



USER MANUAL

“BUYER”

<http://virtualmart.tourismthailand.org>

For more information please contact Email: admin.ttvmtat.or.th



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TTVM

Thailand Tourism **Virtual Market**



THAILAND TOURISM

BUSINESS TO BUSINESS

ONLINE PLATFORM



TTVM

Thailand Tourism Virtual Market



Aim to drive the digital transformation of Thailand tourism industry, Thailand Tourism Virtual Market (TTVM) is developed to support and connect more with our global partners. We provide a new alternative way to achieve your business goal, expand your Thailand tourism network, offer more exciting deals as well as a space for you to negotiate and complete the business deal with your Thai's business partners,....

All in one platform

Start connecting with the global tourism industry via TTVM now at:

<https://virtualmart.tourismthailand.org/>

For further information or inquiry please contact

Email: admin.ttvm@tat.or.th

HIGHLIGHT FEATURES



Online Tourism Marketplace

TTVM is a B2B tourism marketplace that brings together sellers with buyers.



Always Available

Stay connected 24 hours a day / 7 days a week / 365 days a year.



Expand Your Market

Discover new business partners from around the World.



Create Attractive Profile

Create your online business profile for marketing purpose and more.



Deal Offer

Customize your deals (Offers) with tourism products and services.



Business Matching

With our deal matchings and deal searching tools.



Let Us Know Your Valuable Feedback

Your feedback and evaluation help us improve the service and strengthen the industry.



Your Data Center

Summarize your business deals with our proactive dashboard.



TTVM

Thailand Tourism Virtual Market

Discover **New Opportunities**

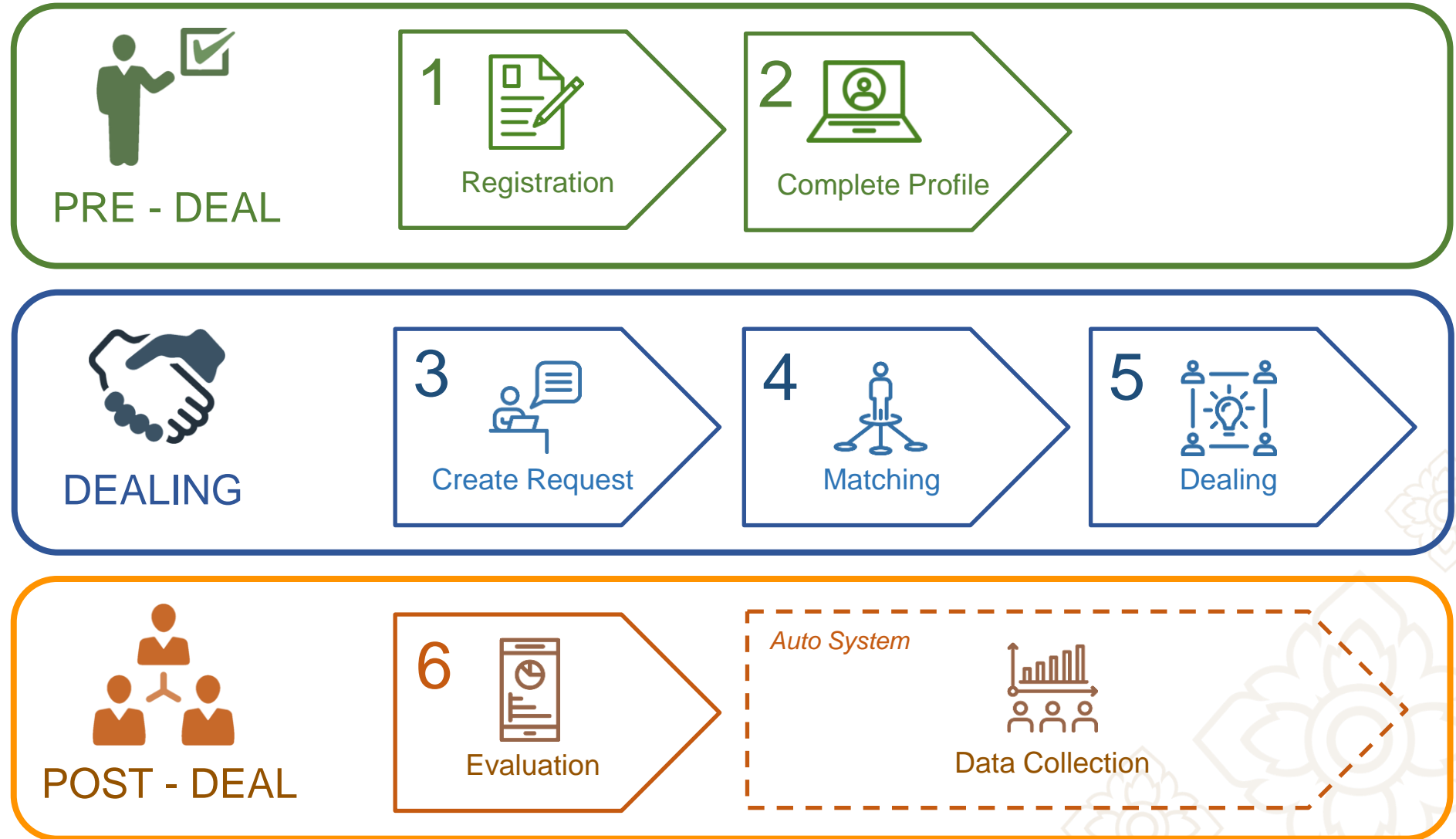
and expand your

Thailand Tourism Network

@ TTVM

USER'S JOURNEY

Complete your business deal within six easy steps via Thailand Tourism Virtual Market (TTVM). Go further with all the essential information you may need to develop your business and overall Thailand tourism market.



HOME is the starting page where you can access to all function and feature of the system as well as updated news and stories from TAT.

At the top, you can click at each menu to access each function.

Main Menu

Lead you to most of the function. As well as login or sign up to register.

(More details at Appendix 1)



***For Guest User , without login, will see only this 3 menus**

Get limited access to Events & News menu only.

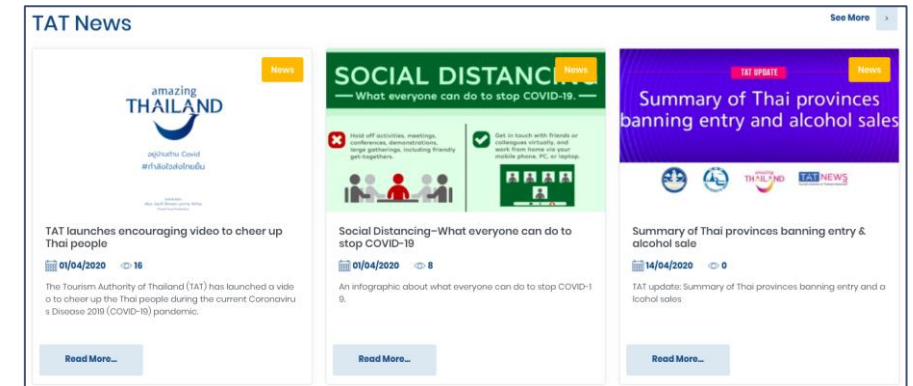


Banner

Interesting information from Tourism Authority of Thailand, and partners; upcoming update, information, promotion and more...

News

List of news business contents from TAT Newsroom.



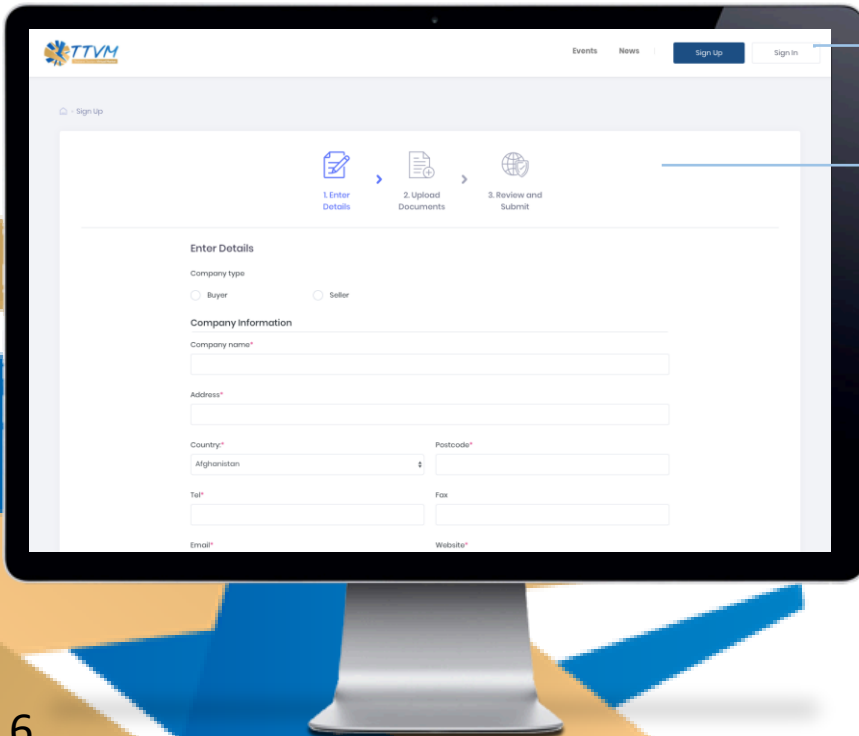
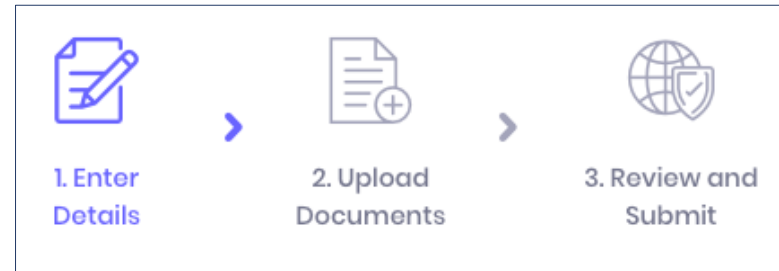
STEP 1 : REGISTRATION

To start creating your account, you will need to register and get approval by the Tourism Authority of Thailand. Just follow 3 simple steps of the registration process and submit your company business card to verify your business identification.

