

CIFREM SEMINARS

Social Network Analysis in destination management

Dr. Pietro Beritelli
IDT-HSG Institute for Public Services and Tourism
University of St. Gallen (CH)

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Faculty of Economics

Tourism destinations consist not only of institutions, but also of individuals which are part of them. Hence, in the course of planning, strategy development, organization and governance of tourist destinations not only institutions and stakeholders group play an important role, but particularly the individuals. In fact, they belong to multiple institutions and stakeholder group. Community-type destinations can therefore be seen as an intricate network of persons. Social network analysis (SNA) helps understand the mechanisms and the dynamics of planning, decision-taking and governing in these destinations. With the help of a series of quantitative and qualitative applications SNA delivers an alternative approach for research in communities and regions. The presentation explains some basics of SNA applied to selected cases and results, and shows which contribution SNA has to research in destination management.