AI in travel and Tourism Analysis

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Goal of Analysis

- To analyze yearly international tourist arrivals and uncover key global travel trends.
- Identify top and emerging tourist destinations and how country-level factors influence tourism trends.
- Expected Outcomes:
    - Insights into high-growth and declining tourism markets.
    - Understanding the correlation between economic indicators and travel trends.
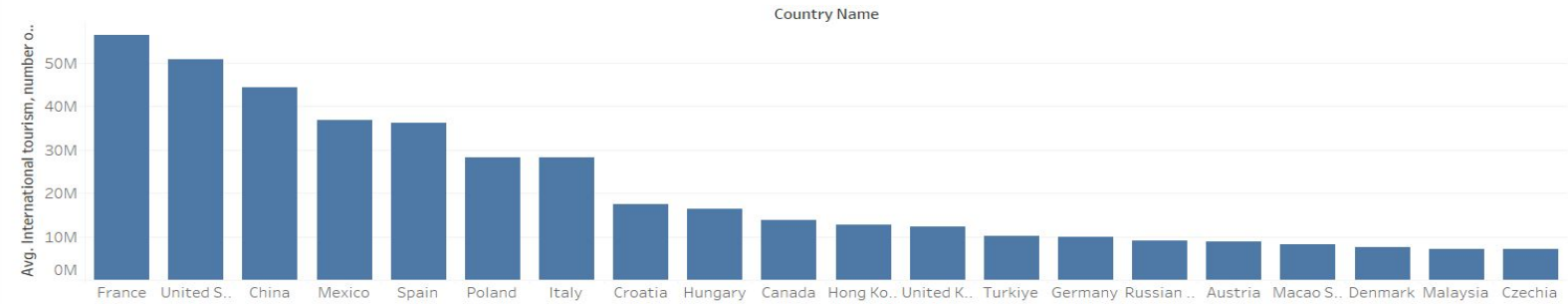
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Methods

WORLD BANK GROUP

- Data Sources:
  - World Bank's International Tourism Data.
  - GDP per capita dataset from the World Bank.
- Analysis Techniques:
  - Data Cleaning: Cleaned country names and codes, Joined datasets using "Country Name"
  - Data Visualization: Tableau dashboards with heatmaps, bar charts, and line charts.
  - Trend Analysis: Examined GDP-tourism correlations and key patterns.
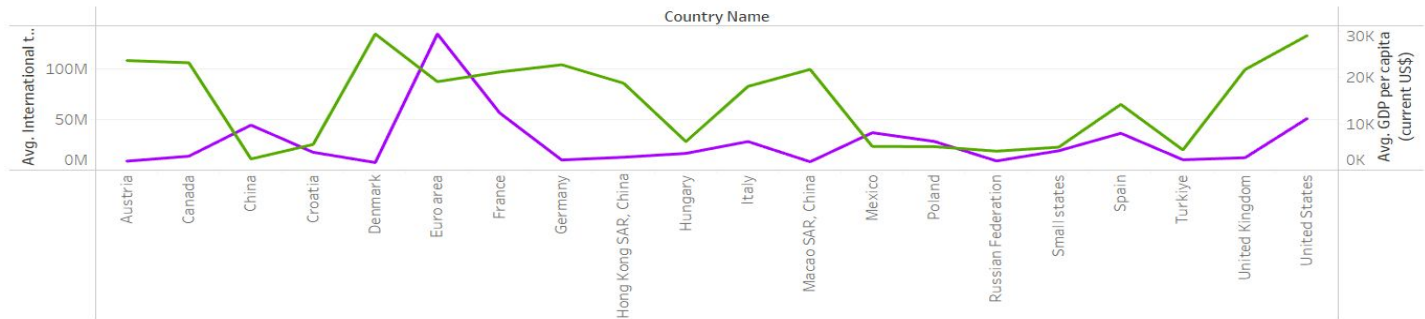
Dashboard 1

Top 10 Tourist Destinations.
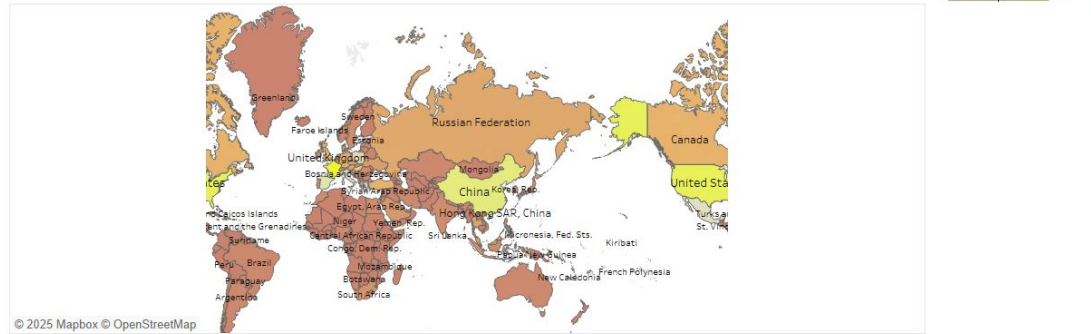
Tourism VS GDP (Top 20)

Dashboard 1

- Top 10 Tourist Destinations (Bar Chart).

- Tourism vs. GDP Correlation (Line Chart).

- Key Insights:

  - Some lower-GDP countries attract high tourism due to affordability and cultural appeal.

  - GDP growth does not always lead to increased tourism.

  - COVID-19 had a greater impact on tourism than GDP.

Dashboard 2

Dashboard 2

- Tourism Heatmap: Displays global tourist arrivals.
- Line Chart Over Time: Highlights tourism trends from 1998-2024.
- Key Insights:
  - Top tourist destinations include France, USA, and China.
  - Growth in tourism pre-2020, followed by a sharp decline post-2019 (COVID-19 impact).

Observations

General Trends:

- Tourism consistently grew in key regions before 2020.
- Developing nations with strong cultural attractions remain popular.
- Unexpected Findings:
  - Tourism decline post-2019 was sharper than GDP fluctuations.
  - GDP growth does not always drive tourism growth.

Business Implications

- Strategic Insights for Green Travels Inc.:
  - Target growing destinations for marketing investment.
  - Promote budget travel options in emerging tourism markets.
  - Leverage economic data to predict future travel trends.
- Recommendations:
  - Focus on emerging hotspots for expansion.
  - Develop travel packages for budget-conscious travelers.
  - Use GDP-tourism correlation insights to predict high-potential markets.