1 Select “Sign Up” on the main menu




2 Complete the registration form
Follow 3 steps to submit the registration.





3 Once you click “submit”, the document will be uploaded. We will send you a **Submit Confirm Email** when it’s completed.

4 We will verify all information and document to **APPROVE** and your account will be created.
Standard time : 2 working days





 **APPROVE:** You will get an acknowledge Email together with temporary Username & Password for first sign-in.

 **REJECT:** You will get an acknowledge Email to inform you that your registration was rejected.

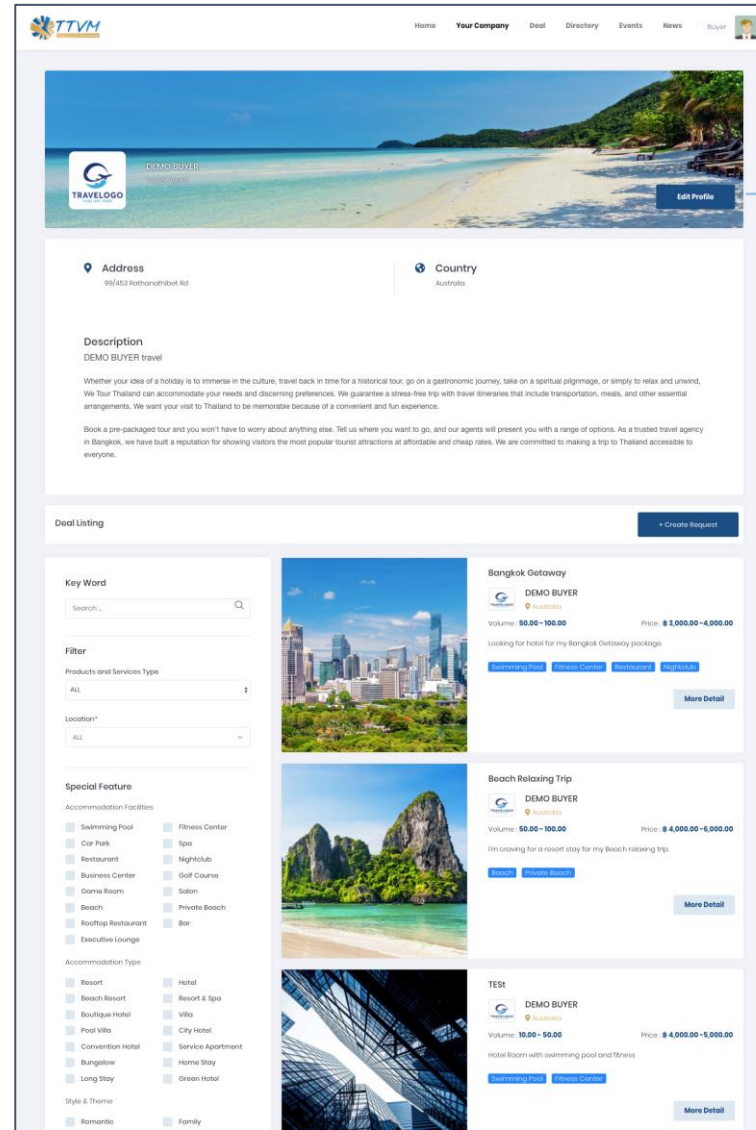
STEP 2 : COMPLETE PROFILE

After your account is created, it is now your task to complete your company profile.
Click from main menu **“Your Company”** then, **“View Profile”**

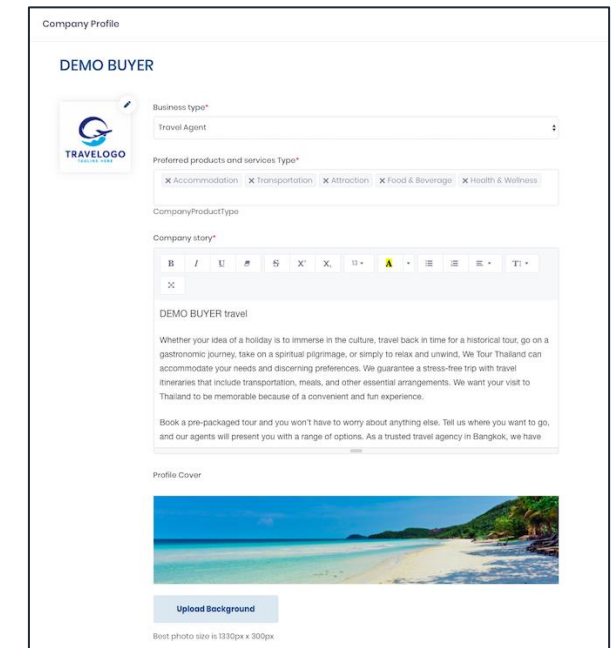
Our advice :
Your attractive business profile is a key to gain interest from your future business partner and the first step to start your business.

1 Select **“Your Company”**, then **“View Profile”** to access to the Company Profile.

2 Click **“Edit Profile”** to go to **“Edit Profile”** page

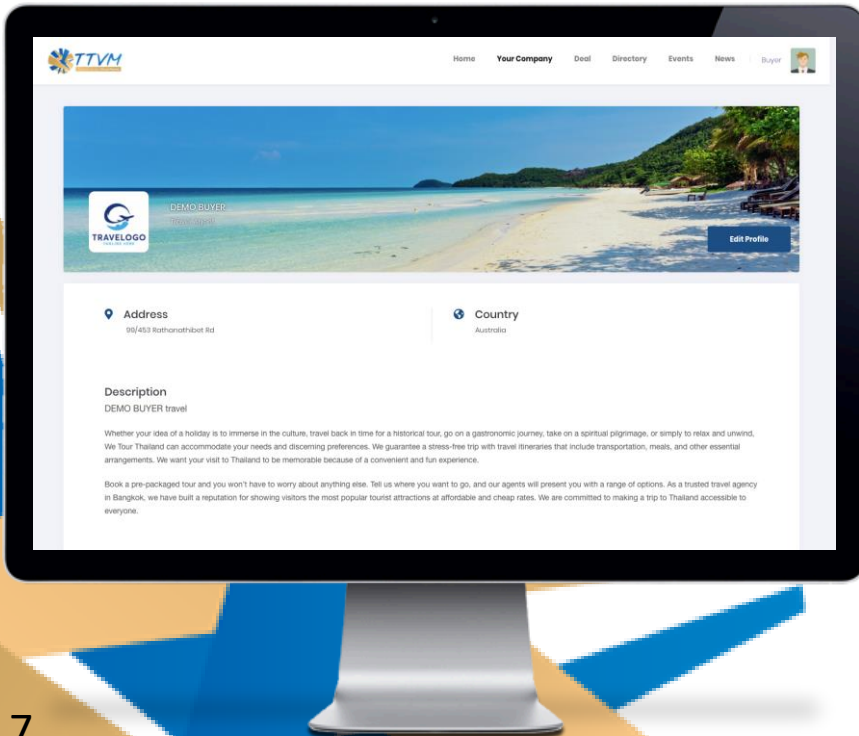


To access **“Edit Profile”** page.



