

## **ABSTRACT**

**CHARLES TAHIR.** : “ **THE IMPACT OF ONLINE TRAVEL AGENTS (OTA) TOWARDS HOTEL MARKET**”

**STUDY LOCATION** : **JAKARTA**

**STUDY CASES** : **All Sedayu Kelapa Gading; Yello and HARRIS Vertu Hayam Wuruk**

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*This study aims to obtain the understanding about the influence and impact of OTA toward hotel market. Tourism in Indonesia 2019 ranks 9th in the world and occupies an important role for economic growth and community empowerment. Tourism development targets in 2015-2019, tourism sector's contribution to GDP is 8% with 275 million domestic tourist arrivals. Indonesia tourists mostly dominated by age 15 to 44, more than 116 million tourists, are the productive age and in the next 5-10 years gen Y and gen Z are expected to become the main target for hotel market. Their behavior is influenced by technological developments such as smartphones, which are application based; and the internet. With the advancement of today's technology and internet, online booking sites and application development on OTA, travelers can monitor and order ahead of time before making their trips. This research is new and still not found yet, and hopefully the results of this study is to fill the gap in the study of OTA segment toward hotel market and developed new theory which can be used for future reference for educational purpose, development and hotel industry business.*

**Keywords** : *OTA; hotel market; real estate market; e-commerce; online travel agent*