

Tourist Attraction Data Analysis

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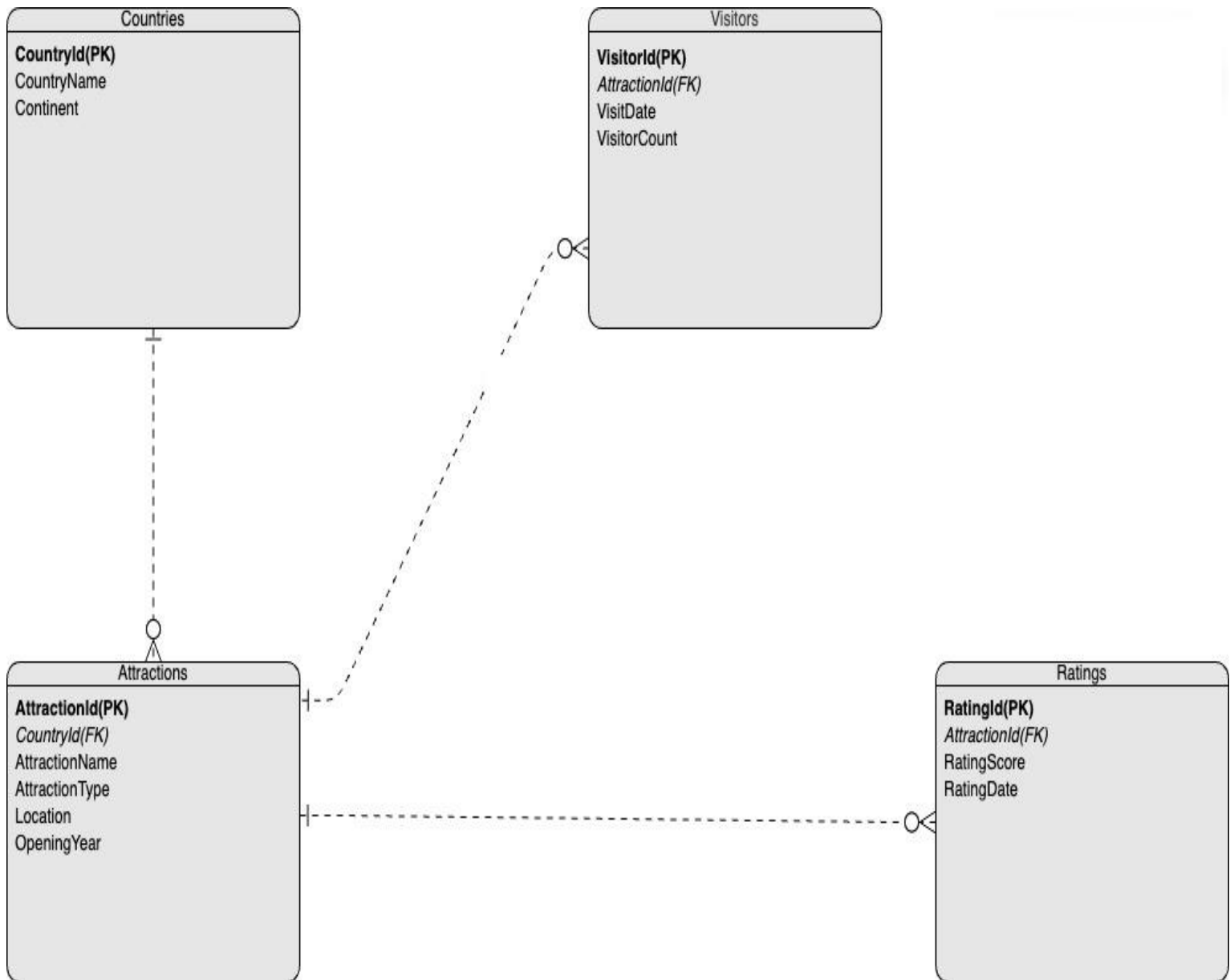
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About This Project

The “TourismAttraction Data Analysis” project studies visitor numbers and patterns at well-known tourist attractions around the world. The database includes information about attractions, countries, visitors, and their ratings. The project uses this data to find the most visited attractions, how tourism changed during the COVID-19 pandemic, and the average ratings of different attractions over the years.

