

companies registered on the platform greatly increases, it takes a lot of time and effort to find the accommodations that the user wants and, amid a flood of information, users who have difficulty in determining accommodations that meet their needs are increasing.

5 **[0005]** The platform provides a search function using a category and a keyword and some functions to filter based on travel destination, price, etc., but it is still insufficient for the user to solve the difficulty of selecting accommodations suitable for the user from a large number of accommodations lists.

10 **[0006]** Accordingly, when making a reservation through a reservation platform, there is a need for a method that can help the customer in selecting accommodations by recommending accommodations that meet the taste and needs of the customer.

15 **[0007]** An example of the related art includes Korean Laid-open Patent Application Publication No. 2018-0038651 (April 17, 2018).

SUMMARY

20 **[0008]** The present disclosure provides an apparatus for recommending accommodations by selecting and recommending accommodations suitable for each customer when making a reservation for accommodations, based on stored customer information and customer input data, and a method thereof.

25 **[0009]** In accordance with an exemplary embodiment of the present invention, a method of recommending accommodations includes determining a main feature item that a user prioritizes when selecting accommodations from among a plurality of accommodations feature items based on information on the user, generating a candidate list of recommendation accommodations based on the main feature item,

providing a travel theme option to the user and receiving travel theme information from the user, deriving recommendation accommodations by selecting a part of the candidate list based on the travel theme information, and generating and providing accommodations recommendation information based on the recommendation accommodations.

[0010] Here, the determining the main feature item that the user prioritizes when selecting accommodations from among the plurality of accommodations feature items may include selecting a user group to which the user belongs from among a plurality of user groups grouped based on similarity of information on the user and determining the main feature item based on the accommodations feature item matched to the selected user group.

[0011] Meanwhile, receiving reservation condition information including at least any one of the number of people on reservation, reservation date, and reservation period from the user may be further included, and in the deriving the recommendation accommodations, the recommendation accommodations may be derived from among accommodations for which a reservation is available according to the reservation condition information.

[0012] In addition, receiving a selection of accommodations from the user from among the accommodations recommendation information, receiving reservation condition information including at least any one of the number of people on reservation, reservation date, and reservation period from the user, checking whether or not a reservation for the accommodations selected based on the reservation condition information is available, and proceeding a reservation process according to whether or not the reservation for the accommodations is available may be further included.

[0013] In this case, determining similar accommodations that satisfies the reservation condition information based on similarity with the feature information of the selected accommodations when the selected accommodations is not available for the reservation and providing information of the similar accommodations to the user
5 may be further included.

[0014] Meanwhile, the generating and providing the accommodations recommendation information may include determining a main image from among a plurality of pre-stored images for the recommendation accommodations based on the main feature item and the travel theme information and generating the
10 accommodations recommendation information based on the main image.

[0015] In addition, the generating and providing the accommodations recommendation information may further include extracting a review including a language related to the travel theme information or a travel season corresponding to the reservation point in time of the user from among reviews on the recommendation
15 accommodations, and generating the accommodations recommendation information including the review.

[0016] Here, in the extracting the review, a review prepared by a person who has prepared the review and having high similarity between information of the person who has prepared the review and information on the user and a recently prepared
20 review may be preferentially extracted.

[0017] In accordance with another exemplary embodiment of the present invention, an apparatus for recommending accommodations includes a memory that stores accommodations information including information on a user and feature information of individual accommodations, and a processor, in which the processor
25 determines a main feature item that a user prioritizes when selecting accommodations

from among a plurality of accommodations feature items based on information on the user, and generates a candidate list of recommendation accommodations based on the main feature item, derives recommendation accommodations by selecting a part of the candidate list based on the travel theme information input from the user, and generates
5 and provides accommodations recommendation information based on the recommendation accommodations.

BRIEF DESCRIPTION OF THE DRAWINGS

[0018] Exemplary embodiments can be understood in more detail from the
10 following description taken in conjunction with the accompanying drawings, in which:

[0019] FIG. 1 is a configuration diagram schematically illustrating a configuration of an accommodations reservation system including an apparatus for recommending accommodations in accordance with an exemplary embodiment of the present invention;

15 **[0020]** FIG. 2 is a block diagram illustrating the configuration of the apparatus for recommending accommodations in accordance with the exemplary embodiment of the present invention;

[0021] FIGS. 3 and 4 are examples of screens on which accommodations recommendation information generated in accordance with an exemplary embodiment
20 of the present invention is displayed; and

[0022] FIG. 5 is a flowchart illustrating a method of recommending accommodations in accordance with an exemplary embodiment of the present invention.

