

Research Article

Analysis of Complex Transportation Network and Its Tourism Utilization Potential: A Case Study of Guizhou Expressways

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Received 31 March 2020; Revised 10 May 2020; Accepted 12 May 2020; Published 6 July 2020

Guest Editor: Wen-Ze Yue

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Transportation is an example of a typical, open, fluid complex network system. Expressways are one form of complex transportation networks, and expressway service areas serve as infrastructure nodes in the expressway transportation network; hence, their construction has a significant impact on tourism development and utilization. Domestic and foreign studies on complex transportation networks have mostly been conducted from the perspective of railways, air transport, and urban transportation but seldom on expressway transportation networks. This study employed complex network theory, social network analysis, kernel density analysis, and bivariate autocorrelation to characterize the spatial structure of expressway transport networks in terms of geographical centrality. By innovating the coupling of geographical centrality and passenger flow centrality in clustering, the study also quantitatively analyzed the differences between the geographical advantage and actual passenger flow advantage of China's Guizhou expressway transportation network to analyze the tourism utilization potential of expressway service areas. We found that (1) the geographical centrality of the Guizhou expressway transportation network ranged from -1.28 to 3.33 , and its distribution shows a single-core, polycentric dispersed spatial structure; (2) the passenger-car flow rate ranged from 15,000 to 3.66 million, and its distribution showed a dual-core, polycentric dispersed structure that is weakly concentric; and (3) there was a positive correlation of 0.22 between the geographical centrality and passenger flow of the Guizhou expressway transportation network, which showed seven cluster types—"high-high," "moderately high-high," "low-high," "moderately low-high," "high-low," "moderately high-low," and "low-low"—for which seven corresponding models of tourism development were proposed. This study broadens the practical application of traffic network complexity research and provides a scientific basis for upgrading and transforming the Guizhou expressway transportation network as well as for developing composite tourism uses for expressway service areas.

1. Introduction

Transportation is one of the six elements of tourism development and the most important intermediary component in the "three-body theory of tourism." [1] As the main transport corridor for self-driving tourism, expressways play an important role in improving interregional accessibility. With the gradual construction of the "fast forward, slow travel" expressway network, service areas have become part of their infrastructure, and their tourism service functions have expanded and matured. To enable tourists to receive

high-quality, convenient, and efficient services, it is necessary to tap the development potential of expressway service areas by reviewing, upgrading, and shaping them into tourist destinations. Doing so will achieve integrated development between expressway service areas and the tourism and leisure industries, which is an important facet of the transportation-tourism relationship.

As the scale of transportation networks expands and their degree of complexity increases, research on transportation network complexity has become an important means to understand the spatial structure and organizational

characteristics of transportation networks. A series of network analysis tools, such as multiple centrality assessment (MCA) [2], urban network analysis (UNA) [3], and spatial design network analysis (sDNA) [4], have been proposed, which have facilitated the computation and analysis of the morphological characteristics of complex transportation networks. Western scholars investigating complex transportation networks have mostly explored the centrality distribution of transportation hubs from the perspectives of railway [5, 6], air transport [7–10], and urban transportation [11–13] and have used transportation networks to analyze destination accessibility and the optimization of spatial structures [14, 15]. In contrast, scholars in China have primarily employed transportation network centrality, complexity, and other indicators to study the evolution of the structural characteristics [16] and spatial accessibility [17, 18] of high-speed rail [19], air [20, 21], subway [22, 23], and other traffic networks [24–26].

Transportation networks were first employed in tourism research in the 1920s. Western scholars initially explored them from the perspective of tourism transportation planning [27, 28] followed by an increasing research emphasis on the impact of transportation on tourism demand [29]. The emergence of different transportation modes, such as air transport and high-speed rail, led to changes in the accessibility of tourist destinations [30–33], which affected the spatial behavior and migration patterns of tourists [34–36]. Furthermore, continuous improvements to transportation conditions also resulted in a continual enhancement of tourists' tourism experience and transportation satisfaction [37]. Meanwhile, environmental [38–40], noise [41, 42], and congestion [43] problems in the transportation network have affected the sustainable development of tourism. In China, as the tourism industry developed, scholars in the 1980s began to explore the relationship between transportation and tourism [44]. The degree of transportation convenience became an important indicator for the development of the tourism industry [45], and changes in transportation facilities also affected the spatial structure of regional tourist destinations [46, 47]. Methods such as social network analysis, analytic hierarchy process, and TOP network were used to quantitatively investigate the relationship between tourism and complex transportation networks [48, 49], and the environmental impact of tourism transportation systems was calculated using ecological footprint, carbon emissions, and other indicators [50]. Furthermore, scenic byways were innovatively defined as tourist attractions for planning and evaluation [51].

