

Applying greedy search algorithm for Bali's tourist schedule recommendation = Aplikasi algoritma greedy search untuk rekomendasi perjalanan turis di Bali

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Abstrak

Perkembangan dunia pariwisata menjadi salah satu poin penunjang pertumbuhan ekonomi. Berkaitan dengan hal tersebut, Bali mengambil bagian penting dalam perkembangan pariwisata Indonesia. Seperti halnya industri lain, efisiensi dan efektifitas dalam dunia pariwisata semakin dituntut, yang berakhir pada kepuasan pengunjung dan peningkatan potensi pariwisata. Sejalan dengan isu mengenai pariwisata tersebut, penelitian ini bertujuan untuk mengaplikasikan salah satu algoritma Tourist Trip Design Problem (TTDP) di Bali. Melalui studi kasus tersebut, diharapkan rekomendasi perjalanan untuk turis maupun rekomendasi perkembangan daerah Bali untuk pemerintah dapat diberikan. Metode yang digunakan adalah metode Greedy Randomized Adaptive Search Procedure with Path Relinking (GRASP-PR), yang dimodifikasi menggunakan bahasa pemrograman Java. Penelitian ini menunjukkan bahwa metode GRASP PR menghasilkan rekomendasi yang diharapkan dalam studi kasus tersebut yaitu rekomendasi durasi kunjungan, rekomendasi rute, dan juga rencana pengembangan untuk beberapa kabupaten di Bali.

.....The development of tourism is one of the main support for a country's economic growth. Bali, which is identified as the biggest entrance point to Indonesia, have an important part in the development of Indonesian tourism. Like other industries, the demand for efficiency and effectiveness in tourism as an effort to minimize costs and increase productivity is highly increasing, which in the end will actually result to tourists' satisfaction and an increase in tourism potential. In line with the issue of tourism as have been stated above, this study aims to apply one of the Tourist Trip Design Problem (TTDP) algorithm in Bali. TTDP is one variety of Orienteering Problems (OP), which is still rarely discussed in Indonesia. Through the case study, it is hoped that travel recommendations for tourists and recommendations for the development of the Bali region for the government can be given. The method used is the Greedy Randomized Adaptive Search Procedure with Path Relinking (GRASP-PR), which is one of the algorithms that is often used to solve OP and in this research is modified using the Java programming language. This research shows that the GRASP-PR method produces the recommendations that was expected from the case study, including the duration of the visit, recommended routes, and also development plans for several districts in Bali.