The analysis is shared through charts and reports, making it easy to understand patterns in tourism. It shows trends based on continents, types of attractions, and different years. The data is stored in an SQL database, and the charts are made using Excel. The results are explained step by step in a simple document, giving a clear view of tourism trends and important findings.

ERD Diagram



Database

The Tourist Attraction Database is a comprehensive dataset designed to track and analyze tourist attraction data across various countries and continents. It consists of four key tables, each focusing on a different aspect of the tourism experience:

1.Countries: This table includes information on the countries, including their names and corresponding continents. It serves as the foundation for associating attractions with their geographic locations.

2.Attractions: The Attractions table lists popular tourist sites worldwide. Each attraction is categorized by its name, type (e.g., landmark, park, religious site), location (city or region), and the year it was opened. This table provides a clear view of the diversity of attractions in different regions.

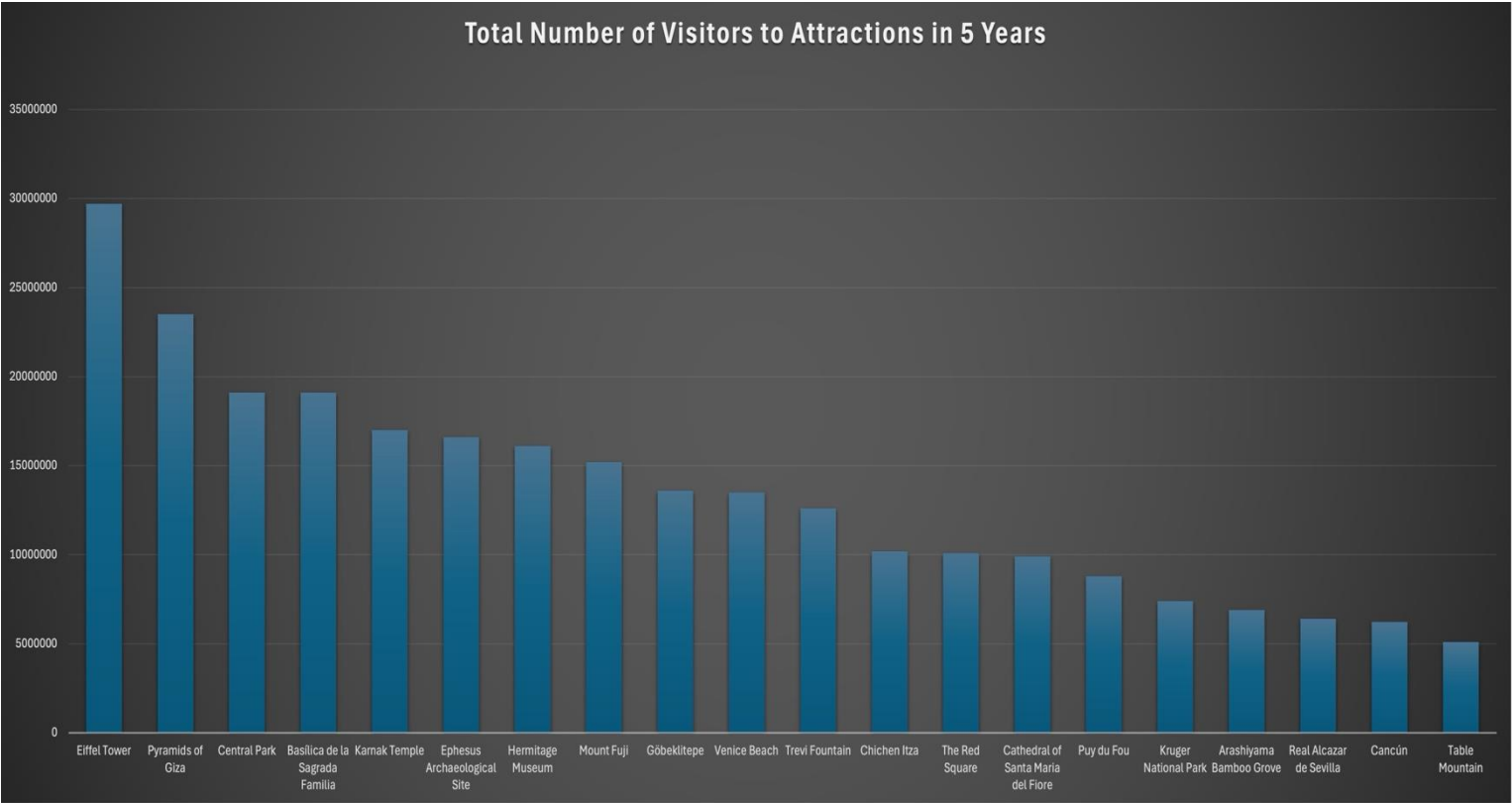
3.Visitors: The Visitors table captures the number of visitors to each attraction during specific years. This data allows for tracking visitor trends over time and provides insights into the popularity of various attractions.