As self-driving tourism has developed into an increasingly common phenomenon, expressways have become an indispensable and vital link in tourism development, making it crucial to perform timely complex network analysis on expressways and study their tourism utilization potential. Though several studies have been conducted in China and abroad on the impact of transportation networks on tourism [27–51], research on the relationship between expressway transportation networks and tourism is lacking. Thus, this study examined the expressway transportation network in Guizhou province using complex network theory, social

network analysis, kernel density analysis, and bivariate autocorrelation to calculate the spatial clustering of geographical centrality and passenger flow centrality, quantitatively evaluate the difference between geographical advantage and actual passenger flow advantage, and analyze the tourism utilization potential of expressway service areas. Based on the results, seven models of tourism development were proposed, with a view of providing a scientific basis for optimizing the layout of expressway transportation networks and reshaping service areas for tourism.

2. Data and Methods

2.1. Study Area. Guizhou province is located in the inland southwestern region of China at a longitude of $103^{\circ}36' - 109^{\circ}35'$ and a latitude of $24^{\circ}37' - 29^{\circ}13'$ (Figure 1). It covers a total area of 176,200 km², and 92.5% is composed of mountainous and hilly areas including plateaus. Guizhou province is a world-famous mountain tourism destination, also known as the “Mountain Park Province” and the “Summer Capital of China.” Due to its unique mountainous terrain, expressways have become the region's main transport corridor. The province has 6,450 km of expressways connecting 71 national and provincial scenic areas, and all 5A and most 3A and 4A scenic areas in the province are located within 30 minutes of expressway-connected areas. This has provided the facility guarantee and the tourist source needed for the integrated development of mountain tourism and expressway service areas.

2.2. Data Source. The first-hand data for this study came from field surveys and investigations of 65 pairs of expressway service areas in Guizhou that were randomly selected by our research team based on the principle of regional averaging. The manager of each expressway service area provided our team with basic information such as the passenger flow rate, deviations in different flow directions, and construction of service areas. Our second-hand data came from the passenger-car flow rate and vehicle registration data at each expressway section for February 3, May 1, June 9, August 1, October 1, and December 3, 2018, which were provided by the Guizhou Provincial Department of Transportation, and two schematic diagrams—one showing the distribution of expressway service areas and parking areas across Guizhou in 2019 and the other showing the expressway operation units across Guizhou in 2017. We also obtained the 2018 Google Earth images with a spatial resolution of 0.6 m, on which ArcGIS vectorization was performed to obtain a map of expressways in Guizhou.

2.3. Methods

2.3.1. Social Network Analysis. Social network analysis primarily consists of three basic centrality indicators—degree, closeness, and betweenness centrality [52]—which were used to measure the connectivity, accessibility, and intermediation, respectively, of expressway transportation networks. These were applied to the expressway network in