(More details at Appendix 6-7)

For more information please contact Email: admin.ttvms@tat.or.th

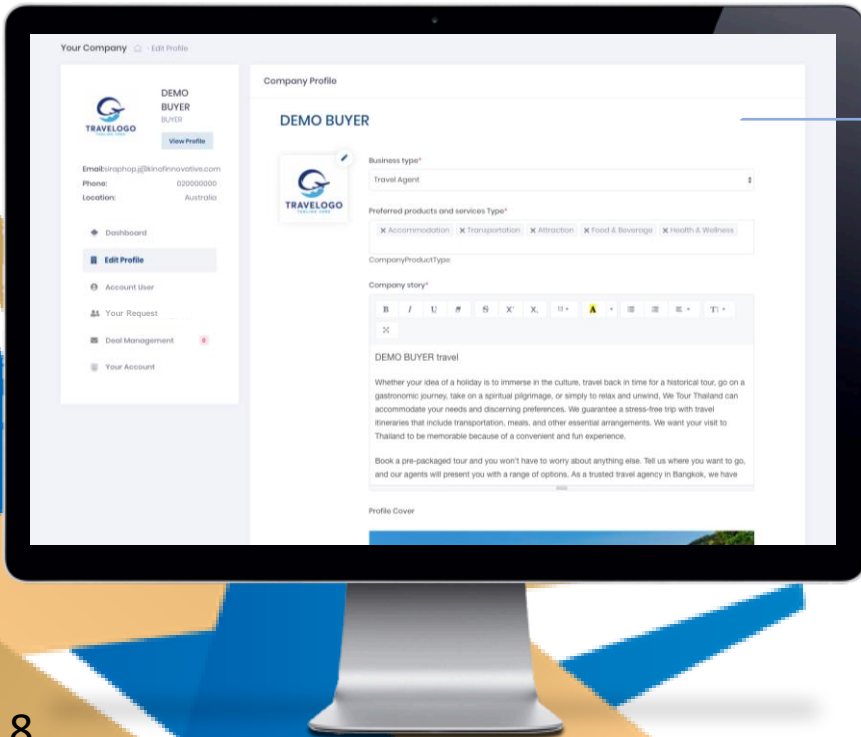


STEP 2 : COMPLETE PROFILE

You can **Add** and **Edit** all information and upload attractive photos of your product.

Our advice :

Quality and meaningful photo will make your profile more attractive and credibility for seller to offer you a special offer.



1 Select **“Edit Profile”** to access **“Edit Profile”** page. Then you could add and edit all information. *(More details at Appendix 6-7)*

1.1) Add/Edit Main Information.

- Company Logo
- Profile Cover
- Business Type
- Preferred Products and Services Type
- Company Story (Description of company / Business)

1.2) Add/Edit Company Information.

- Adjust all information from the registration process. Such as: Company/Business Address, Corporate Email, Website, Contact Person Information.

2 After complete, **then click “Save”**.

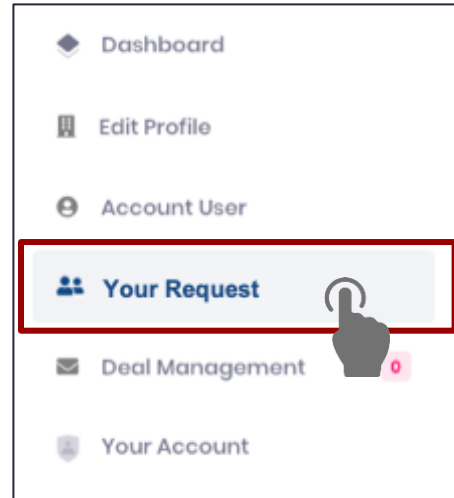
STEP 3 : CREATE REQUESTS

Next step is to create your **REQUEST** base on your required products and services.

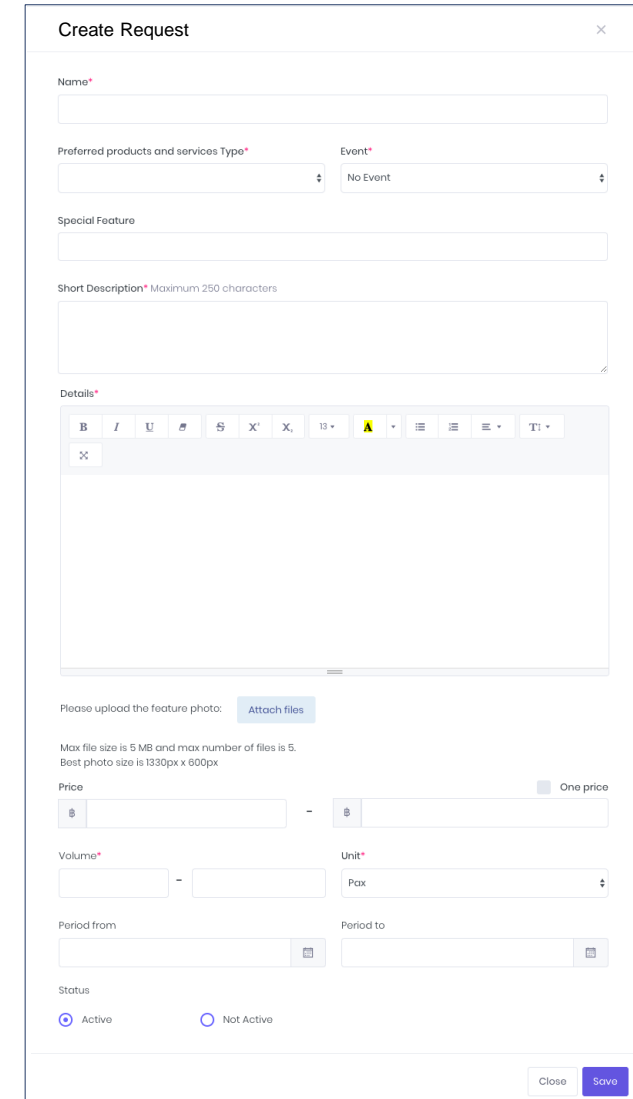
Our advice :

To **maximize your opportunity** to meet the seller, the **REQUEST** need to have specific criteria with additional information to connect to the right seller.

1 Select “ **Your Requests** ” from the **Dashboard menu** to get to the list of your company requests which able to Add/Edit/Delete

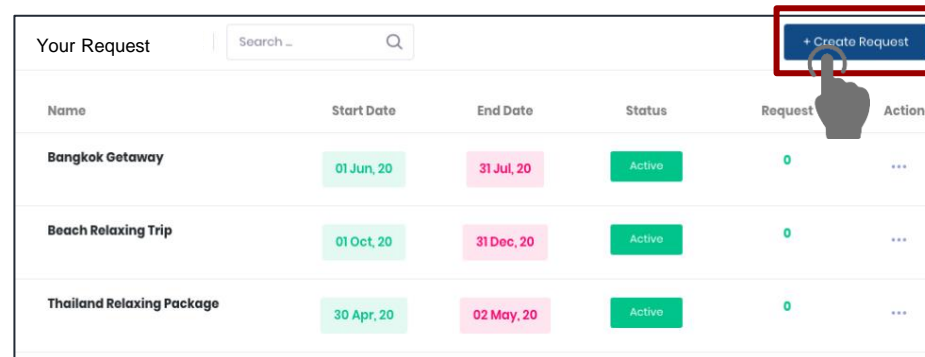


3 Complete the form and “Save” to add the new offers.
(More details at Appendix 8)



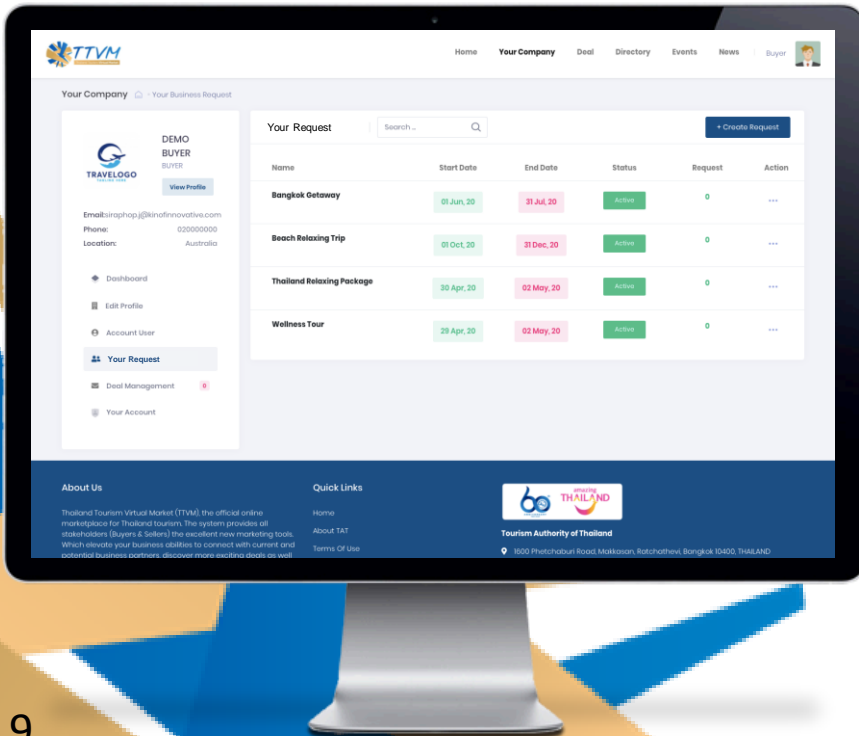
A screenshot of the 'Create Request' form. The form includes fields for Name, Preferred products and services Type, Event, Special Feature, Short Description, and Details. It also has a section for uploading feature photos and a 'Save' button at the bottom right.

2 Click “ **+ Create Request** ” to create your request.



A screenshot of the 'Your Request' table. The table has columns for Name, Start Date, End Date, Status, Request, and Action. The '+ Create Request' button is highlighted with a red box and a hand icon.

