Goa Visitors: Why They Travel

1. **Introduction to the Project**
   This project takes a closer look at tourism in Goa by exploring who the visitors are, what activities they enjoy, and where they choose to stay. By digging into travel behaviour and spending patterns, it reveals meaningful trends that shape the region's tourism scene. The interactive dashboard is designed to support Sustainable Development Goal 8: Decent Work and Economic Growth by helping planners and stakeholders make smart, informed decisions that encourage sustainable and responsible tourism in Goa.

2. **Problem Statement**
   Goa is one of India's most popular tourist destinations, but there's still a gap in truly understanding what visitors want and how they experience the state. Without clear insights into tourist preferences, it becomes difficult to plan infrastructure, services, and economic strategies effectively. This project uses data driven visual storytelling to shine a light on important aspects like how people travel around Goa, where they prefer to stay, and what activities they enjoy. By identifying these patterns, the project aims to support smarter, more sustainable tourism planning that benefits both visitors and the local community.

3. **Objective of the Project**
   - Uncover Tourism Purpose Trends
   - Track Total Tourism Impact Metrics
   - Map Revenue Contribution by State
   - Enable Filter-Based Explorations
   - Compare the activity preferences of domestic and international tourists
   - Understand how spending habits and travel group sizes vary among visitors
   - Look into how accommodation choices differ based on gender

4. **Hypothesis**
   Tourist choices around transport, activities, and where they stay can vary a lot depending on their background and the type of traveller they are. These differences play a big role in shaping their overall experience and also have a direct impact on the local economy.

5. **Focus on Sustainable Development Goal (SDG)**
   By learning more about who's visiting Goa and what they need, this project helps make tourism smarter and more balanced creating good jobs, improving services, and making sure growth benefits everyone, as called for in SDG 8.

6. **Dataset Overview**

Aspect	Details
Data Source	Survey dataset
Size of the Dataset	5000 rows, 19 columns
Period Covered	Year 2019 - 2023
Key Features Used	Tourist Type, Transport Mode, Age, Gender, Purpose, Region, Total Spend, Activity, Accommodation, Average Group Size
Type of Data	Categorical, numerical, time-based

7. Analysis and Visualization (Tableau Dashboard Summary)
• Filters & Parameters: Purpose, State
• Charts Used:
- Bar Chart: Top Tourist states by duration and spending
- Map: Total Revenue by State
- Pie Chart: Why do most tourist visit
- Donut chart: Traveler type
- Tree Map: Accommodation choice by Gender
• Table: Activity Preference by tourist type
• Interactivity: Filters, hover tooltips

8. Key Insights and Findings
- Most tourists travel in groups; solo travel is way less common.
- Domestic tourists love yoga retreats; internationals enjoy water sports.
- People visit Goa for all kinds of reasons as wellness, culture, spirituality, even business.
- Tourists spent over ₹2,000 crore from the span of 2019-2023, with an average feedback score of 3.992
- Males mostly choose hotels and homestays, while females go for Airbnb.
- Top tourist states like Punjab and West Bengal show higher stay durations and spending, making them key contributors to Goa's tourism economy.

9. Proposed Solutions and Recommendations
- Improve group travel services (tours, transport, large stays).
- Create special packages for solo travellers to boost that segment.
- Target international tourists with shopping and cultural experiences.
- Launch gender-friendly stays to encourage female travel.
- Partner with high-spend states for tourism campaigns.
- Improve nightlife and beach safety to maintain satisfaction scores.

10. **Probable Outcomes and SDG Contribution**
    PROBABLE OUTCOMES:
    ● Better travel experience = higher feedback scores.
    ● More solo tourists = increased off-season visits.
    ● Balanced gender participation = inclusive tourism growth.
    ● Higher spending from targeted states = stronger local economy.
    ● Diverse offerings = reduced pressure on popular spots.

    By understanding who the tourists are and how they travel, this project helps create smarter, more personalized services. That means resources are used more efficiently, visitors have a better experience, and the local economy benefits. It also supports SDG 8 by helping generate more job opportunities and stable, long term income for people working in Goa's tourism sector.

11. **Tools and Technologies Used**
    • Excel (for data cleaning and transformation)
    • Tableau Public (for interactive dashboards and storytelling visuals)

12. **References**
     • Provided in Final Project PDF
    • Tableau Public platform used for dashboard development

    Dashboard Link

    FInalDashboard