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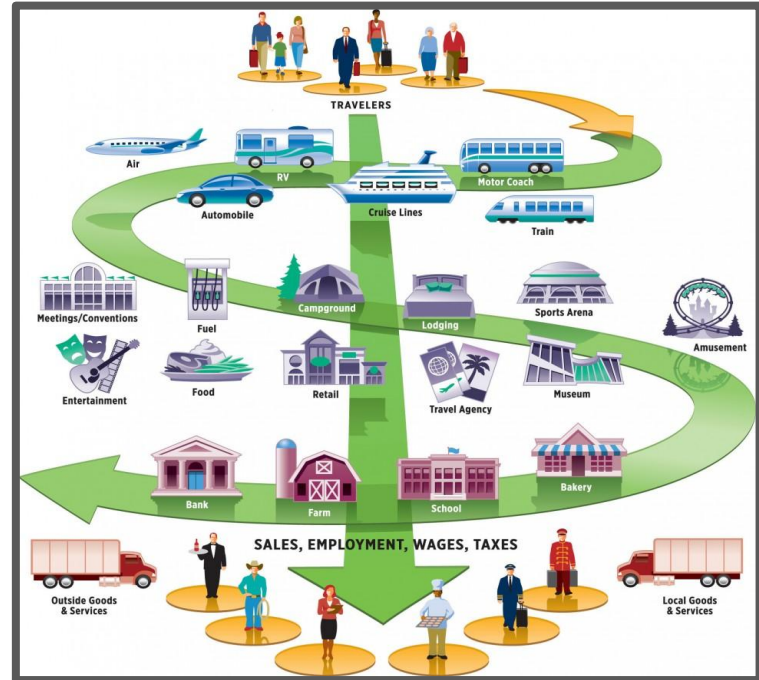
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Motivation

The Catalytic Impacts of Destination Promotion



OXFORD ECONOMICS



Addressing the SDG Goal Number 8

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

- Tourism direct GDP as a proportion of total GDP and in growth rate
- Number of jobs in tourism industries as a proportion of total jobs and growth rate of jobs



Economic Growth and Tourism Trend



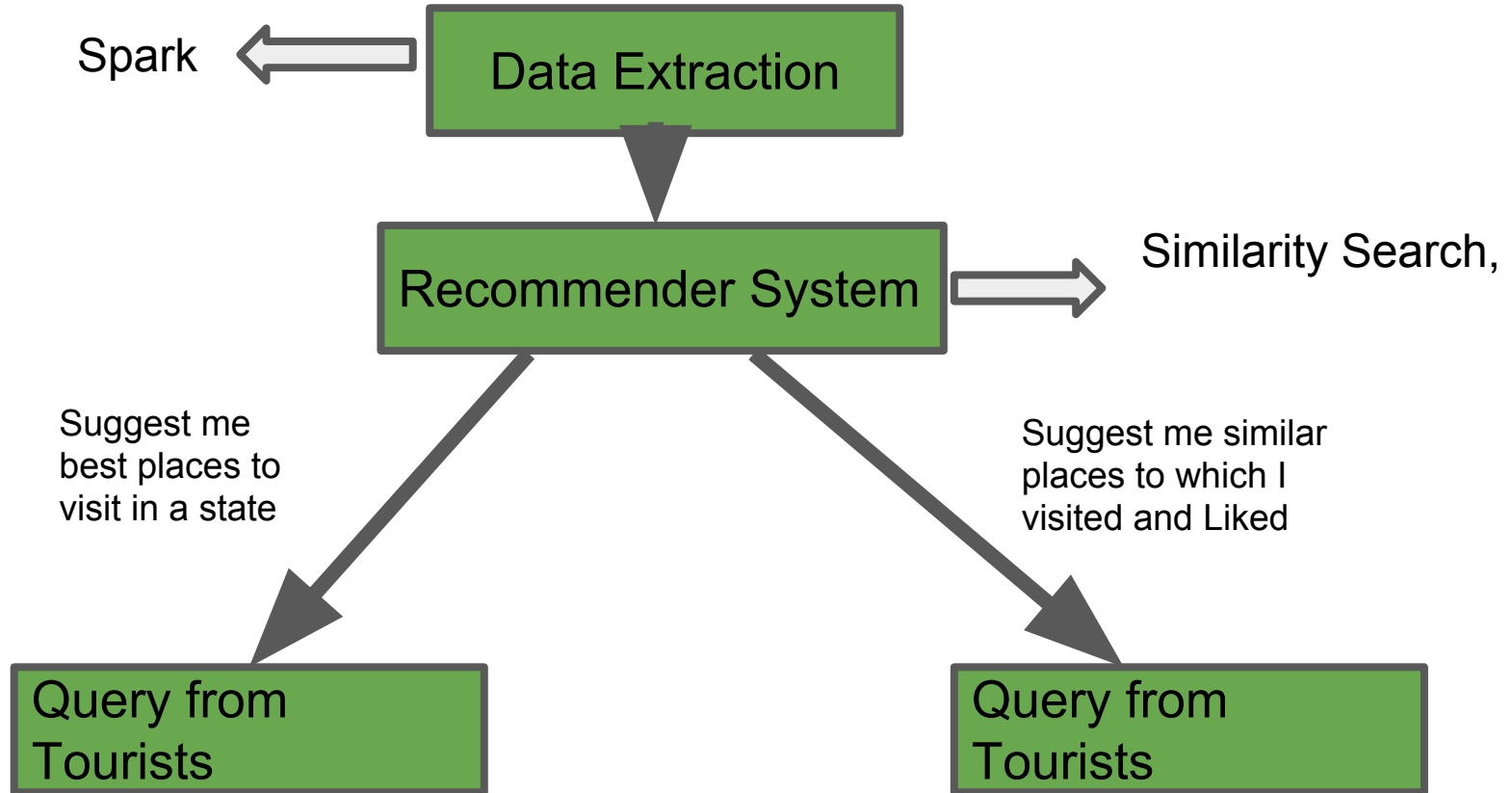
Data Sources:

