

TANZANIA TOURISM SECTOR



K.A SAURI
(CODE PLATEAU PROJECT 2)

CONTEXT

- ✘ Tanzania received a record 1.1 million international visitor arrivals in 2014, mostly from Europe, the US and Africa. Tanzania is the only country in the world which has allocated more than 25% of its total area for wildlife, national parks, and protected areas. There are 16 national parks in Tanzania, 28 game reserves, 44 game-controlled areas, two marine parks and one conservation area.

OBJECTIVE

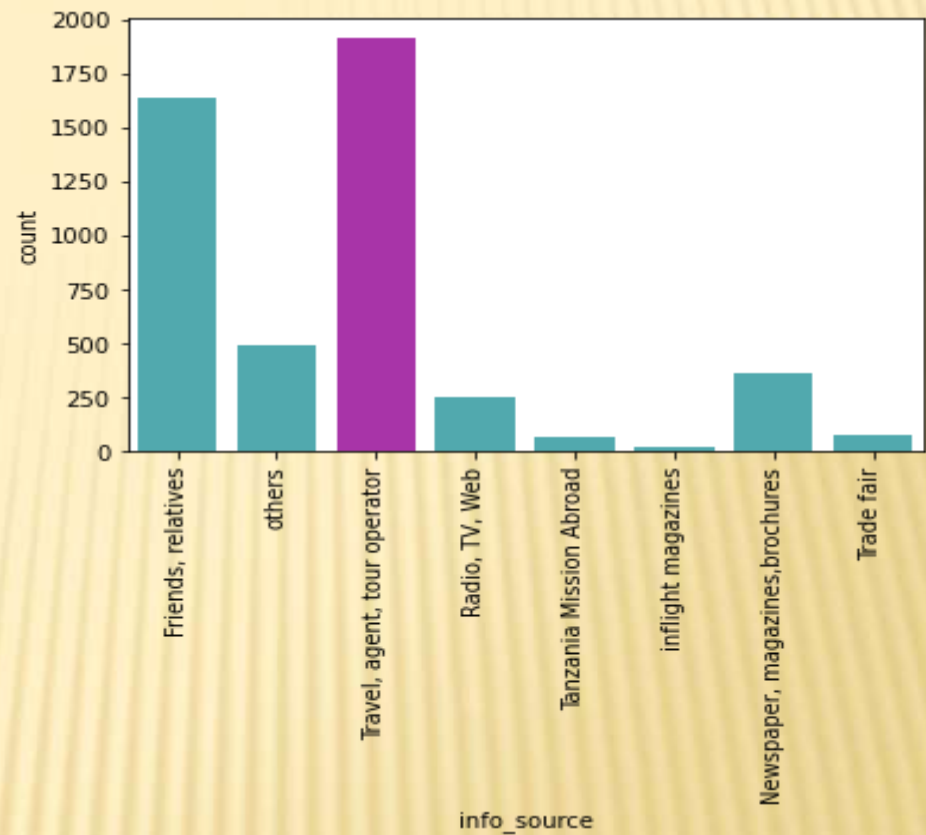
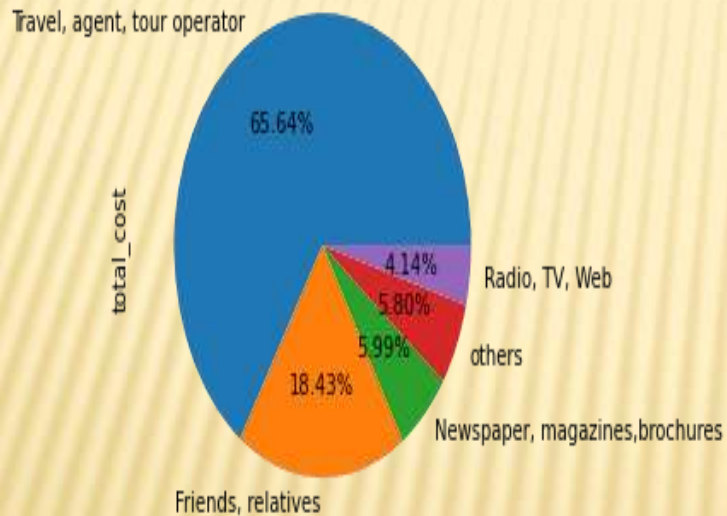
- ✗ The objective of this project is to explore and build a linear regression model that will predict the spending behavior of tourists visiting Tanzania. The model can be used by different tour operators and the Tanzania Tourism Board to automatically help tourists across the world estimate their expenditure before visiting Tanzania.

