

RIPHAH INTERNATIONAL UNIVERSITY



Faculty of Computing FINAL YEAR PROJECT INITIAL PROPOSAL

Personalized Food and Travel Recommendation Ecosystem

Project Team

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Project Proposal

Project Title: Personalized Food and Travel Recommendation Ecosystem

Description:

Tourists often face difficulties in managing their travel budgets and discovering authentic local experiences, particularly in food and intercity travel. Existing applications are fragmented, forcing users to rely on multiple platforms for budgeting, dining, accommodation, and navigation. This project proposes a personalized food and travel recommendation system that integrates these features into a single application.

The objective of the system is to provide tourists with a comprehensive platform that dynamically allocates their budgets across travel, accommodation, and food, while also recommending affordable and authentic options. Recommendations will be powered by user-generated content (UGC) and mapping services, ensuring reliable and location-specific suggestions.

The scope of the system covers budget management, personalized recommendations, community-driven reviews, and map-based navigation. Future extensions may include booking and reservation modules and halal/haram food filtering for Muslim tourists.

The contribution towards society lies in making tourism more accessible, affordable, and culturally inclusive, especially for travelers seeking budget friendly and authentic food options. By incentivizing locals to share reviews and data, the system also promotes community engagement and authentic cultural exposure.

The expected outcomes are improved travel experiences through accurate budget planning, discovery of hidden food and travel spots.

The limitations include dependency on sufficient user-generated content for accurate recommendations, the cold start problem is reliance on third-party services like Google Maps for location data.