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Abstract
Because the change and increasing on holidy of travel demands of people, the development of the tourist industry that makes is fast, Combine with the progress of the information technology, Tourist industry person can write down, store the consumers' trade materials more easily and Analyse consumers' travel interest degree, The person who makes tourist industry will on sale throughout the way and be changed and suit the customer travel and on sale throughout the way by the traditional travel, This to person who improves tourist industry and relation of customer, raise between loyalty and satisfaction of customer, and expand market have apparent influence.
In this thesis, We will divide into four parts systematically, The travels data is Discover data sources, The travels information that every travels record include visitors data, Then Using Classification Analysis to Discover the Most Adaptive Marketing Strategy of Scenic Spots, According to the method, We Design and construction one scenic spot or people's most Adaptive travels discover system, In order to offering industry person's reference information of marketing service.
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