

整之個人化旅遊行程規劃系統之研究

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摘要

近年來，由於網路技術進步與部落格的盛行，使得自行規劃旅遊的人口大幅成長，而在規劃旅遊行程中，需考量的因素和資料搜尋過於繁雜，造成許多旅客的困擾。如何考量多種因素且同時規劃最佳旅遊行程對推薦系統而言是一項相當艱鉅的挑戰。現階段大多數的旅遊推薦系統，都著重在熱門景點推薦或旅遊路線最佳化，缺乏旅遊行程規劃的研究，且多數研究都著墨於強化推薦的準確性，但由於使用者需求變動性極高，使得結果往往難以完全符合使用者需求，導致推薦成效不彰。因此本研究提出可調整之個人化旅遊行程規劃系統解決上述問題。本系統由三大模組所組成，首先使用者透過「介面模組」提出個人旅遊需求項目，接著會將資料整合輸入至「需求匹配模組」，進行需求和地點匹配，確立旅遊地點。再由「行程規劃模組」規劃出最符合使用者需求的旅遊行程。若使用者想更改旅遊行程，可透過可調式介面來更改行程，最後回饋模組會將確定之行程項目回饋到資料庫做為景點推薦的基準，以提升景點推薦和行程規劃的準確率。本研究透過問卷收集使用本系統與使用其他旅遊推薦系統的使用者的資料(32位與20位)，經統計分析，結果發現旅遊行程規劃與可調整式介面是非常需要的功能設計，而本系統的功能設計、推薦效果與個人化程度，亦達使用者滿意的程度。

關鍵詞：個人化、旅遊行程規劃、可調整、推薦、本體論

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