

UNIVERSITI TEKNOLOGI MARA

**A RULE-BASED APPROACH TRAVEL
RECOMMENDER MOBILE APPLICATION
FOR MONORAIL SYSTEM**

AHMAD ASLAM BIN AHMAD NASIR

2016725825

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In the name of Allah, the Most Merciful and the Most Compassionate.

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Only Allah can repay for all of your kindness. Amen.

ABSTRACT

Nowadays, Travel Recommender Application is becoming increasingly popular to promote and support the tourism industry. A Travel Recommender Application allows user to get knowledgeable travel recommendations via an artificial intelligence based engine. Most of the Travel Recommender Application that is accessible at the moment centers on the pre-travel planning like booking flight tickets and hotel. Therefore, tourists may find it problematic to gain information during their tour. Especially for business travelers as they are usually under time constraints and regularly need a precise and instant information. In this project, we propose an on-tour travel recommender application. Our solution allows tourists to gain exact and instant information during their tour. In order to give recommendations, we used a rule-based decision mechanism that consist a set of if-then rules, a set of facts and an interpreter. Recommendations are given according to the rules constructed. Results gathered from the analysis prove that this Travel Recommender Application provides precise information. In conclusion, this Travel Recommender Application can successfully provide recommendation to users.

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CHAPTER 1

RESEARCH OVERVIEW

1.0 INTRODUCTION

This chapter will provide an overview of the research project and discuss about the research background, current problem statements, research objectives, research scope, significance of research and limitations of research.

1.1 PROJECT BACKGROUND

Annually, Malaysia receives hundreds of thousands of tourists globally. The tourists that have their journey to Malaysia, especially for first timers who may find it difficult to get information on the locations they want to or can to visit. They usually have to refer to brochures or map that look like hard and complicated to comprehend. At times, they also depend on asking the locals concerning the whereabouts of places they would like to visit. Referring to brochures and asking the locals do not appear to be the best solution for the tourists since it will not guarantee a precise answer and it consumes a lot of time.

Tourists need a guide that can help them in acquiring accurate information on their visits. Regularly, they need an instant information as they are on the move. Smartphones are their best source of information. This is because people always bring their smartphones with them all the time. A travel recommender application will be much useful to the tourists. A recommender application will help the tourist in acquiring instant information on places they would like to visit and it is also capable of providing recommendation to the tourists based on their preferences.

There are a series of services that available for tourists nowadays, for example, Trivago, FoodPanda and SmartShopper.