## UNIVERSITI TEKNOLOGI MARA

m-RECOMMENDER LOCATION NAVIGATION APPLICATION

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## ABSTRACT

With rapidly growing of technology nowadays, having a smartphones is a trend. Recommender systems are currently being applied in many different domains. Tourism recommendation system have been growing every year mainly because of the use of mobile device to gain user perspective. Mobile navigation is mostly used application especially with the increasing production of online geographical data. Sharing those with an online map provider significantly increase the chance of user being profiled. Cities are very large information spaces in order to navigate through these spaces, visitors use guide books and maps which is as we know those were provide large amounts of information. Mobile devices are very useful on tourism to replace this traditional method due to its pocket size and computational capabilities. Tourist may get many information about the place they want to go directly on their hand.

*Keywords* : Recommender systems, Tourism, Navigation, Mobile Application, Planning

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