IMPLEMENTATION OF ANDROID-BASED COLLABORATIVE FILTERING METHODS FOR TOURISM PACKAGE RECOMMENDATIONS
(Case Study: Antareja Tour)

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ABSTRACT

Advances in information technology have caused the growth of tourism information to grow rapidly, resulting in tourists having difficulty finding relevant information according to tourists' needs. A recommendation system is one solution for recommending tourist attractions according to user preferences. However, the large number of tours is a problem for tourists in making decisions. Tourist recommendation decisions are seen from various factors, such as; ticket prices, tourist distance from the user's current location in the form of maps, facilities. One of the shortcomings is data sparsity where there are only a few ratings for items which causes a lack of information for the recommendation process and causes the effectiveness of recommendations to decrease. In this research, the Collaborative filtering method is used to build a recommendation system which is expected to be able to overcome data sparsity. Experiments were carried out based on item similarity using Pearson correlation and selecting as much content as possible. The results use a recommendation system to make it easier for tourists to choose suitable tourist attractions to visit, and can provide recommendations for tourist attractions that are often visited by other tourists.

Keywords: Tourism, Recommendation System, Tour Packages, item based collaborative filtering.