

## **CHAPTER V**

### **CONCLUSION AND FUTURE WORK**

#### **5.1 Conclusion**

Based on the results of this research and the implementation of the tourist destination recommendation system for Blora Regency, several conclusions can be drawn as follows:

1. The developed system is implemented as a web-based platform that adopts a Hybrid Recommender System by integrating the Content-Based Filtering and Collaborative Filtering methods.
2. The system was developed in collaboration with the Department of Youth, Sports, Culture, and Tourism (Dinporabudpar) of Blora Regency by utilizing 50 official tourist destination records as the primary source of destination information. In addition, the system is supported by questionnaire data collected from 50 users, consisting of both local tourists from Blora Regency and tourists from outside the region.
3. Based on the Black Box Testing conducted on 15 testing scenarios covering the system's primary functionalities, including account management, questionnaire completion, destination navigation, and Google Maps integration, the system was declared "Valid" with a success rate of 100%. All features performed according to the predefined specifications, demonstrating that the system possesses reliable and stable functionality for practical use.

The system accuracy evaluation using the Precision@3 metric achieved a score of 0.81. This result demonstrates that the developed system is capable of providing relevant and personalized tourist destination recommendations with a high level of accuracy. Consequently, the system can help minimize the information overload phenomenon experienced by tourists when selecting tourist destinations in Blora Regency.

## 5.2 Future Work

To further improve the system and ensure its long-term sustainability, the following recommendations are proposed for future development:

1. Enhance the recommendation algorithm by incorporating additional contextual variables, such as weather conditions, the best visiting time, and travel duration, to improve the contextual relevance of the recommendations.
2. Introduce a user-generated review feature that supports both textual reviews and photographs for each tourist destination. This enhancement would enrich the Collaborative Filtering dataset while promoting greater social interaction among tourists within the platform.
3. Considering tourists' need for accessibility during their visits, the current web-based system is recommended to be further developed into a mobile application (Android/iOS) equipped with offline navigation capabilities and GPS-based notifications for nearby tourist attractions.
4. Expand the user dataset by collecting a larger and more diverse set of user interactions to improve the prediction accuracy of the Collaborative Filtering method, particularly in capturing highly specific user preferences.