DATA DESCRIPTION

- ✕ Let's explore our dataset to visualize interesting features

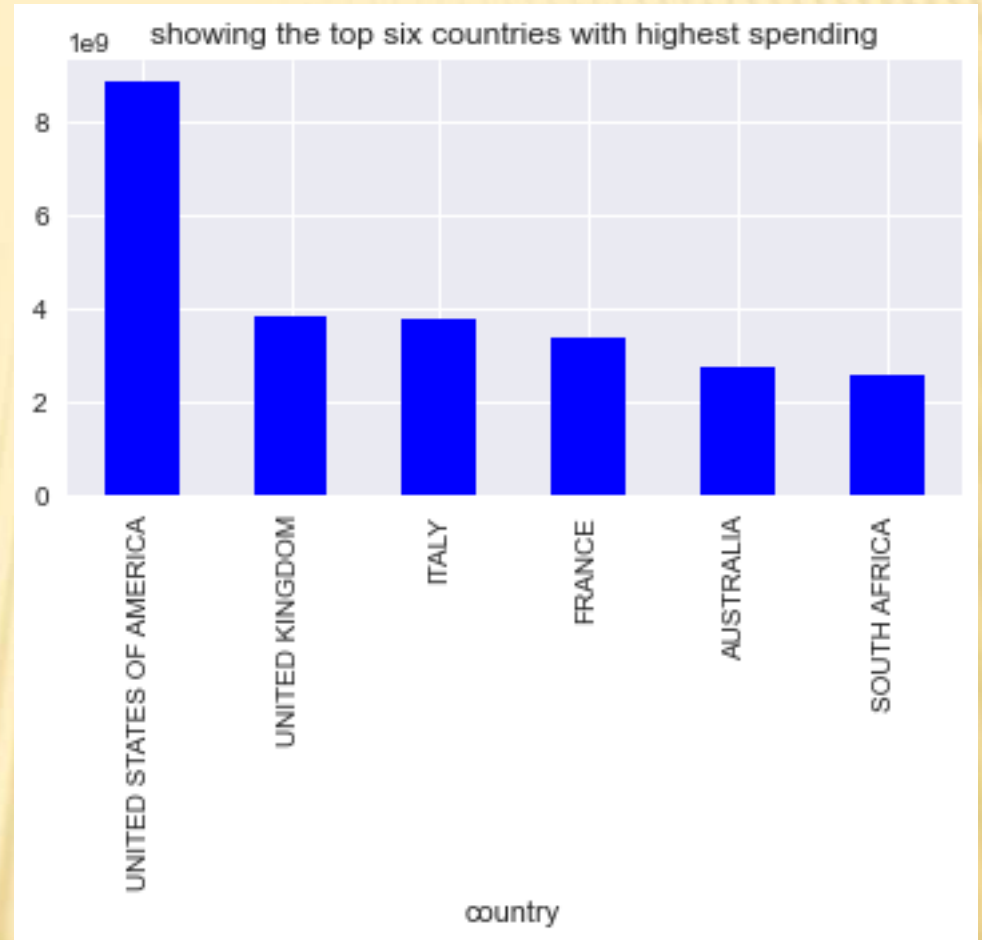
INFORMATION SOURCE OF TOUR DESTINATION