Name	Start Date	End Date	Status	Request	Action
Bangkok Getaway	01 Jun, 20	31 Jul, 20	Active	0	...
Beach Relaxing Trip	01 Oct, 20	31 Dec, 20	Active	0	...
Thailand Relaxing Package	30 Apr, 20	02 May, 20	Active	0	...



STEP 3 : CREATE REQUESTS

REQUEST (Business Request)

is the key activity in this platform. Here, Sellers from around Thailand can search and see your Request.

(More details at Appendix 8)

Crucial Information for seller to match with your request.

1. Preferred Products and Services Type –

The list of tourism products & services you're looking for from this deal.

Create Request

Name*

Preferred products and services Type* Event*
No Event

Special Feature

Short Description* Maximum 250 characters

Details*

Please upload the feature photo: [Attach files](#)

Price One price
฿ - ฿

Volume* - Unit*
Pax

Period from - Period to

Status
 Active Not Active

[Close](#) [Save](#)

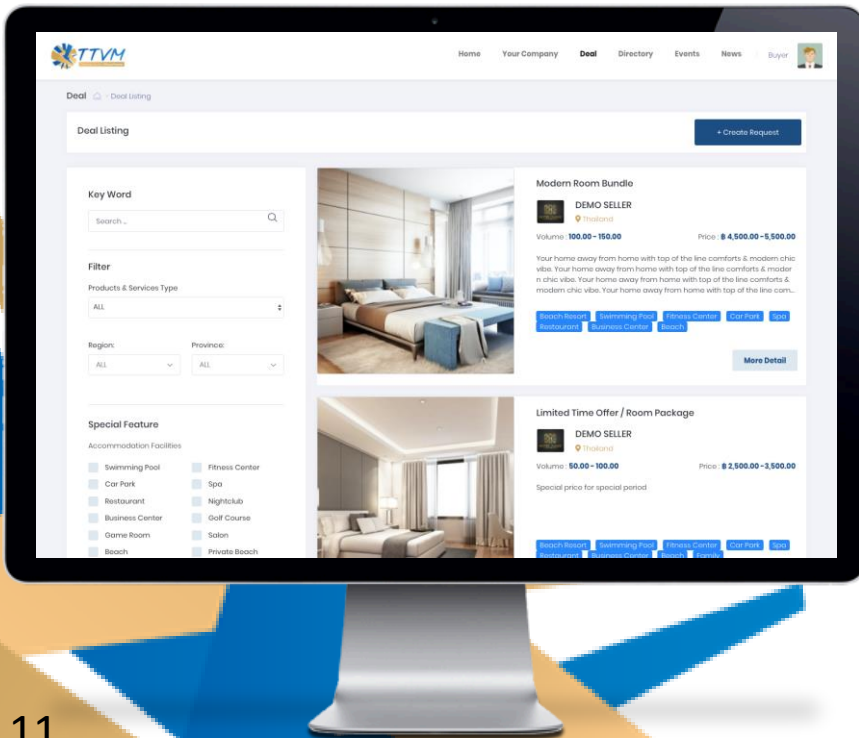
- 2. Price – Pricing is the art.** Too wide range can cause confusion to the seller, as well as, too small range will limit your negotiation.
- 3. Volume –** put number of room night or PAX that you want to get in this price range, or minimum volume in this price
- 4. Validation –** period that the price can be effective

STEP 4 : MATCHING

Now is the time we expand your business.

Our platform processes 3 simple ways to match your “**REQUEST**” with seller’s “**OFFER**”;

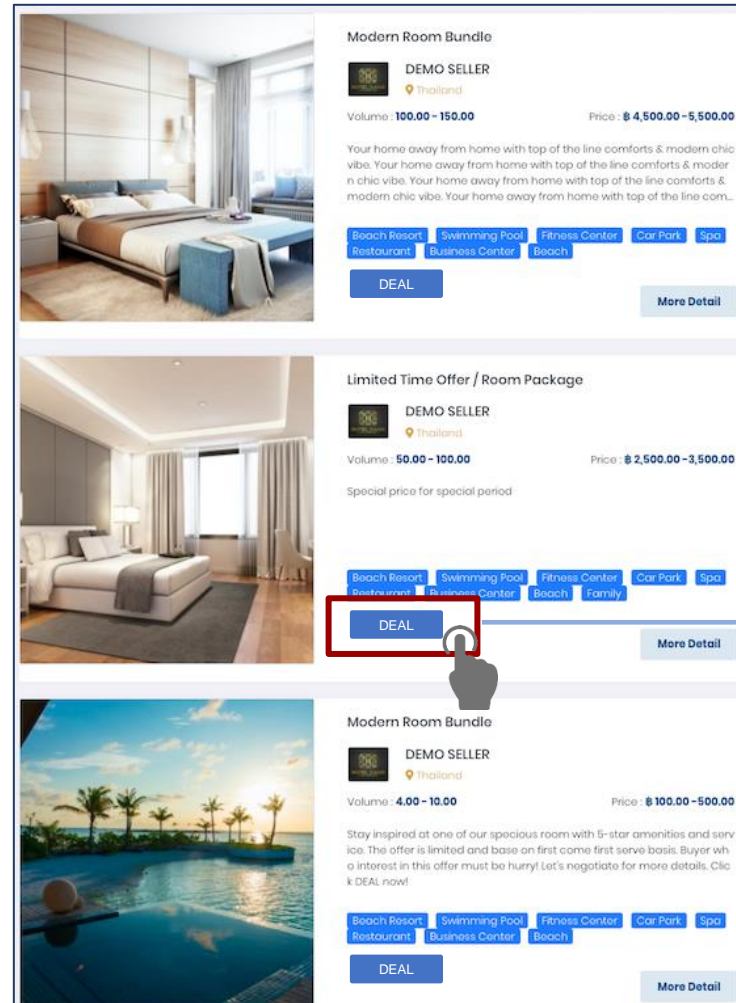
1. Auto-match
2. Search offers
3. Suggestion



4.1 Auto-Match

Once finish creating the **REQUEST**, the system will automatically match your request's criteria with sellers' and generate the list of **OFFER** from the seller that is highly matched with yours.

** Auto Match : Automatically pop up right after the request is created*



Matching Criteria

TTVM use the following factor to match your Requests with Seller's Offers:

- Products/Services type
- Location
- Price
- Volume
- Available Period
- Specific Keywords

Click “Deal” to send dealing request
Dealing process will start when the seller click accept.

STEP 4 : MATCHING

Now is the time we expand your business.

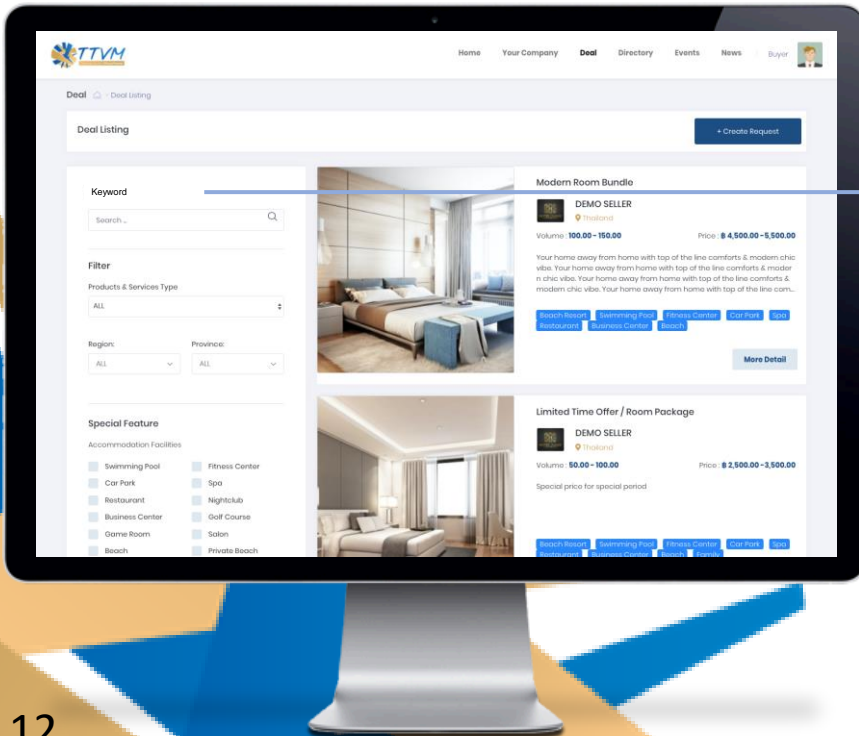
Our platform processes 3 simple ways to match your **“REQUEST”** with seller’s **“OFFER”**;

1. Auto-match
2. Search offers
3. Suggestion

4.2 Search Offers

Click **“Deal”** on the main menu, you will find the search box on the left side, which allow you to select many criteria as you want to search for the deal (**OFFER** from sellers). As details below:

