

Web Intelligence in Tourism: User Experience Design and Recommender System

Case study: Southland tourism industry

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Southland tourism industry is flourishing and has benefited from a wide range of markets. Increasing visitor numbers, coupled with welcoming host communities, has driven tourism to become an important industry in Southland region's economy, however, the amount of tourists and travel information existing on the Internet is overwhelming and bewildering for most visitors. Nowadays, many tourists rely on online services to plan their vacation, however, they are usually faced with the problem of being supplied with heaps of information. In consequence, they have to spend a huge amount of time to decide what to visit, when, and what are the other tourist activities available. The vast amount of information and potentials offered on the net makes it difficult for tourists to distinguish the more interesting and reliable offers from the rest. The overall aim of this research is to find out if an intelligent application recommender system is feasible within the Southland tourism industry. In order to improve the tourist experience, recommender system is suggested offering personalised information to potential tourist. The main methodology used in creating the recommender system will be based on Cycling and Winding approaches for top N recommendation, an enhanced rating prediction for the group of users by providing a fresh list of options versus a static list, using supplied information such as: age group, number of visitors and Geo locations, and many other options, the system will recommend a set of activities to the users. In other words, the system selects the most suitable and adequate offers for users and offers activities appropriate to their profile. Through a web application, the system allows users to know what are the most attractive sites and current activities available and suitable to their profile. Users upon reserving their accommodation have to indicate their interests in general terms and the system will select the more convenient activities for them. The proposed system is capable of modifying the initial information about the user's preferences by studying the interaction between the user and the system and offering them more adjusted recommendations. The suggested intelligent web system has to use the MVC model as it allows multiple views of the same model by decoupling the view from the model and it will allow the system to respond to the user without changing the presentation of the information by separating the presentation from the controller, hence the suggested model will manage the data and the rules of the application based on the user profile.