整合景點收藏與評分機制之旅遊行程規劃系統

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摘要

Nowadays, many tourists plan their vacation based on information acquired from internet web sites, magazine articles, friend word-of-mouth, and guidebooks. It would already be time consuming for tourists to capture personal preferable information from such abundant travel resources, not to mention to only allow selection of limited scenic spots for them to plan a best itinerary that satisfies the tourists' multiple travel needs. Thus it would be difficult to plan a personal preferable itinerary when only limited time is available to do so. Besides, the following problems should be considered as well: (1) the various operating schedules of scenic spots, (2) difficulty on catching up with schedules of temporary exhibition, and (3) the limitation of time tourists could spend on travel. Thus, this study will propose a trip planning system that utilizes the search method of orienteering problem to develop tourist-oriented itineraries conforming to personal preference. This study consists of three modules: (1) trip planning modules: the core element of the studied system integrating the trip database module and the preference estimation module described below, (2) trip database module: collection of such scenic spot information as location, type, operating schedule, and recreational facilities for providing inputs to the trip planning module, (3) preference

estimation module: record of
tourist demand characteristics for proposing personalized itineraries adhering to the personal
travel needs.

關鍵字：Orienteering problem, Preference estimation, Trip planning.