The list of special feature



Keyword

Search _

Filter

Products & Services Type

ALL

Location*

Please Select

Special Feature

Accommodation Facilities

Please Select

Accommodation Type

Please Select

Style & Theme

Please Select

Tour Package

Please Select

Validity period

Select date range

Price : Range

Volume : Range

Search

Special Feature

Accommodation Facilities

Swimming Pool

Car Park

Restaurant

Business Center

Game Room

Beach

Rooftop Restaurant

Executive Lounge

Fitness Center

Spa

Nightclub

Golf Course

Salon

Private Beach

Bar

Accommodation Type

Resort

Beach Resort

Boutique Hotel

Pool Villa

Convention Hotel

Bungalow

Long Stay

Hotel

Resort & Spa

Villa

City Hotel

Service Apartment

Home Stay

Green Hotel

Style & Theme

Romantic

Accessibility

Wellness

Relax

Private

Modern

Family

Business

Fun

Luxury

Classic

Tour Package

Tour Package

Community Based Tourism

Diving

Food Tour

Responsible Tourism

Local Experience

Sport

Volunteer-Tourism

Creative Tourism

Attraction Categories

Entertainment

National Park

Shopping

Adventure

Animal Welfare

Theme Park

Museum

Department Store

Education & Recreation

Service

5 Stars Restaurant

Treatment

Transportation

Air Ticket

Restaurant

Rehabilitation

Plastic Surgery

Laboratory

Regenerative Medicine Clinic

Bar

Golf

Private Yacht

Buffet Restaurant

Hospital

Aesthetics Clinic

Dental

Health and Wellness Hotel & Resort

Wellness & Spa

STEP 4 : MATCHING

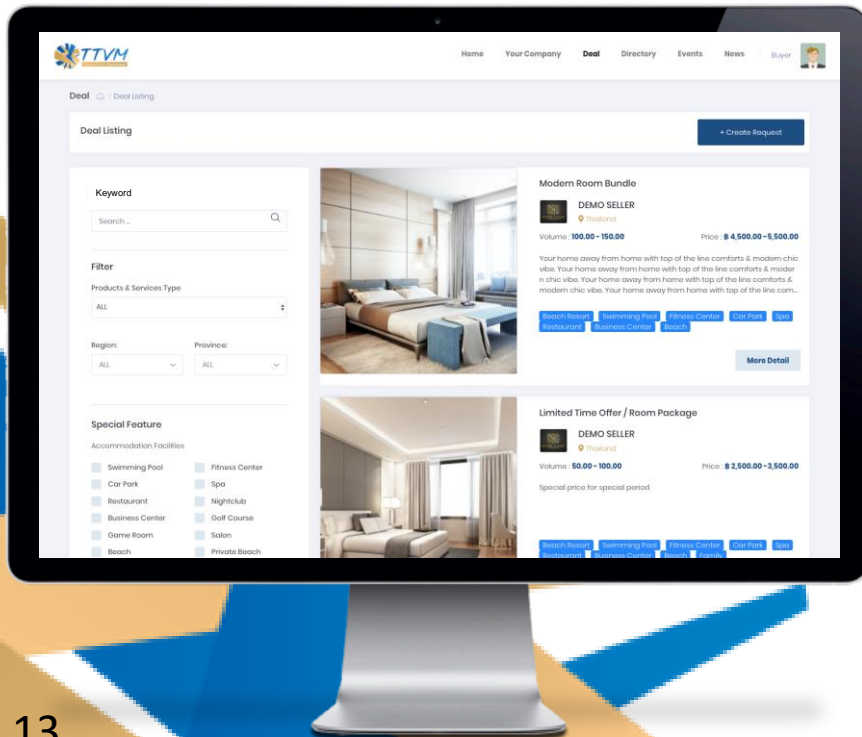
Now is the time we expand your business.

Our platform processes 3 simple ways to match your **“REQUEST”** with seller’s **“OFFER”**;






1. Auto-match
2. Search offers
3. Suggestion

4.3 Suggested






From the **“Dashboard”** you will find the **“Suggested (Deal) Offers”** section which is automatically recommended to give you more chance on the weekly basis to explore more deal to grow your business opportunity.



Suggested profiles (Top 5)

-  **Company name**
Business type >
-  **Company name**
Business type >
-  **Company name**
Business type >
-  **Company name**
Business type >
-  **Company name**
Business type >

Suggested Offers (Top 5)

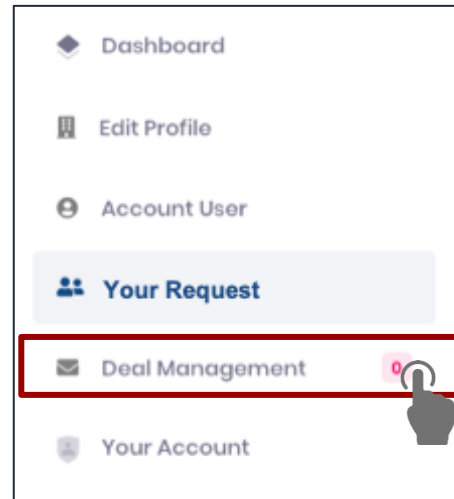
-  **Deal name**
Company name >
-  **Deal name**
Company name >
-  **Deal name**
Company name >
-  **Deal name**
Company name >
-  **Deal name**
Company name >

STEP 5 : DEALING

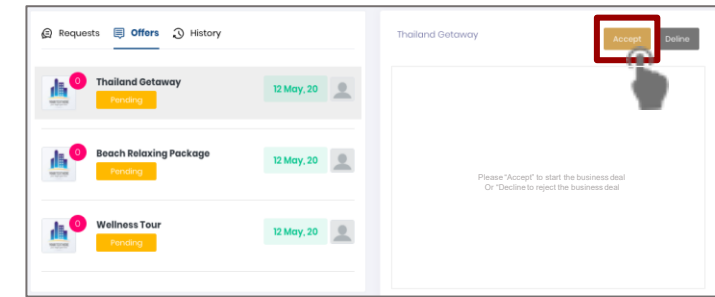
From each channel, you can connect to sellers by clicking **“Deal”** to send a request and wait until they "Accept" your dealing request. Then you could continue negotiation in the chat box.

This chat log will be kept confidential only in your account.

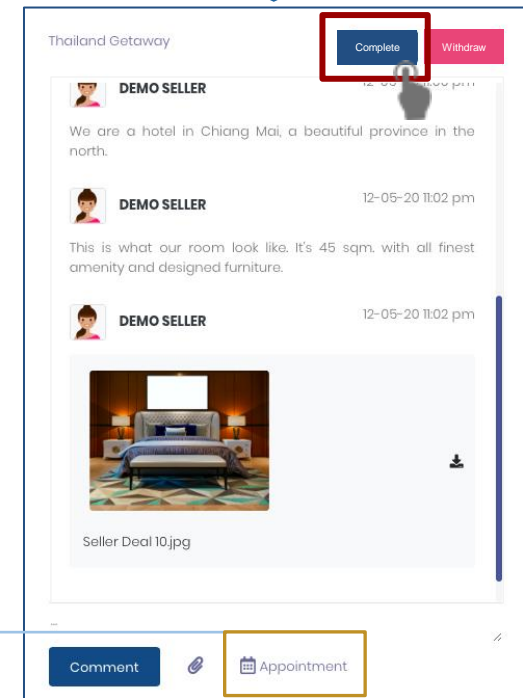
1 From the Dashboard menu, **select “Deal Management”** to access the list of deals (Requests & Offers) you’ve interacted.



2 Once the owner of the Offers, **select “Accept”**. The chat box will open for you to start the negotiation.



3 You could have a conversation until both sides agree. To complete the dealing process, buyer and seller must **click “Complete”**. Then chat box will close, and all conversation history will be kept as a history (chat log).



Appointment



You can make an appointment to continue negotiation with the seller (from the appointment function next to chat box). All list of appointment will show in the Dashboard to let you jump to the conversation directly.

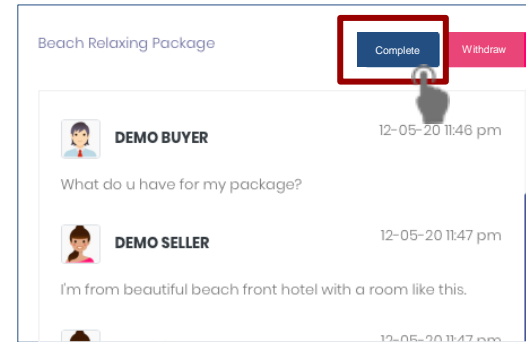
STEP 6 : EVALUATION

Right after you click “**Complete**”, the evaluation box will appear to let you rate or leave a comment. You can input the final Buying Price and Volume of this deal. **This important result will be kept confidential.**

Consolidated calculation will be shown on your dashboard for your performance, further analysis, forecast or data management as well.

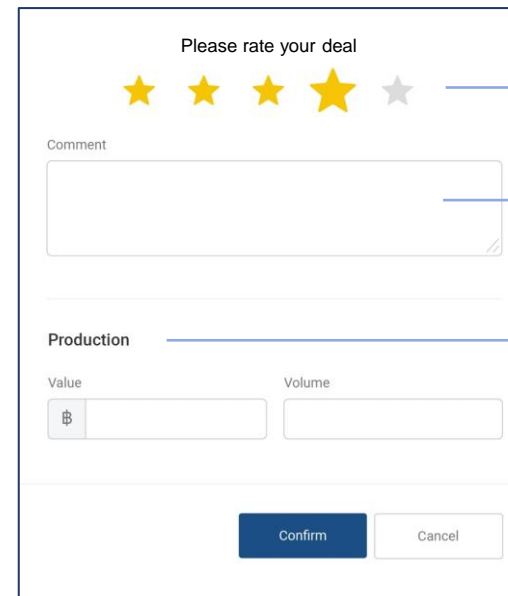
1

Once you’ve come to the final agreement for each business deal, just click “**Complete**” to finish it and count your performance.