DETAILED DESCRIPTION OF EMBODIMENTS

25 **[0023]** Hereinafter, specific embodiments of the present invention will be

described with reference to the drawings. However, in the following description and the accompanying drawings, detailed descriptions of known functions or configurations that may obscure the subject matter of present invention will be omitted. In addition, it should be noted that the same constituent elements throughout the drawings are indicated by the same reference numerals as much as possible.

[0024] FIG. 1 is a configuration diagram schematically illustrating a configuration of an accommodations reservation system including an apparatus for recommending accommodations in accordance with an embodiment of the present invention. Referring to FIG. 1, an accommodations reservation system 1 in accordance with an embodiment of the present invention includes a user terminal T and an apparatus 100 for recommending accommodations.

[0025] The user terminal T is a terminal device used by a user who wants to reserve accommodations through an accommodations reservation system, and accesses the apparatus 100 for recommending accommodations through various well-known wired and wireless communication networks such as WI-FI, LTE, 5G, etc. The user terminal T receives various information required during an accommodations reservation process, such as reservation information such as an accommodations reservation area, date, the number of lodgers, etc. and accommodations information selected by the user from among an accommodations list, and transmits the various information to the apparatus 100 for recommending accommodations described below. As described above, the user terminal T is a terminal that provides a user interface (UI) for receiving necessary information from the user and displaying various information and a communication function for transmitting and receiving information, such as a smartphone, tablet PC, notebook, desktop, etc. can be applied thereto.

[0026] The apparatus 100 for recommending accommodations recommends

suitable accommodations for the user based on pre-stored information such as information on a large number of accommodations and user information subscribed to the reservation system, information input through the user terminal T, etc. and performs the entire reservation process for the accommodations selected by the user
5 from among the recommendation accommodations list.

[0027] FIG. 2 is a block diagram illustrating the configuration of the apparatus 100 for recommending accommodations in accordance with an embodiment of the present invention. Hereinafter, a detailed configuration of the apparatus 100 for recommending accommodations will be described with reference to FIG. 2.

10 **[0028]** Referring to FIG. 2, the apparatus 100 for recommending accommodations includes a communication unit 10, a memory 20, and a processor 30.

[0029] The communication unit 10 performs communication to transmit and receive various information with the user terminal T, and can be implemented to include communication modules that provides a variety of known wired and wireless
15 communication methods such as WI-FI, Ethernet, LTE, 5G. etc.

[0030] The memory 20 can be implemented as a memory device such as RAM, ROM, EEPROM, and flash memory, etc. to store various operating systems (OS), middleware, platforms, and various types of applications of the apparatus 100 for recommending accommodations, and stores a program code and all kinds of
20 information for generating accommodations recommendation information customized to the user.

[0031] As one of storage information, the memory 20 stores information on the user, such as user personal information obtained when the user signs up for membership, information on a user's site use, etc. Table 1 illustrates an example of
25 user information stored in the memory 20

[Table 1]

Age	10~20s/30~40s/50s~
Family type	Single/Dink/Nuclear family/Large family
Gender	Male/Female
Frequency of site usage	Once a week/3 times a week/5 times a week/6 times or more a week
Membership Level	Lv1/Lv2/Lv3, etc.
Preferred content	Ascertain based on pick/magazine content usage history, heart history, and accommodations review information

[0032] Here, the age, family type, and gender can be obtained when the user signs up for membership, and the membership level is a level assigned to the user autonomously based on the number of reservations made by the user through the system, an accumulated amount of reservation, etc. and various level criteria may be applied thereto. The frequency of site usage relates to an average frequency of using the site by a user at a predetermined period, and can be ascertained based on the user's site access log record. Preferred content refers to a category or type of content that the user prefers, or a specific preferred content, and can be ascertained based on the user's content usage history information, the user's favorite history, the content history of selecting the like button, and accommodations review information prepared by the user, etc. In this case, in addition to the preferred content, preference information obtained by quantitatively evaluating the degree of preference for content may be stored together. For example, preference for a specific content can be highly evaluated in proportion to the number of times of usage of a specific content. In addition to those illustrated in the table above, information on the accommodations feature elements

that the user prefers when selecting accommodations can be additionally stored.

[0033] The memory 20 can manage user information for each user group by grouping users based on similarity of information on users.

