



Rawai-Nai Harn South Coast Experience

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Blue sky thinking in Phuket

Phuket IT company Blue D Zine knew that in order to continue being successful it was going to have to create something no-one had thought of before.

So Assistant Managing Director Patima Khunpromkessara got her team together and they created Toursys – web software that allows tour operators to manage their business completely online.

“Web design is very common so we wanted to provide something better,” she said.

Toursys was recently nominated for an award in the tourism and hospitality applications category of the Thailand ICT Awards (TICTA) in Bangkok. Around 50 related companies in Thailand entered the awards and attended the corresponding expo.

The software is believed to be one of the first of its kind. It provides an organisational framework for tour operators that includes a customer database, an organiser, analysis of popular tours, accounts and financial information, and hopefully reduces simple mistakes, Ms Patima explained.

“The tourism sector is growing so there is a demand for this to bridge the gap between industry and



Blue D Zine Assistant Managing Director Patima Khunpromkessara at the Thailand ICT Awards in Bangkok.

education – we can link them. This software helps tour operators manage their daily operations better.”

The software will be officially launched at the end of this month, and so far feedback from the expo in Bangkok has been positive.

Around 15 vocational schools and universities in Thailand, including the Thalang Vocational School in Phuket, have already bought the software and have had training sessions with Ms Patima. Blue D Zine plans to hold software training sessions in Phuket in the future.

Those interested in buying Toursys should contact Ms Patima at Blue D Zine,



Blue D Zine Assistant Managing Director Patima Khunpromkessara, front, second from right, with her team at the awards.

located in the Phuket Software Park, 88/9 Moo 2, Chao Fa Est Rd, Phuket. Call 076 680 310, email patima@bluedzine.com or visit www.bluedzine.com.

Blue D Zine offers a 15 per cent discount on website design for holders of the Rawai Nai Harn Business Association Benefits Card.

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toursys

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