ANALYSIS OF PERSONALIZATION MODEL TO IMPROVE THE COMPETITIVE ADVANTAGE ON ONLINE TOUR AND TRAVEL SERVICE

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Over the years, tourism has growth continually and is one of the fastest growing economic sectors in the world. Today, the business of tourism industry equals or even exceeds the oil exports, food products, and the textile industry. Even in Indonesia, tourism has been in the top five of state income for the last four years. It represents a large portion of foreign exchange revenue for a developing country. However, problems such as socialization, promotion, and particularly transportation are the main problems that need to be overcome. The purpose of the research is to construct and analyze a personalization model that will give the consumers flexibility in choosing the package. The research would concern on the analysis and give solution of how to overcome these problems.

Keywords: personalization website, web personalization model, personalization model tourism

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DEDICATION

I dedicate this thesis research to my family, whose continuous support, love, and patience over the years has been remarkable. Especially to Arvin, the little boy whose laughter, energy, and enthusiasm keep my heart and mind young.

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