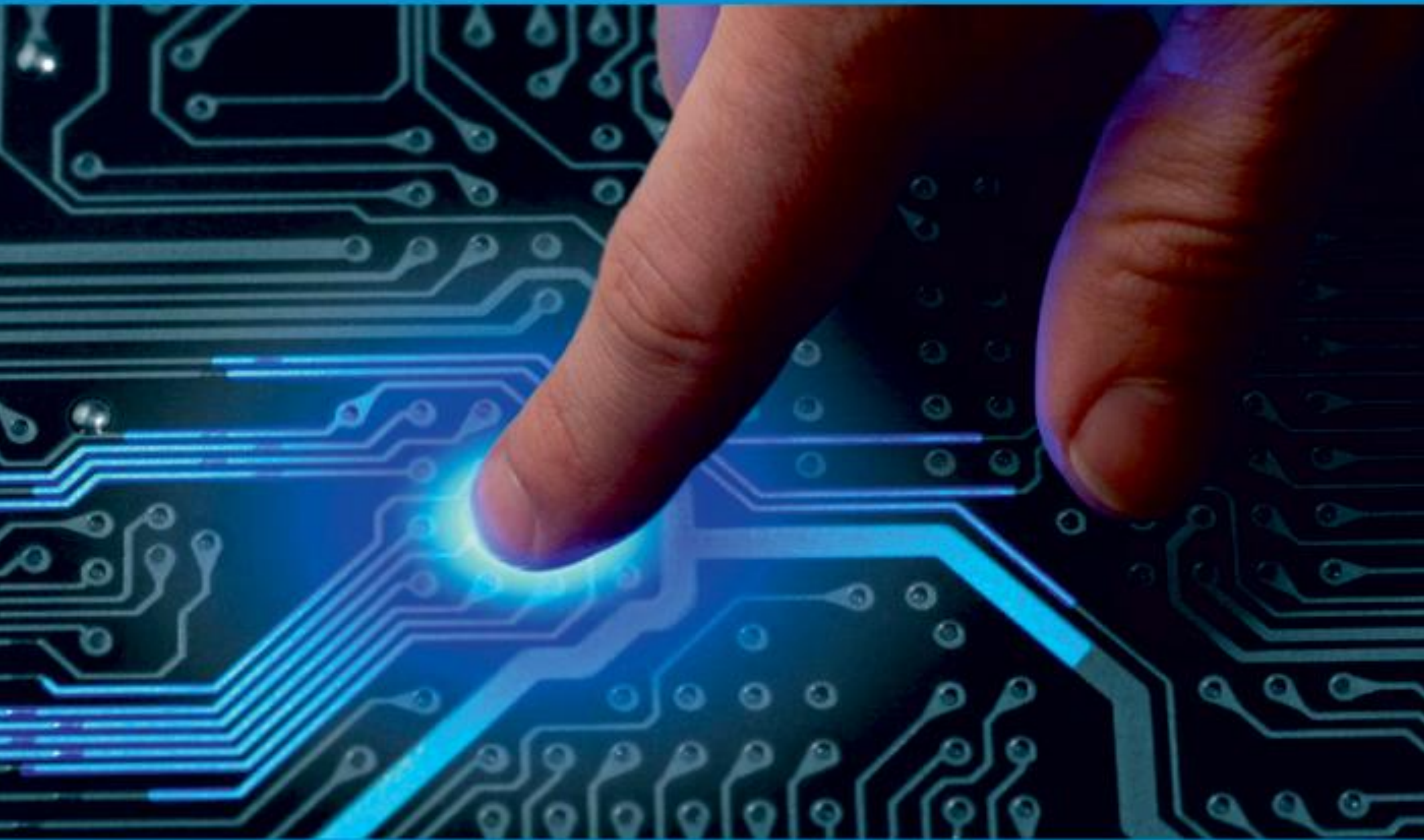
IJIRCCE

e-ISSN: 2320-9801 | p-ISSN: 2320-9798



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN COMPUTER & COMMUNICATION ENGINEERING