4.Ratings: The Ratings table stores the average ratings given by visitors for each attraction, enabling the analysis of visitor satisfaction. The ratings are recorded for different years, allowing the evaluation of how perceptions of attractions evolve over time.

Together, these tables facilitate detailed analyses of tourism patterns, including the most popular attractions, the impact of global events like COVID-19 on visitor numbers, and trends in visitor satisfaction. The database offers valuable insights into the tourism industry and can support strategic decisions for tourism development and marketing.

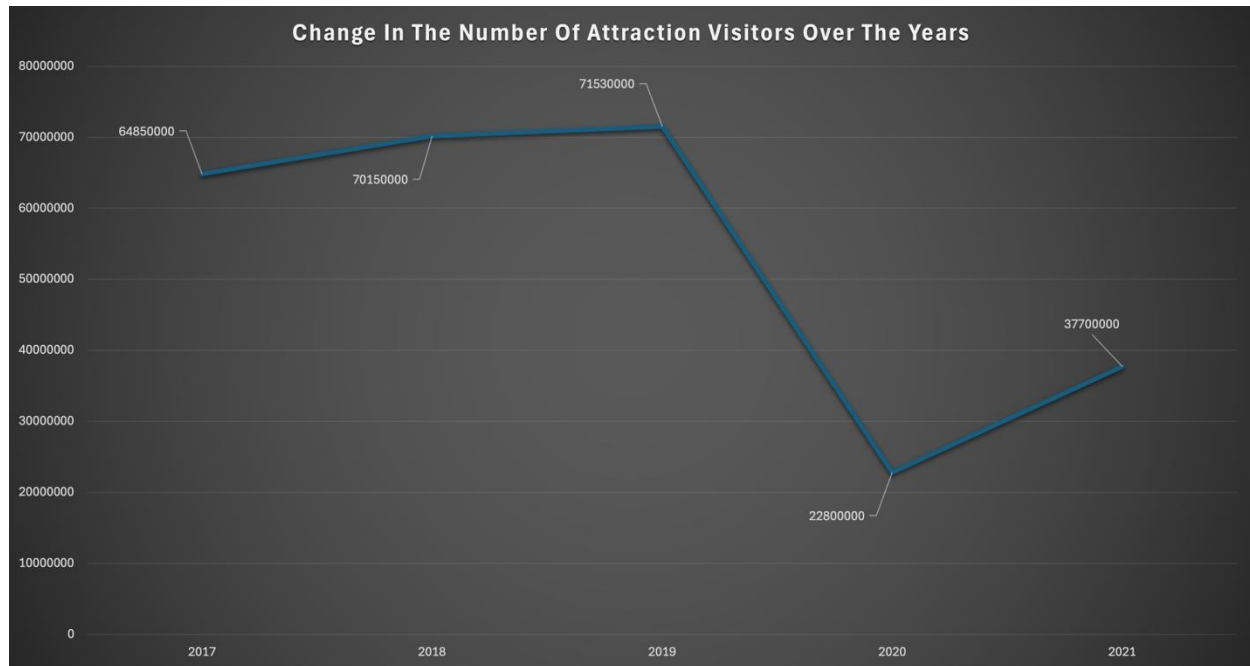