2

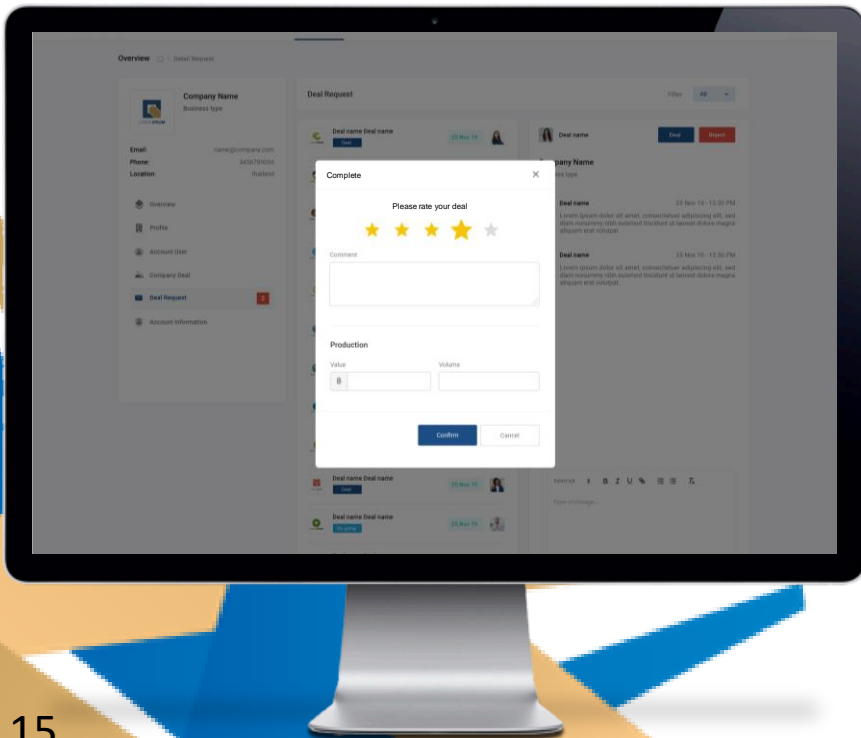
The evaluation box; you could rate and comment about your experience and satisfaction on the specific conversation. This will also reflex to your counterpart performance. And they will also have to do the same.



Rate the deal from 1 - 5 Star (Less – Most Satisfaction)

Leave some comment that relates to this deal.

Final Selling Price and Volume of this deal. This information will be summarized to appear on your “**Dashboard**” for further analyst and forecast.





APPENDIX

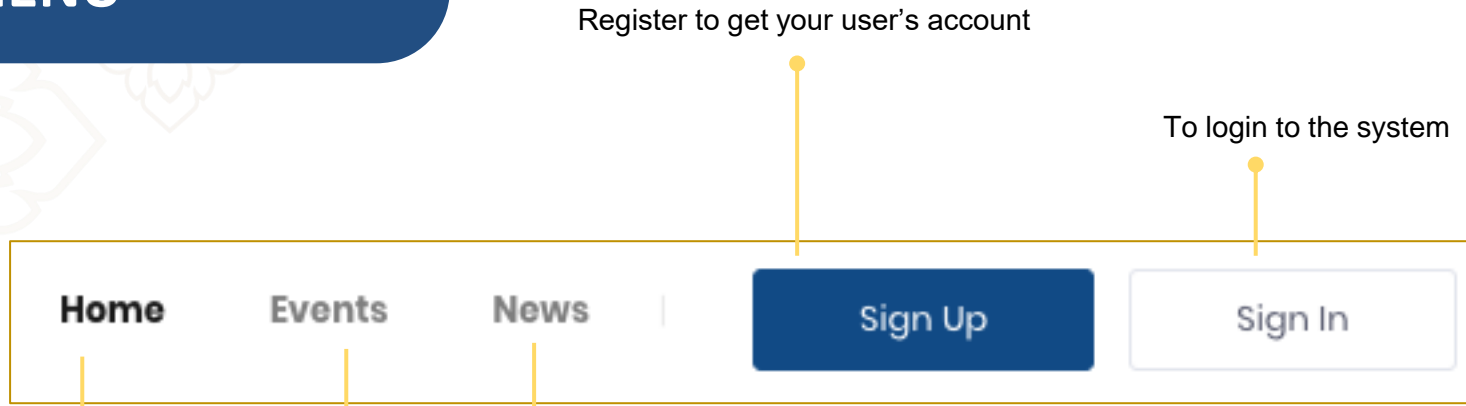
USER MANUAL

<http://virtualmart.tourismthailand.org>

For more information please contact Email: admin.ttvm@tat.or.th



Guest's Main Menu



To Home Page

To the list of Virtual Event

To the list of News & Business Information from TAT

To access your **Personal Menu** and lockout

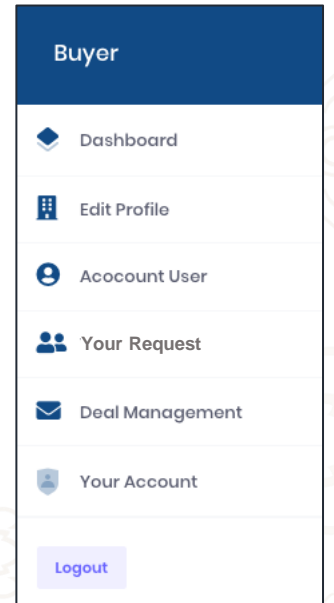
User's Main Menu



To Dashboard

To deal list

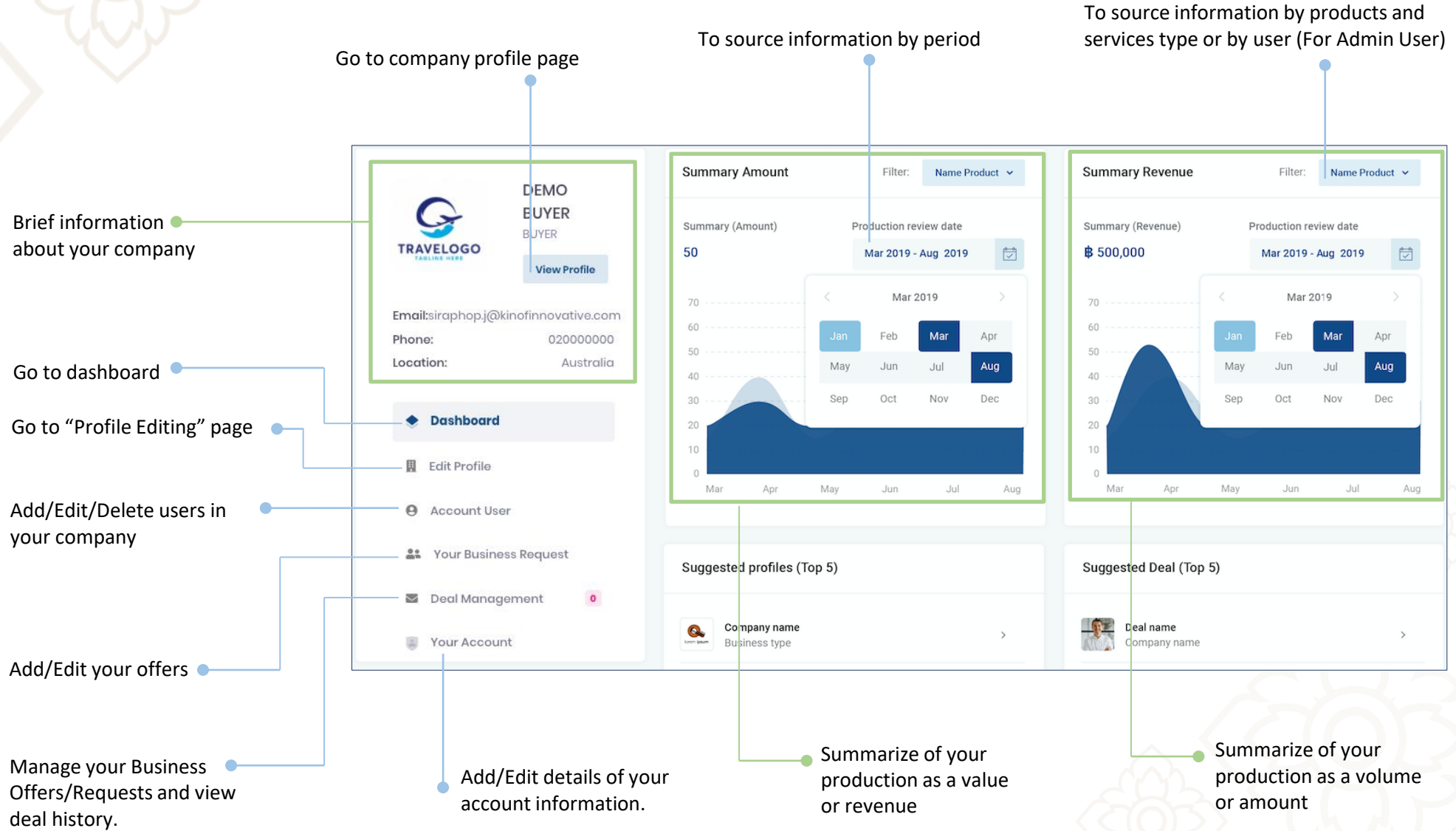
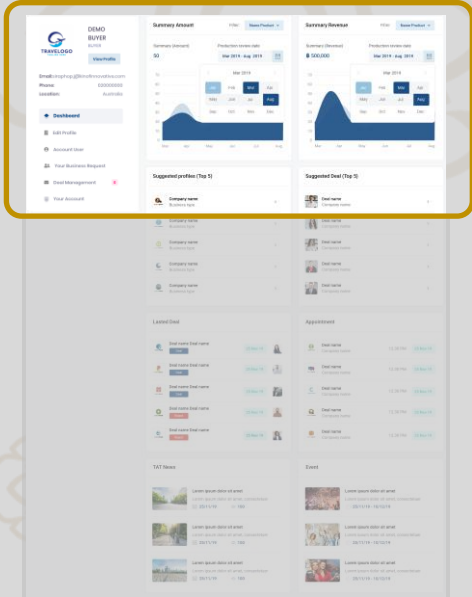
To discover other's company profile

