



UNDERGRADUATE THESIS

DESIGN AND IMPLEMENTATION OF A TOURIST DESTINATION RECOMMENDATION SYSTEM BASED ON HYBRID CONTENT-BASED FILTERING AND COLLABORATIVE FILTERING

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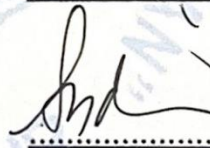
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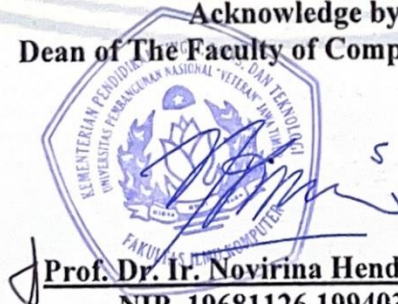
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ABSTRACT

Student Name / NPM : Aileen Anindya R. / 22081010121
Thesis Title : Design and Implementation of A Tourist
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Advances in digital technology in the tourism sector have improved access to information, but at the same time have led to information overload for tourists who struggle to choose travel destinations that match their personal preferences. This study aims to develop a web-based travel destination recommendation system in Blora Regency to assist tourists in making travel decisions. This system was developed by integrating data on 50 official travel destinations from the Blora Regency Office of Youth, Sports, Culture, and Tourism (Dinporabudpar) along with preference data from 50 tourist users. The method used is the Hybrid Recommender System, which combines Content-Based Filtering (using TF-IDF weighting and Cosine Similarity) with Collaborative Filtering (using User-Based Cosine Similarity). Functionality testing via Black Box Testing showed that all system features functioned correctly (100%). Additionally, accuracy testing using the Precision@3 method yielded an average value of 0.81, indicating that the system is capable of providing relevant and personalized destination recommendations to users. The implementation of this system is expected to support the digital transformation of the local tourism sector and increase the distribution of tourist visits in Blora Regency.

Keyword: Recommendation System, Hybrid Recommender System, Content-Based Filtering, Collaborative Filtering, Tourism, Blora Regency.

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TABLE OF CONTENTS

COVER PAGE.....	i
ABSTRACT.....	9
TABLE OF CONTENTS.....	14
LIST OF TABLE	17
LIST OF FIGURES	20
LIST OF ALGORITHMS	23
CHAPTER I INTRODUCTION	1
1.1. Background	1
1.2. Research Problems	4
1.3. Research Objectives	4
1.4. Research Benefits	4
1.5. Research Scope and Limitations	5
CHAPTER II LITERATURE REVIEW.....	6
2.1. Preview Studies.....	6
2.2. Tourism, Travel, and Tourism Destinations	8
2.3. Tourist Destinations in Blora Regency	11
2.4. Recommender System.....	12
2.5. Content-Based Filtering	13
2.6. Collaborative Filtering	15
2.7. Hybrid Recommender System	16
2.8. Slovin Formula.....	17
2.9. Unified Modeling Language (UML).....	17
2.10. Precision@3	19

CHAPTER III RESEARCH METHODOLOGY	21
3.1. Research Type and Research Design	21
3.2. Data Sources and Data Collection.....	22
3.2.1. Population and Sample.....	24
3.2.2. Research Instrument.....	24
3.2.3. Data Collection Techniques	29
3.2.3.1. Observation	29
3.2.3.2. Questionnaire	29
3.3. Recommender System Method	30
3.3.1. Content-Based Filtering	33
3.3.2. Collaborative Filtering	35
3.3.3. Hybrid	38
3.4. System Requirements Analysis.....	41
3.4.1. Functional Requirements	41
3.4.2. Non-Functional Requirements	44
3.5. User Identification.....	46
3.6. System Design.....	46
3.6.1. System Architecture Design.....	47
3.6.2. User Use Case Diagram	49
3.6.3. Admin Use Case Diagram.....	52
3.6.4. User Activity Diagram	54
3.6.5. Admin Activity Diagram.....	56
3.6.6. Class Diagram	58
3.6.7. Conceptual Data Model (CDM).....	60
3.6.8. Physical Data Model (PDM).....	62
3.6.9. Sequence Diagrams	65

3.6.11	Wireframes.....	76
3.7	System Testing and Evaluation.....	95
CHAPTER IV RESULTS AND DISCUSSION.....		98
4.1	System Implementation.....	98
4.1.1	Database Implementation.....	98
4.1.2	User Interface Implementation.....	104
4.2	Hybrid Recommender System Implementation.....	120
4.2.1	Content-Based Filtering	120
4.2.2	Collaborative Filtering	122
4.2.3	Hybrid Recommendation	124
4.3	System Testing.....	125
4.3.1	Black Box Testing.....	126
4.3.2	Precision@3 Testing	129
4.4	Discussion	130
4.4.1	Recommendation Results Analysis.....	131
4.4.2	Testing Results Analysis.....	131
CHAPTER V CONCLUSION AND FUTURE WORK		132
5.1	Conclusion	132
5.2	Future Work	133
REFERENCES.....		134

LIST OF TABLE

Table 2. 1 Representative Tourist Destinations in Blora Regency	12
Table 3. 1 Data Sources	23
Table 3. 2 Questionnaire Items	26
Table 3. 3 Functional Requirement Specifications	41
Table 3. 4 Non-Functional Requirement Specifications	44
Table 4. 1 Black Box Testing.....	126
Table 4. 2 Precision@3 Calculation.....	129