[0034] In addition, the memory 20 stores information on a large number of accommodations registered on the reservation system, for example, description information on individual accommodations such as the name of accommodations, the location of accommodations, the image of accommodations, the services provided by accommodations, the convenient facilities provided by accommodations, etc. and feature information of individual accommodations.

10 **[0035]** The feature information of accommodations is a feature factor that is used as a criterion when a user selects accommodations, and may include items such as the maximum accommodating capacity of accommodations, lodging amount, room type (number of rooms, single-floor/duplex) and room area, surrounding environment (city/sea/countryside/mountain/river, etc.) of accommodations, convenience facilities/shops/distance from the city center indicating accessibility to travel destinations, independence of accommodations location, accommodations design concept, in-room activities (pool, barbecue, spa, etc.), convenience of meals (kitchen facilities, breakfast service, presence of F&B facilities, and distance, etc.), user evaluation scores, etc.

20 **[0036]** Among such feature information of accommodations, items that can be quantified and expressed in numerical value, such as the maximum accommodating capacity, the amount of accommodations, the distance from the city center, and the user evaluation score, may be stored as specific numerical values or numerical ranges, or may be stored as a score assigned according to a predetermined evaluation criterion
25 based on numerical values. For example, if the lodging amount is less than 50000 won

per night, it can be scored as 5 points, and if the lodging amount is more than 50000 to less than 100000 won, it can be scored as 4 points according to its own criteria, and the user evaluation score may be calculated based on the number of times a user uses the corresponding accommodations, a score directly evaluated by the user who used the corresponding accommodations, etc.

[0037] On the other hand, items that cannot be expressed numerically, such as the surrounding environment of accommodations, the accommodations design concept, in-room activities, the convenience of meals, the independence of accommodations, etc. may be stored as predetermined option values or stored and scored according to a predetermined evaluation criterion. For example, the item of the surrounding environment of accommodations may be stored by selecting from option values such as the city center/countryside/sea/mountain/river, or a score may be assigned thereto according to the level of comfort and the type of the surrounding environment of accommodations based on a perfect score of 5 points. In the case of the item of accommodations design concept, it may be stored as an option value, such as modern/classic, or different scores may be assigned for individual accommodations depending on whether the outside of the accommodations building or the inside of the room is design concept oriented, and according to the design level. In addition, the accommodations independence refers to the degree of contact with other people staying in the same accommodations, and in the case of a private house, a high score can be assigned, and a low score can be assigned when the distance between rooms is close in a corridor style.

[0038] The processor 30 generates accommodations recommendation information customized to a user based on user information and accommodations information stored in the memory 20 and user input information input through the user

terminal T, and performs a reservation process for the accommodations selected by the user.

[0039] Referring to FIG. 2, the processor 30 includes a main item determination unit 31, a recommendation information generation unit 33, and a reservation processing unit 35.

[0040] The main item determination unit 31 determines a main feature item that the user prioritizes when selecting accommodations from among a plurality of accommodations feature items based on the user information stored in the memory 20, and generates a candidate list for recommendation accommodations based on this. As described above, the accommodations features items can include, for example, the maximum accommodating capacity of accommodations, lodging amount, the surrounding environment of accommodations, the distance from the city center, the independence of the accommodations location, the accommodations design concept, in-room activities, the room type, the room area, the convenience of meals, and the user evaluation scores, and in addition, the accommodations feature item may include various feature items that the user considers when selecting accommodations to make a reservation.

[0041] The main item determination unit 31 can group a plurality of users according to the similarity of user information, and match the main accommodations feature item for each grouped user group in advance. For example, the user groups can be classified into a luxury type that pursues high-quality accommodations even at high prices, a design pursuit type that pursues design elements inside accommodations buildings or rooms, an activity type that enjoys activities such as in-room swimming pool, spa, barbecue, a family type that mainly pursues accommodations with a large room area and a large number of people to be accommodated as a family travel, a no-

frills type that values economics, a nature-friendly type that values natural environment, etc. These are examples of the user groups, and of course, the user groups can be grouped according to various criteria.

[0042] The main item determination unit 31 matches and manages the main accommodations feature prioritized when selecting accommodations for each classified user group. In this case, the matching items may be single or plural. For example, the lodging amount can be matched as the main feature item in the no-frills type, the maximum accommodating capacity, the type and area of the room can be matched as the main feature item in the family type, and the surrounding environment of accommodations can be matched as the main feature item in the nature-friendly type.

[0043] The main item determination unit 31 can ascertain a user group to which the user belongs based on user information accessed through the user terminal T, and determine the accommodations feature item matching the user group as the main feature item.

