

Patcharee Srisuwan 2008: Personalized Recommendation for e-Tourism Based on Bayes Theorem and Association Rule. Master of Science (Computer Science), Major Field: Computer Science, Department of Computer Science. Thesis Advisor: Associate Professor Anongnart Srivihok, Ph.D. 90 pages.

At present huge information is provided on the Internet to users. Personalized Recommendation System provides useful information customized to specific users. The aim of Personalized Recommendation System is to propose a filtering and analyzing method which recommends the information of products and services that fit user interests.

The objective of this study is to analyze and learn user behaviors and user profiles in selecting trip by using Bayes Theorem and Association Rule to recommend personalized trips. In this study, the past and present data of user behaviors in selecting trips from a Tourism website were analyzed by using Bayes Theorem. As well, user profile and behaviors were analyzed by Association Rule mining. Features of trip included type, day, zone, price and season. User profile included sex, age, salary, number of people in family, education level and occupation. User behaviors included feature of user behaviors in trip selection. After data analysis had been conducted, user was recommended with relevant trips to his/her interests. The measurement of performances were Precision, Recall and Harmonic mean. The Harmonic means of trip recommendations were about 0.65 by using Bayes Theorem and about 0.61 by using Association Rule mining.

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