

Perceived Touristic Attractiveness in the Porto Metropolitan Area Based on Google Places Reviews: Introduction and Database

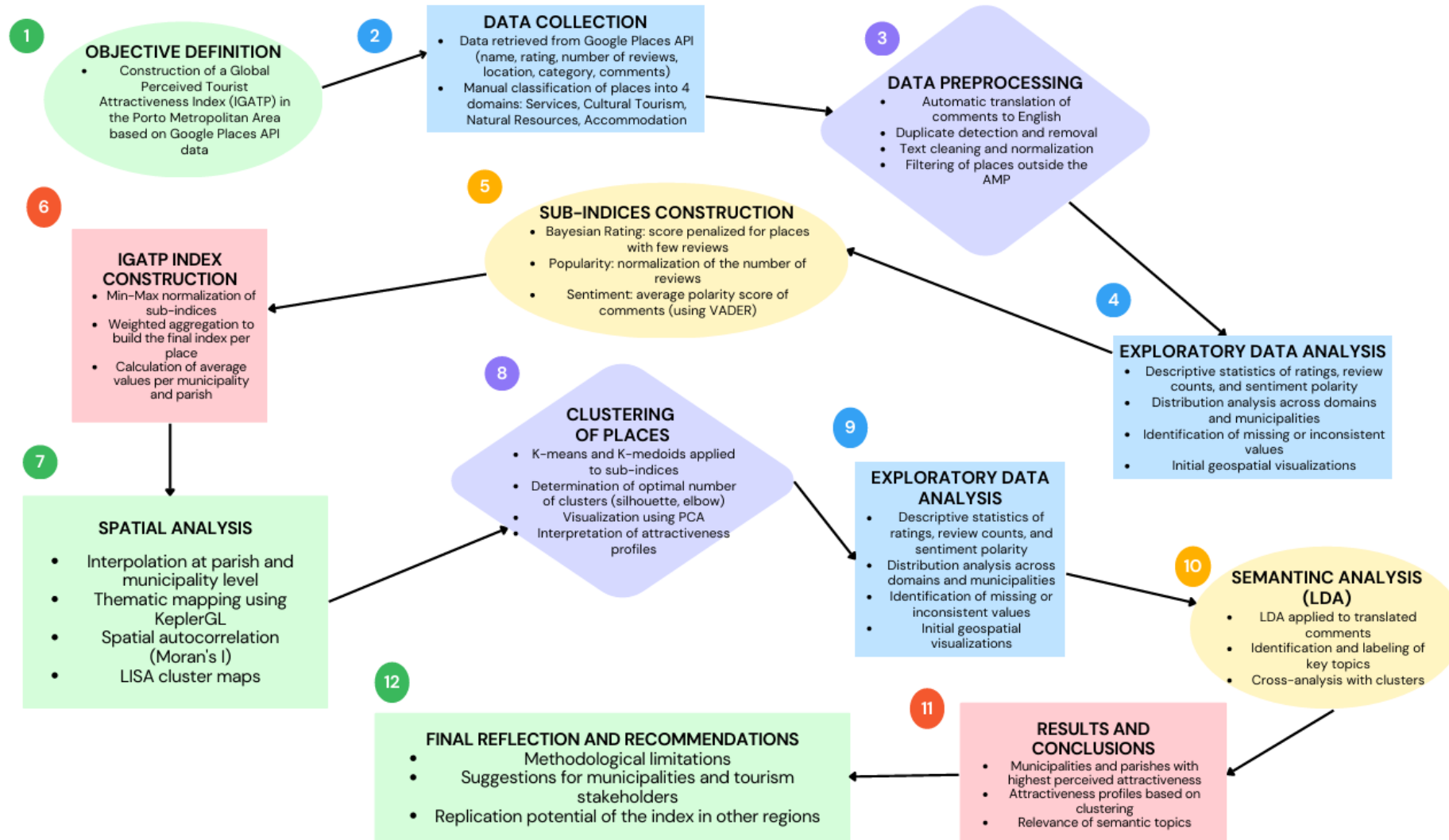
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Main Objective

- To build a **Global Index of Perceived Touristic Attractiveness (IGPTA)** using user ratings and reviews.
- To explore spatial patterns of perceived attractiveness in the Porto Metropolitan Area.

