

Analysis of Visitor Profile Ontologies in Tourism: A Review of the Literature

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Abstract

The ontologies of the tourist profile play a crucial role in the semantic web, allowing the representation and organization of tourist information in a computational way. The key components of a tourism profile ontology include the representation of temporal, spatial, and thematic knowledge related to tourism objects. These ontologies are used in the semantic web to support automated processes of searching, extracting, and interpreting tourist information. They provide a common vocabulary to describe tourist information resources and enable the integration of information from different data sources into a unified knowledge model. In this article, after reviewing the articles highlighted in the literature, we have managed to identify the different dimensions of user information and its context in the tourism sector. Along with articles that focus on them. In this study, the dimension of interests, preferences, and behavior is present in all ontologies; moderately register information in the basic information dimension; The dimensions of the physiological profile and social environment are scarcely represented, and there is little or no representation in the social context. At the same time, important challenges were identified in terms of modelling ontologies of the tourist visitor profile.

Keywords

Ontology; Tourism; User Profile; Tourist Profile; Visitor Profile, OWL