Travel agent and tour operator are the leading information source



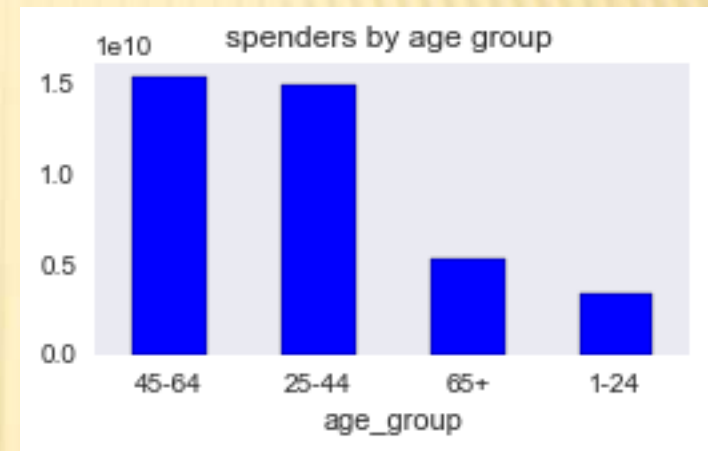
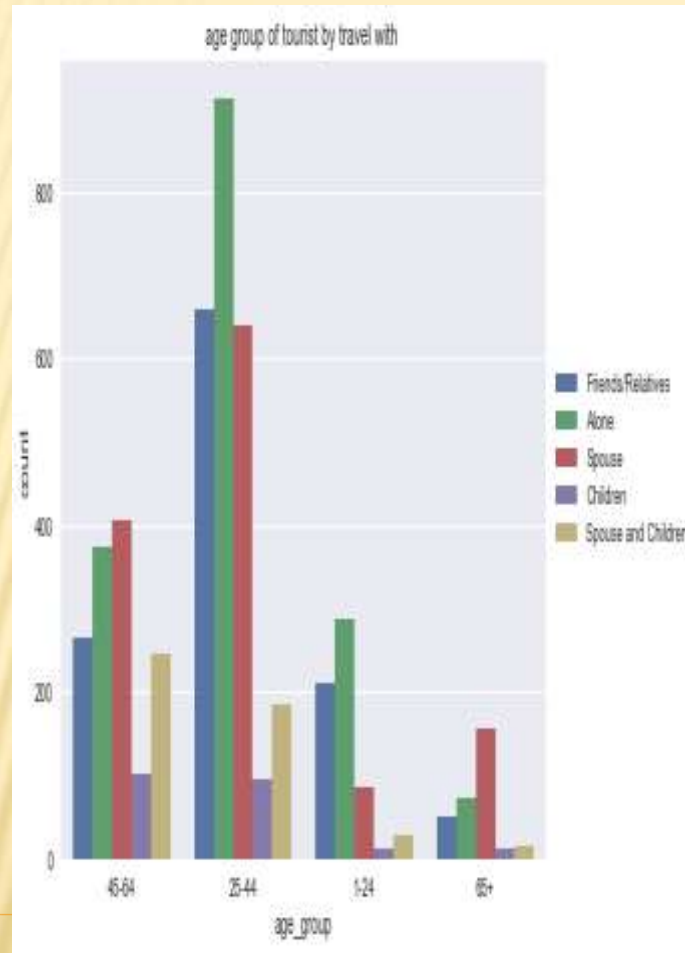
TOP 5 COUNTRIES WITH THE HIGHEST SPENDING STATISTIC

