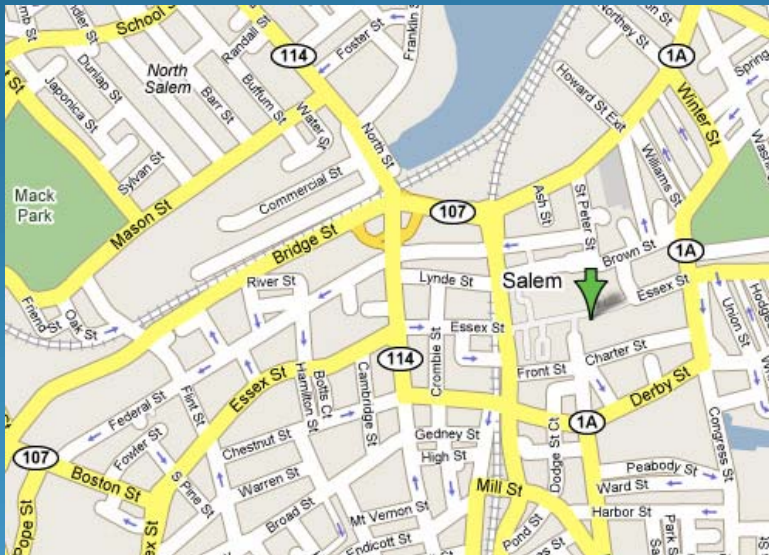


Mapping Salem's Tourism



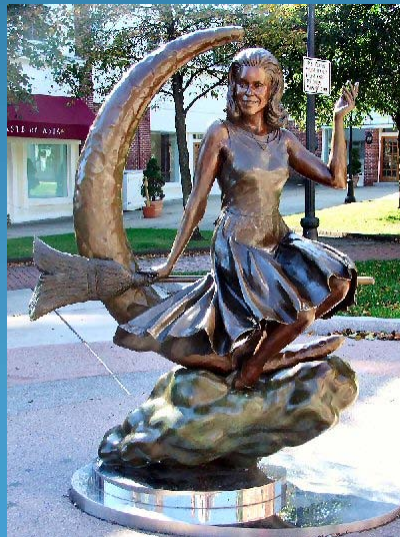
Project by: Dawn Scudder
GGR903 Fall 2007

Welcome to Salem....

A harbor once famous for its imports and exports and high class society. Now, Salem has attracted an influx of new age tourists, ones looking to immerse themselves in the “bewitching” attractions.



+



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My Objectives:

With the recent worries submerging among Salem citizens and the need to bring Salem back to its roots I was curious to know where exactly the tourists attractions are and what type they are.

- 1. Map tourist attractions in Salem**
- 2. Differentiate between Authentic and Commercialized attractions within the city**
- 3. Determine what is the heart of the attractions**



	A	B	C	D	E	F
1	Destination	StreetName	prefix	City	Zipcode	state
2	Burying Point Cemetery	Charter Street		Salem	1970	MA
3	Corwin House/Witch House	310 Essex Street		Salem	1970	MA
4	Custom House	174 Derby Street		Salem	1970	MA
5	Derby House	168 Derby Street		Salem	1970	MA
6	Frankenstein's Laboratory	288 Derby Street		Salem	1970	MA
7	Griffin Theatre	7 Lynde Street		Salem	1970	MA
8	Hamilton Hall	9 Chestnut Street		Salem	1970	MA
9	Narbonne House	Essex Street	Lower	Salem	1970	MA
10	Nathaniel Bowditch House	9 North Street		Salem	1970	MA
11	National Park Visitor Center	2 New Liberty Street		Salem	1970	MA
12	New England Pirate Museum	274 Derby Street		Salem	1970	MA
13	Old Town Hall	32 Derby Square		Salem	1970	MA
14	Peabody Essex Museum	East India Square		Salem	1970	MA
15	Pickering House	18 Broad Street		Salem	1970	MA
16	Pickering Wharf	84 Derby Street		Salem	1970	MA
17	Pioneer Village	West Ave		Salem	1970	MA
18	Ropes Mansion	318 Essex Street		Salem	1970	MA
19	Salem Athenaeum	337 Essex Street		Salem	1970	MA
20	Salem Common	Washington Square		Salem	1970	MA
21	Salem Maritime National Historic Site	193 Derby Street		Salem	1970	MA
22	Salem Museum of Myths and Monsters	59 Wharf Street		Salem	1970	MA
23	Salem Wax Museum	288 Derby Street		Salem	1970	MA
24	Salem Willows	171 Fort Avenue		Salem	1970	MA
25	Salem Witch Museum	19 1/2 Washington Square North		Salem	1970	MA
26	Salem Witch Trials Memorial	Charter Street		Salem	1970	MA
27	Salem Witch Village	282 Derby Street		Salem	1970	MA
28	Schooner Fame	Pickering Wharf Marina		Salem	1970	MA
29	Spellbound Ghostly Parlour	131 Essex Street		Salem	1970	MA
30	Spellbound Museum	190 Essex Street		Salem	1970	MA
31	The Crowninshield Bentley House	126 Essex Street		Salem	1970	MA

