

Title: Improving the Dependability of Destination Recommendations using Information on Social Aspects

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Abstract: Prior knowledge of the social aspects of prospective destinations can be very influential in making travel destination decisions, especially in instances where social concerns do exist about specific destinations. In this paper, we describe the implementation of an ontology-enabled Hybrid Destination Recommender System (HDRS) that leverages an ontological description of five specific social attributes of major Nigerian cities, and hybrid architecture of content-based and case-based filtering techniques to generate personalised top-n destination recommendations. An empirical usability test was conducted on the system, which revealed that the dependability of recommendations from Destination Recommender Systems (DRS) could be improved if the semantic representation of social attributes information of destinations is made a factor in the destination recommendation process.