Volume 12, Issue 4, April 2024

INTERNATIONAL STANDARD SERIAL NUMBER INDIA

Impact Factor: 8.379

International Journal of Innovative Research in Computer and Communication Engineering

| e-ISSN: 2320-9801, p-ISSN: 2320-9798| www.ijircce.com | |Impact Factor: 8.379 | Monthly Peer Reviewed & Referred Journal |

|| Volume 12, Issue 4, April 2024 ||

| DOI: 10.15680/IJIRCCE.2024.1204083 |

Hotel Recommendation System

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ABSTRACT: When it comes to assisting individuals in discovering intriguing locations, the hotel recommendation is crucial. Despite the fact that more recent study has examined ways to recommend locations based on social and geographic data, some of these studies have addressed the issue of introducing new cold users. Semantic information can help with this problem because mobility records are frequently shared on social networks. Since the negative user preference is not evident in human mobility, the standard approach there is to place them in collaborative content-based filters based on explicit remarks, but require a negative design sample for a better learning performance. Nevertheless, empirical evidence from earlier research has shown that sampling-based approaches are ineffective. In order to minimize negative sampling and incorporate semantic content, we present a system based on implicit scalable comments called the Content-based Collaborative Filtering Framework (ICCF). Next, we create a very effective optimization technique that scales linearly with the dimensions of the features and data, and quadratically with the latent space size. We also establish its connection to the plate matrix plating factorization. Lastly, using a sizable LBSN data set with user profiles that included both text and content, we assessed ICCF. The findings demonstrate that ICCF outperforms the baselines of numerous competitors and that controlling cold boot circumstances and enhancing suggestions both benefit from user knowledge

KEYWORDS: Content- aware, implicit feedback, Hotel recommendation, social network, weighted matrix factorization.

I. INTRODUCTION

As we think about the title of this paper is related to Recommender System which is part of the Data mining technique. Recommendation systems use different technologies, but they can be classified into two categories: collaborative and content-based filtering systems. Content-based systems examine the properties of articles and recommend articles similar to those that the user has preferred in the past. They model the taste of a user by building a user profile based on the properties of the elements that users like and using the profile to calculate the similarity with the new elements. We recommend Hotel that are more similar to the user's profile. Recommender systems, on the other hand, ignore the properties of the articles and base their recommendations on community preferences. They recommend the elements that users with similar tastes and preferences have liked in the past. Two users are considered similar if they have many elements in common.

One of the main problems of recommendation systems is the problem of cold start, i.e. when a new article or user is introduced into the system. In this study we focused on the problem of producing effective recommendations for new articles: the cold starting article. Collaborative filtering systems suffer from this problem because they depend on previous user ratings. Content-based approaches, on the other hand, can still produce recommendations using article descriptions and are the default solution for cold-starting the article. However, they tend to get less accuracy and, in practice, are rarely the only option.

The problem of cold start of the article is of great practical importance Portability due to two main reasons. First, modern online the platforms have hundreds of new articles every day and actively recommending them is essential to keep users continuously busy. Second, collaborative filtering methods are at the core of most recommendation engines since then tend to achieve the accuracy of the state of the art. However, to produce recommendations with the predicted accuracy that require that items be qualified by a sufficient number of users. Therefore, it is essential for any collaborative adviser to reach this state as soon as possible. Having methods that producing precise recommendations for new articles will allow enough comments to be collected in a short period of time, Make effective recommendations on collaboration possible.

In this paper, we focus on providing Hotel recommendations novel scalable Implicit-feedback based Content-aware Collaborative Filtering (ICCF) framework. Avoid sampling negative positions by considering all positions not visited as negative and proposing a low weight configuration, with a classification, to the preference trust model. This sparse

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weighing and weighting configuration not only assigns a large amount of confidence to the visited and unvisited positions, but also includes three different weighting schemes previously developed for Hotels.

A. *Motivation*

In introductory part for the study of recommendation system, their application, which algorithm used for that and the different types of model, I decided to work on the Recommendation application which is used for e-commerce, online shopping, Hotel recommendation, product recommendation lot of work done on that application and that the technique used for that application is Recommendation system using traditional data mining algorithms.
Approaches to the state of the art to generate recommendations only positive evaluations are often based on the content aware collaborative filtering algorithm. However, they suffer from low accuracy.