Step 2

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Download Free Data

Image (Raster) Data - TIFF and MrSID formats

Notes:

- Each "[TIFF](#)", "[MrSID](#)" or "[JPEG 2000](#)" link below leads to a listing of downloadable images (may take several seconds to load).
- The smaller the resolution, the clearer the images will appear when zoomed in to large scales.
- Most images are tiled by the [Orthophoto Quad Index](#) (4 km. x 4 km. tiles named according to the 5- or 6-digit ID).
See this index to determine which image tiles to download, or [download a .dbf file](#) of tile IDs and corresponding towns.
(See link below for NOAA Charts' tiling scheme).
- All imagery is referenced to the Massachusetts State Plane Mainland NAD83 Meters coordinate system (Fipszone 2001). Imagery for Martha's Vineyard and Nantucket is also available in Island Zone (Fipszone 2002) where indicated with * ; Island Zone imagery is tiled by the OQISLE index layer.
- All imagery is available statewide unless indicated with a "[Status Map](#)" link.
- See the [Introduction to MrSID](#) page for details on viewing and using MrSID imagery.
- See the [Introduction to JPEG 2000](#) page for details on viewing and using JPEG 2000 imagery.
- Please note that storing the files in a folder that contains a dot (period) in the folder name may result in improper registration of the images in GIS software.

Download Area:

- For Tiffs - download the **.tif** (image), **.tfw** (header) and **.aux** (spatial reference for ArcGIS) files.
- For MrSIDs - download the **.sid** (image), **.sdw** (header) and **.aux** (spatial reference for ArcGIS) files.
- For JPEG 2000 - download the **.jp2** (image), **.j2w** (header) and **.aux** (spatial reference for ArcGIS) files.
- Approximate file size for each image appears in parentheses after each download link.
- Note that the header ("world") files are not used by all software.

Click on thumbnail image for a larger sample.



NEW! 1:5,000 Color Digital Ortho Images (2005) | [Data Layer Description](#)

Compressed from original 1/2-meter resolution GeoTIFFs:

- MrSID (10 MB): [Original](#) | [Contrast Stretched](#)
- JPEG 2000 (15 MB): [Original](#) | [Contrast Stretched](#)

Internet 100%

Layers

- ☐ Commercialized Mean Center
- ☐ Authentic Mean Center
- ☒ Authentic Sites
- ☐ Commercialized sites
- ☐ Salem Tourist Attractions
- Type
 - ☒ Commercialized
 - ☒ Authentic
- ☒ Census 2000 TIGER Roads
- ☒ 249918.sid
- ☒ 253918.sid
- ☒ 249914.sid
- ☒ 253914.sid

