

# **Tourism Recommendation System in Bangkalan Area Using Weight Product and AHP Methods**

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## **ABSTRACT**

*This research is motivated by the tourism potential of Bangkalan Regency, which is rich in culture, history, and natural beauty. However, tourists often face difficulties in choosing the most suitable destinations due to the lack of relevant information about costs, facilities, road conditions, safety, and cleanliness. To address this issue, this study designs a web-based tourism recommendation system by integrating the Analytical Hierarchy Process (AHP) and Weighted Product (WP) methods. AHP is used to determine criteria weights based on user preferences, while WP ranks the recommended destinations based on these weights. The system was developed using PHP, the Laravel framework, and MySQL database. The results show that the recommendation system is capable of providing accurate and relevant destination suggestions. AHP produced criteria weights with a consistency level of 0.0173, indicating consistent calculations. Based on User Acceptance Testing (UAT), the system achieved an 85% user acceptance rate.*

*Keywords: Recommendation system, tourist destination, Analytical Hierarchy Process, Weighted Product, Bangkalan.*