REVIEW ON UNIQUE APPROACH FOR TRAVEL PACKAGE RECOMMENDATION

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ABSTRACT:
Previously have witnessed an increasing interest in recommender systems. After a lot of research, there still remain many ways of solving a problem or making progress towards. Indeed, this paper provides a study of exploiting online travel data for personalized travel package recommendation. A critical challenge along this statement is to address the unique features of travel information, which distinguish travel packages from regular items for recommendation. In the registration page the user has to fill all the details needed with his/her medical problems. To the end, in this paper, we first analyze the features and data of the existing travel packages and develop a tourist area season topic (TAST) model which in advance will include recommendation according to the medical factor provided during registration. Travel packages can be represented in TAST model and different topic distributions by tourists, where the topic extraction is conditioned on both the tourists and the essential features (i.e., locations, travel seasons). Then, based on this topic model data represents, we propose a unique approach to generate the lists for personalized travel package recommendation. Furthermore, we extended the tourist relation area season topic (TRAST) model for collecting the latent relationships among the tourists in each travel group and in advance the age group from the TAST model. Finally, we evaluate the TAST model, the TRAST model, and the unique recommendation approach on the real online travel package information.

Keywords: Personalized, Travel, Package, Tourist, Area, Season, Latent, Relationships, Recommendation.

[1] INTRODUCTION

Holiday is the best time for the individuals as on holiday they spend the time according to their views. So holiday plan gives them the ability to recover from stress, their sleep quality and their blood pressures were significantly improved compared with the group who had not had a holiday. Our study about a cocktail approach for travel package recommendation, recommends packages to the tourist according to the information provided during the registration. As previously many travel packages are made but they used to recommend packages according to the seasons, area, income and top visited. But in advance this recommendation system recommends the packages to the tourist according to the medical factors, hobbies, age group to which they belong, prices according to the package previously visited.
We wanted to see if certain types of holiday might have more impact, or less impact, on one’s psychological and physical well-being. We were interested to see if doing something completely different from the normal routine and being useful at the same time would have a beneficial impact on our participants’.

The tourist will be recommended the packages according to the medical problems faced by the tourist. For Example, if any tourist is a heart patient then no mountain tracking related packages will be recommended to the tourist. All the details filled during the registration will be considered during the recommendation of the travel package to the tourist. As tourist satisfaction is the most important factor for the package recommendation sites.

[2] TECHNIQUES
[2.1] DATABASE NORMALIZATION

Normalization is a process in which we systematically examine relations for events and, when detected, remove those events by splitting up the relation into two new, related, relations. Normalization is an important part of the database development process. Often during normalization, the database designers get their first real look into how the data are going to interact in the database. Normalization can also be thought of as a trade-off between data redundancy and performance.

[2.2] HTTP GET AND POST

There are two ways the browser client can send information to the web server.

- The GET Method
- The POST Method

Before the browser sends the information, it encodes it using a scheme called URL encoding. In this scheme, name/value pairs are joined with equal signs and different pairs are separated by the ampersand. Spaces are removed and replaced with the + character and any other no alphanumeric characters are replaced with a hexadecimal values. After the information is encoded it is sent to the server.

The GET method sends the encoded user information appended to the page request. The page and the encoded information are separated by the ? character. The PHP provides $_GET associative array to access all the sent information using GET method.

The POST method transfers information via HTTP headers. The information is encoded as described in case of GET method and put into a header called QUERY_STRING. The PHP provides $_POST associative array to access all the sent information using POST method.

[2.3] SHA-1 HASHING

A 160-bit hash function which resembles the earlier MD5 algorithm. This was designed by the National Security Agency to be part of the Digital Signature Algorithm. Cryptographic
weaknesses were discovered in SHA-1, and the standard was no longer approved for most cryptographic uses after 2010.

[3] CONCLUSION

In this paper, we have reviewed a variety of existing techniques. Approach for travel package is the recommendation system for the tourist which provides a unique package according to the details filled during the registration. As there is a need to understand the different views and requirements of the peoples. The earlier project was concern according to the seasons and area related packages for the users. But in this project hobby, medical factor and above two factor are considered. In this paper we have completed the registration and the package selection part. This project is based on the hybrid recommendation strategy.

REFERENCES


Author’s brief Introduction

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