Flowchart



What is Touristic Attractiveness?



Definition (project-specific):

"Touristic attractiveness refers to the degree to which a location captures visitors' interest and preference, based on online perception, shared experiences, and qualitative evaluation."




Note:

- The index focuses on **perceived attractiveness**, not actual tourist flows.

Data Overview

 **Source:** Google Places API

 **Study Area:** 17 municipalities in the Porto Metropolitan Area (AMP)

 **Datasets:**

- google_places_AMP_with_coordinates.csv: place information + average rating
- comments_google_maps_AMP.csv: **up to 5 reviews per place**

Data Overview



Variable Dictionary – Ratings (google_places_AMP_with_coordinates.csv)

Variable	Description
City	Municipality where the point of interest is located
Category	Category assigned to the place (restaurant, museum, hotel, bar, tourist attraction, cafe, church, park, natural feature, viewpoint, trail, lodging)
Name	Name of the establishment or point of interest
Rating	Average rating given by users for the place
Address	Full address of the place
Types	List of categories assigned by the Google API
Latitude	Geographic latitude coordinate of the place
Longitude	Geographic longitude coordinate of the place
Total Reviews	Total number of reviews received by the place



Variable Dictionary – Comments (comments_google_maps_AMP.csv)

Variable	Description
City	Municipality where the point of interest is located
Category	Category assigned to the place (e.g., restaurant, hotel, park)
Place Name	Name of the establishment or point of interest
Author	Name of the user who wrote the comment
Text	Original text of the comment published by the user
Date	Relative date of the comment (e.g., 'a year ago')
Rating	Rating assigned in the comment (1 to 5 stars)

Database Structure

Ratings (google_places_AMP_with_coordinates.csv)

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✓ 0.0s

	Cidade	Categoria	Nome	Rating	Endereço	Tipos	Latitude	Longitude	Total_Reviews
0	Arouca	restaurant	Tasquinha da Quinta	4.6	R. 1º de Maio 3, 4540-121 Arouca, Portugal	restaurant, food, point_of_interest, establish...	40.929109	-8.245191	2154.0
1	Arouca	restaurant	A Assembleia	4.5	Tv. da Ribeira 11, 4540-102 Arouca, Portugal	restaurant, bar, food, point_of_interest, esta...	40.928766	-8.247588	1788.0
2	Arouca	restaurant	Parlamento	4.6	Tv. da Ribeira 2, 4540-148 Arouca, Portugal	restaurant, food, point_of_interest, establish...	40.929011	-8.247392	2469.0
3	Arouca	restaurant	Casa Testinha	4.5	R. 1º de Maio 4, 4540-113 Arouca, Portugal	restaurant, food, point_of_interest, establish...	40.928876	-8.245147	623.0
4	Arouca	restaurant	Pedestre 142	4.4	R. Dr. Ângelo Miranda 142 RC, 4540-140 Arouca,...	restaurant, food, point_of_interest, establish...	40.930185	-8.253210	1047.0

Comments (comments_google_maps_AMP.csv)

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	Cidade	Categoria	Nome_Local	Autor	Texto	Data	Rating
0	Arouca	restaurante	Tasquinha da Quinta	IC	I came here as part of a tour, and this restau...	10 months ago	5
1	Arouca	restaurante	Tasquinha da Quinta	Preetam Nath	Has to be the most delicious veal I've had in ...	a year ago	5
2	Arouca	restaurante	Tasquinha da Quinta	Roya MJ	Came here as part of a tour and very much appr...	a year ago	5
3	Arouca	restaurante	Tasquinha da Quinta	Jonathan Iugo	Very good food and an excellent place to eat! ...	a year ago	5
4	Arouca	restaurante	Tasquinha da Quinta	Benjamim Nande	Great place for a good typical Portuguese food...	4 months ago	5