

# **How Do Big Cities Differ From Each Other?**

Capstone project by Sophie Tanny

## **Introduction**

We all have pre-conceived ideas regarding the character of old big cities: London is the capital of culture; Milan is the capital of shopping and fashion. But how much of this pre-conceived knowledge is, in fact, true or up-to-date? In a recent trip I made to London I was surprised to find an abundance of international cuisine restaurants, hardly any book stores and only one art supply store. That's not what I remembered from my previous trip there, ten years ago!

Imagine how much I could gain, as a tourist, from consulting with a travel agent who is up-to-date with "what's up" everywhere. In this project, I'll be trying to categorize big cities around the world according to their distribution of various venues, in order to more clearly define the touristic character of each city.

When selling touristic packages to customers, travel agents can use this categorization to better fit a destination to the specific customer, thus creating a more satisfactory experience for the customer, and a higher chance of their not only enjoying their trip but also becoming returning customers to said travel agent.

## **Data**

### *Sources*

In this project I'll be comparing 59 big cities, listed below, as gathered from articles from the following online websites:

Condé Nast Traveller list of best cities in the world:

<https://www.cntraveller.com/gallery/best-cities-in-the-world>)

World Atlas – African attractions:

<https://www.worldatlas.com/articles/african-attractions-which-are-the-most-visited-cities-in-africa.html>

Mental Floss – Most visited cities in the world:

<http://mentalfloss.com/article/558406/worlds-10-most-visited-cities-and-what-it-costs-spend-day-there>

CNN Travel - Most visited cities in the world:

<https://edition.cnn.com/travel/article/most-visited-cities-euromonitor-2018/index.html>

As well as information gathered from interviewing the owners of Traveling Star Tourist Agency in Tel Aviv, Israel.

### *Tools*

For the exploration of the various venues in each city, I shall use the FourSquare API, and harvest my data from it. I intend to show the distribution of various type venues in each city and attempt to categorize them into distinct touristic destination groups via KMeans analysis.

List of cities to be analyzed and compared:

Paris, Rome, New-York, Barcelona, Florence, Venice, Amsterdam, Sydney, Cape Town, Lisbon, Berlin, Bangkok, San Francisco, Melbourne, Hong Kong, Copenhagen, Tokyo, Vancouver, Vienna, St Petersburg, Dubai, Madrid, Dublin, Chicago, Los Angeles, Toronto, Tel Aviv, London, Edinburgh, Bristol, Glasgow, Athens, Istanbul, Moscow, Brussels, Warsaw, Krakow, Budapest, Prague, Bucharest, Larnaca, Miami, Johannesburg, Cairo, Lagos, Kuala Lumpur, Seoul, Singapore, Phuket, Antalya, Osaka, Macau, Mumbai, Guangzhou, Taipei, Delhi, Shenzhen, Beijing, Rio de Janeiro