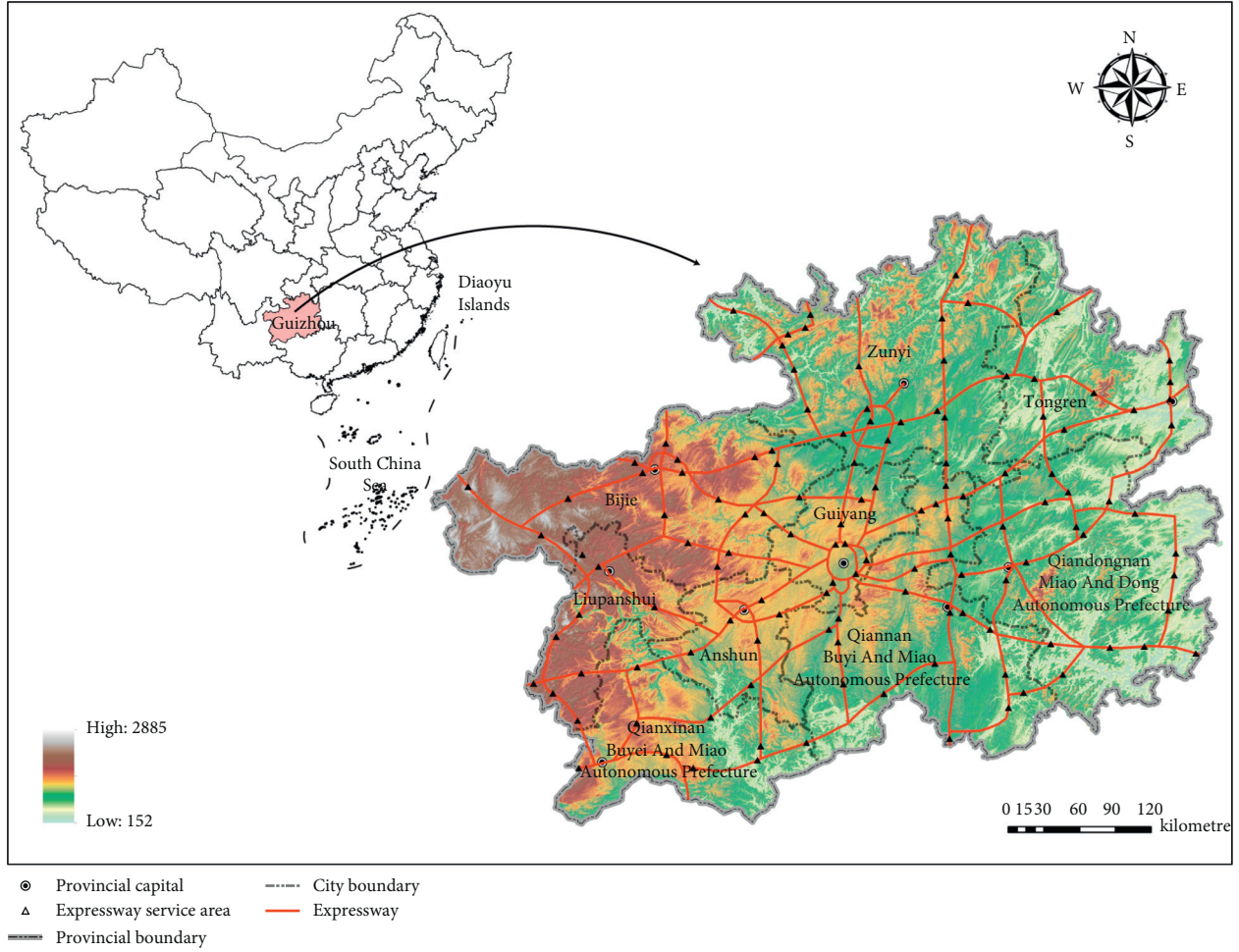


FIGURE 1: Location of the study area (Guizhou, China).

Guizhou province through Ucinet (Borgatti, S.P., Everett, M.G., and Freeman, L.C. Released 2002. Ucinet 6 for Windows: Software for Social Network Analysis. Harvard, MA: Analytic Technologies) calculations and then converted using factor analysis in SPSS (IBM Corp. Released 2017. IBM SPSS Statistics 25.0 for Windows. Armonk, NY: IBM Corp.) into geographical centrality, which provided a basis to quantitatively investigate the relationship between geographical centrality and passenger flow centrality.

Degree centrality (hereafter, D) measures the number of direct links to a node and is calculated by the following equation [52]:

$$D = \frac{x}{(n-1)}. \quad (1)$$

In (1), n is the number of nodes and x is the number of links between a given node and other nodes.

Closeness centrality (hereafter, C) measures the average length of the shortest distance between each node pair and is calculated by the following equation [12, 52]:

$$C = \frac{(n-1)}{\sum_{j=1}^n d_{ij}}. \quad (2)$$

In (2), d_{ij} is the shortest distance between nodes i and j .

Betweenness centrality (hereafter, B) measures the number of times a node is traversed on the shortest path between other nodes and is calculated by the following equation [12, 52]:

$$B = \frac{2 \sum_a^n \sum_b^n g_{ab}(i)/g_{ab}}{n^2 - 3n + 2}. \quad (3)$$

In (3), g_{ab} is the shortest path between nodes a and b , and $g_{ab}(i)$ is the number of times i is traversed on the shortest path between a and b , where $a \neq b \neq i, a < b$.

In the network structure, degree centrality, closeness centrality, and betweenness centrality calculate the convenience, accessibility, and intermediary of network nodes from three perspectives [52]. Any centrality can only reflect one side of the network structure and cannot reflect the overall characteristics of the network space structure. To represent the geographical location features of the network structure in a unified way, this study puts forward the overall features of the geographical location of the network structure reflected by geographical centrality. Geographical centrality refers to the degree of a node's location center in the whole network, which is a unified indicator of network structure convenience, accessibility, and intermediation based on three network centrality characteristics: degree

centrality, closeness centrality, and betweenness centrality. The higher the geographical centrality value, the better the location of the node in the network structure.