- Improve the prediction accuracy using advanced content aware collaborative filtering technique.
- Providing Hotel recommendations from positive examples is based on the implicit feedback.

II. RELATED WORK

Literature survey is the most important step in any kind of research. Before start developing we need to study the previous papers of our domain which we are working and on the basis of study we can predict or generate the drawback and start working with the reference of previous papers.

In this section, we briefly review the related work on Recommendation system and their different techniques.

X. Liu, Y. Liu, and X. Li describe the "Exploring the context of Hotels for personalized Hotel recommendations". In this paper, we decouple the process of jointly learning latent representations of users and Hotels into two separated components: learning Hotel latent representations using the Skip-gram model, and learning user latent representations Using C-WARP loss [1].

Shuyao Qi, Dingming Wu, and Nikos Mamoulis describe that," Hotel Aware Keyword Query Suggestion Based on Document Proximity" In this paper, we proposed an LKS framework providing keyword suggestions that are relevant to the user information needs and at the same time can retrieve relevant documents Near the user Hotel [2].

H. Li, R. Hong, D. Lian, Z. Wu, M. Wang, and Y. Ge describe the "A relaxed ranking-based factor model for recommender system from implicit feedback," in this paper, we propose a relaxed ranking-based algorithm for item recommendation with implicit feedback, and designa smooth and scalable optimization method for model's parameter Estimation [3].

D. Lian, Y. Ge, N. J. Yuan, X. Xie, and H. Xiong describe the "Sparse Bayesian collaborative filtering for implicit feedback," In this paper, we proposed a sparse Bayesian collaborative filtering algorithm best tailored to implicit feedback, And developed a scalable optimization algorithm for jointly learning latent factors and hyper parameters [4].

X. He, H. Zhang, M.-Y. Kan, and T.-S. Chua describe the "Fast matrix factorization for online recommendation with implicit feedback," We study the problem of learning MF models from implicit feedback. In contrast to previous work that applied a uniform weight on missing data, we propose to weight Missing data based on the popularity of items. To address the key efficiency challenge in optimization, we develop a new learning algorithm which effectively learns Parameters by performing coordinate descent with memorization [5].

F. Yuan, G. Guo, J. M. Jose, L. Chen, H. Yu, and W. Zhang, describe the "Lambdafm: learning optimal ranking with factorization machines using lambda surrogates" In this paper, we have presented a novel ranking predictor Lambda Factorization Machines. Inheriting advantages from both LtR and FM, LambdaFM (i) iscapable of optimizing various top-N item ranking metricsin implicit feedback settings; (ii) is very exible to incorporate context information for context-aware recommendations [6].

Yiding Liu1 TuanAnh Nguyen Pham2 Gao Cong3 Quan Yuan describe the An Experimental Evaluation of Pointofinterest

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Recommendation in Hotel based Social Networks-2017 In this paper, we provide an all-around Evaluation of 12 state-of-the-art POI recommendation models. From the evaluation, we obtain several important findings, based on which we can better understand and utilize POI recommendation Models in various scenarios [7].

Shuhui Jiang, Xueming Qian *, Member, IEEE, Tao Mei, Senior Member, IEEE and Yun Fu, Senior Member, IEEE" describe the Personalized Travel Sequence Recommendation on Multi-Source Big social media In this paper, we proposed a personalized travel sequence recommendation system by learning topical package model from big multi-source social media: travelogues And community-contributed photos. The advantages of our work are 1) the system automatically mined user's and routes' travel topical preferences including the topical interest, Cost, time and season, 2) we recommended not only POIs but also travel sequence, considering both the popularity and user's travel preferences at the same time. We
mined and ranked famous routes based on the similarity Between user package and route package [8].

