Tourism is extremely important globally, contributing 10.4% to the world economy in 2018 and projected to grow to an estimated 3.6% average every year over the next decade (World Travel and Tourism Council, 2018). The number of tourists worldwide has increased rapidly. Over the same 10-year period, Southeast Asia is expected to be the fastest-growing region regarding travel and tourism’s contribution to a country’s or a region’s Gross Domestic Product (GDP). Nepal has huge possibilities of tourism development as we are rich in biodiversity, natural beauty, culture and hospitality.

With the boom in tourism over the last decade, information sources play an important role for tourists when making decisions and selecting destinations. The Internet is now considered to be the tourist’s main information source for information on products and services. However, the sheer volume of data on the Internet has made it difficult for tourists to process information, whether in pre-trip planning or when making choices during travel. The travel-planning problem is highly complex, time-consuming, and dynamic as there are many factors involved in the decision-making process. Some of the factors involved in travel-planning include travel budget, number of nights one intends to stay at a given destination, food quality, the number of individuals travelling, transport mode, leisure activities, weather etc.

Recently, tourism has benefited substantially from Information and Communications Technology (ICT), and especially from Internet technology and its applications. Decision support tools, also known as Recommendation Systems (RSs), have been developed to address these concerns. In the tourism field, they are referred to as Tourism Recommendation Systems (TRSs). Tourists and tourism providers can search, select, compare and make decisions almost instantly, and more efficiently than ever. Due to the enormous amount of heterogeneous information available on the Internet and through other information sources, TRSs can act as information filters. Selecting appropriate tourist services to match user preferences is one of the most complex tasks a tourist faces when planning a visit to an unfamiliar city. Even though search engines provide lists of tourism services, tourists are still overwhelmed with the information on offer. TRSs can be utilised extensively as a means of reducing information overload for tourists. Finding an appropriate group for the trip is also a major problem. TRS can be utilized to solve these issues also.

TRSs can help assist tourists to travel independently to an unfamiliar city, especially as regards searching, selecting and comparing tourism services. Not only can TRSs help travellers when planning their trip, but also during and after a trip, thanks to mobile and wireless communication. A well-developed TRS can suggest appropriate tourism services to tourists without interfering with their privacy and suggest other travel-related products to them.