LIST OF FIGURES

Figure 3. 1 Research Workflow	21
Figure 3. 2 Sample Size Calculation	25
Figure 3. 3 Recommender System Workflow	31
Figure 3. 4 Content-Based Filtering Flowchart.....	33
Figure 3. 5 Collaborative Filtering Flowchart.....	35
Figure 3. 6 Hybrid Flowchart.....	38
Figure 3. 7 User Use Case Diagram.....	49
Figure 3. 8 Admin Use Case Diagram	52
Figure 3. 9 User Activity Diagram.....	54
Figure 3. 10 Admin Activity Diagram	56
Figure 3. 11 Class Diagram.....	58
Figure 3. 12 Conceptual Data Model (CDM)	60
Figure 3. 13 Physical Data Model (PDM)	62
Figure 3. 14 Admin Login Sequence Diagram	65
Figure 3. 15 Destination Management Sequence Diagram.....	66
Figure 3. 16 Destination Update Sequence Diagram	67
Figure 3. 17 Destination Deletion Sequence Diagram.....	68
Figure 3. 18 User Sequence Diagram Register	69
Figure 3. 19 User Dashboard Sequence Diagram	70
Figure 3. 20 User Navigation Sequence Diagram.....	71
Figure 3. 21 User Destination Sequence Diagram	72
Figure 3. 22 User Start Personalization Sequence Diagram	73
Figure 3. 23 User Preference Input Sequence Diagram	74
Figure 3. 24 User Recommendation Sequence Diagram	75
Figure 3. 25 Dashboard Page Wireframe	77
Figure 3. 26 Navigation Page Wireframe	78
Figure 3. 27 Tourism Category Page Wireframe	79
Figure 3. 28 Tourism Category Selection Page Wireframe	80
Figure 3. 29 Tourism Destination Detail Page Wireframe (First Section)	81
Figure 3. 30 Tourism Destination Detail Page Wireframe (Second Section)	82
Figure 3. 31 Tourism Destination Detail Page Wireframe (Third Section).....	83

Figure 3. 32 About Blora Page Wireframe	84
Figure 3. 33 Login Page Wireframe.....	85
Figure 3. 34 User Registration Page Wireframe	86
Figure 3. 35 Dashboard Page After Login Wireframe	87
Figure 3. 36 Recommendation Start Page Wireframe	88
Figure 3. 37 Questionnaire Page Wireframe.....	89
Figure 3. 38 Questionnaire Page Wireframe.....	90
Figure 3. 39 Questionnaire Page Wireframe.....	91
Figure 3. 40 Questionnaire Page Wireframe.....	92
Figure 3. 41 Recommendation Results Page Wireframe	93
Figure 3. 42 Dashboard After Recommendation Wireframe	94
Figure 3. 43 Profile Page Wireframe	95
Figure 4. 1 blora_wisata Database	99
Figure 4. 2 destinasi Table	99
Figure 4. 3 destinasi_fasilitas Table.....	100
Figure 4. 4 fasilitas Table.....	100
Figure 4. 5 hasil_rekomendasi Table	101
Figure 4. 6 kategori_wisata Table.....	101
Figure 4. 7 kecamatan Table	102
Figure 4. 8 preferensi_user Table.....	102
Figure 4. 9 riwayat_kunjungan Table	103
Figure 4. 10 users Table	103
Figure 4. 11 Dashboard Page	104
Figure 4. 12 Dashboard Page Carousel.....	105
Figure 4. 13 Login Page	105
Figure 4. 14 Registration Page	106
Figure 4. 15 Questionnaire Start Page.....	106
Figure 4. 16 Questionnaire – First Slide	107
Figure 4. 17 Questionnaire – Second Slide	107
Figure 4. 18 Questionnaire – Third Slide.....	108
Figure 4. 19 Questionnaire – Fourth Slide	108
Figure 4. 20 Recommendation Results Page	109

Figure 4. 21 Tourism Categories Page	110
Figure 4. 22 Tourism Categories Page After Selecting a Category	111
Figure 4. 23 Tourism Categories Page – Destination Details (First Slide).....	111
Figure 4. 24 Tourism Categories Page – Destination Details (Second Slide)	112
Figure 4. 25 Tourism Categories Page – Destination Details (Third Slide)	112
Figure 4. 26 Navigation Page.....	113
Figure 4. 27 Navigation Page After Selecting a District.....	113
Figure 4. 28 Profile Page.....	114
Figure 4. 29 Admin Dashboard Page	114
Figure 4. 30 Admin Page	115
Figure 4. 31 Manage Destinations Page.....	116
Figure 4. 32 Manage Categories Page.....	117
Figure 4. 33 Manage Facilities Page.....	118
Figure 4. 34 Manage Users Page	119
Figure 4. 35 Manage Destination Ratings Page	119

LIST OF ALGORITHMS

Algorithms 1 Term Frequency (TF) Weighting	121
Algorithms 2 Inverse Document Frequency (IDF) Weighting	121
Algorithms 3 Cosine Similarity Computation	122
Algorithms 4 User–Item Matrix Construction	122
Algorithms 5 User Similarity Computation	123
Algorithms 6 Rating Prediction	123
Algorithms 7 Score Normalization	124
Algorithms 8 Score Combination	125
Algorithms 9 Destination Ranking	125