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A Survey on a Novel Approach to Recommend the Places by Using User's Social Media Point of Interest

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ABSTRACT: The rapid growth of online travel information imposes an increasing challenge for tourists who have to choose from a large number of travel packages to satisfy their personalized requirements. On the other side, to get more business and profit, the travel companies have to understand these preferences from different tourists and serve more attractive packages. Therefore, the demand for intelligent travel services, from both tourists and travel companies, is expected to increase dramatically. Since recommender systems have been successfully applied to enhance the quality of service for customers in a number of fields it is natural direction to develop recommender systems for personalized travel package recommendation. our approach is not only personalized to user's travel interest but also able to recommend a travel sequence rather than individual Points of Interest (POIs). Topical package space including representative tags, the distributions of cost, visiting time and visiting season of each topic, is mined to bridge the vocabulary gap between user travel preference and travel routes. We map both user's and routes' textual descriptions to the topical package space to get user topical package model and route topical package model (i.e., topical interest, cost, time and season). Here similar users collaborative filtering for recommendation can also apply .

KEYWORDS: Travel recommendation, geo-tagged photos, social media, multimedia information retrieval. Online interest

I.INTRODUCTION

A personalized travel sequence recommendation system to facilitate comprehensive Points of Interest (POIs), **topical interest, cost, time and season** that are recommended to social media users . This work propose an **learning** algorithm called **Topical Package Model** which learns users **travel** preferences from text descriptions associated with **geo-tagged** photos. Then optimized the top ranked famous travel sequences are recommended according to social similar users travel records. The rapid growth of cities has developed an increasing number of points of interest (POIs), e.g., restaurants, stores, hotels, providing us with more opportunities to experience life than ever before. Recommending points of interest (POIs) to a user according to the user's current location and past check-in activities . The final recommendation of POIs is derived by combining the predicted rating on content and the predicted rating on location of POITourism has become one of the world's largest industries. Furthermore, according to the forecast by the World Travel & Tourism council, the contribution of tourism to global GDP is expected to rise from 9.1% in 2011 to 9.6% by 2021. Indeed, with the advancement of time and the improvement of living standards, even an ordinary family can do extended travel very comfortably on a small budget. As a trend, more and more travel companies, such as Expedia, provide online services. However, the rapid growth of online travel information imposes an increasing challenge for tourists who have to choose from a large number of travel packages to satisfy their personalized requirements. On the other side, to get more business and profit, the

travel companies have to understand these preferences from different tourists and serve more attractive packages. Therefore, the demand for intelligent travel services, from both tourists and travel companies, is expected to increase dramatically. Since recommender systems have been successfully applied to enhance the quality of service for customers in a number of fields it is natural direction to develop recommender systems for personalized travel package recommendation.

II.EXISTING SYSTEM

Existing system on travel recommendation mining famous travel POIs and routes are mainly from four kinds of big social media, GPS trajectory, check-in data, geo-tags and blogs (travelogues. However, general travel route planning cannot well meet users' personal requirements. Personalized travel recommendation recommends the POIs and routes by mining user's travel records. The most famous method is location-based collaborative filtering (LCF). To LCF, similar social users are searched based on the location co-occurrence of previously visited POIs. Then POIs are ranked based on similar users' visiting records.



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III. REVIEW OF LITERATURE

Paper name	Author name	Algorithm	Advantage and Disadvantage
Recommendation of Points of Interest from User Generated Data Collection, International Conference on Collaborative Computing: Networking, Applications and Worksharing, Collaboratecom 2012 Pittsburgh, PA, United States, October 14-17, 2012	Karol Waga, Andrei Tabarcea, PasiFränti	Recommendation model: Collaborative filtering Result: Systems that aim to predict user preferences and give recommendations are now commonly used in many systems such as online shops, social websites, and tourist guides	Advantage: Recommend services, photos and Routes
Travel Recommendation by Mining Geo-Tagged Photos Using Internal Search Path Algorithm. International Journal Of Core Engineering & Management (IJCEM) Volume 1, Issue 9, December 2014	S.Monika, B.DivyaBharathi, M.KavePriadarsni, R.Bagath Singh	Internal Search Path Discovering Algorithm Result: Based on the information discovered from geo-tagged photos, we provide a better trip plan for the tourist.	Advantages: It Automatic travel route plan by mining the geo-tagged photos. Disadvantages: Not consider users POI.
Collaborative location and activity recommendations with gps history data, in Proceedings of the 19th international conference on World wide web. ACM, 2010,	V. W. Zheng, Y. Zheng, X. Xie, and Q. Yang,	collaborative location and activity recommendations Result: by using the location data based on GPS and users' comments at various locations, we can discover interesting locations and possible activities that can be performed there for recommendations	Advantages: Recommend activity related data. Disadvantages: User personalize information not considers.
a worldwide tourism recommendation system based on geotagged web photos, in IEEE International Conference on Acoustics Speech and Signal Processing. IEEE, 2010	L. Cao, J. Luo, A. Gallagher, X. Jin, J. Han, and T. Huang,	Algorithm: Mean-shift based GPS Clustering Result: suggest tourist destinations based on visual matching and minimal user .	Advantages: Usefull for tourism recommendation. Disadvantehes: Dataset is limited
"Personalized recommendation combining user interest and social circle. International Journal of Engineering Research and General Science Volume 3, Issue 4, Part-2, July-August, 2015	X. Qian, H. Feng, G. Zhao, and T. Mei,	Algorithm: Matrix_factorization Result: Gives recommendation based on combining user interest and social circle.	Advantages: It considers interpersonal social network . Disadvantages: Not recommend route of recommended places.
Schedule a Rich Sentimental Travel via Sentimental POI Mining and Recommendation , in Proceedings of the 20th ACM international conference on Multimedia Big Data, 2016.	P. Lou, G. Zhao, X. Qian, H. Wang, and X. Hou,	Algorithm: Sentiment-based POI Mining. Result: propose a POI (Point-Of-Interest) Mining method to recommend places	Advantages: It considers Sentiment of places and then recommend places. Disadvantages: Not considers the users POI to recommend places.
Generating Location Overviews with Images and Tags by Mining User-Generated Travelogues, Proceedings of the international conference on Multimedia. ACM, 2010.	Q. Hao, R. Cai, X. Wang, J. Yang, Y. Pang, and L. Zhang,	Technique: Travlog mining Result: mines tag and images. learnt tags and retrieved images are finally presented via a novel user interface which provides an informative overview for a given location	Advantage: Used in travel recommendation Diadvantage: Need to investigate more effective image selection strategies to take full advantage of the information mined from travelogues.