Analysis

1.Total Number of Visitors to Attractions in 5 Years



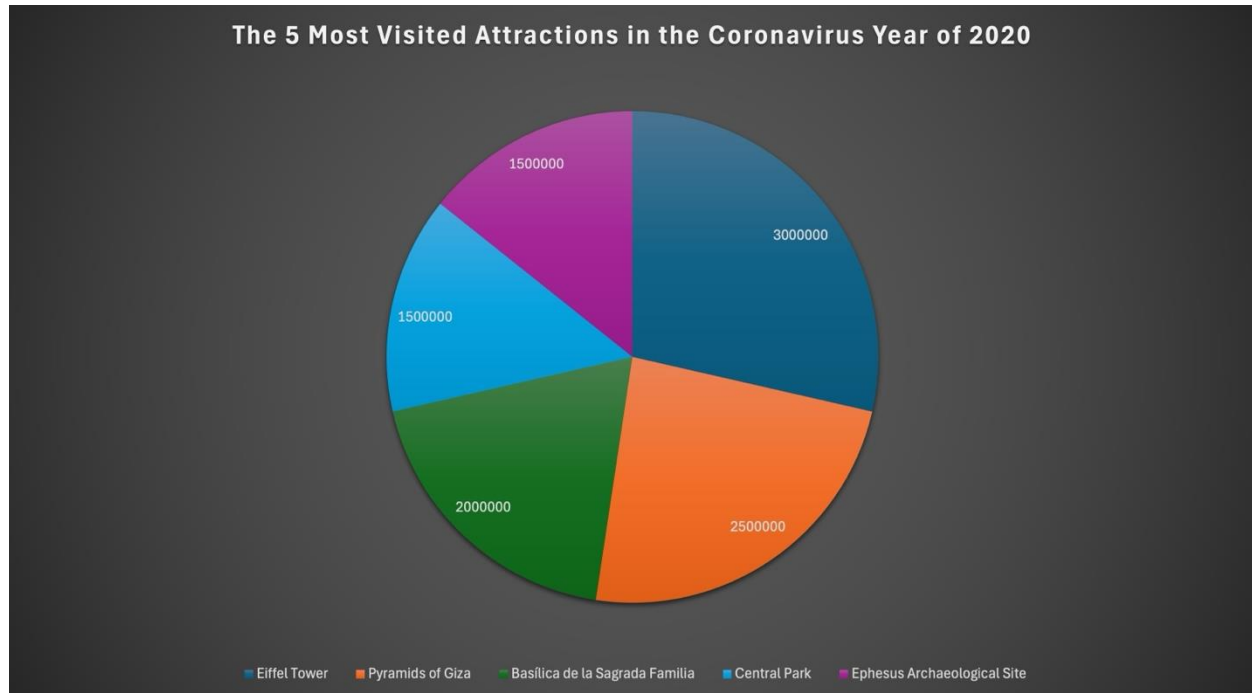
In this analysis, the total number of visitors to various attractions in the last 5 years was examined and presented in the table you see below. Considering the data, it is seen that the attractions that can now be considered classics such as the Eiffel Tower and the Pyramids of Giza host the most visitors. Göbeklitepe, which has recently become more popular, finds itself in the middle. Considering this data, we can easily comment that the classic attractions maintain their place and the rising trends increase their impact.

