



Network Analysis and Tourism: From Theory to Practice (Aspects of Tourism)

Chris Cooper, Rodolfo Baggio, Noel Scott

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This book aims to provide a comprehensive review of the contribution of network analysis to the understanding of tourism destinations and organizations. Theoretical and methodological aspects are discussed along with a series of applications. While this is a relatively new approach in the tourism literature, in other social and natural sciences network analysis has a long tradition and has provided important insights for the knowledge of the structure and the dynamics of many complex systems. The study of network structures, both from a quantitative and qualitative point of view, can deliver a number of useful outcomes also for the analysis of tourism destinations and organizations.



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