[0044] The main item determination unit 31 can pre-store reference information for ascertaining the user group to which the corresponding user belongs, and ascertain the user group based on this. For example, if the user is a male in their 30s, a nuclear family, and the preferred content is an accommodations equipped with a children's pool as judged by the user's accommodations usage history or user information, the user can be classified as a family type.

[0045] When ascertaining the user group, and the user's accommodations reservation history information and the user information stored in the memory 20 can be used together. For example, as in the case where the family type of the user is single, is in their 20s, and the preferred content is a full villa where room activities are

possible, if the user group is either the activity type or the luxury type and thus is not exactly determined as a specific group as judged by the criteria for determining the user group according to user information, the accommodations reservation history can be usefully utilized. In the above case, it can be determined to be either the activity
5 type or the luxury type based on the reservation amount according to the reservation history.

[0046] The main item determination unit 31 can store the user group information ascertained once and reuse the stored information for the corresponding user in the future. However, if there is a need to change existing user group
10 information according to the accumulation of the user's accommodations reservation history and the change of user information, the main item determination unit 31 can update the user group information.

[0047] Meanwhile, as in the case described above, even if the user information and the user's accommodations reservation history are used together, there may be a
15 case where one user group among the plurality of user groups cannot be determined. In this case, all of the main feature items matching each user group can be extracted.

[0048] In this way, when the main feature item matching the user group is determined, the main item determination unit 31 generates a candidate list of recommendation accommodations based on the accommodations information stored
20 in the memory 20 and the determined main feature item. The main item determination unit 31 extracts accommodations having a high score corresponding to the main feature item or a preset accommodations feature option value corresponding to the user group based on the stored accommodations information from among a plurality of registered accommodations lists and generates the candidate list of recommendation
25 accommodations.

[0049] For example, when the user group to which a specific user belongs is the luxury type, and the main feature items matching the user group are three items of the accommodations independence, surrounding environment of accommodations, and the in-room activities, the main item determination unit 31 can generate a candidate
5 list of recommendation accommodations by extracting accommodations having high scores for all three feature items, or preset option values corresponding to the luxury type among several options of the feature item. Here, the option value corresponding to the luxury type can be, for example, a house in the case of the accommodations independence item, and the sea in the case of the surrounding environment item, which
10 may be preset and stored.

[0050] Subsequently, the recommendation information generation unit 33 provides a graphic interface including a plurality of travel theme options to the user terminal T so that the user can input travel theme information, selects a part of the recommendation accommodations candidate list generated through the main item
15 determination unit 31 based on the travel theme option selected by the user to derive recommendation accommodations, generates accommodations recommendation information based on this, and provides the accommodations recommendation information to the user terminal T.

[0051] Travel theme options are related to the purpose and form of travel and
20 may include, for example, a family travel (accompanied by parents), a family travel (accompanied by children), a trip accompanying pets, a local tour to experience a region where the accommodations is located, a design tour to lodge in accommodations designed with a unique design concept, a workshop, a commemorative travel (graduation, wedding anniversary, etc.), a backpacking, a
25 couple travel, a friendship travel, other theme travels to specialized accommodations

such as farm stays and book stays.

[0052] The recommendation information generation unit 33 can preset the accommodations feature item and accommodations feature matching each travel theme option, and determine, as recommendation accommodations, accommodations having the accommodations feature matching the travel theme option received from the user terminal T. For example, when the travel theme option is the family travel (accompanied by children), the matching accommodations feature items may be the convenience of meals and the in-room activities.

[0053] In this way, the recommendation information generation unit 33 can extract, as recommendation accommodations, accommodations having a high score for a preset accommodations feature item or a set feature option value corresponding to the travel theme option, from among the recommendation accommodations candidate list generated through the main item determination unit 31. When generating the recommendation accommodations list, the recommendation information generation unit 33 can arrange the recommendation accommodations in the order of accommodations having the highest total score for the accommodations feature items, or can pre-set the priority of the accommodations feature item and generate the recommendation accommodations by arranging the recommendation accommodations in the order of accommodations having the highest score of the feature item with a high priority.

[0054] When generating accommodations recommendation information, the recommendation information generation unit 33 can determine, based on the main feature item determined through the main item determination unit 31 and the travel theme information received from the user terminal T, a main image from among a plurality of images of recommendation accommodations stored in the memory 20, and

generate and provide accommodations recommendation information based on the determined main image.