2.Years With the Highest Total Attraction Visits



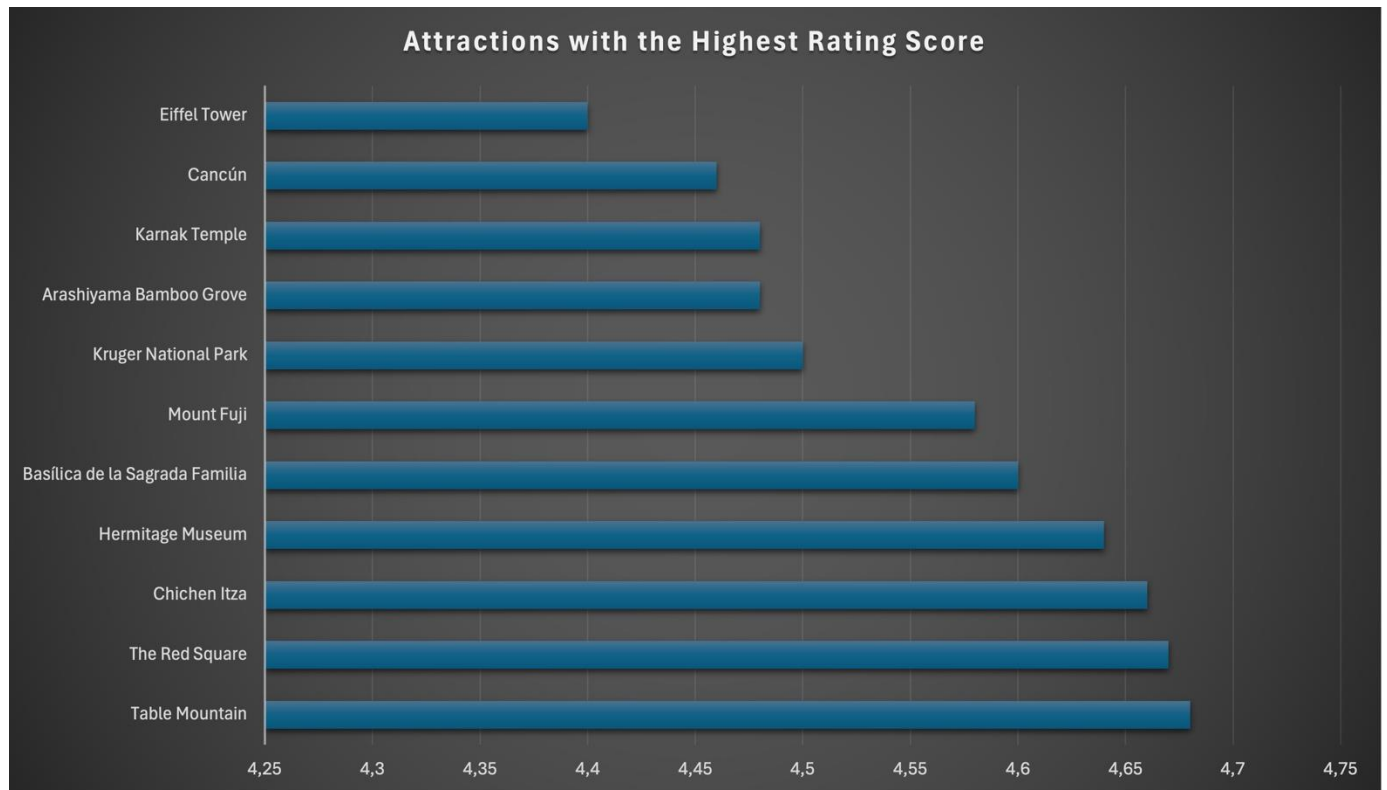
The data shows how attraction visits changed from 2017 to 2021. From 2017 to 2019, the number of visitors grew each year, reaching a peak of 71,530,000 in 2019. This period saw strong growth in tourism, with more people visiting attractions every year. However, 2020 was a major exception. Due to the COVID-19 pandemic, visits dropped sharply to 22,800,000. The pandemic led to travel restrictions, attraction closures, and safety concerns, causing a big decline in visitors. In 2021, there was some recovery, with visits rising to 37,700,000. While this was an improvement compared to 2020, the number was still much lower than in the years before the pandemic. This shows that while tourism started to recover in 2021, it had not yet returned to the levels seen in 2019. In short, the COVID-19 pandemic had a major impact on tourism, with 2020 being the worst year and recovery beginning in 2021.

