

**Title:** Building an Ontology-based Framework for Tourism Recommendation Services

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**Abstract:** The tourism product has an intangible nature in that customers cannot physically evaluate the services on offer until practically experienced. This makes having access to credible and authentic information about tourism products before the actual experience very valuable. An Ontology being a formal, explicit specification of concepts of a domain provides a viable platform for the development of credible knowledge-based tourism information services. In this paper, we present an approach aimed at enabling assorted intelligent recommendations services in tourism support systems using ontologies. A suite of tourism ontologies was developed and engaged to enable a prototypical e-tourism system with various knowledge-based recommendation capabilities. A usability evaluation of the system yields encouraging results as a demonstration of the viability of our approach.