[0055] In more detail, the memory 20 stores images corresponding to various places in accommodations, such as the building exterior of individual accommodations, the lobby, the interior of the room, convenient facilities such as a swimming pool and a restaurant, a room view, etc. Accordingly, the recommendation information generation unit 33 may generate accommodations recommendation information by applying an image corresponding to the main accommodations feature item determined through the main item determination unit 31 and the accommodations feature item according to the travel theme information based on the user information as the main image.

[0056] FIGS. 3 and 4 are examples of screens on which accommodations recommendation information generated by the recommendation information generation unit 33 according to an embodiment of the present invention is displayed.

FIG. 3 illustrates a main image of accommodations recommendation information in a case where the user group is selected as the luxury type and the travel theme option is selected as the couple travel and FIG. 4 illustrates a main image of accommodations recommendation information in a case where the user group is selected as the no-frills type and the travel theme option is selected as the local tour.

[0057] When comparing FIGS. 3 and 4, in FIG. 3, it can be seen that recommended information is generated mainly on images related to the accommodations independence, surrounding environment, and in-room activities, which are accommodations feature items corresponding to the luxury type and couple travel, and is exposed on the screen. On the other hand, in FIG. 4, it can be seen that recommended information is generated mainly on the surrounding environment and a

basic room interior image, which are accommodations feature items corresponding to the no-frills type and local tour, and is exposed on the screen. In this way, the recommendation information generation unit 33 displays images that may be of interest to the user as a main image when selecting accommodations according to the user information and the travel theme information, so that the user can reduce a hassle of entering a detailed information providing page in order for the user to additionally find an accommodations image for the area of interest and can easily compare images of several accommodations on a single page.

[0058] For reference, in FIGS. 3 and 4, a case where there is one main image per accommodations is exemplified, but a plurality of main images may be exposed.

[0059] The recommendation information generation unit 33 can generate accommodations recommendation information and transmit the accommodations recommendation information to the user terminal T, and the user can additionally input reservation condition information including at least any one of the number of people on reservation, reservation date, and reservation period. The recommendation information generation unit 33 can extract only the accommodations that satisfies the input reservation condition information, excluding accommodations that does not satisfy the reservation condition information among recommendation accommodations included in the provided accommodations recommendation information, and regenerate and provide accommodations recommendation information based on extracted accommodations. In this case, accommodations that provides price discounts or other events on the corresponding reservation date or reservation period may be displayed by highlighting the corresponding accommodations or displayed by adding a separate identification mark.

[0060] Meanwhile, as described above, it goes without saying that the user

may not input reservation condition information after receiving the accommodations recommendation information generated through the recommendation information generating unit 33, but may first input reservation condition information before receiving the accommodations recommendation information. In this way, when the reservation condition information is first input, the recommendation information generation unit 33 can extract only the accommodations satisfying the input reservation condition information input from when the accommodations recommendation information is initially generated as recommendation accommodations.

10 **[0061]** In addition, the recommendation information generation unit 33 can generate accommodations recommendation information including review information prepared by other users who have used the corresponding accommodations. In this case, some reviews that can actually help the corresponding user in selecting accommodations can be extracted from among the prepared reviews. To this end, the recommendation information generation unit 33 can analyze a text of the review for the recommendation accommodations and extract a review including a language related to travel theme information or a travel season corresponding to an accommodations reservation point in time of the user. the reservation point in time of the user. When extracting the review, travel theme information and reservation condition information input by the user can be applied.

20 **[0062]** For example, in the situation where the current user wants to reserve accommodations for a family travel accompanied by children during the summer vacation season in mid-July, among the reviews of recommendation accommodations, it is assumed that there is a review prepared like “I went on a trip with my family. The children especially enjoyed playing in the in-room swimming pool. There is a valley

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around accommodations, so the hot summer heat has also cooled. It will remain a pleasant memory.” among the reviews of recommendation accommodations. In the review, the ‘family’ and ‘children’, which are languages related to the travel theme, and the words ‘pool’ and ‘summer season’ related to the travel season that the user intends to travel are included. As such, the recommendation information generation unit 33 can generate accommodations recommendation information by extracting a review including a language for the travel theme information input by the user and the travel season corresponding to the accommodations reservation point in time of the user. In this case, the entire review may be included, but accommodations recommendation information may be generated by partially extracting only sentences including travel theme information and travel season language from the review. To this end, the recommendation information generation unit 33 may construct an ontology in which words or vocabulary related to the travel theme and the travel season are organized.

