this kind of tourism and have similar program tour. Formerly, our old program tour is similar to other companies. So we create a new program tour which increases application. Aims to explore the needs of tourists, to improve application functionality.And to bring that information to improve application functionality. Result,1.The traveler needs to improve the most is the map - altitude. - Hiking trails 16.25 percent. 2. The tourists want to improve moderate Things Speak system allows meaningful. Your phone will beep and display of points of interest, Once you're past the point where there is something of interest automatically 10.5 percent. 3. The tourists want to improve minimum Games competitions flowers. - The flowers in the path to learn through games is 0.19 percent. That causes the competition on presentation and tourists can't see another beautiful view point of tourist attraction. We then, address this problem by creating program tour via application of Phu soi dao National Park, a famous tourist attraction in Uttaradit, inside national park area. This can be utilized in the future, and be a new kind of program tour that make a company has more channel and alternative, and can decrease the problem as mentioned.

Key word: Travel information via application.