

SUPPORT SYSTEM FOR TOURISTS. MODEL FOR CUSTOM TRIP PLANNING

The tourist sector has undergone many changes in recent years

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A substantial change has taken place in tourist preferences and behaviours. Visitors look more and more for different tourist attractions instead of only sun and beach, with a move away from standard trips to other more personalized options. The advances in communication technologies and the easy access to the Internet, have led to the globalization of tourist information. On these days a great number of tourists are able to access information on a huge number of products, the tourist is able to know, completely detailed, destinations and activities in those destinations, updated tariffs, etc., and also will have the opportunity to make bookings. However, with so much information, it's very difficult to study all possible alternatives for designing a trip, taking into account that also the tourist's objectives may be in conflict. Therefore, the aim is develop a Decision Aid System for the tourist that offers him/her an itinerary according theirs needs. This system includes the activities on a set schedule, taking into account tourist wishes and the characteristics of the environment. It does solve using a multicriteria model considering the conflict among his/her criteria among other. Finally, this system is applied to design a tour in Andalusia.

KEY WORDS: tourist routes, multi-objective programming, support system for tourist, customized trip.