**Algorithm for POILP**

Input: POI data P

Output: POIre (POI Recommendation)

Initialization:

i. Recommended POI categories RCre

ii. u is target user, v is a influences user .

let RCre 🡨 ø

let POIuT = {a(1), a(2), · · · , a(K)}; where uT influence scope of social network

Compute POILP (POI recommendation problem for location promotion)

for each POIuT (1 to k)

Pu→v(l) = β × PGu,v(l) + (1 − β) × PTu,v(l),

Where -Pu→v The user u influences user v (u ≠ v)

-β(∈ [0, 1]) avg 0.5

- PGu,v(l) tradeoff between geographical influence

- PTu,v(l) semantic influence b/w u and v.

RCre 🡨 RCre ∪ Pu→v(l);

Sort RCre ;

Return RCre;