

Abstract

The Joyful Holiday Tour provides many travel services for business and incentive groups and air ticket reservation. It is one of the professional Japanese tour operations in Thailand and it is attempting to differentiate itself from competition by finding new travel routes. For this reason, the author came up with the project “The study of Hokkaido operational process”

The objective of this project is to study the operational process of Hokkaido route, to rectify problems and to improve the travel product of the company.

This project is based on information from Joyful Holiday Tour and the staff interview, and it applies marketing database from TAT for the SWOT Analysis. This will help marketers adjust the marketing strategy for the further service.

Key words: SWOT Analysis