Considering that degree centrality, closeness centrality, and betweenness centrality are representative and there is a certain correlation among them that meets the calculation conditions of factor analysis, factor analysis in SPSS was used to calculate the weight index of the three types of centrality. Because the range of values for degree centrality, closeness centrality, and betweenness centrality is quite different, Z-score is used to standardize and obtain normalized values for the three indexes.

Geographical centrality (hereafter, G) is calculated as follows:

$$G = (w_D \times y_{Di} + w_C \times y_{Ci} + w_B \times y_{Bi}). \quad (4)$$

$$y_{Di} = \frac{x_{Di} - \bar{x}_D}{s_D},$$

$$\bar{x}_D = \frac{\sum_{i=1}^n x_{Di}}{n},$$

$$s_D = \sqrt{\frac{1}{n-1} \sum_{i=1}^n (x_{Di} - \bar{x}_D)^2}, \quad (5)$$

$$y_{Ci} = \frac{x_{Ci} - \bar{x}_C}{s_C},$$

$$\bar{x}_C = \frac{\sum_{i=1}^n x_{Ci}}{n},$$

$$s_C = \sqrt{\frac{1}{n-1} \sum_{i=1}^n (x_{Ci} - \bar{x}_C)^2}, \quad (6)$$

$$y_{Bi} = \frac{x_{Bi} - \bar{x}_B}{s_B},$$

$$\bar{x}_B = \frac{\sum_{i=1}^n x_{Bi}}{n},$$

$$s_B = \sqrt{\frac{1}{n-1} \sum_{i=1}^n (x_{Bi} - \bar{x}_B)^2}. \quad (7)$$

In (4)–(7), w_D , w_C , and w_B are the weights of degree centrality, closeness centrality, and betweenness centrality, which can be obtained by factor analysis. y_{Di} , y_{Ci} , and y_{Bi} are the normalized values for degree centrality, closeness centrality, and betweenness centrality, which can be obtained from a Z-score standardization calculation, where \bar{x}_D , \bar{x}_C , and \bar{x}_B are the mean values and s_D , s_C , and s_B are the standard deviations [53].

2.3.2. Kernel Density Analysis. Passenger flow centrality is expressed by the total number of passenger cars passing through the expressway section where the service areas are located. It is an important factor affecting the reception and provision of tourism services by service areas. ArcGIS

(Environmental Systems Research Institute (ESRI). Released 2014. ArcGIS 10.2 for Desktop. Redlands, CA: ESRI) was used to input the data on passenger-car flow rates for each expressway section into the vector database, and the kernel density plot of the passenger-car flow rate was computed using spatial kernel density analysis.

The kernel density is calculated as follows [54–56]:

$$\widehat{f}(x) = \frac{1}{nh^2\pi} \sum_{i=1}^n \left[1 - \frac{(x-x_i)^2 - (y-y_i)^2}{h^2} \right]^2, \quad (8)$$

$$h = 0.9 * \min\left(SD, \sqrt{\frac{1}{\ln 2} * D_m}\right) * n^{-0.2}. \quad (9)$$

In (8), n is the number of nodes in the service area of the expressway network, h is the bandwidth, and $(x-x_i)^2 - (y-y_i)^2$ is the deviation between (x_i, y_i) and (x, y) .

In (9), SD is the standard distance, and D_m is the median distance.

2.3.3. Bivariate Spatial Autocorrelation Analysis. Tourism utilization potential was evaluated using the consistency in the spatial distribution between geographical centrality and passenger flow centrality, which was determined using coupling analysis spatial autocorrelation based on GeoDa (Luc Anselin. Released 2019. GeoDa 1.14 for Windows. Chicago, IL: Luc Anselin). This included both global and local spatial autocorrelation.

The equation for global spatial autocorrelation is given as follows [57]:

$$I_1 = \frac{n \sum_{i=1}^n \sum_{j=1}^n C_{ij} z_i z_j}{\sum_{i=1}^n \sum_{j=1}^n C_{ij} \sum_{i=1}^n z_i^2}. \quad (10)$$

In (10), C_{ij} is the spatial weight between i and j , and z_i and z_j are the deviations of attributes i and j from the mean.

The equation for local spatial autocorrelation is given as follows [57, 58]:

$$I_2 = \frac{X_k^i - \bar{X}_k}{\sigma_k} \sum_{j=1}^n C_{ij} \frac{(X_l^j - \bar{X}_l)}{\sigma_l}. \quad (11)$$

In (11), X_k^i is the value of attribute i at k ; X_l^j is the value of attribute j at l ; and σ_k and σ_l are the variances of attributes k and l .

