使用社會網絡分析方法探討政府推薦的台灣旅遊行程

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摘要

Traditional tourism research usually regarded tourism activities as independent entities, and the focus of the research was on the exploration of these independent entities. However, this work ignores the structure among these independent entities, that is, actors. In fact, the actors which are in a tour or in different tours and the relationships between them form complex networks. This study used social network analysis to explore the network of popular recreational attractions which are in the tours recommended by Taiwan Tourism Bureau. The present research gives some suggestion of the public facilities setting to the government according the results of social network analysis.

關鍵字：Tours, Social network analysis

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