# AIM : Tourism Dashboard – Understanding Travel Trends and Income from Tourism.

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7. **Project Title**

"Tourism Dashboard – Understanding Travel Trends and Income from Tourism".

## 2. Introduction to the Project

Tourism is important for many regions because it brings money, jobs, and helps local businesses grow. But to make tourism better, we need to understand when and where people travel, and how much money is made.  
  
This project looks at:  
- Tourist numbers in different regions  
- How much they spend  
- What kind of trips and stays they prefer  
  
Why data matters:  
Using data helps us see trends clearly. We can find out which areas are doing well, which need more support, and how to improve tourism in a smart way.  
  
SDG connection:  
This project supports Sustainable Development Goal (SDG) 8 – Decent Work and Economic Growth. It shows how tourism can help grow the economy if planned properly.

## 3. Problem Statement

In many places, some tourist spots are overcrowded while others are not visited much. Also, we don’t always know what types of tours bring in more profit or when people travel the most.  
  
Why this is important:  
If we don’t have this information, it becomes hard to plan. Money and resources might get wasted.  
  
How data helps:  
By studying the numbers, we can find patterns. This helps people in the tourism industry make better decisions.

## 4. Objective of the Project

This project wants to:  
- Find out which regions get the most tourists  
- See which tour types and stays bring in more money  
- Understand how seasons affect tourism  
- Help plan better for the future

## 5. Hypothesis

Regions that offer different types of tours and good accommodation will get more tourists and make more money, especially during peak seasons.

## 6. Analysis and Dashboard Summary (Tableau)

I made a dashboard using Tableau. It includes:  
  
Filters:  
- Year  
- Region  
- Tour Type  
- Season  
  
Charts:  
- Big numbers for total tourists, revenue, and profit  
- Line chart to show tourists and money over time  
- Bar charts to compare accommodation types and tour types  
- Map-style chart for tourists by region  
- Heatmap to show how seasons affect tourism in different areas  
  
Features:  
- All charts update based on filters  
- Easy to explore data and compare different groups  
- Useful for quick decisions and reports

## 7. Key Insights

- West and East regions get the most tourists and money  
- Resorts and homestays make the most profit  
- Cultural and wildlife tours are very popular  
- Peak season has more tourists, but off-peak also earns well  
- Tourists who choose special tours spend more money

## 8. Proposed Solutions and Recommendations

- Promote less-visited regions to get more tourists  
- Offer discounts or events during off-peak times  
- Focus more on tours like wildlife and cultural trips  
- Plan carefully in busy areas to avoid crowd problems

## 9. Probable Outcomes and SDG Contribution

This dashboard helps us plan tourism better. If used properly, it can:  
- Help grow local businesses  
- Create more jobs  
- Support sustainable tourism without harming the environment  
  
It connects with SDG 8 by supporting good jobs and a strong economy.

## 10. Tools and Technologies Used

- Microsoft Excel (for data cleanup)  
- Python (for a sample dashboard)  
- Tableau (for final dashboard with visuals)

## 11. References

- Tourism Dataset (given Excel file)  
- UN SDG Website – https://sdgs.un.org/goals  
- Tableau Documentation  
- Python libraries (Matplotlib, Seaborn)