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PERSONALIZED TRAVEL SEQUENCE RECOMMENDATION ON MULTI-SOURCE BIG SOCIAL MEDIA

ABSTRACT

Big data increasingly benefit both research and industrial area such as health care, finance service and commercial recommendation. This paper presents a personalized travel sequence recommendation from both travelogues and community-contributed photos and the heterogeneous metadata (e.g., tags, geo-location, and date taken) associated with these photos. Unlike most existing travel recommendation approaches, 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 take advantage of the complementary of two kinds of social media: travelogue and community-contributed photos. 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). To recommend personalized POI sequence, first, famous routes are ranked according to the similarity between user package and route package. Then top ranked routes are further optimized by social similar users' travel records. Representative

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images with viewpoint and seasonal diversity of POIs are shown to offer a more comprehensive impression. We evaluate our recommendation system on a collection of 7 million Flickr images uploaded by 7,387 users and 24,008 travelogues covering 864 travel POIs in 9 famous cities, and show its effectiveness. We also contribute a new dataset with more than 200K photos with heterogeneous metadata in 9 famous cities.

EXISTING SYSTEM:

Existing studies 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 measured based on the location co-occurrence of previously visited POIs. Then POIs are ranked based on similar users' visiting records. However, existing studies haven't well solved the two challenges.

We analyze that the park distribution (i) raises the ranking of route 3 and the museum (d) and sightseeing (f,g) distributions raise the ranking of route 4. We offer the

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optimized route 3 and route 4 as example. In route 3, the system optimizes the route by adding the “Vinopolis”, which is a London commercial wine attraction and it is on the way, In route 4 optimization, the system adds London Eye which meets user’s travel preference and also on the way. The landmark names are shown as follows: a) Trafalgar Square, b) National Gallery, c) Buckingham Palace, d) British Museum, e) Westminster Abbey, f) Palace of Westminster, g) Tower of London, h) Tower Bridge, i) Hyde Park, j) Oxford street, k) Globe Theatre, l) St Paul’s Cathedral, m) London Eye, n) Big Ben. Recommendation works only focused on user topical interest mining but without considering other attributes like consumption capability. For the second challenge, existing studies focused more on famous route mining but without automatically mining user travel interest. It still remains a challenge for most existing works to provide both “personalized” and “sequential” travel package recommendation.

DISADVANTAGES OF EXISTING SYSTEM :

- These data are not only useful for reliable POIs (points of interest) Mining , travel routes Mining, but give an opportunity to recommend personalized travel POIs and routes based on user’s interest

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- It may still not be a good recommendation if all the POIs recommended for one day are in four corners of the city, even though the user may be interested in all the individual POIs.

PROPOSED SYSTEM:

- Our work is a personalized travel recommendation rather than a general recommendation. We automatically mine user's travel interest from user-contributed photo collections including consumption capability, preferred time and season which is important to route planning and difficult to get directly.
- I recommend personalized POI sequence rather than individual travel POIs. Famous routes are ranked according to the similarity between user package and route package, and top ranked famous routes are further optimized according to social sim-ilar users' travel records.
- I propose Topical Package Model (TPM) method to learn user's and route's travel attributes. It bridges the gap of user interest and routes attributes. We take advantage of the complementary of two big social media to construct topical package space.

ADVANTAGE OF PROPOSED SYSTEM:

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- The system automatically mined user's and routes' travel topical preferences including the topical interest, cost, time and season,
- we recommended not only POIs but also travel sequence, considering both the popularity and user's travel preferences at the same time.
- We take advantage of the complementary of two big social media to construct topical package space.

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SYSTEM SPECIFICATION

HARDWARE REQUIREMENTS

- Processor - Pentium –IV
- Speed - 1.1 Ghz
- RAM - 256 MB(min)
- Hard Disk - 20 GB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - SVGA

SOFTWARE REQUIREMENTS

- Operating system : Windows XP/7.
- Coding Language : ASP.net, C#.net
- Tool : Visual Studio 2010
- Database : SQL SERVER 2008

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