ArcToolbox

- 3D Analyst Tools
- Analysis Tools
- Cartography Tools
- Conversion Tools
- Coverage Tools
- Data Interoperability Tools
- Data Management Tools
- Geocoding Tools
 - Create Address Locator
 - Geocode Addresses
 - Rebuild Address Locator
 - Rematch Addresses
 - Standardize Addresses
- Geostatistical Analyst Tools
- Linear Referencing Tools
- Multidimension Tools
- Network Analyst Tools
- Samples
- Server Tools
- Spatial Analyst Tools
- Spatial Statistics Tools
- Tracking Analyst Tools

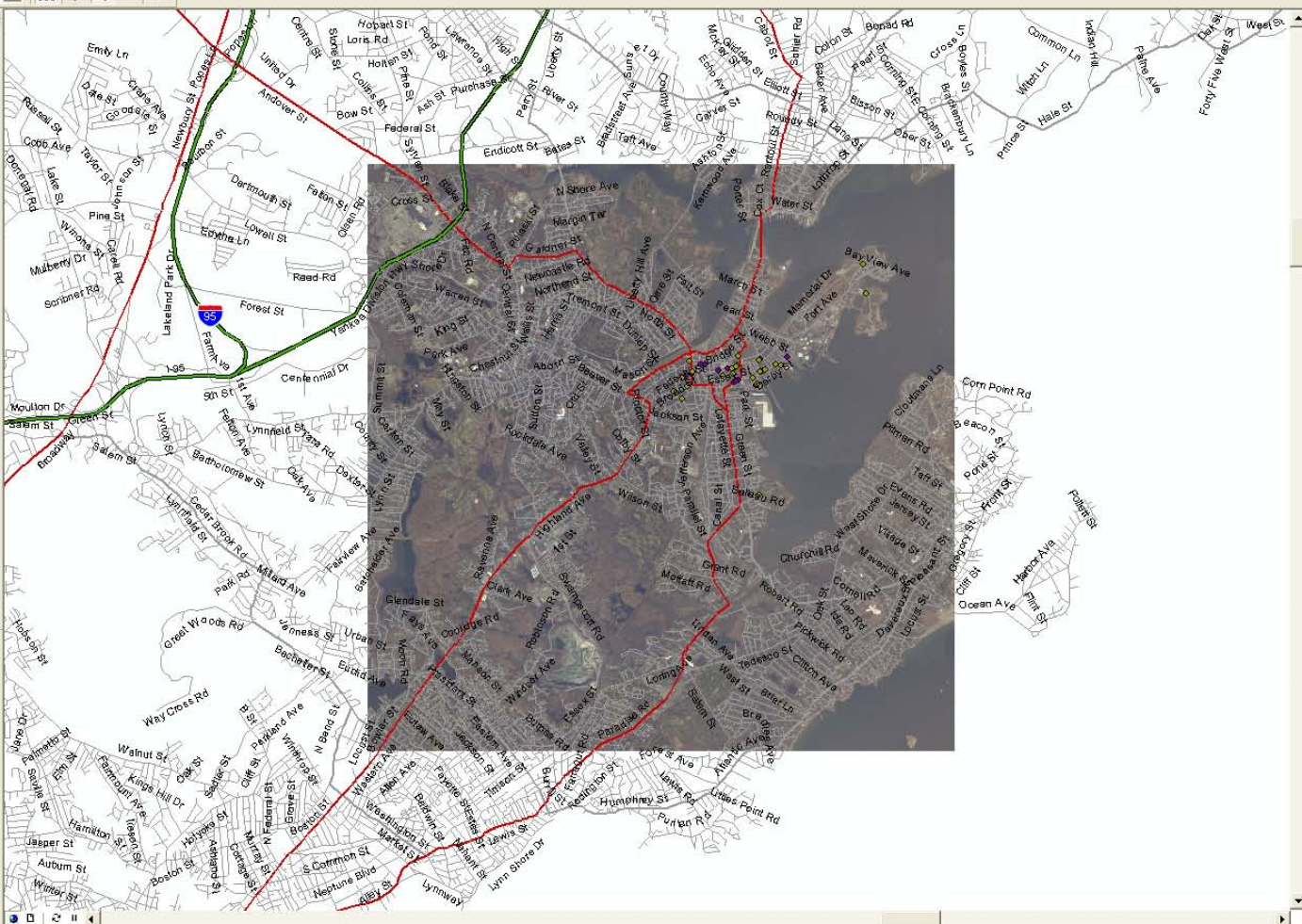
Favorites Index Search F

Editor

Display

Source

Selection



Attributes of Salem Tourist Attractions

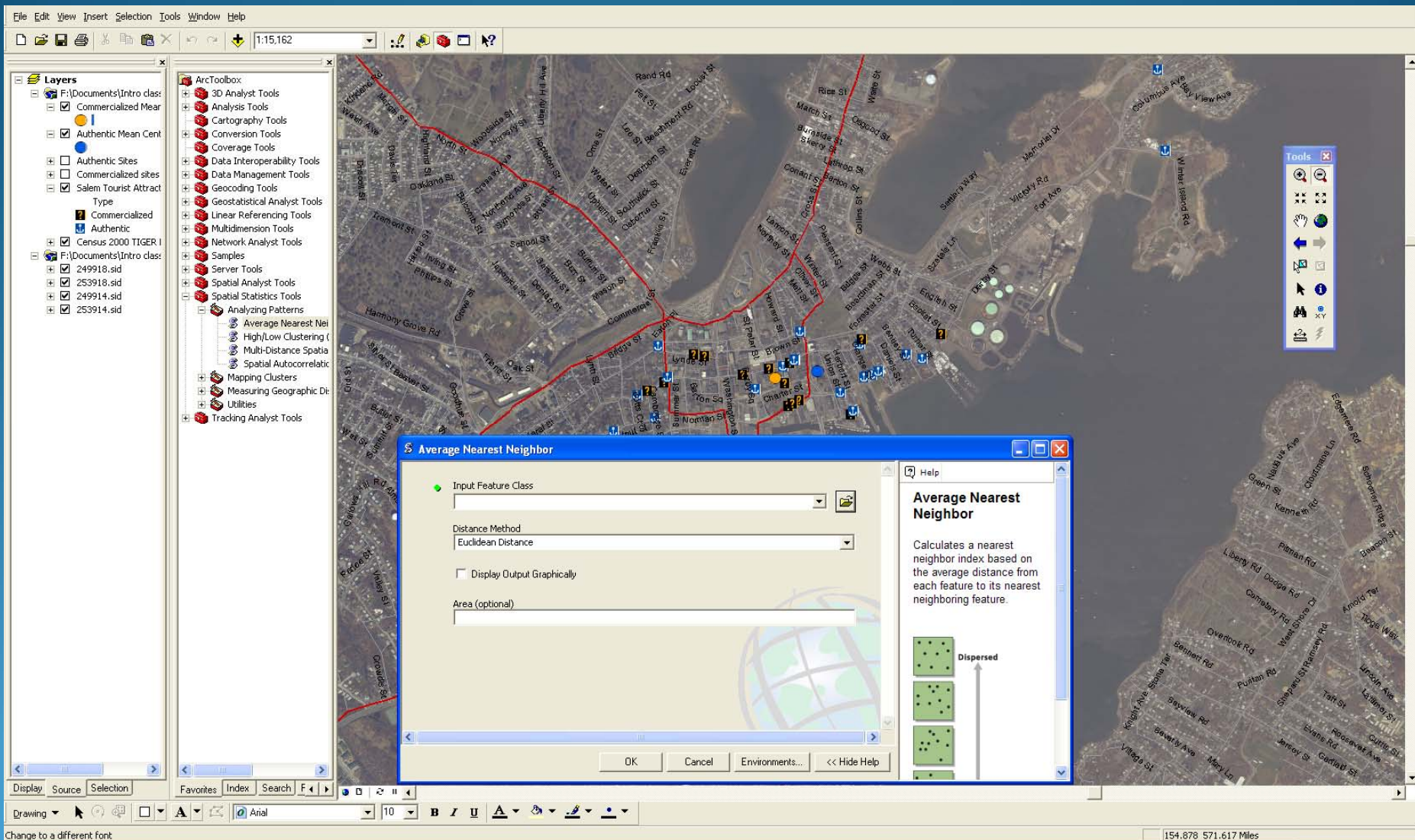
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1	Point	M	100	R	310 ESSEX ST, 1970	310 Essex Street	1970	Corwin House/Witch House	310 Essex Street		Salem	1970	MA	0
2	Point	M	100	R	174 DERBY ST, 1970	174 Derby Street	1970	Custom House	174 Derby Street		Salem	1970	MA	1
3	Point	M	100	R	168 DERBY ST, 1970	168 Derby Street	1970	Derby House	168 Derby Street		Salem	1970	MA	1
4	Point	M	100	R	288 DERBY ST, 1970	288 Derby Street	1970	Frankenstein's Laboratory	288 Derby Street		Salem	1970	MA	0
5	Point	M	100	L	7 LYNDE ST, 1970	7 Lynde Street	1970	Griffin Theatre	7 Lynde Street		Salem	1970	MA	0
