Tourism is a dynamic industry. In recent years, with many countries turning to tourism to supplement their economies, there has been a massive expansion of tourism vendor offerings. As more travel arrangements are made online, pressure is put on e-Tourism website developers to provide efficient and easy to use interfaces and intelligent services.

A new model of the web called Semantic Web can be used to develop intelligent e-Tourism services. Semantic Web is a collection of models, technologies and tools that allow machines to create and process web content intelligently.

Key Findings
From the research carried out in this project we concluded that Semantic Web technologies can be used to develop intelligent e-Tourism service; however there will be some time before such systems reach maturity, and can be deployed for large scale e-Tourism systems. More specifically:

- it is possible to use Semantic Web technologies to develop better e-Tourism systems.
- Semantic Web application library called Jena is suitable for developing intelligent e-Tourism website.
- Current Travel Recommender Systems (TRSs) are useful; however they lack visualisation ability.
- Standards such as SCORM and CORDRA—originally developed for e-Learning systems—can be used to develop e-Tourism systems that provide greater content portability.
- The proposed Intelligent Visual Travel Recommender System (IV-TRS) can enhance the speed of information access and the quality of information presentation, by combining web-based content into a video-like presentation, and help travellers in tour planning.

Future Action
Future research will aim to conduct usability study on the effectiveness of continuous visualisation systems, and develop recommendations for the deployment of the proposed Intelligent Visual Travel Recommender System (IV-TRS). It will require the following steps to achieve this aim:

- extend Australian Sustainable Tourism Ontology (AuSTO) ontology with more data and rules
- enhance the user interface and task modelling framework
- conduct usability tests on the user interfaces
- develop and deploy a demonstration e-Tourism website as an Intelligent Visual Travel Recommender System.