USA spend the most of all countries
visiting Tanzania

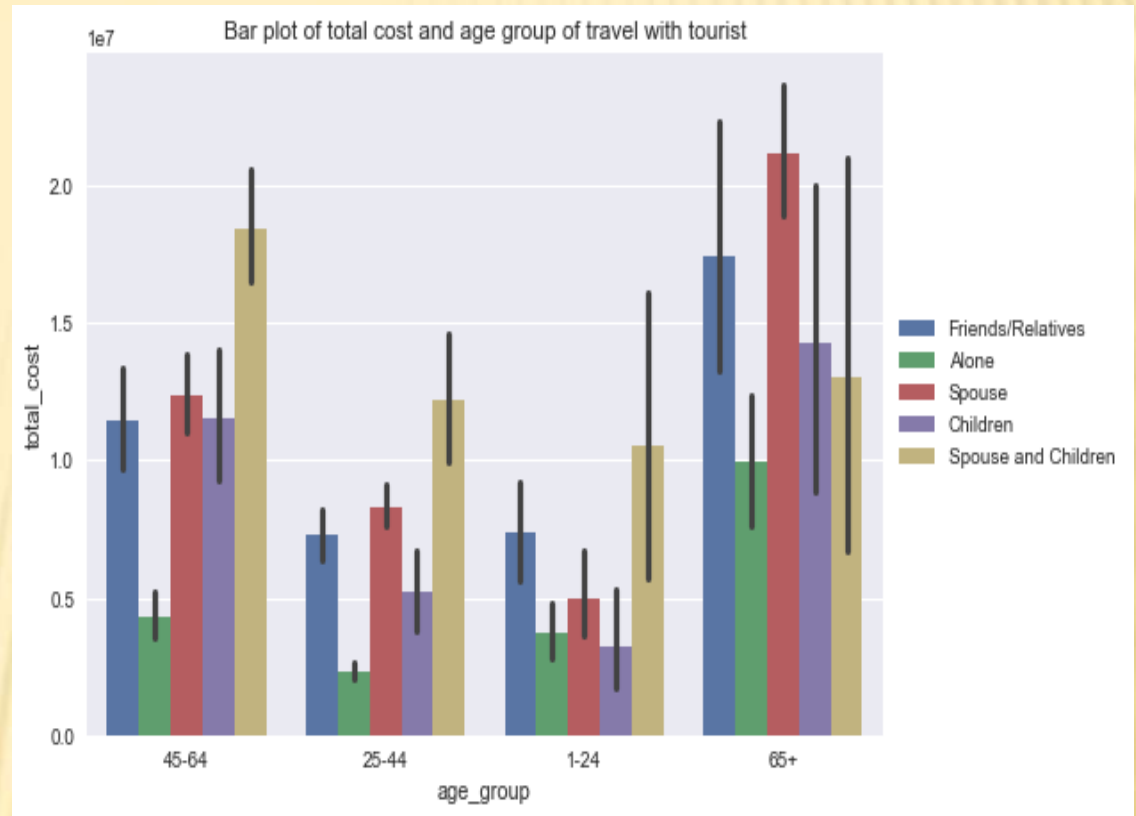
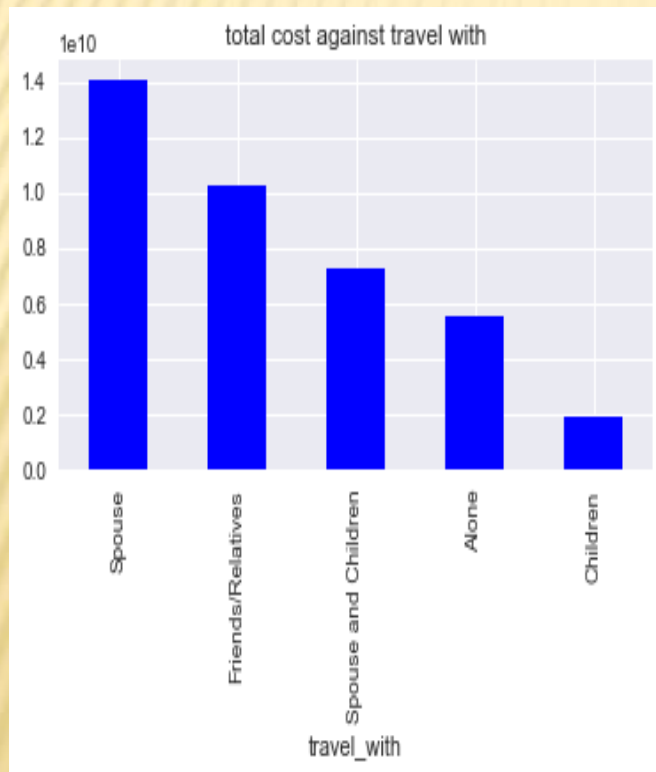


WHICH AGE-GROUP ARE THE HIGHEST SPENDERS AND WHO ARE THE OVER ALL HIGHEST SPENDERS BY TRAVEL WITH?

