Creating a Database of Festivals in Europe for an Online Trip Planning Website

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As part of the Practicum, I have decided to deal with online travel planning, seeing as the topic has occupied me for years as an employee of a travel-related startup, RoutePerfect. I researched tourism as a growing trend of the past decades, looking into the issue of online trip-planning, and the motivation that drives users to choose specific destinations. Having become aware of the tremendous information overload prevalent in the field, I also noted the lack of variety and the rigidity of existing travel solutions, as well as a surprising disregard for the customer in the age of widespread customization. While the companies maximize their profits, the customer is denied the cultural experience they seek, which can become available with proper preparation. My project strives to overcome this deficiency, improving traveling experience by incorporating cultural events into the trip's route.

After a period of studying SQL, API use in Python, and database interaction through Python, I began gathering my data. Cross-referencing with the existing database of destinations used by RoutePerfect, I've created a database containing information about festivals and cultural events occurring in or near popular destinations in Europe. Working on the database constituted the heart of the project, which included the retrieval, filtering, cleaning, and organizing of the data, while adjusting it to the parameters necessary for its implementation on the site. This project's contribution to the hosting organization lies in its upgrading of user experience, turning a random customer into a recurring one. In addition, the project contributes to the field of information and knowledge management by offering a tool that aims to alleviate the information overload, if only in the field of online trip planning. To conclude, future versions of the project should expand the database, implementing periodic crawlers for data retrieval.

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