Chapter 12

A Survey on Recent Recommendation Systems for the Tourism Industry

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ABSTRACT

Data mining is an important field that derives insights from the data and recommendation systems. Recommendation systems have become common in recent years in the field of tourism. These are widely used as a tool that can input various selection criteria and user preferences and yields travel recommendations to tourists. User’s style and preferences should be constructed accurately so as to supply most relevant suggestions. Researchers proposed various types of tourism recommendation systems (TRS) in order to improve the accuracy and user satisfaction. In this chapter, the authors studied the current state of tourism recommendation system models and discussed their preference criteria. As a part of that, the authors studied various important preference factors in TRS and categorized them based on their likeness. This chapter reports TRS model future directions and compiles a comprehensive reference list to assist researchers.

INTRODUCTION

Data Mining (DM) (Dunham, 2002) is used to discover information from the company’s various databases and re-construct it for uses other than the databases which were initially planned for data mining implementation is different for variant organizations depending upon the nature of data and organization. It specifies to juice or mining insight from enormous data, mining knowledge from data is called data mining. In the process of discovering knowledge data Mining plays an essential step.

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Figure 1. Organization of the work

- Section-1: Data Mining
  - Data Mining & KDD
    - Characteristics
    - Models & Tasks
    - Advantages
    - Applications
  - Introduction
  - Working Model
  - Algorithms
  - Applications

- Section-2: Recommended System
  - Architecture
  - Role of Rs in tourism
  - Tourism Applications
  - Factor Effectiveness

- Section-3: Rs for Tourism
  - Important Factors
  - Category of Factors

- Section-4: Contribution of this survey

- Section-5: Summary

- Section-6: Conclusion