Zhiwen Yu, Huang Xu, Zhe Yang, and Bin Guo describe the "Personalized Travel Package With Multi-Point-of-Interest Recommendation Based on Crowdsourced User Footprints" In this paper, we propose an approach for personalized travel package recommendation to help users make travel Plans. The approach utilizes data collected from LBSNs to model users and Hotels, and it determines users' preferred destinations using collaborative Filtering approaches. Recommendations are generated by jointly considering user preference and spatiotemporal constraints. A heuristic search-based travel route planning algorithm was designed to generate Travel packages [9].

Salman Salamatian_, Amy Zhangy, Flavio du Pin Calmon_, Sandilya Bhamidipatiz, Nadia Fawazz, Branislav Kvetonx, Pedro Oliveira {, Nina Taftk describe the "Managing your Private and Public Data: Bringing down Inference Attacks against your Privacy" In this paper, they propose an ML framework forcontent-aware collaborative filtering from implicit feedbackdatasets, and develop coordinate descent for efficient andEffective parameter learning [10].

III. OPEN ISSUE

Lot of work has been done in this field because of its extensive usage and applications. In this section, some of the approaches which have been implemented to achieve the same purpose are mentioned. These works are majorly differentiated by the algorithm for recommendation systems.

In another research, general Hotel route planning cannot well meet users' personal requirements. Personalized recommendation recommends the POIs and routes by mining user's travel records. The most famous method is Hotel-based matrix factorization. To similar social users are measured based on the Hotel co-occurrence of previously visited POIs. Then POIs are ranked based on similar users' visiting records. Recently, static topic model is employed to model travel preferences by extracting travel topics from past traveling behaviors which can contribute to similar user identification. However, the travel preferences are not obtained accurately, because static topic model consider all travel histories of a user as one document drawn from a set of static topics, which ignores the evolutions of topics and travel preferences.

As my point of view when I studied the papers the issues are related to recommendation systems. The challenge is to addressing cold start problem from implicit feedback is based on the detection of recommendation between users and Hotel with similar preference.

IV. PROPOSED APPROACHES

As I studied then I want to propose content aware collaborative filtering is propose the integration of content based recommendation and collaborative filtering, firstly find nearby Hotels i.e. places, hotels and then to recommend to user based on implicit feedback and achieve the high accuracy and also remove cold-start problem in recommendation system.
In this system, particular Recommendation of places for new users. A general solution
Is to integrate collaborative filtering with content-based filtering from this point of view of research, some popular. Content-based collaboration filtering frameworks, have been recently Proposed, but designed on the basis of explicit feedback with favourite samples both positively and negatively. Such as Only the preferred samples are implicitly provided in a positive way. Feedback data while it is not practical to treat all unvisited Hotels as negative, feeding the data on mobility together. With user information and Hotel in these explicit comments Frames require pseudo-negative

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drawings. From places not visited. The samples and the lack of different levels of trust cannot allow them to get the comparable top-k recommendation.