25 - 44 years travels the most especially with spouse but spend less than 45 -64

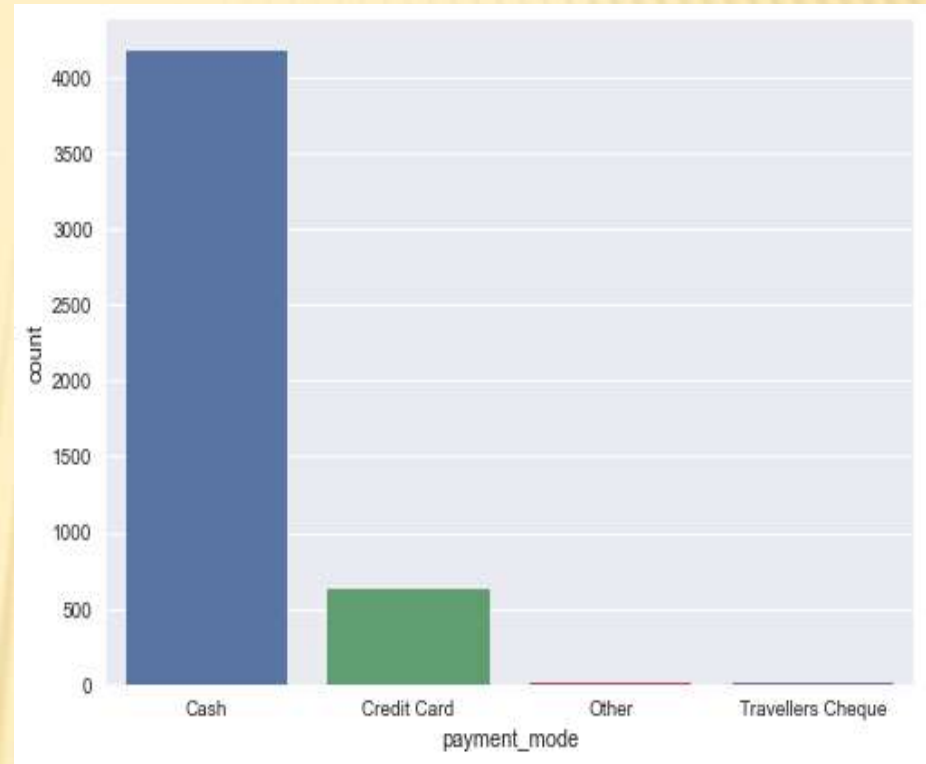


Indepth understanding of the total cost, travel with and age group of Tourist



