

AUGMENTED REALITY AND RECOMMENDATION SYSTEMS FOR GROUPS

A New Perspective on Tourist Destinations Systems

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New technologies are a very active field that offer added value to the tourist. The destinations should provide technological tools that are able to provide customized and interactive information. Currently it is very common to use tools such as guides or web pages, which cover the basic needs of tourists. These resources are insufficient, and the evolution of current mobile devices has caused a change in the way that tourists interact and obtain information. A particular case is augmented reality, which allows developing applications that enhance the tourist experience. In this context, it is particularly interesting the customization of information through recommendation systems. We present in this paper a context-aware augmented reality system applied to tourism, which uses recommendation techniques for groups in integrated management system for tourist destinations.

KEY WORDS: *augmented reality, quality tourism, recommendation systems, mobile technology, management systems for tourist destinations.*