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IV. SYSTEM ARCHITECTURE

PROPOSED SYSTEM ARCHITECTURE

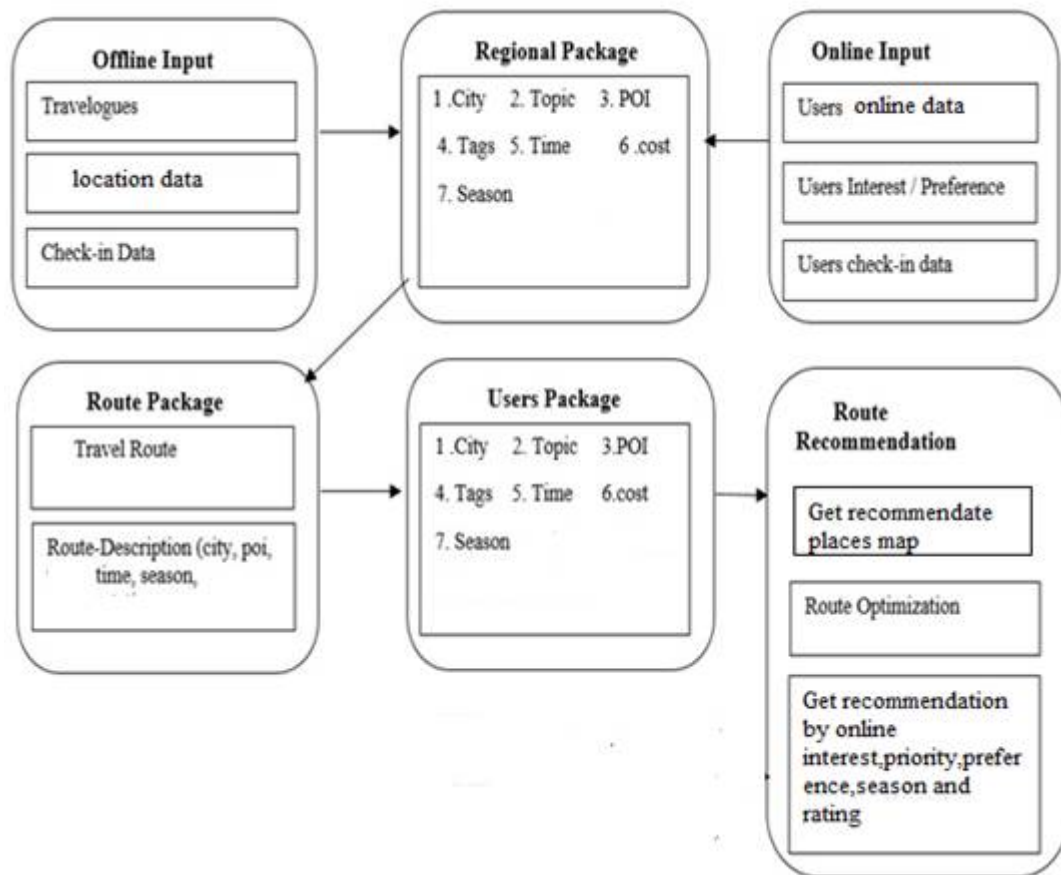


Fig.1: System architecture

SYSTEM OVERVIEW

Propose system will mine user's POI ,routesand travel topical preferences including the topical interest, cost, time and season. Admin add places for each place in city. He can view the user's details as well as each user's interest. User register to the system with its Facebook developer access token that used to get users Facebook data and from that we are mining user's preference by Aho-corasick algorithm .User can add travelogs detail and his community contributed photos. Travelogs details are used to get user preferred season for travelling .From dataset travelogs are mined to get time season cost for each place. When user enters the query to search places use get details according to his preference which is get at the time of registration. According to user entered likes his offline preference is updated and again according to that user gets result. User can give rating, comment to each place. User can get optimized package according to his preference of similar user. User can view places recommendation by Rating, Online interest, Preference, activity, Season .He can view his package that contain best season, cost, preference package detail. User can view online interests package. User can view places on map. User can view multiple preferences package detail.



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ADVANTAGES-

- 1 It recommends places by mining user online point of interest and show package.
- 2 It also give recommendation using similar user interest and according to that gives recommendation to user.
- 3 It considers other user preference s for places and according to that user get recommendation.
- 4 It shows map of packages places.

V. CONCLUSION

In this paper, we will propose a personalized travel sequence recommendationsystem by learning regional package model from social media. The advantagesof our system are:1] the system automatically mined users and routes travel topical preferences includingthe regional interest, city, topical interest, cost, time and season.2] We recommended not only POIs but also travel sequence and considering userstravel preferences, activity ,online interest at the same time.3] Provides map of travel sequence. We mined places based on user's POI..

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