

**PENERAPAN MODEL WEIGHT POINT RANK PADA REKOMENDASI
PARIWISATA DI SURABAYA DENGAN PENDEKATAN CONTENT-
BASED FILTERING BERBASIS WEBSITE**

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ABSTRACT

Tourism continues to develop alongside the advancement of digital technology. However, the large number of tourist destinations often makes it difficult for users to choose destinations that match their preferences. This study aims to design and develop a web-based tourism recommendation system for Surabaya City using the Waterfall development method. The system applies the Content-Based Filtering (CBF) method to recommend tourist destinations based on the similarity of destination characteristics to user preferences, while the Weighted Product Recommendation (WPR) method is used to rank the recommended destinations based on several criteria, namely tourist category, entrance fee, and tourist rating. Functional testing of the system was conducted using Black Box Testing, while the recommendation performance was evaluated using Precision, Recall, and Normalized Discounted Cumulative Gain (NDCG).

Keywords: Recommendation System, Tourism, Content-Based Filtering, Weight Point Rank.