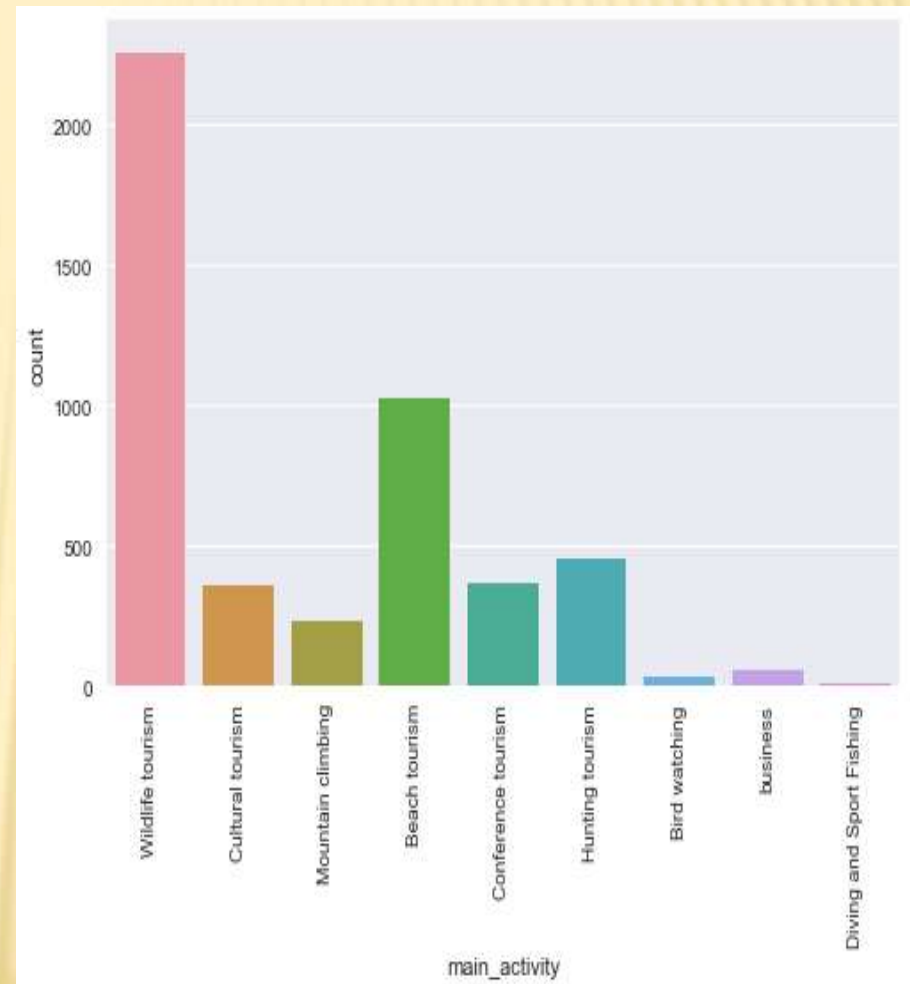
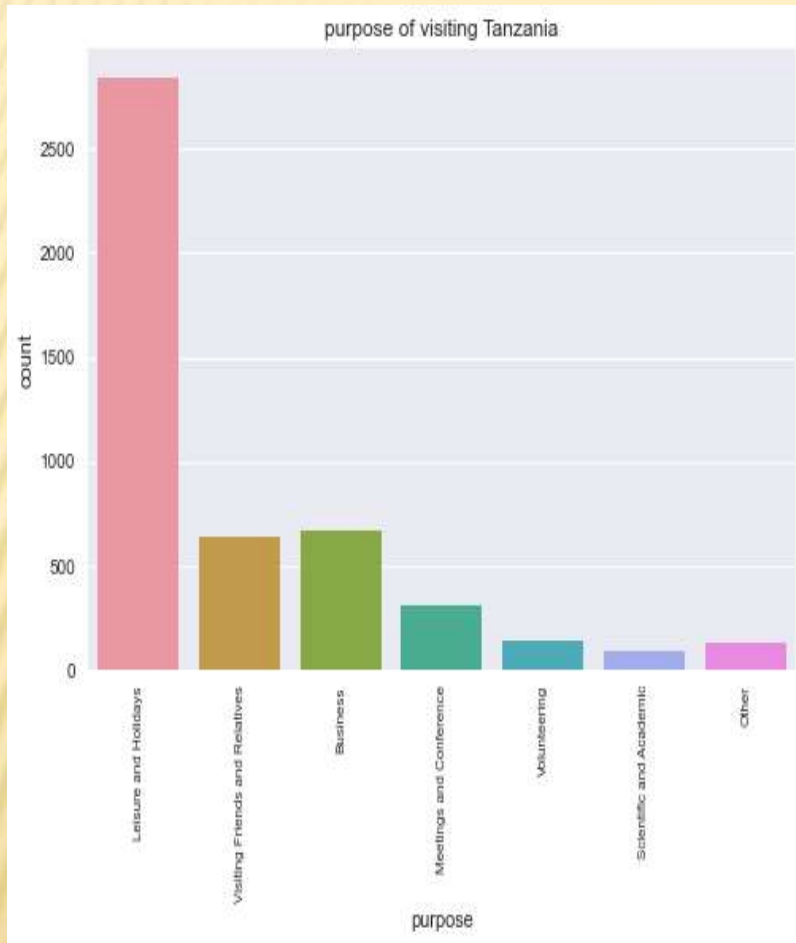
WHAT IS THE MOST PREFERRED PAYMENT MODE BY TOURISTS?

Cash is the most preferred by tourist.