15 **[0063]** In addition, when extracting a review, a review prepared by a user with high similarity can be extracted first in consideration of similarity between information of the user who has prepared the review and information of the user who wants to make a reservation. For example, a review prepared by a user belonging to the same user group may be preferentially extracted based on user group information classified by the main item determination unit 31. Furthermore, it is possible to preferentially
20 extract a recently prepared review closer to the current point in time in consideration of the review writing date.

[0064] In this way, accommodations recommendation information can be generated in the form of a list listing various recommendation accommodations, that
25 includes basic accommodations information including the main image of

accommodations, the name of accommodations, the location of accommodations, the lodging amount, etc. determined based on the main accommodations feature items and travel theme information that the user prioritizes when selecting accommodations according to user information for each recommendation accommodations and reviews
5 prepared by other users who have used the corresponding accommodations.

[0065] The reservation processing unit 35 performs a reservation process for accommodations selected by the user through the user terminal T. That is, when the user selects one accommodations from among the accommodations recommendation information and inputs reservation condition information such as the number of people
10 on reservation required to reserve the selected accommodations, the reservation date, the reservation period, etc. the reservation processing unit 35 receives the above information from the user terminal T and checks whether or not a reservation for the selected accommodations is available, and, if the reservation is available, the reservation processing unit 35 proceeds with the reservation process according to the
15 reservation condition information.

[0066] If the reservation for the accommodations selected according to the reservation condition information is not available, the reservation processing unit 35 can extract accommodations that satisfies the reservation condition information from among accommodations with high similarity to accommodations selected based on the
20 accommodations location, accommodations feature information, etc. stored in the memory 20, and provide similar accommodations information to the user.

[0067] The reservation processing unit 35 can extract, as similar accommodations, accommodations of which the accommodations locations are close to each other and scores of the accommodations feature items and option values of the
25 feature items are similar to each other. When extracting the similar accommodations,

accommodations of which accommodations features of the corresponding item are similar to those of accommodations selected by the user may be preferentially extracted, by assigning weight to the accommodations feature item matching the main feature item determined through the main item determination unit 31 and the travel theme option input by the user. In this case, similar accommodations may be searched for all the accommodations registered in the system, but may also be searched among accommodations included in a previously generated recommendation accommodations candidate list or a recommendation accommodations list.

[0068] Similar to the accommodations recommendation information, similar accommodations information can be provided in the form of a list listing similar accommodations, including the main image, basic accommodations information, review information, etc. of the accommodations determined based on the main accommodations feature items determined through user information and the input travel theme information. The user can receive the similar accommodations information provided through the reservation processing unit 35, select one of similar accommodations, and proceed with the reservation process according to the reservation condition information.

[0069] FIG. 5 is a flowchart illustrating a method of recommending accommodations according to an embodiment of the present invention. Hereinafter, an organic operation of the configurations of the apparatus 100 for recommending accommodations will be described with reference to FIG. 5.

[0070] When a user accesses the apparatus 100 for recommending accommodations through the user terminal T, the apparatus 100 for recommending accommodations determines a main feature item that the user prioritizes when selecting accommodations among a plurality of accommodations feature items based

on the user information and the user's accommodations usage history stored in the memory 20 (S10 and S11). In this case, the apparatus 100 for recommending accommodations can group users according to a predetermined criterion based on the user information and manage user information for each user group, and can match the main accommodations feature item and the accommodations feature option value of the corresponding item for each user group in advance in consideration of the characteristics of users belonging to each user group.

[0071] The apparatus 100 for recommending accommodations refers to the accommodations information stored in the memory 20, and extracts accommodations having a high score corresponding to the main feature item or the accommodations feature option value corresponding to the user group from among a plurality of accommodations lists registered in the system, and generates a candidate list of recommendation accommodations (S12).

[0072] Subsequently, the apparatus 100 for recommending accommodations provides a graphic interface in which travel theme options are listed to the user terminal T in order to receive travel theme information on the purpose and form of travel, and receives travel theme option information input by the user through the user terminal T (S13 and S14).

[0073] The apparatus 100 for recommending accommodations selects some accommodations among the recommendation accommodations candidate list based on the travel theme option selected by the user, generates accommodations recommendation information, and provides the accommodations recommendation information to the user terminal T (S15 and S16). The apparatus 100 for recommending accommodations can preset and store the accommodations feature items and accommodations features matching each travel theme option, and can select

accommodations, which has a high score of the accommodations feature item matching the travel theme option received from the user terminal T or has an accommodations feature option value preset corresponding to the travel theme option, as recommendation accommodations.