3.Top 5 Most Visited Attractions in the Coronavirus Year 2020



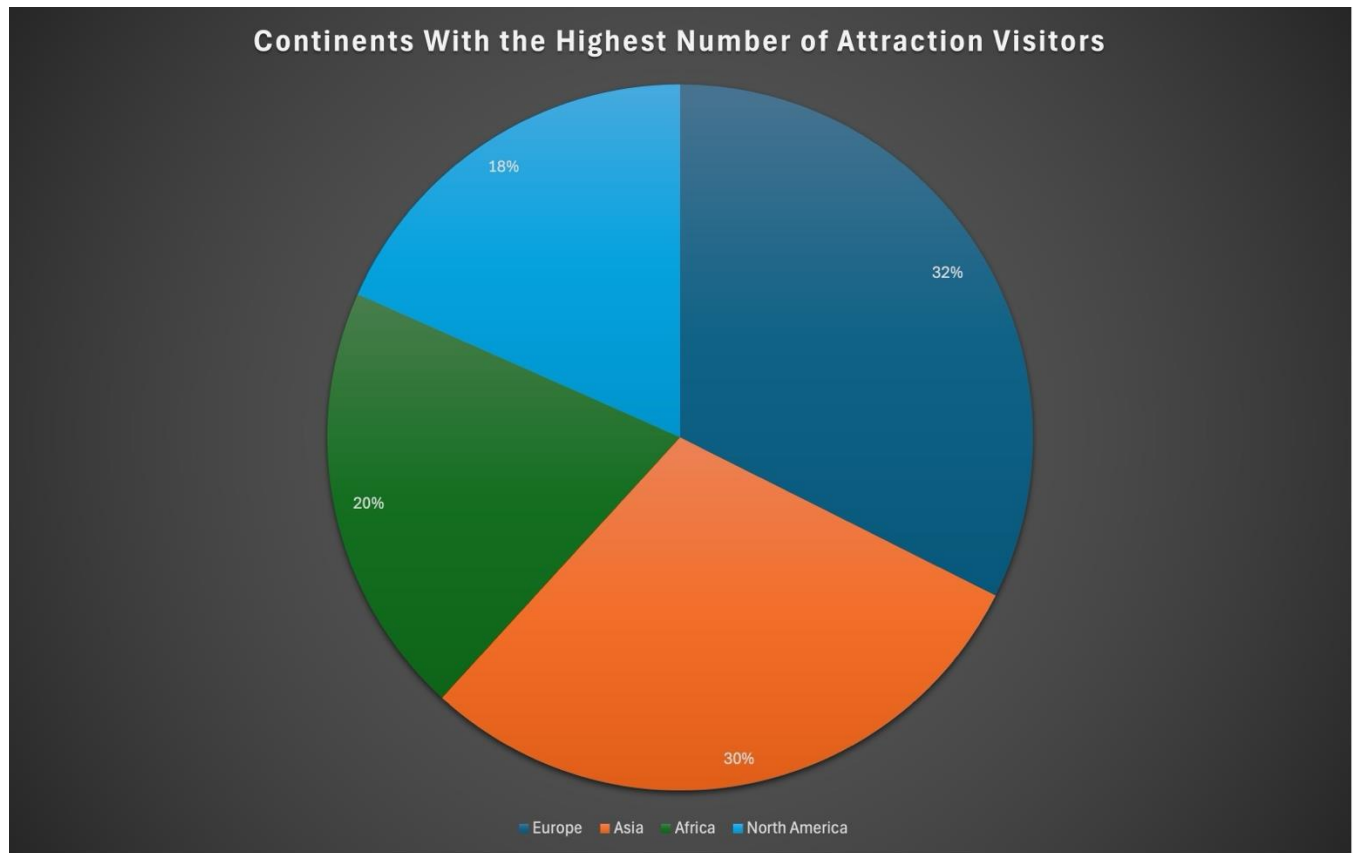
This pie chart shows the top 5 most visited attractions in the Coronavirus year of 2020. In 2020, the COVID-19 pandemic had a major impact on tourism, with many attractions seeing a significant drop in visitors. Despite this, some popular sites still managed to attract a number of people. The Eiffel Tower had the highest visits, with 3 million in 2020, followed by the Pyramids of Giza at 2.5 million. Basílica de la Sagrada Família had 2 million visits, and both Central Park and Ephesus Archaeological Site saw 1.5 million visitors. These attractions remained the most visited despite travel restrictions and health concerns.