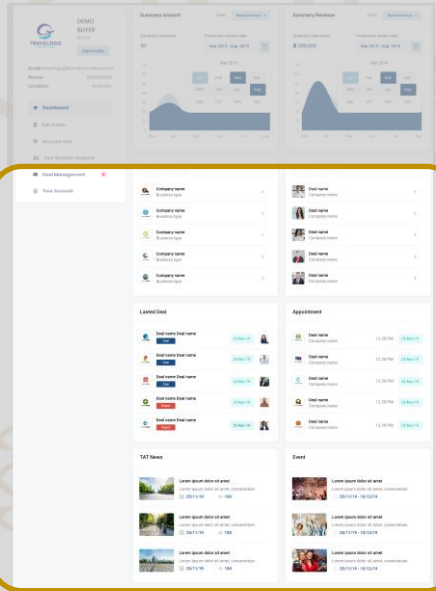


Buyer

- Dashboard
- Edit Profile
- Account User
- Your Request
- Deal Management
- Your Account
- Logout

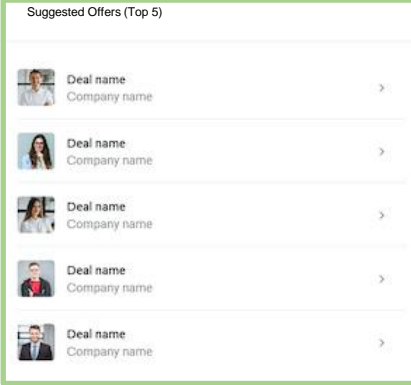
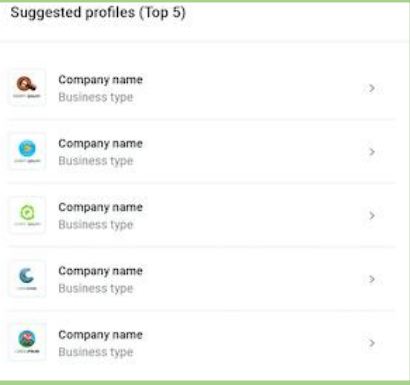
The diagram shows a vertical 'Personal Menu' for a buyer. It has a dark blue header with the text 'Buyer'. Below the header is a list of menu items, each with an icon: 'Dashboard' (dashboard icon), 'Edit Profile' (edit icon), 'Account User' (person icon), 'Your Request' (people icon), 'Deal Management' (envelope icon), and 'Your Account' (key icon). At the bottom of the menu is a 'Logout' button.





Suggested Profiles

A list of company profile that match with your need. Automatic shuffle and change the result every week.

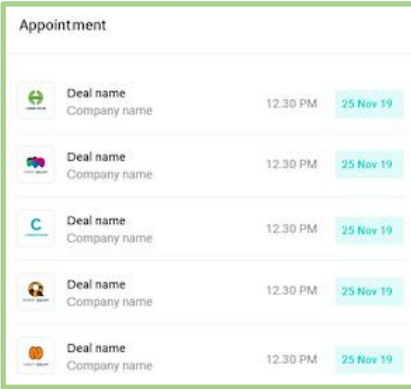
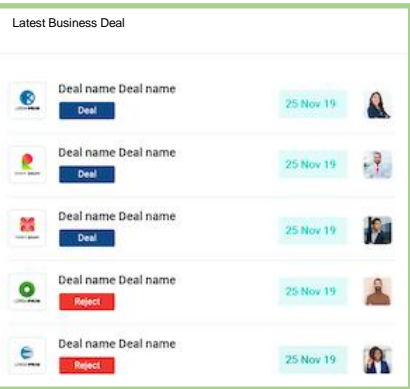


Suggested Offers

A list of Seller's Offers (Business Offer) that match with your Requests. Automatic shuffle and change the result every week.

Latest Business Deal

The list of your latest business deal that you've interacted.

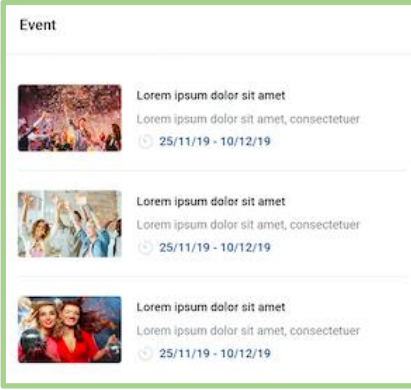
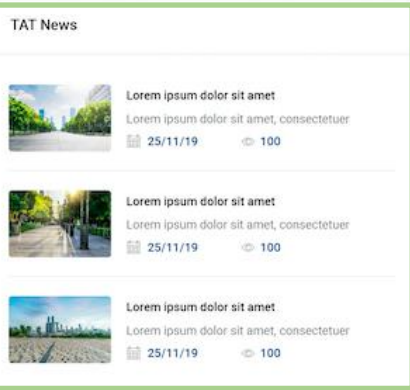


Appointment

The list of your latest appointment.

TAT News

The list of latest business news from TAT Newsroom.



Event

The list of the upcoming virtual event.

Company Name & Business Type

Business name and type to identify your company identity and value.

Edit Profile

To edit, add, change and delete the company profile.

Profile Cover

Make the first impression with a meaningful profile cover that relates to your business.

Company Logo

Official company logo (or a business logo) to strengthen your brand identity.

Address & Location

To identify your company address and the area that your products/services operate.

Company Story

Brief information about your company. Such as history, business details, products and services, operation, reputation and achievement.

The screenshot shows a user profile page for 'DEMO BUYER Travel Agent'. At the top is a large profile cover image of a tropical beach with a blue sky and turquoise water. On the left side of the cover is a circular logo for 'TRAVELOGO'. Below the cover, the profile information is displayed: 'Address' is '99/453 Rathanathibot Rd' and 'Country' is 'Australia'. A 'Description' section follows, containing text about holiday experiences and travel services. Below the description is a 'Deal Listing' section with a '+ Create Request' button. At the bottom, there is a search bar labeled 'Key Word' and a preview of a 'Bangkok Getaway' deal with the 'DEMO BUYER' logo and 'Australia' location tag.

Requests List

List of your requests (Business Requests)

Create Request

Create new requests (Business Requests) to get attention from seller to start dealing process.

Requests Search

To search for specific requests which able to use many factors to narrow the search result. Such as : Keyword, Products & Services Type, Location, Price, Volume, Validity, Special Feature.

Request's Feature Photo

A photo that identify the products & services type or a component of the request.

Request's Information

Brief information about the request. Such as Request's Name, short description to gain more interest from the buyer, Range of selling price, Expected selling volume and list of Special features.

More Details

To explore more information about this request.

The screenshot displays the 'Requests List' interface. At the top right, there is a '+ Create Request' button. Below it, a search bar labeled 'Keyword' with a search icon is present. A 'Filter' section includes 'Products and Services Type' (set to 'ALL') and 'Location*' (set to 'ALL'). Below the filters, there are sections for 'Special Feature' and 'Accommodation Type', each with a grid of checkboxes for various amenities and room types. The main content area shows a list of requests. Three requests are visible:

- Bangkok Getaway**: DEMO BUYER, Australia, Volume: 50.00 - 100.00, Price: \$ 3,000.00 - 4,000.00. Description: 'Looking for hotel for my Bangkok Getaway package.' Special features: Swimming Pool, Fitness Center, Restaurant, Nightclub. More Detail button.
- Beach Relaxing Trip**: DEMO BUYER, Australia, Volume: 50.00 - 100.00, Price: \$ 4,000.00 - 6,000.00. Description: 'I'm craving for a resort stay for my Beach relaxing trip.' Special features: Beach, Private Beach. More Detail button.
- Thailand Relaxing Package**: DEMO BUYER, Australia, Volume: 10.00 - 50.00, Price: \$ 4,000.00 - 5,000.00. Description: 'Hotel Room with swimming pool and fitness'. More Detail button.

