Applied Data Science Capstone Project

A description of the problem and a discussion of the background

According to the World Travel and Tourism Council, tourism industry contributes to around 10 percent of the world's economy. Though this industry contributes for significant share to the world's economy, it accounts for around eight percent of global greenhouse gas emissions. As the world gets richer and there is more demand for travelling, which in turn the tourism sector will grow faster than many other economic sectors. For instance, the global tourism industry as a whole has been growing at an annual rate of around five percent, outpacing the growth of international trade.

In present time, eco-friendly tourism is becoming a movement in order to mitigate global greenhouse gas emissions caused by the tourism sector. Some of the best way to discover a new place with minimal impact on the environment is by hiring a bicycle or using a public transport. Indeed, biking is not only better for the environment; it will also help to burn a few extra kilojoules after feasting on all that local grub.

In connection with tourism industry, there has been an increase in the demand for vegan travel. According to Intrepid Travel's Chief Purpose Officer, Leigh Barnes, "The vegan movement continues to grow, with millennials especially being more interested in vegan lifestyle and vegan tourism". Some popular tourist destinations have already seen a major explosion in the number of vegan restaurants in the past few years.

In this applied data science capstone project, two cities which are the top tourist destination in the world are explored. These cities are New York City, USA and Greater London, UK. The neighbourhoods of both cities are segmented and clustered. The ultimate goal of this project is to explore and get insight regarding which city is more eco- and vegan-friendly for health and environmental conscious travellers from all over the world.