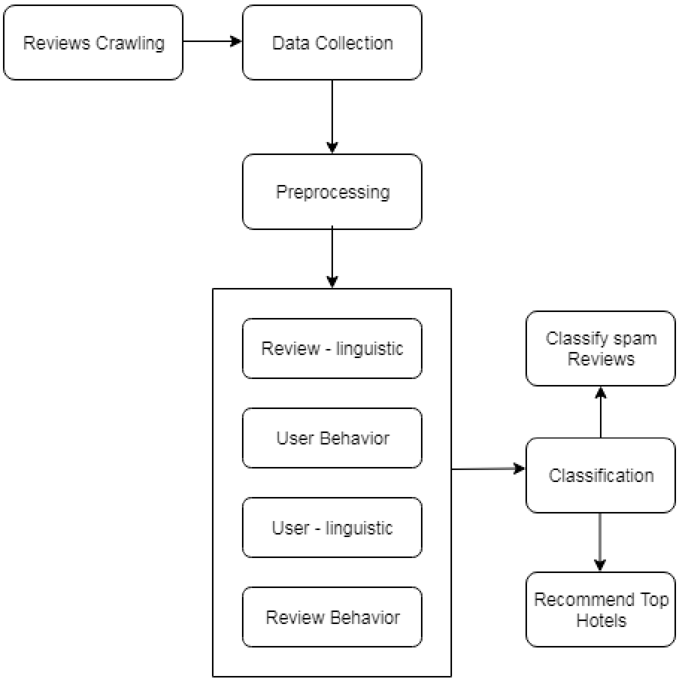
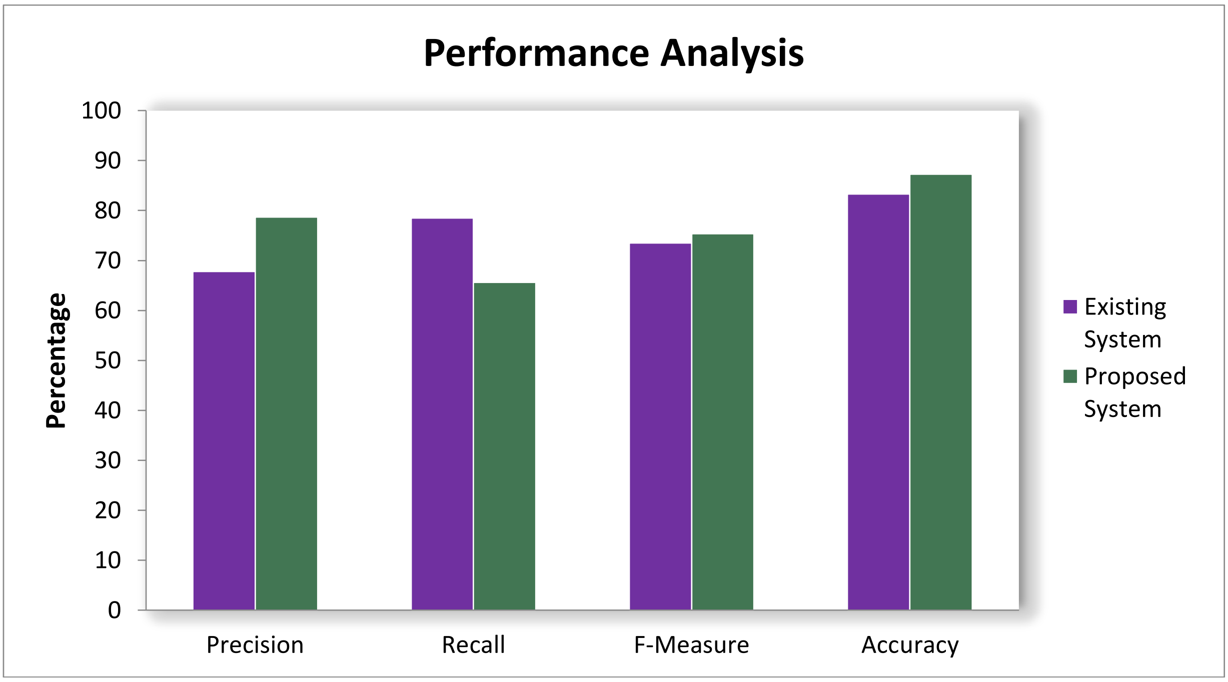


Figure1.System Architecture

V. RESULTS AND DISCUSSION



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	Existing System	Proposed System
Precision	67.78	78.70
Recall	79844	65.64
F-Measure	73.11	74.31
Accuracy	83.29	87.26

VI. CONCLUSION

In this paper, we create the coordinates of the offspring for efficient parameter learning and present an ICCF framework for collaborative filtering based on content based on implicit feedback set of data. We demonstrate how closely ICCF and matrix graphical factorization are related, and we find that user functions significantly increase the mobility similarity between users. For the hotel suggestion, we thus use ICCF on a sizable LBSN data set. The experiment's findings show that ICCF is higher than five rival baselines, including two of the top-ranking positions for recommendation and factoring algorithms that use the ranking machine. We find that the user-oriented scheme outperforms the element scheme when comparing various weighting methods for the negative preference of the unvisited sites, and that the sparse configuration and rank one greatly increase the recommendation's performance.

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