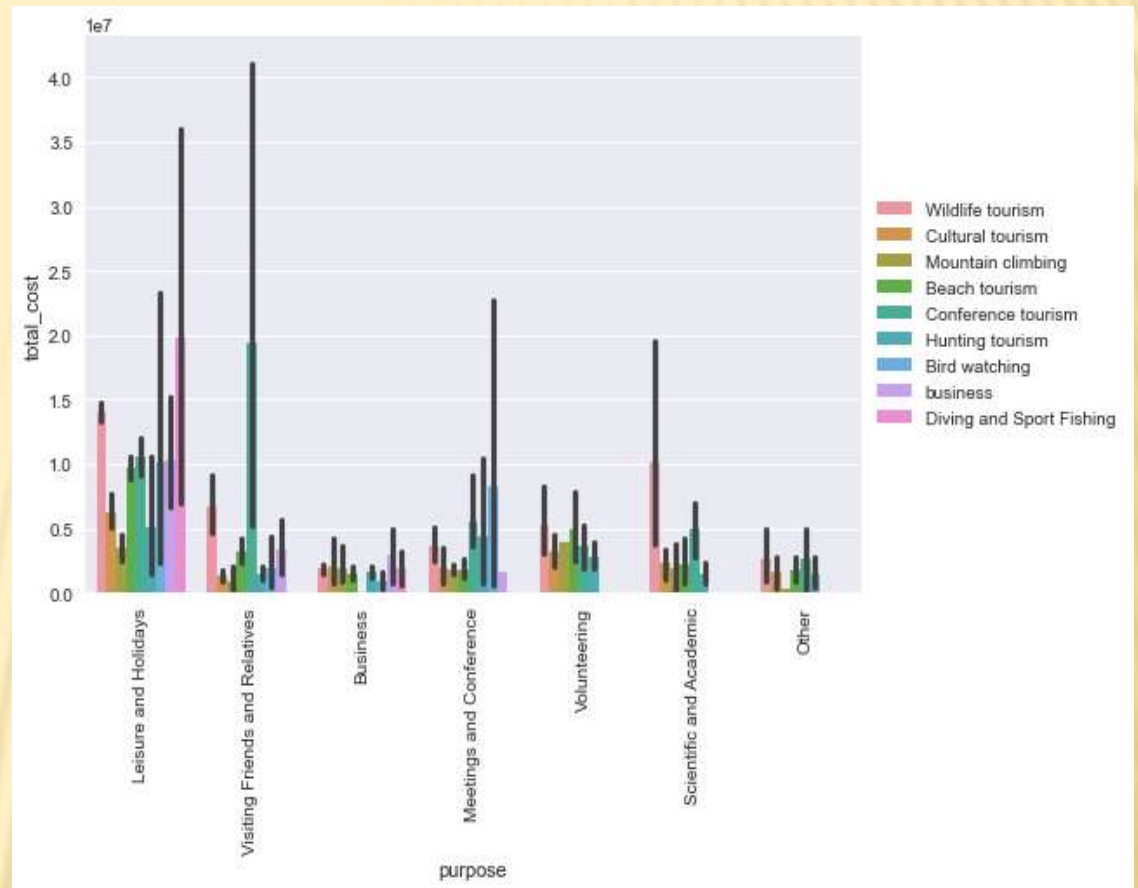


ACTIVITY AND PURPOSE

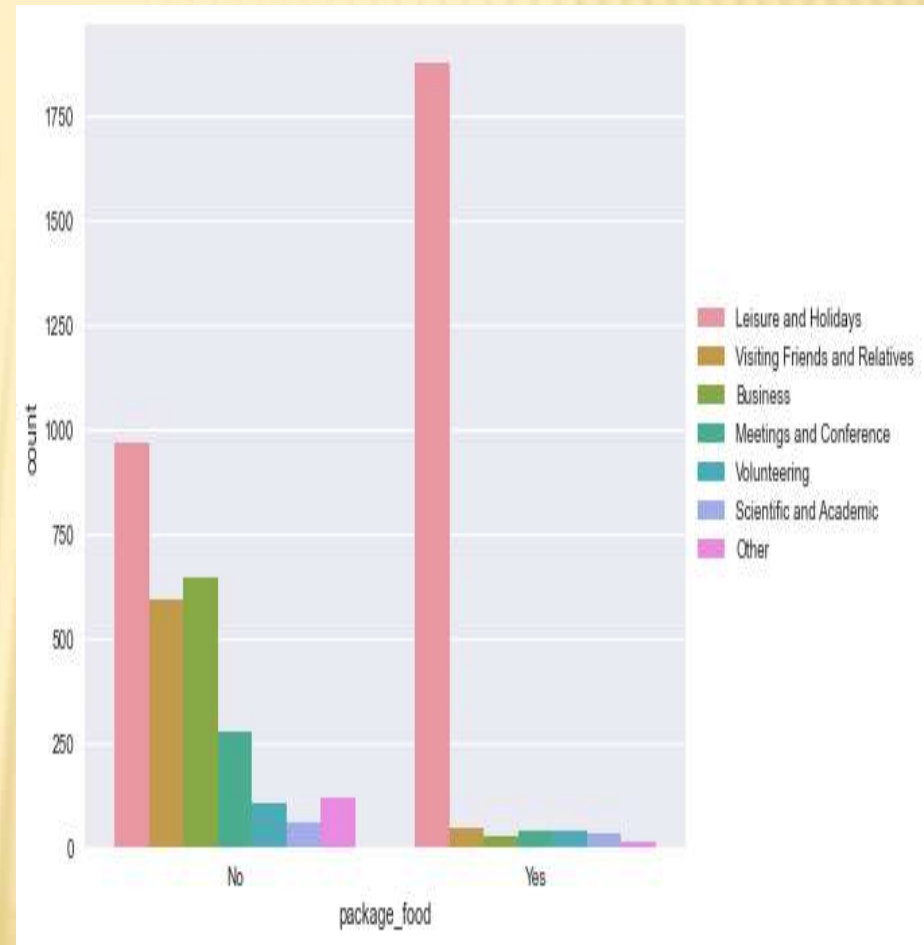
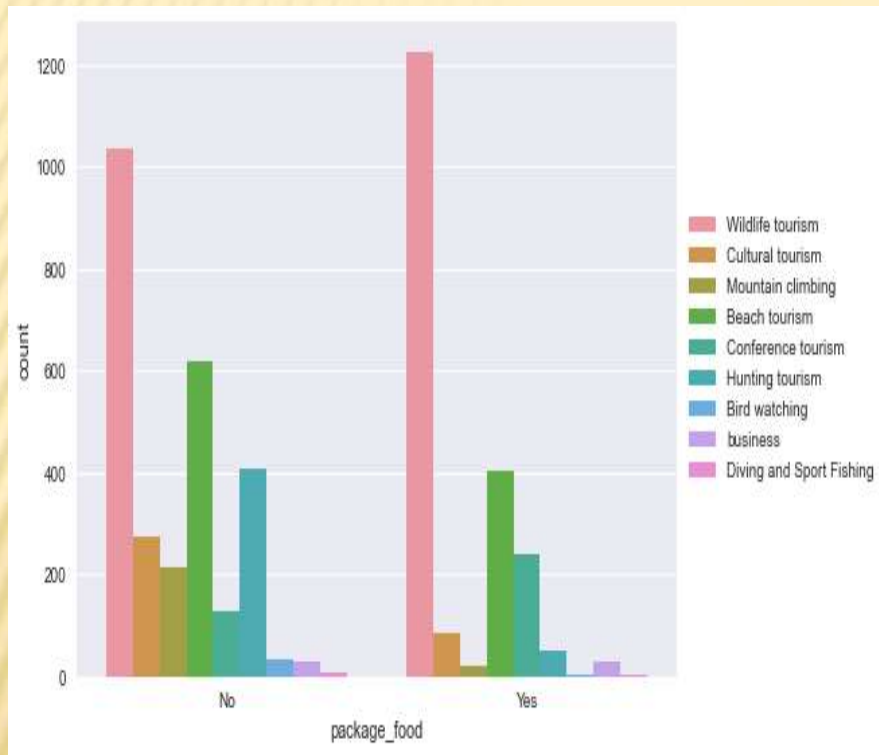
Activity and purpose of Tourist



Aspects of tourism that are more profitable and in which it is worthwhile to invest in is diving and sport fishing where tourist spend more



PACKAGE FOOD



WHAT IS THE AVERAGE NUMBER OF NIGHTS A TOURSITS SPENDS IN TANZANIA MAINLAND AND ZANZIBAR?

- ✘ An average number of eight night was spent by tourist in Tanzania mainland
- ✘ An average number of 2 night was spent by tourist in Zanzibar

MODEL INSIGHT

- ✖ Linear regression model was used for this study and it gave an r^2 score of 0.279. linear regression model perform poorly and not a good model to evaluate the dataset. we recommend therefore, that other models show be used to model the dataset for high performance.

RECOMMENDATION

- ✗ Study should be done exploring other models or regressors.

THANK YOU