

## ABSTRACT

To develop an adaptive-based search engine implementing in web-based system for Bangkok dining industry, which in addition to offering information retrieval also continually adapts to improve the quality of future retrieval. The purpose of this system is to provide the most pertinent sources for users according to the behavior of users. Increasing the speed and consistency of problem solving, this system provides more reasonable sources for the user instead of huge of unrelated results. This system studies the thought processes of humans by learning from user searching experience. The knowledge refining system will analyze the user searching performance, or learn from it, and improve it for future consultations as the behavior of the sources. This paper will implement this system in a particular field for prototypes, which will be implemented on searching all restaurants at Bangkok. The system will be adding value to the restaurant details information by collating the customer's feedback on restaurants and improving the searching results according to the customer feedback.