**Introduction/Business Problem**

Many of us want to travel all the beautiful places in the world and enjoy the life, culture and the vividness of many locations. But, there is always a constraint of money and time. Day to day life does not give the opportunity that we can travel all the good and awesome places in the world.

Every place has its unique charm and there is no substitute to enjoy that uniqueness by travelling to that place itself. But, with constraints, what if we travel to one good tourist destination out of few sets of destinations which have similarities in terms of scenic view, culture, food, life etc. Does not it give little bit of satisfaction if we could not go to all similar tourist locations in our life, but we visited one like them? I feel obviously yes it does, until someone has a strong liking for similar kind of locations.

My Idea here is to develop a model (using data science) to identify all the good and wonderful tourist places across globe and create clusters of these places where each cluster represent similarities of neighbourhoods and venues of those locations. This way one can travel to one of the tourist places in each cluster and have opportunity to plan different type of locations.

This model can be beneficial for the following people/businesses –

1. Travel Planner Companies / Agents – (To develop Innovative Travel plans)
2. Travel Enthusiasts
3. Explorers
4. Marketers – (Similar category locations may follow similar marketing tactics/strategies for various businesses)

For this capstone project, I have taken as subset and developed a model for top tourist locations of India. Same can be replicated for any country, continent or world tourist destinations.

There could be few places which are extremely unique for example seven wonders of the world. In terms of data sciences, they are called outliers. This model for the project does not differentiate them as of now.