

Contents

Figures	vi
Contributors	viii
1 Introduction	1
2 The Historical Development of Network Theories.	8
3 The Network Concept and Tourism	15
Part 1: Qualitative Approaches to Tourism Network Analysis	
4 Conceptual Tools for Evaluating Tourism Partnerships	27
5 Tourism Destination Networks and Knowledge Transfer	40
6 Policy Networks and Tourism Governance	58
7 Network Governance and Connectivity: A Case Study	79
8 The Benefits of Networks for Small and Medium Sized Tourism Enterprises	96
9 International Tourism Trade Networks: The Case of the Chinese Inbound Travel Trade to Australia	115
10 Power, Destination Branding and the Implications of a Social Network Perspective	131
Part 2: Quantitative Approaches to Tourism Network Analysis	
11 Issues in Quantitative Network Analysis.	145
12 Visualising Tourism Networks: Connecting the Dots.	163
13 Complex Tourism Networks.	175
14 Technological Tourism Networks and Network Simulation	193
15 Conclusions	218
References	224
Index	257