Outline of a Technique for the Recommendation of Tourism Products in Cuba Using GIS

Authors : Jesse D. Cano, Marlon J. Remedios

Abstract : Cuban tourism has developed so much in the last 30 years to the point of becoming one of the engines of the Cuban economy. With such a development, Cuban companies opting for e-tourism as a way to publicize their products and attract customers has also grown. Despite this fact, the majority of Cuban tourism-themed websites simply provide information on the different products and services they offer which results in many cases, in the user getting overwhelmed with the amount of information available which results in the user abandoning the search before he can find a product that fits his needs. Customization has been recognized as a critical factor for successful electronic tourism business and the use of recommender systems is the best approach to address the problem of personalization. This paper aims to outline a preliminary technique to obtain predictions about which products a particular user would give a better evaluation; these products would be those which the website would show in the first place. To achieve this, the theoretical elements of the Cuban tourism environment are discussed; recommendation systems and geographic information systems as tools for information representation are also discussed. Finally, for each structural component identified, we define a set of rules that allows obtaining an electronic tourism system that handles the personalization of the service provided effectively.