Community OTOP Web Portal for Eastern Region of Thailand

Uthairatt Phangphol, Settachai Chaisanit, Tau-tong Puangsuwan, and Veena Khongpit
School of Information Technology
Sripatum University Chonburi Campus, Chonburi, Thailand
uthairatt_p@hotmail.com

Parichat Kunpluem
School of Business Administration,
Sripatum University Chonburi Campus, Chonburi, Thailand
parichat.ku@east.spu.ac.th

Abstract—The advancement of Internet technology was an important tool to develop innovation and has researchers rethink the way to develop innovation to user. Internet-based communication creates a variety of ways to deliver and provide electronic resources for user. However, the benefit derived from the usage of database makes the OTOP (One Tambon One Product) organization to develop and use it. Thus, the objective of this research was to develop Community OTOP Web Portal for Eastern Region of Thailand. With the usage system of OTOP web portal, the management can do transaction, edit add information, address, order, purchasing, payment, search, and forth to enhance competitive demand within the nation. The methodology used OOP and UML approach that was being applied for designing and analyzing system. This system can interact with users as well as GUI for manage their business and information. The system demonstrated and reflected content extraction of product information and creating online opportunity to business. However, the researcher expects that this system can increase and provides chances of OTOP business toward professionals cite benefits to economic.

Keywords- Web Portal; OTOP business; Online Community;

I. INTRODUCTION

The Internet technology is an impotent tool to develop business innovation and has researchers rethink the way to develop business innovation to user. Internet-based communication creates a variety of ways to deliver and provide electronic resources for user. Some methods, such as using web pages to deliver text in much the same way as hard bound texts, are very familiar to user. However, a big advantage is that the Internet also supports the delivery and use of multimedia elements, such as sound, video, and interactive hypermedia [1]. Internet technology can provide flexibility and convenience. It can overcome some traditional barriers such as time and place. A user can access materials independently online [2]. For the general user Internet does not require extensive computer skills, although familiarity with computers and software (especially Web browsers) does help to reduce the intimidation factor [3].

OTOP is the brand of products under the “One Tambon, One Product” project, a nationwide sustainable development initiative launched by the Thai government in 2001. It aims to promote the unique products made by local communities, by utilizing their indigenous skills and craftsmanship combined with available natural resources and raw materials. The Thai government provides communities with valuable assistance with regard to product development and opportunities to market products in a global arena. This project is also an important way to preserve traditional skills and ancient Thai heritage, which have been passed down through generations. OTOP offers an extensive range of exquisite handicrafts, quality agricultural products, food, beverages, gems, jewelry, textile, garments and so much more [4]. Therefore, the researcher develops community OTOP web portal for eastern region of Thailand that using web based technology over internet based to useful in OTOP business. This paper will describe the prototype of utilization and characteristics of OTOP web portal system. It begins with related work on using in online technology with business process.

II. SYSTEM APPROACH

This phase focused on an explicit construction of concepts involved with 1) what are the methodology and approach, 2) what the environment is, and 3) what is final prototype.

A. Methodology Overview

The system was collected by using and adapts the approach of Tirayut Ayuya. (2005) that consists of the six stages: 1) Examine Web Portal, 2) Collecting information of OTOP producers, 3) Achieving the user requirement, 4) System Design, 5) System Development and 6) Testing [5]. See Fig 1.

Figure 1. The approach
B. System Environment of OTOP Web Portal

The system environment adopted a two-tier structure based on the client/server model. A two-tier client/server structure is formed by adding a Client Tier and Data-Tier into the conventional Client/Server (C/S) structure model.

- Tier 1: The client-tier technology is the groups of components that run on the user side on the web-based application. Clients have no need to install any software except browser to access media on demand. The client can get the client-tier components by HTTP protocol. The components will be automatically run on the online systems.

- Tier 2: The data-tier is the group of components that are run to generate the information for the online systems before they are sent to the database. The content of the format consists of navigation specification, and media management. However, the database is the most important component in this tier. MySQL, which is the most popular open source database, is used. It is a relational database management system (RDBMS) that is based on Structured Query Language (SQL). MySQL has a small file size and fast speed so many small and medium websites choose it for their website databases in order to reduce costs. Because of its advantages, MySQL was chosen to manage the database system in this research.

C. Prototype of OTOP Web Portal

This phase presents an innovative system of community OTOP web portal for eastern region of Thailand application system. It begins with related work on using in business process and information technology. This system was a web based system. Accordingly this research will consider the possibilities and limitations of visual feedback as a promising channel for electronic business process management. The program was designed particularly to facilitate for end user. The basic aim of this project was to include transaction management, edit add information, addresses, product, order, purchasing, payment, search, and multimedia, sound, interactive hypermedia elements.

III. CONCLUSION AND FUTURE WORK

The system was implemented in a modular fashion and integrated to work as a module. All the modules of the program work together with proper. A community OTOP web portal for eastern region of Thailand application system was designed such that new innovative system for creating new way for support business process. It can be added with minimum effort, and also customized easily for other applications. However, research present tool for provides new innovative system for creating online opportunity for OTOP business.

For the further, we plan to tryout the proposed system with 50 users, divided by OTOP product groups and find the efficiency of this system. In addition, researcher also plan to continue our research, looking for different technique for innovative system such as knowledge management, collaboration, and participatory to improve business opportunity and customers management.

ACKNOWLEDGMENT

This research has been done thanks for committee of Sripatum University Chonburi Campus. Without their guidance and scholar supported, this study would not have taken its current form, nor would it have come to completion. Foremost, I must thank Mr. Manoon Sonkeard and people in school of information technology, Sripatum University Chonburi Campus and the Innovation Media Laboratory (InnoMedia Lab) for making some useful comments on both the concept of the research approach and a draft of the paper, and I am extremely grateful for all their help.

REFERENCES