- Twitter Archive Team (15 Gb)
- Scraping from TripAdvisor
- Economic Data from World Travel and Tourism Council (WTTC)

Dataset Description:

- Tourist attractions in all 50 states in United States by county and genres.
- Number of people visiting those places in different months from 2007 to 2011.
- 80 Genres of Tourist Places

Flow Diagram



Methods



US Tourist
Places

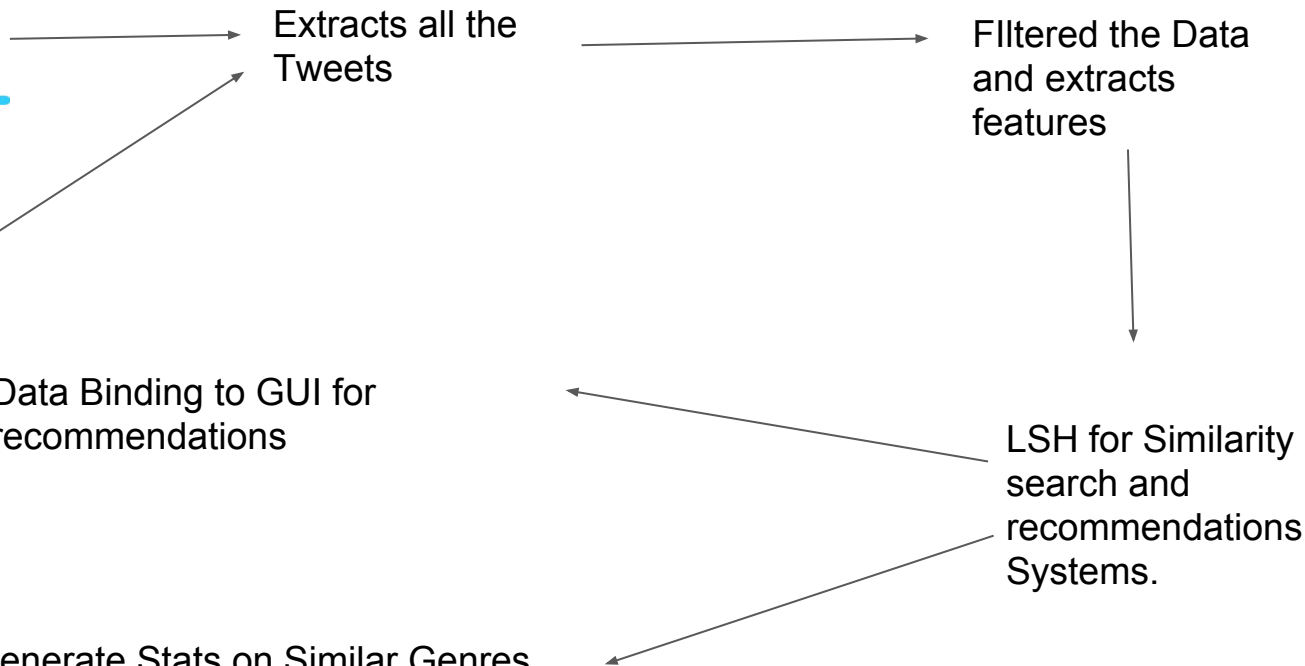
Extracts all the
Tweets

Filtered the Data
and extracts
features

Data Binding to GUI for
recommendations

LSH for Similarity
search and
recommendations
Systems.