5 **[0074]** As described above, when generating the accommodations recommendation information, the image related to the accommodations feature matching the main accommodations feature item determined based on the information on the user and the travel theme information input by the user can be applied as the main image, and the review including the language related to the travel theme
10 information *or* the travel season corresponding to the user's accommodations reservation point in time can be extracted from among the reviews prepared by other users about the corresponding accommodations and included in accommodations recommendation information.

[0075] The accommodations recommendation information can be provided in
15 the form of a list including the main image of accommodations, basic information of accommodations, review information of other users, event/discount information of accommodations, etc. In this case, all of the above information may be displayed on one page, but the main image and the basic information of accommodations may be displayed on one page, and the review information may be exposed on a detail page
20 when the user selects and enters accommodations. As such, a specific location and method of exposure of the above information, and organizing the page can be done in various ways.

[0076] For reference, in FIG. 5, matters that the user inputs the travel theme option are illustrated as an example, but the user may not input the travel theme option
25 depending on the selection. When the user has not input travel theme information, the

apparatus 100 for recommending accommodations can generate and provide accommodations recommendation information based on the recommendation candidate accommodations list generated in step S12.

[0077] The user terminal T can receive accommodations recommendation information, and the user can select recommendation accommodations from among the recommendation accommodations included in the accommodations recommendation information and input reservation condition information such as the number of people on reservation, the reservation date, the reservation period, etc. and can proceed with the reservation process through the apparatus 100 for recommending accommodations (S17).

[0078] The apparatus 100 for recommending accommodations receives the accommodations and reservation condition information selected from the user terminal T, and processes the reservation process when the reservation for the selected accommodations according to the reservation condition information is available (S18).
If the reservation is not available because the selected accommodations does not satisfy the reservation condition, the recommending device 100 can extract accommodations that satisfies the reservation condition information from among accommodations having high similarity to the accommodations selected based on the accommodations location, accommodations price, accommodations feature information, etc. stored in the memory 20 and provide similar accommodations information to the user terminal T (S19).

[0079] The user terminal T selects accommodations from among accommodations included in the similar accommodations information and proceeds with the reservation process through the apparatus 100 for recommending accommodations (S20 and S21).

[0080] Each step described above may be implemented by being appropriately changed or omitted depending on the situation.

[0081] For example, in FIG. 5, matters that the reservation condition information is input after generating the accommodations recommendation information are illustrated, but the reservation condition information is input before the generation of the recommended accommodations candidate list, thereby capable of being reflected from when the recommendation accommodations candidate list is generated. Alternatively, the reservation condition information may be input together when the travel theme option is input and implemented to be reflected when generating the accommodations recommendation information. In this case, from the beginning, recommendation accommodations may be derived mainly from accommodations for which reservation is available according to the reservation condition information. As such, the point in time at which the reservation condition information is can be changed.

[0082] In addition, a step of performing additional filtering on the accommodations recommendation information provided by the user according to other conditions such as price, accommodations type, accommodations operation form, etc. may be further included. As such, a function of performing filtering or adjusting a sorting order based on the specific condition option selected by the user is a function commonly provided in a number of e-commerce platforms, and thus a detailed description will be omitted for simplicity of description.

[0083] As described above, according to the apparatus 100 for recommending accommodations and the method thereof according to the present invention, accommodations is primarily filtered based on the user information and accommodations usage history to generate the recommendation accommodations

candidate list, and secondly, recommendation accommodations is determined based on the travel theme option selected by the user. Through this, a user is allowed to save time searching for accommodations or comparing several accommodations by selecting and recommending a list of accommodations that can satisfy both the user's
5 general accommodations preferences and needs according to the purpose and type of travel.

[0084] In the above description, just because all the constituent elements constituting an embodiment of the present invention are described as being combined into one or operating in combination, the present invention is not necessarily limited
10 to these embodiments. That is, as long as it is within the scope of the object of the present invention, all of the constituent elements may be selectively combined and operated in one or more. In addition, although each of all of those constituent elements may be implemented as one independent hardware, some or all of the constituent elements may be selectively combined and implemented as a computer program
15 having a program module that performs some or all functions combined in one or plural hardware. Codes and code segments constituting the computer program will be easily inferred by the person skilled in the art to which the present invention pertains. Such a computer program is stored in a computer-readable storage medium, and is read and executed by a computer, thereby capable of implementing an embodiment of the
20 present invention. The storage medium of the computer program may include a magnetic recording medium, an optical recording medium, etc.

