Chapter 22
Temporal Analysis of Tourism Arrivals:
A Multi-Country Time Series Approach

Dwijendra Nath Dwivedi
https://orcid.org/0000-0001-7662-415X
Krakow University of Economics, Poland

Ghanashyama Mahanty
https://orcid.org/0000-0002-6560-2825
Utkal University, India

ABSTRACT

This research conducts a detailed study on the timing of tourism arrivals in different countries using an advanced multi-country time series method. Our study attempts to reveal patterns and trends in visitor arrivals to nations over the last twenty years, considering the dynamic nature of the tourism industry and its significant impact on national economies. We have used sophisticated time series clustering methods to classify counties into three separate clusters based on the pattern in visitor arrivals throughout the specified timeframe.We use several time series data processing techniques such as normalization, de-trending, and seasonality correction to make sure the clustering findings are comparable and reliable. The study's results provide important information for policymakers, tourist marketers, and stakeholders in the tourism industry. This data can be used to develop strategic plans, allocate resources effectively, and create focused promotional campaigns to support sustainable tourism growth.

1. INTRODUCTION

Tourism plays a crucial role in the economic advancement of numerous nations, making substantial contributions to job creation, GDP, and cultural interaction. Comprehending tourism arrival patterns is essential for policymakers, industry stakeholders, and researchers. It guides strategic planning, infrastructure development, and marketing tactics to promote sustainable tourism growth. The development of sophisticated statistical techniques and the abundance of long-term data have created new opportunities for studying tourism patterns. Time series clustering provides a strong structure for recognizing patterns

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in time-based data, enabling a detailed comprehension of travel trends in various areas. This study uses a multi-country time series method to analyze the patterns of tourist arrivals with the goal of categorizing these nations into different groups based on the characteristics of their tourism arrival trends.

Prior research has mainly concentrated on particular nations or specific tourism sectors, frequently neglecting the potential insights that a comparative, pan-European analysis could reveal. Traditional approaches have not completely utilized time series clustering to comprehend temporal trends in tourism data. This work aims to close this gap by utilizing a thorough time series clustering methodology to examine visitor arrival patterns. This research aims to classify counties into clusters according to the patterns seen in visitor arrivals throughout the last twenty years. The study aims to uncover common characteristics and variables impacting trends in tourism across Europe, providing a detailed view of the temporal dynamics. The study's approach includes data collecting and preprocessing, time series normalization and detrending, and the use of clustering algorithms to group countries into clusters. The clustering technique is intended to detect different patterns in the data, such as long-term trends, seasonal variations, and cyclical oscillations.

This research aims to classify countries into clusters based on the trends in visitor arrivals over the last two decades. The study aims to uncover common characteristics and variables impacting trends in tourism across Europe, providing a detailed view of the temporal dynamics. This study's approach includes data collecting and preprocessing, time series normalization and detrending, and the use of clustering algorithms to group countries into clusters. The clustering technique is intended to detect different patterns in the data, such as long-term trends, seasonal variations, and cyclical oscillations.

This research enhances the existing literature by doing a thorough examination of tourism arrivals over time through a unique multi-country time series clustering method. The following sections of the study will focus on the methodology, present the analysis results, analyze the relevance of the findings for policymakers and industry stakeholders, and propose future research areas.

2. LITERATURE STUDY

S. Aghabozorgi and colleagues (2015) conducted a comprehensive analysis of the topic of time-series clustering throughout the course of the last ten years, with a particular emphasis on its applications in a variety of scientific fields, including biology and finance. It emphasizes the significance of clustering in the analysis of huge datasets, which is particularly useful in situations when supervised classification is not feasible. FeatTS is a framework for clustering time series data that is based on features and is semi-supervised, and it was introduced by Tiano, D. and colleagues (2021). It does this by employing a graph encoding of time series and a co-occurrence matrix, which enables it to be suitable for heterogeneous time series data that is collected from the actual world. This allows it to overcome the limits of existing techniques. Time series data were used to construct a framework for feature-based semi-supervised clustering, which was developed by Tiano, D., and colleagues (2021). Clustering is accomplished through the utilization of a graph encoding and a co-occurrence matrix, which demonstrates scalability and robustness, particularly in the context of healthcare data. A benchmark study on time series clustering was given by A. Javed and colleagues in 2020. Additionally, records from the UCR archive were utilized in the study. As a useful reference for the research community, it provides an analysis of eight widely used clustering methods and a discussion of assessment metrics at the classification level of the dataset. The authors Ali Alqahtani et al. (2021) presented a complete overview of deep time-series clustering