

웹링크 구조와 웹사이트 성과간의 구조적 평가에 관한 연구: 컨벤션비지터뷰로(CVB)를 대상으로

전호재, 조남재

hjjoun@kcti.re.kr, njcho@hanyabg.ac.kr

한국문화관광연구원 관광정책연구실, 한양대학교 경상대학 경영학과
서울시 강서구 방화3동 827번지, 서울특별시 성동구 행당동 17번지
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- Abstract -

Destination marketing organizations (DMO) have been building up the cyber city in the WWW. Website for DMO is a core channel to promote regional attractions. This research suggests the issue of criteria for evaluating DMO's performance in the Internet. The method of evaluation focuses on the structure in perspective of linkage based on small world theory and direct network. Convention & Visitors & Bureau (CVB) in tourism and travel industry play a role to promote and held the international meeting and exhibitions. CVB's websites evaluated according to web link structure and performance.