Research Title   Intelligent Recommendations Model for Supporting Wellness Tourism Using Fuzzy Based Collaborative Filtering Technique

Researcher   Dr.Chawalsak Phetchanchai

Asst.Prof.Dr.Wanpen Kuansaman

Dr.Kamala Lamphun

Research Consultants   Prof.Dr.Chidchanok Lursinsap

Organization   Computer Science Program, Faculty of Science and Technology

Management Program, Faculty of Management Science

Early Childhood Education Program, Faculty of Education

Suan Dusit University

Year   2019

This research aims to: (1) to study the preference of wellness toursism destinations; (2) to construct an intelligent recommendations model for supporting wellness tourism; (3) to develop the intelligent recommendations system prototypes. The population and samples in this research consisted of wellness tourism destionations in specific provinces. The tools used in this research consisted of questionaires, intelligent recommendations system model, weed colony based fuzzy C-mean model (WCFCM), K-Means model, and fuzzy C-means model. The results of this research found that: (1) rating information of tourist destinations mostly scatter to the whole data space and the popular rating is 5 marks as 29.92% and the popular destination type is health massages as 29.90% (2) the results of models evaluation found that WCFCM illustrated the best results comparing to other two methods in most cases of datasets; (3) the results of prototypes evaluation found that the web application recommendations system prototype evaluated as very good level and the mobile recommendations system prototype was also evaluated as very good level.