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## Introduction

A mobile recommendation application that will improve and offer the greatest experience to both visitors and locals. The application presents events uploaded by tour guides based on the visitor's preferences and additionally ranked by most liked.

## Methodology

Requirements

Design

Testing

Analysis

Implementaion

## Motivation

Invest our time and effort in the tourism industry to help Saudi Arabia's 2030 vision flourish. Attract more eyes to our country's less known cities.

Improve and provide the best experience for both visitors, locals and tour guides who are looking to offer their services.

## Tools



## Goals

Improve the user experience

Reach a wider audience

Promote tourists attractions

## Recommendation system

Our recommender system uses cosine similarity which is a type of content-based filtering method to recommend similar events to the user. Alongside a ranking filtering system based on likes' count.

## Future work

Support other operating systems

Update events directly through data-feed

implementing trip plan feature

Support multiple languages

Validating membership

## Hena Saudi software



Select preferences

Generate recommendation



Visitor

## Conclusion

Hena Saudi a mobile recommendation application that will improve and provide the best experience for both visitors and locals.

A dataset of events was collected to be used to test the recommendation algorithm. The functionality of the recommendation algorithm and the ranking algorithm and how they affect displaying events smoothly makes our application easy and useful.



References



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