Company Name
Official name of company, business or property.

Logo
Official logo of company, business or property.

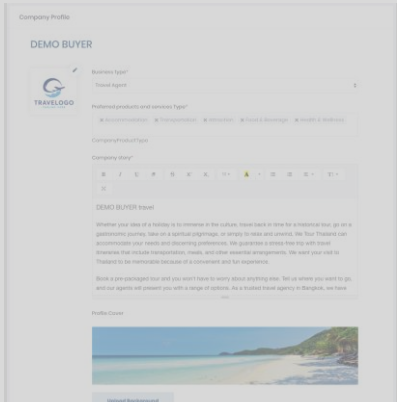
Business Type
Type of your business or category of main business activity.

Preferred Products and Services Type
List of products and services that your company preferred or need to buy. Able to add up to 5 types.

Company Story
The details information of the company. Such as history, vision, the scope of work, strategy, main activity, expected customer, level or style of products & services, business specification, etc. This area is where you can create and edit all text style and layout to reflect the value of your business.

Profile Cover
Top cover of company profile page. The photo should be nice and attractive as it is the first thing everyone visit your profile page will see.

The screenshot shows the 'Company Profile' edit interface. At the top, the company name 'DEMO BUYER' is displayed. Below it is the company logo, 'TRAVELOGO', which features a stylized 'G' with a bird-like shape. The 'Business type*' dropdown menu is set to 'Travel Agent'. Under 'Preferred products and services Type*', five categories are selected: Accommodation, Transportation, Attraction, Food & Beverage, and Health & Wellness. The 'CompanyProductType' field is empty. The 'Company story*' section includes a rich text editor with various formatting options (bold, italic, underline, link, unlink, text color, background color, bulleted list, numbered list, indent, outdent) and a text area containing the company's story. Below the story is the 'Profile Cover' section, which shows a beach scene and an 'Upload Background' button. At the bottom, a note states 'Best photo size is 1330px x 300px'.



Company Address
Company, business or property contact address.

Corporate Email
Official corporate Email. This email will use as a main contact email between TTVM and company too.

Contact Person Information
Contact person information. This person will be admin user for the company who able to add edit and be the main contact person with TTVM.

Business Card Information
The copy file of your company's business card..

Address*
99/453 Rathanathibet Rd

Country* Australia **Postcode*** 11000

Tel* 020000000 **Corporate Email*** siraphopj@kinofinnovative.com

Website
www.google.com

Contact Information

Contact Person* Mr. **First name*** Buyer **Last name*** Test

Position* Buyer **Email*** siraphopj@kinofinnovative.com

Tel.* 020000000

Name Card
1-Namecard-01.png

Save

CREATE REQUESTS

Requests Name

To add/edit the attractive name for the offers

Preferred Products and Services Type

Select the type of Products and Services you need to buy for this request.

Short Description

Brief information of this Request. Use this space to create an attractive marketing word to draw attention and lead the seller to start business with you.

Description

To add/edit the details information about the requests. Use this space to describe all information that relates to this deal and make it more convenient for sellers to find the right information that able to lead them to start "Dealing" process with this deal.

Price

To specific the range of expected buying price for this request, this info will relate to the search result.
**Check on one price box to offer this request at one price.*

Volume

To specific the range of expected buying volume or amount for this request, this info will relate to the search result.

Status

Status of the request. Select "Active" to open for negotiation and make it appear on the request list or select "Not Active" to disable for negotiation and make it disappear from the request list.

The screenshot shows the 'Create Request' form with the following fields and callouts:

- Name***: A text input field for the request name.
- Preferred products and services Type***: A dropdown menu for selecting product/service types.
- Event***: A dropdown menu with 'No Event' selected.
- Special Feature**: A text input field for special features.
- Short Description***: A text area with a 'Maximum 250 characters' limit.
- Details***: A rich text editor with a toolbar containing icons for Bold (B), Italic (I), Underline (U), Text Color (A), and other formatting options.
- Please upload the feature photo:** A section with an 'Attach files' button.
- Price**: Two input fields for price range, with a 'One price' checkbox.
- Volume***: Two input fields for volume range.
- Unit***: A dropdown menu with 'Pax' selected.
- Period from** and **Period to**: Date pickers for the request validity period.
- Status**: Radio buttons for 'Active' (selected) and 'Not Active'.
- Close** and **Save** buttons at the bottom right.

Event

To select the specific virtual event for this deal.
**If not select this field, the offer will be available in the offer list and able to found when their search matches the criteria.*

Special Features

To indicate the list of special feature which able to match with seller's need. You may need to select this special feature base on your buying proposes or specific point of the products and services you need.

Request's Photo

To add/edit attractive photos to get attention from the sellers. Now it able to add up to 5 photos.

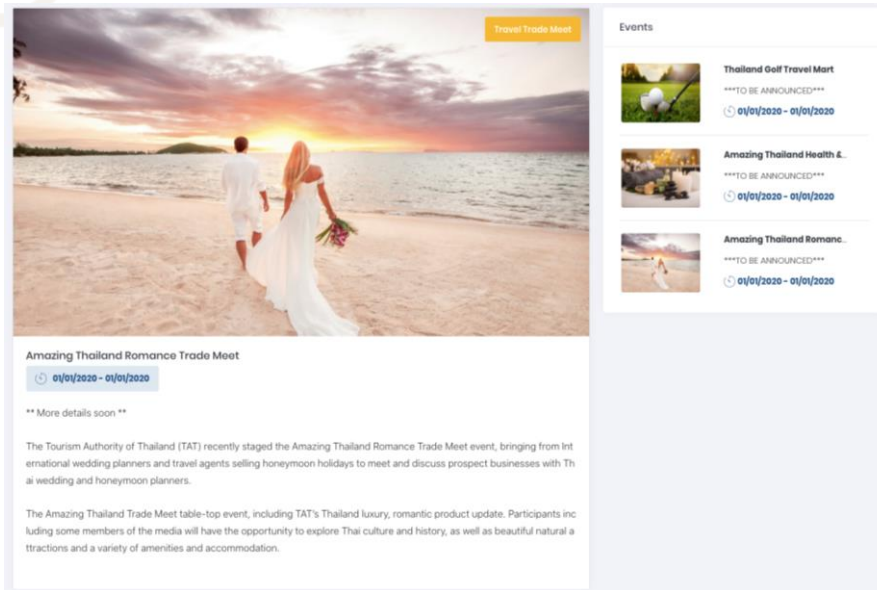
Unit

To select the unit of this request's expected selling volume.

Valid (From – To)

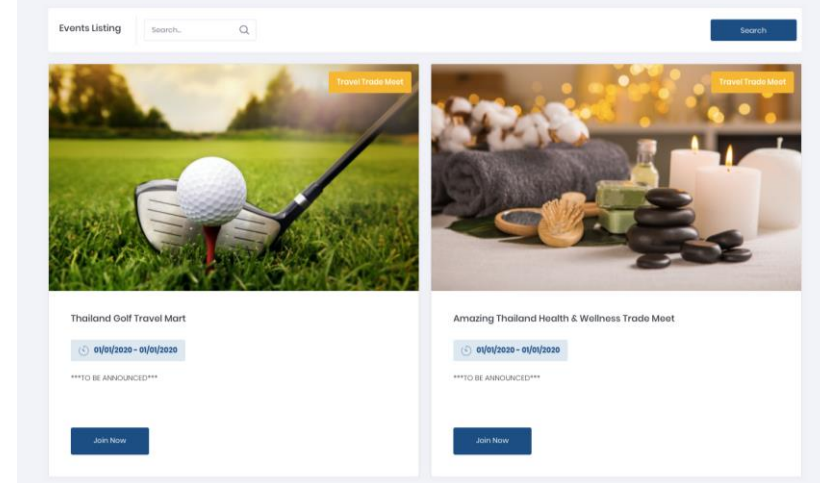
To specific the validate period of products and services that need to buy from this request..

“Event” is a specific virtual trade activity that creates by TAT which brings some marketing activity from on-ground event to online event and may focus on the group of buyer and seller who interest in the same products/services during a specific period. Such as “A Romantic Travel Trade Event” which is the virtual event that focuses on products and services that relate to a romantic or honeymoon trip.



TAT or TTVM Secretariats will create the event on TTVM before the actual event date. All event information will appear on the user “Dashboard” or “Events” menu. Each event will indicate important details as listed below.

- Event name and description
- Products/Services or theme that relates to the event
- A specific short period of the event
- Other rules or conditions of the event *If available



Buyers & Sellers who interest in the event can join by click on the “Join” button then prepare specific business offers/requests for each event and add on TTVM before the event start. Once the event begins, all pre-create business offers/requests will appear on the event page. Then everyone can start to look up and consider to begin business negotiation and complete it within the event period.



USER MANUAL

“BUYER”

<http://virtualmart.tourismthailand.org>

For more information please contact Email: admin.ttvmtat.or.th

