

interest and provides personalized recommendations regarding the visiting trends with the aim of improving visitors' experiences. The presented platform is based on the use of state-of-the-art technologies, using a mobile smartphone application, beacon's system for recording indoor visitors' locations, GPS technology, neural networks and Big Data technologies for processing mass-collected data and giving recommendations to visitors.

Keywords: *Smart tourism, Smart cities, Smart touristic destinations, Recommendation systems, Smart phone locating.*