4. Attractions With the Highest Average Rating Score Over 5 Years



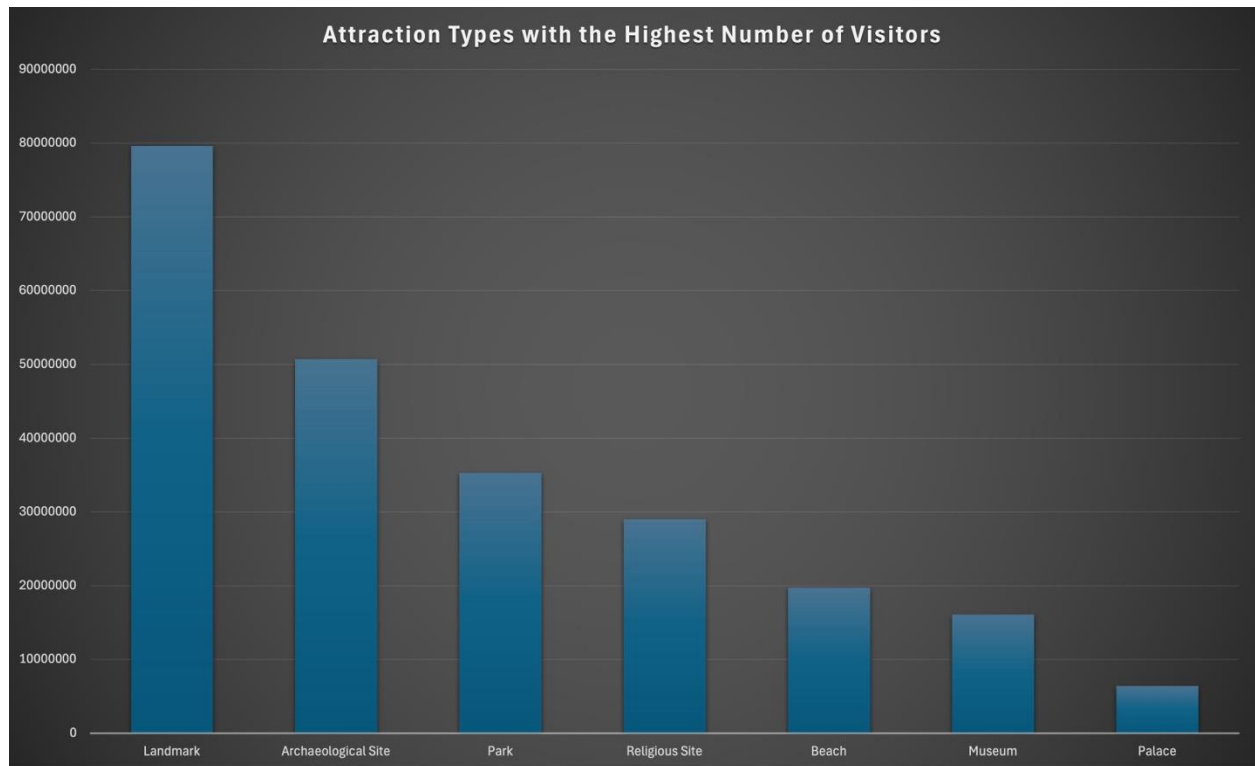
The bar chart shows us the attractions with the highest rating score. Table Mountain and The Red Square are the most popular, with very high scores. This means a lot of people really like these places. Chichen Itza is also popular, but not as much as the first two. The rest of the places are all pretty popular too, but their scores are very close to each other, so it's hard to say which one is much better than the others. It seems like these places are all great, but people might like them for slightly different reasons. For example, some people might love the history of the Red Square, while others might prefer the natural beauty of Table Mountain.

5.Continents With the Highest Number of Attraction Visitors



The pie chart shows how many people visit attractions in different continents. North America has the most visitors, with 32% of all visitors going there. Asia comes in second with 30%, followed by Europe with 20%, and Africa with 18%. This means that more people visit attractions in North America than any other continent, and Asia is the second most popular destination for attraction visitors.

6.Attraction Types with the Highest Number of Visitors



The bar chart shows how many people visit different types of attractions. Landmarks are the most popular, with over 800 million visitors. Archaeological sites are the second most popular, followed by parks. Archaeological sites, religious sites, beaches, museums, and palaces are also popular, but they have fewer visitors than landmarks and archaeological sites.

Conclusion

In conclusion, the “Tourist Attraction Data Analysis” project provides a clear look at global tourism trends by studying data from popular attractions. It examines visitor numbers, ratings, and attraction types to show important patterns, such as the most visited places, the impact of COVID-19 on tourism, and how visitor behavior has changed over time.

This project combines the fields of data and tourism by using organized SQL databases and turning the data into visual insights with Excel. The visualizations created in Excel, such as charts and graphs, make it easier to understand trends and compare visitor data across different years and attractions. By merging these tools, the project shows how data analysis can help us understand the tourism sector and make sense of global travel patterns.