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Thème

Recommendation Systems In tourism industry

Présenté par **:**

- Mr Selama Abdessamie

- Mr Chaalel Idris

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- Mme BENCHERIF Khayra	Président
- Pr BENSABER Djamel Amar	Encadreur
- Mme TAOULI Amina	Examinateur
- Mr KECHAR	Représentant de l'incubateur

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DEDICATIONS

" To our parents, who have always been our biggest supporters and motivators. Your unwavering love and encouragement have been the driving force behind our success. Thank you for instilling in us the values of hard work, perseverance, and determination.

To all our family for their unfailing support,

To all my friends and colleagues at ESI with whom I have shared the most beautiful moments, for their support throughout my academic background,

To all who are dear to me,

THANKS."

Abdessamie & Idris

THANKS

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ABSTRACT

The tourism industry is witnessing a surge in digital platforms and services, making it essential to provide personalized recommendations to travelers for enhancing their experiences. Recommendation systems play a vital role in this context by helping users discover relevant destinations, accommodations, attractions, and activities based on their preferences and interests. This thesis aims to explore and enhance recommendation systems in the tourism industry to provide more accurate and personalized recommendations to users.

The thesis discusses the existing literature on recommendation systems, particularly focusing on their application in the tourism industry. It analyzes the challenges and opportunities associated with designing and implementing effective recommendation systems in this domain. The study identifies the need to address issues such as the dynamic nature of user preferences, the cold-start problem for new users, and the diversity of tourism offerings.

RESUME

L'industrie du tourisme connaît un essor des plateformes et des services numériques, ce qui rend essentiel de fournir des recommandations personnalisées aux voyageurs pour améliorer leurs expériences. Les systèmes de recommandation jouent un rôle essentiel dans ce contexte en aidant les utilisateurs à découvrir des destinations, des hébergements, des attractions et des activités pertinents en fonction de leurs préférences et intérêts. Cette thèse vise à explorer et à améliorer les systèmes de recommandation dans l'industrie du tourisme afin de fournir des recommandations plus précises et personnalisées aux utilisateurs.

La thèse examine la littérature existante sur les systèmes de recommandation, en se concentrant particulièrement sur leur application dans l'industrie du tourisme. Il analyse les défis et les opportunités associés à la conception et à la mise en œuvre de systèmes de recommandation efficaces dans ce domaine. L'étude identifie la nécessité d'aborder des questions telles que la nature dynamique des préférences des utilisateurs, le problème du démarrage à froid pour les nouveaux utilisateurs et la diversité des offres touristiques.

List of Figures

ACRONYMS

RS Recommendation System .
CF Collaborative Filtering.
CB Content-based Filtering.
FAIR Findable, Accessible, Interoperable, Reusable.