

## Executive Summary

My capstone project will focus on tourism economic impact by county as compared to known archaeological sites. Additionally, this will be compared to the Economic Impact amounts per county from the parks department. The data for archaeological sites has been provided by the TN Division of Archaeology. The data used for tourism economic impact has been downloaded as csv files from the TN Open Data Portal, via the information provided by the TN Department of Tourism Development.

## Motivation

After a lifelong interest in anthropology and archaeology, I briefly studied archaeology at Middle Tennessee State University. My interest has always been in the large amount of recorded archaeological sites in Tennessee. My motivation is to see if there are counties in Tennessee with higher instances of recorded archaeological sites, but with less economic impact from tourism. This way, the Department of Tourism Development could spend more time marketing those counties to domestic and non-domestic travelers in Tennessee, in order to bring more tourism dollars to the county. Additionally, pending data sources becoming available, I'd like to compare the tourism dollars to the economic impact dollars provided by the TN State Parks.

## Data Question

My data questions are:

- Is there a correlation between tourism dollars spent and areas with higher numbers of recorded sites?
- Do Economic Impact dollars correlate to areas with higher numbers of recorded archaeological sites?
- If that's the case for either, is that because more sites are on state owned property vs private property?

## Minimum Viable Product (MVP)

My final capstone will have a slideshow with interactive dashboards showing economic impact in specific counties. Additionally, there will be a geospatial interactive map that displays sites by counties, along with the economic impact dollars.

## Schedule

1. Get the Data (11/08/2021)
2. Clean & Explore the Data (11/25/2021)
3. Create Presentation of Analysis (12/16/2021)
4. Internal demos (12/20/2022)
5. Demo Day!! (1/5/2022)

## Data Sources

- [TN Department of Tourism Development Data Sources \(analyzing all 8\)](#)
- [Recorded TN Archaeological Sites](#)

## Known Issues and Challenges

I am currently waiting for a response that I sent to the TN Department of Environment and Conservation regarding a dataset that corresponds to an interactive GIS map on their website ([FOUND HERE](#)). However, without that data, I believe that I still have plenty of data to move forward with solely the tourism economic impact information and site information.