[0085] In addition, the terms such as “include”, “configure” or “have” described above mean that the corresponding constituent element can be embedded unless otherwise described, and thus it should be interpreted other constituent elements
25 can be further included rather than excluding other constituent elements. All terms

used herein including technical or scientific terms may have the same meaning as generally understood by the person having ordinary skill in the art to which the present invention pertains, unless otherwise defined. Terms generally used, such as terms defined in the dictionary, should be interpreted as being consistent with the meaning
5 of the context of related technology, and are not to be interpreted as an ideal or excessively formal meaning unless explicitly defined in the present invention.

[0086] The above description is merely illustrative of the technical idea of the present invention, and the person having ordinary skill in the art to which the present invention pertains will be able to make various modifications and variations without
10 departing from the essential feature of the present invention. Accordingly, the embodiments disclosed in the present invention are not intended to limit the technical idea of the present invention, but to explain the technical idea, and the scope of the technical idea of the present invention is not limited by these embodiments. The scope of protection of the present invention should be interpreted by the following claims,
15 and all technical ideas within the scope equivalent thereto should be construed as being included in the scope of the present invention.

[0087] As described above, according to the present invention, by selecting and providing a list of accommodations that can satisfy both the user's general accommodations tastes and the needs according to the purpose and type of the travel,
20 the user can save time searching for accommodations or comparing multiple accommodations.

[0088] Although the apparatus for recommending accommodations and a method thereof have been described with reference to the specific embodiments, they are not limited thereto. Therefore, it will be readily understood by those skilled in the
25 art that various modifications and changes can be made thereto without departing from

the spirit and scope of the present invention defined by the appended claims.

WHAT IS CLAIMED IS:

1. A method of recommending accommodations, comprising:

5 determining a main feature item that a user prioritizes when selecting accommodations from among a plurality of accommodations feature items based on information on the user;

generating a candidate list of recommendation accommodations based on the main feature item;

10 providing a travel theme option to the user and receiving travel theme information from the user;

deriving recommendation accommodations by selecting a part of the candidate list based on the travel theme information; and

generating and providing accommodations recommendation information based on the recommendation accommodations.

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2. The method of claim 1, wherein the determining the main feature item that the user prioritizes when selecting accommodations from among the plurality of accommodations feature items comprises:

20 selecting a user group to which the user belongs from among a plurality of user groups grouped based on similarity of information on the user; and

determining the main feature item based on the accommodations feature item matched to the selected user group.

3. The method of claim 1, further comprising:

receiving reservation condition information including at least any one of the number of people on reservation, reservation date, and reservation period from the user, and

wherein, in the deriving recommendation accommodations, the
5 recommendation accommodations are derived from among accommodations for which a reservation is available according to the reservation condition information.

4. The method of claim 1, further comprising:

receiving a selection of accommodations from the user from among the
10 accommodations recommendation information;

receiving reservation condition information including at least any one of the number of people on reservation, reservation date, and reservation period from the user;

checking whether or not a reservation for the accommodations selected based
15 on the reservation condition information is available; and

proceeding a reservation process according to whether or not the reservation for the accommodations is available.

5. The method of claim 4, further comprising:

20 determining similar accommodations that satisfies the reservation condition information based on similarity with the feature information of the selected accommodations when the selected accommodations is not available for the reservation; and

providing information of the similar accommodations to the user.

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6. The method of claim 1, wherein the generating and providing the accommodations recommendation information comprises:

determining a main image from among a plurality of pre-stored images for the recommendation accommodations based on the main feature item and the travel theme information; and

generating the accommodations recommendation information based on the main image.

7. The method of claim 1, wherein the generating and providing the accommodations recommendation information comprises:

extracting a review including a language related to the travel theme information or a travel season corresponding to the reservation point in time of the user from among reviews on the recommendation accommodations; and

generating the accommodations recommendation information including the review.

8. The method of claim 7, wherein, in the extracting the review, a review prepared by a person who has prepared the review and having high similarity between information of the person who has prepared the review and information on the user and a recently prepared review is preferentially extracted.

9. An apparatus for recommending accommodations comprising:

a memory configured to store accommodations information including information on a user and feature information of individual accommodations, and

a processor, wherein

the processor is configured to determine a main feature item that a user prioritizes when selecting accommodations from among a plurality of accommodations feature items based on information on the user, and generate a candidate list of recommendation accommodations based on the main feature item,
5 derive recommendation accommodations by selecting a part of the candidate list based on the travel theme information input from the user, and generate and provide accommodations recommendation information based on the recommendation accommodations.

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