6	Point	M	100	L	9 CHESTNUT ST, 1970	9 Chestnut Street	1970	Hamilton Hall	9 Chestnut Street		Salem	1970	MA	1
7	Point	M	100	L	73 ESSEX ST, 1970	73 ESSEX STREET	1970	Narbonne House	Essex Street	Lower	Salem	1970	MA	1
8	Point	M	100	L	9 NORTH ST, 1970	9 North Street	1970	Nathaniel Bowditch House	9 North Street		Salem	1970	MA	1
9	Point	M	100	L	2 NEW LIBERTY ST, 1970	2 New Liberty Street	1970	National Park Visitor Center	2 New Liberty Street		Salem	1970	MA	1
10	Point	M	100	R	274 DERBY ST, 1970	274 Derby Street	1970	New England Pirate Museum	274 Derby Street		Salem	1970	MA	0
11	Point	M	100	R	32 DERBY SQ, 1970	32 Derby Square	1970	Old Town Hall	32 Derby Square		Salem	1970	MA	1
12	Point	M	100	R	128 ESSEX ST, 1970	128 ESSEX STREET	1970	Peabody Essex Museum	East India Square		Salem	1970	MA	1
13	Point	M	100	R	18 BROAD ST, 1970	18 Broad Street	1970	Pickering House	18 Broad Street		Salem	1970	MA	1
14	Point	M	100	R	84 E B ST, 1970	84 Derby Street	1970	Pickering Wharf	32 Derby Street		Salem	1970	MA	0
15	Point	M	100	R	98 WEST AVE, 1970	98 WEST AVE	1970	Pioneer Village	West Ave		Salem	1970	MA	1
16	Point	M	100	R	318 ESSEX ST, 1970	318 Essex Street	1970	Ropes Mansion	318 Essex Street		Salem	1970	MA	0
17	Point	M	100	L	337 ESSEX ST, 1970	337 Essex Street	1970	Salem Athenaeum	337 Essex Street		Salem	1970	MA	1
