

"Enhancing Destination Sustainability through Real-Time Tourist Behavior Analysis: A Social Network Analysis Approach

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This study makes a methodological contribution to the analysis of tourists' behavior. Traditional methods encounter challenges in addressing the attitude-behavior gap, necessitating the adoption of an innovative approach. By leveraging diverse big data sources, this paper introduces a methodological framework for examining actual behavior patterns, thereby extending Social Network Analysis techniques. The primary objective is to identify sustainable behaviors that alleviate overcrowding, distribute visitor flows, and optimize economic diversification. The proposed methodology holds potential utility for local authorities by providing them with the means to monitor and track tourists' real behaviors. This methodology provides valuable information to local authorities to monitor tourist behaviors, facilitating informed decision-making to support a more sustainable tourism industry.