Generate Stats on Similar Genres,
Similar States,,Counties,Tourist
Spots, States with highest tourism



Results and analysis

Similar Genres in terms popular tourism in US:

'bodies of water', -- 'casinos', conference & convention centers', 'biking trails'

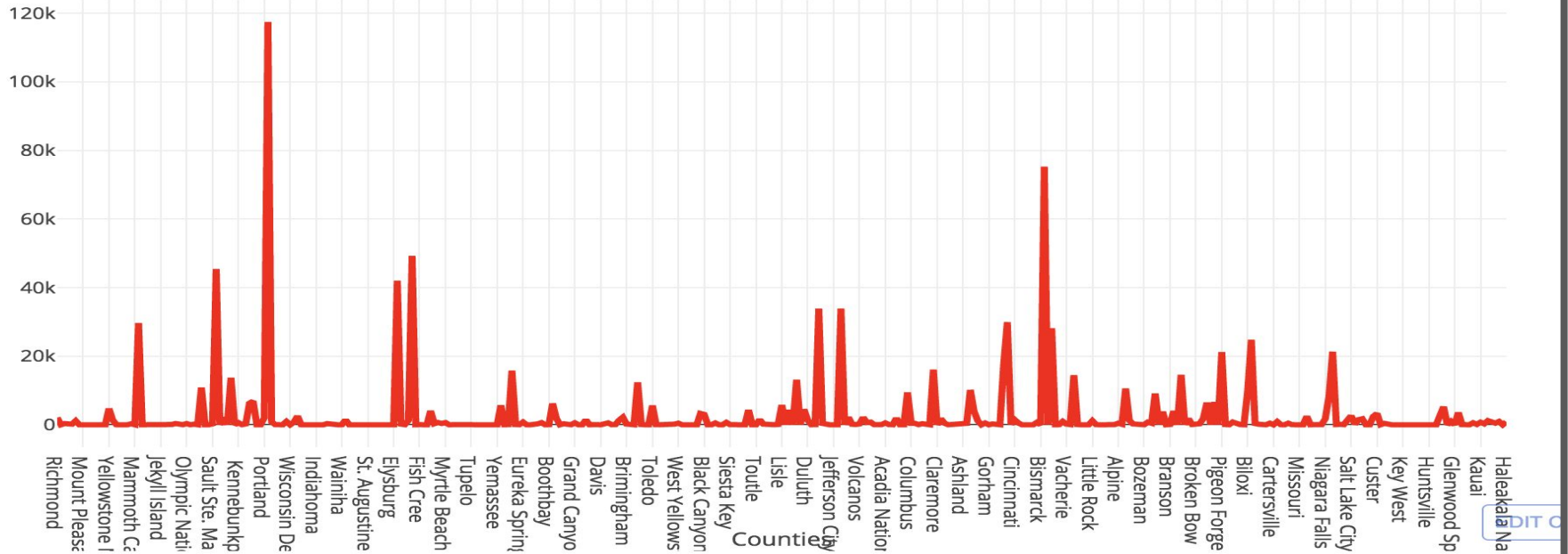
'Educational Sites' -- 'landmarks', 'art museums', 'lighthouses', "children's museums", 'distilleries',
'canyons, national park'

Similar States in terms of tourism contribution:

'Virginia',	'new york'
'Iowa'	-- 'Alaska'
'Indiana'	'Oklahoma', 'Michigan'
'texas',	'wisconsin', 'connecticut',

Results and analysis continued...