18	Point	M	46	R	2 N WASHINGTON SQ, 1970	WASHINGTON SQUARE	1970	Salem Common	Washington Square		Salem	1970	MA	1
19	Point	M	100	L	193 DERBY ST, 1970	193 Derby Street	1970	Salem Maritime National Historic Site	193 Derby Street		Salem	1970	MA	1
20	Point	M	100	L	59 WHARF ST, 1970	59 Wharf Street	1970	Salem Museum of Myths and Monsters	59 Wharf Street		Salem	1970	MA	0
21	Point	M	100	R	288 DERBY ST, 1970	288 Derby Street	1970	Salem Wax Museum	288 Derby Street		Salem	1970	MA	0
22	Point	M	100	L	171 FORT AVE, 1970	171 Fort Avenue	1970	Salem Vulpes	171 Fort Avenue		Salem	1970	MA	1
23	Point	M	81	R	19 1/2 WASHINGTON SQ E, 1970	19 1/2 WASHINGTON SQUARE NORTH	1970	Salem Witch Museum	19 1/2 Washington Square North		Salem	1970	MA	0
24	Point	M	53	R	20 CHURCH ST, 1970	Charter Street	1970	Salem Witch Trials Memorial	Charter Street		Salem	1970	MA	0
25	Point	M	100	R	282 DERBY ST, 1970	282 Derby Street	1970	Salem Witch Village	282 Derby Street		Salem	1970	MA	0
26	Point	M	54	L	79 WHARF ST, 1970	80 WHARF STREET	1970	Schooner Fire	Pickering Wharf Marina		Salem	1970	MA	1
27	Point	M	100	L	131 ESSEX ST, 1970	131 Essex Street	1970	Spellbound Ghostly Parlor	131 Essex Street		Salem	1970	MA	0
28	Point	M	100	R	190 ESSEX ST, 1970	190 Essex Street	1970	Spellbound Museum	190 Essex Street		Salem	1970	MA	0
29	Point	M	100	R	126 ESSEX ST, 1970	126 Essex Street	1970	The Crowninshield Bentley House	126 Essex Street		Salem	1970	MA	1
30	Point	M	100	R	128 ESSEX ST, 1970	128 Essex Street	1970	The Gardner-Pingree House	128 Essex Street		Salem	1970	MA	1
31	Point	M	100	R	176 DERBY ST, 1970	176 DERBY STREET	1970	The Hawkes House	4 Custom Court		Salem	1970	MA	1
32	Point	M	100	R	54 TURNER ST, 1970	54 Turner Street	1970	The House of Seven Gables	54 Turner Street		Salem	1970	MA	1
33	Point	M	100	R	80 FEDERAL ST, 1970	80 Federal Street	1970	The Peirce-Nichols House	80 Federal Street		Salem	1970	MA	1
34	Point	M	100	R	34 CHESTNUT ST, 1970	34 Chestnut Street	1970	The Phillips House	34 Chestnut Street		Salem	1970	MA	1
35	Point	M	100	R	160 DERBY ST, 1970	160 Derby Street	1970	West India Goods Store	160 Derby Street		Salem	1970	MA	1
36	Point	M	100	R	50 WINTER ISLAND RD, 1970	50 Winter Island Road	1970	Winter Island	50 Winter Island Road		Salem	1970	MA	1
37	Point	M	100	R	16 LYNDE ST, 1970	16 Lynde Street	1970	Witch Dungeon Museum	16 Lynde Street		Salem	1970	MA	0
38	Point	M	100	L	197 ESSEX ST, 1970	197 Essex Street	1970	Witch History Museum	197 Essex Street		Salem	1970	MA	0
39	Point	M	100	R	122 DERBY ST, 1970	122 Derby Street	1970	Ye Olde Pepper Candy Companie	122 Derby Street		Salem	1970	MA	1