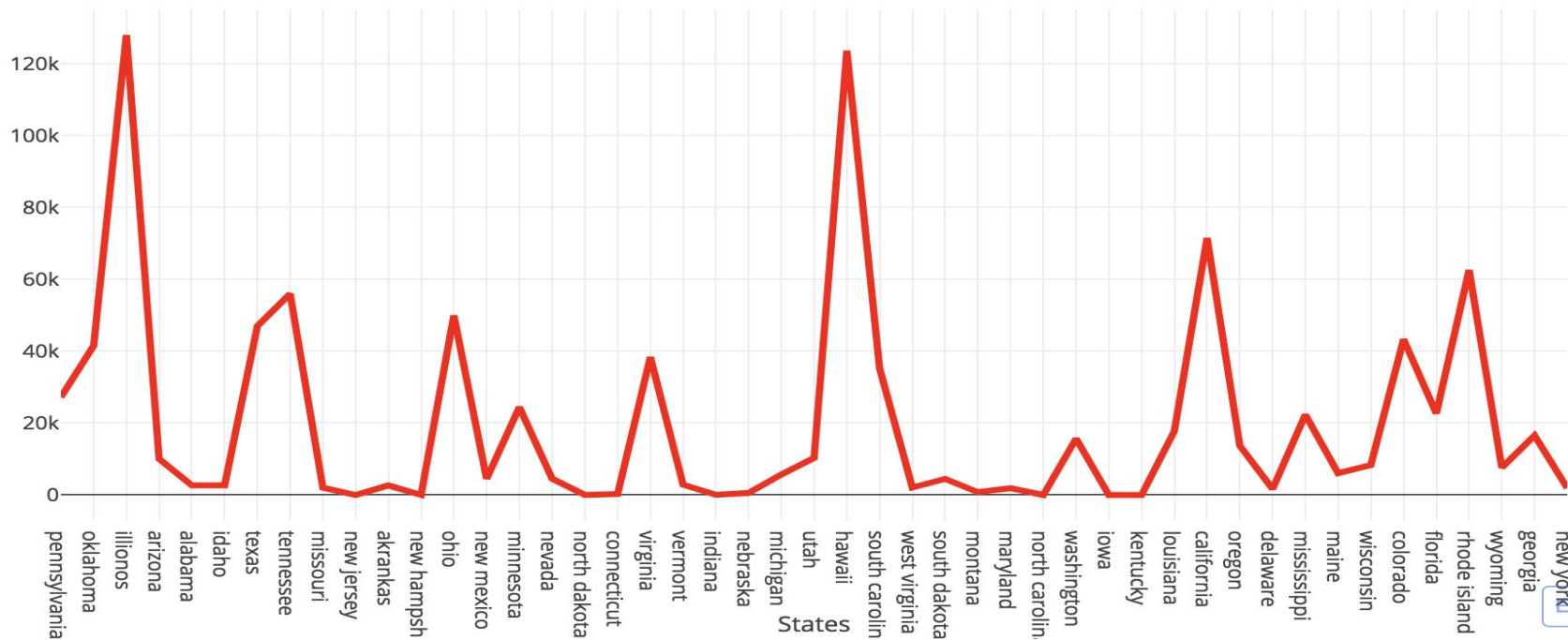
Tourism distribution in counties



Results and analysis continued..



Tourism distribution in states



EDIT CHART

Application design

similar places based on popularity

1.museumofidaho

2.soolocks

3.vulcanparkandmuseum

4.firstwhitehouseoftheconfederacy

5.usskidd


6.rimtrail

7.fishcreekfalls

8.shorepath

9.portlandmuseumofart

Planning your next trip?



Need Statewise Suggestions? Enter State

Enter

Enter the name of your favorite tourist spot you have visited and loved!

Popular places in this state!

1.The National 9/11 Memorial & Museum

2.The Metropolitan Museum of Art

3.Top of the Rock Observation Deck

4.Manhattan Skyline

5.Grand Central Terminal


6.The High Line

7.Broadway

8.Empire State Building

9.Brooklyn Bridge

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Need Statewise Suggestions? Enter State

Enter

Enter the name of your favorite tourist spot you have visited and loved!

check out similar places

Concepts Covered:

1. Spark Technology: Data Preprocessing
2. Social Media Text Analysis
3. Similarity search (Locality sensitive hashing)
4. Recommendation systems



Team Work

- Twitter Data Extraction- Chaitanya
- Data preprocessing – Chaitanya
- Similarity Search and LSH- Naresh
- Recommender system- All of us
- GUI , Economic data analysis– Ritu
- Report and presentations slides – Chaitanya

Summary

- Tourism has direct impact on the economy and GDP of a state.
- The recommender system developed helps in suggesting
 - The most popular tourist places visited.
 - Similar Tourist place suggestion for a Visitor
 - Stats on Tourism.
 - Best time to visit any tourist spot
- Stats on Tourism can help government to improve tourism which can boost Economy

References:

- [1] <https://www.tripadvisor.com>
- [2] <https://www.wttc.org/datagateway/>
- [3] <https://wiki.python.org/moin/TkInter>
- [4] <http://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-8-decent-work-and-economic-growth.html>
- [5] <https://archive.org/details/twitterstream>
- [6] <https://plot.ly/python/line-charts/>

*Thank
you*