Record: 0

Show: All Selected

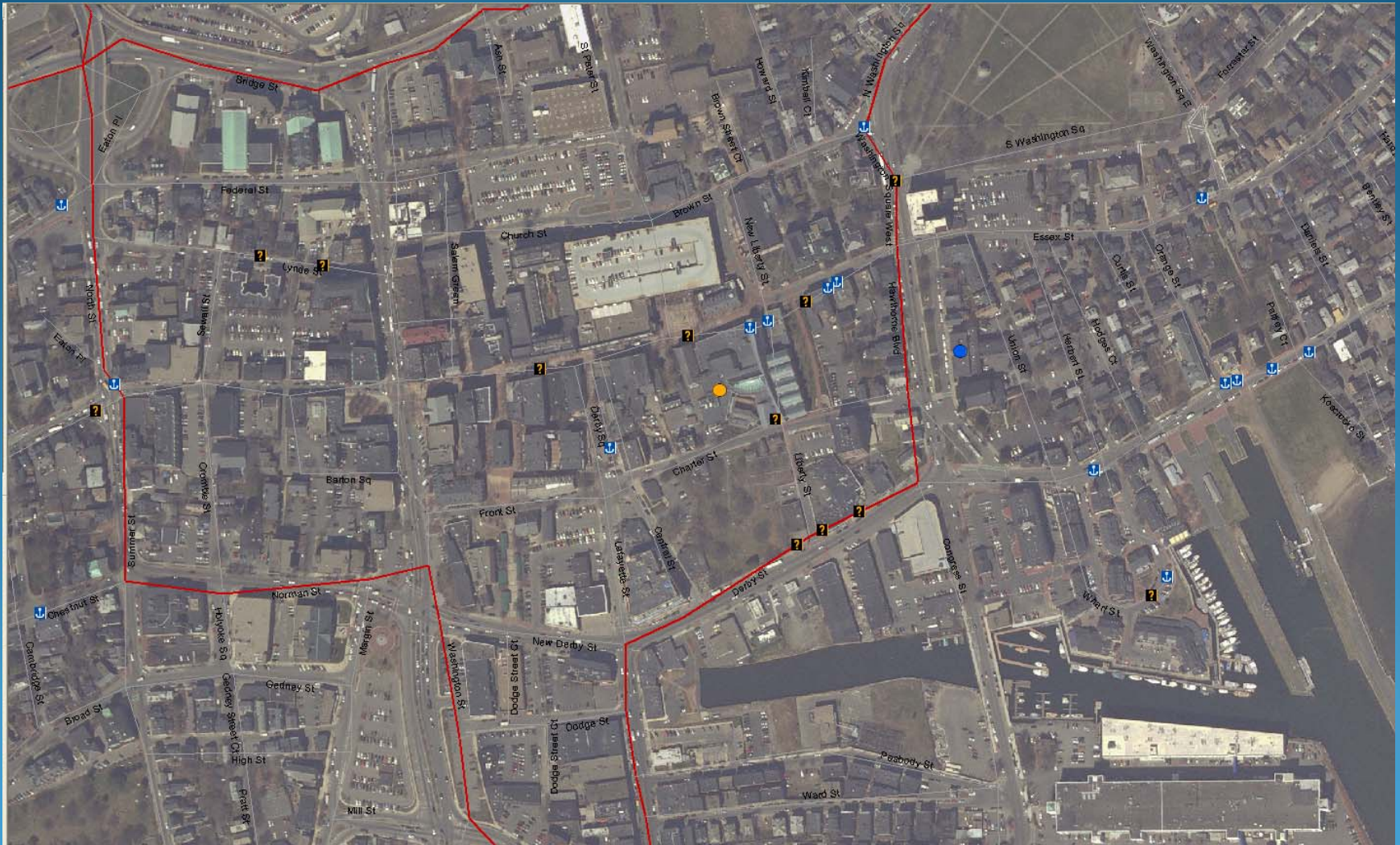
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Options



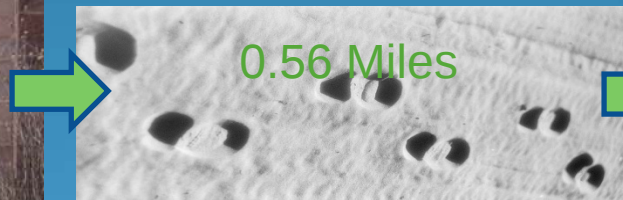
Results:

Canthartia Center Behind the Braboy East Holmes Blvd.



Results Continued:

The second analysis utilized the Nearest Neighbor tool. This statistically identified the average distance between each point within the authentic sites and commercialized sites layers.



The average distance between both the Authentic and the Commercialized sites was 0.56 miles.

Conclusions:

- ❖ The tourist attractions mapped in Salem are clustered
- ❖ The Authentic Sites are centered outside of the true center of Salem's downtown area
- ❖ The commercialized Sites have taken over the in the center of Salem's downtown
- ❖ Further research including visitor tracking data would enhance the map and allow for advanced analyses
- ❖ The world of GIS is boundless and intimidating



Winter Island, Salem, MA

Cited Sources:

- ❖ ArcGIS Desktop Help
- ❖ Dr. Marcos Luna
- ❖ Google Images
- ❖ MassGIS
- ❖ Smith, Melanie K. (2003)
Issues in Cultural Tourism Studies.
New York: Routledge