3. Analysis of Results

3.1. Distribution Characteristics of Geographical Centrality

3.1.1. Degree Centrality. Based on calculations using formula (1), we can see from Figure 2 and Table 1 that the degree of the Guizhou expressway transportation network ranges from 0 to 0.07. Its distribution shows a clear polycentric clustered structure, with the expressway service areas around Guiyang (Area A), Bijie (Area B), and Zunyi (Area C) showing the highest levels of degree centrality and being primarily concentrically distributed. Area A is the primary

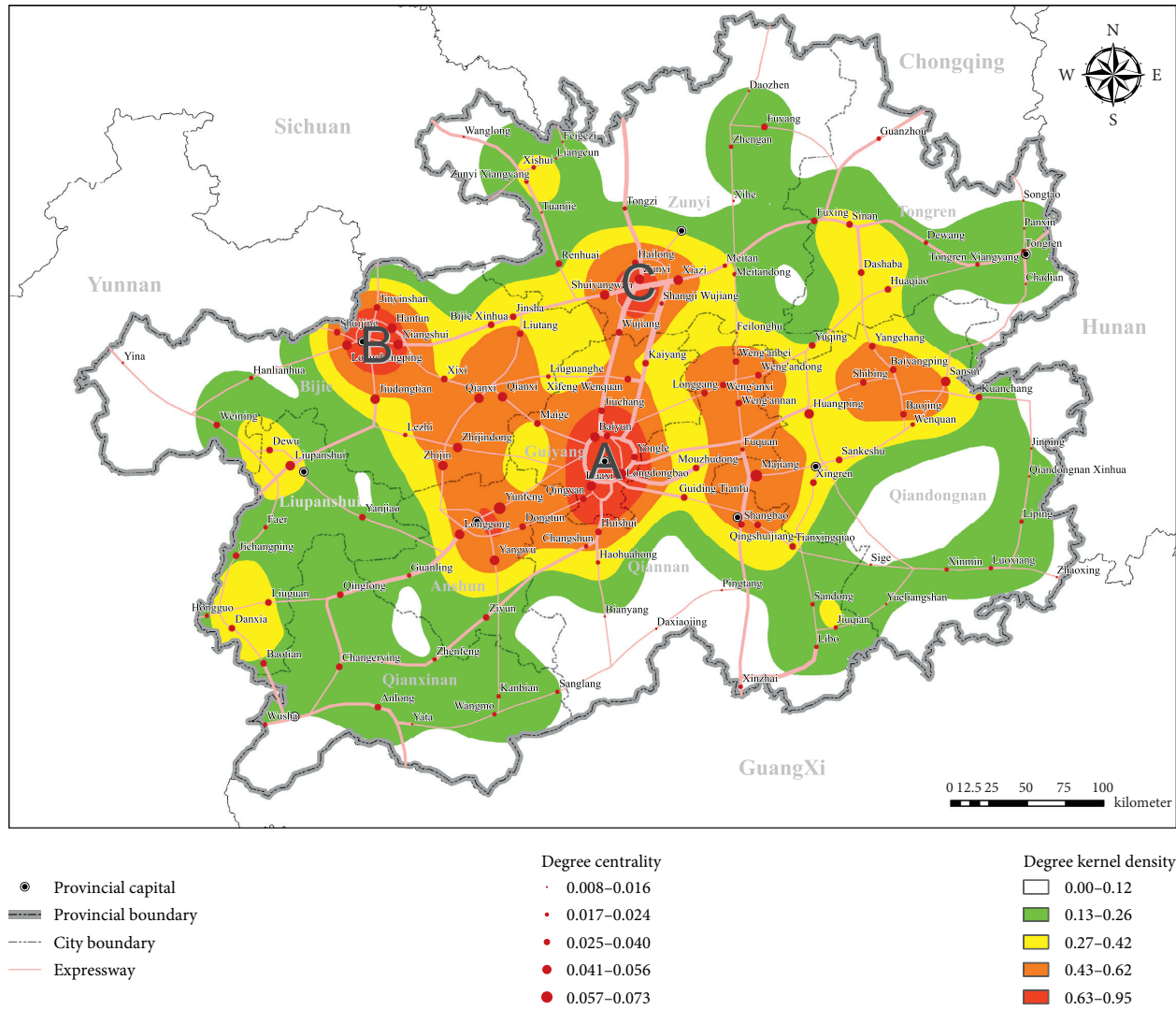


FIGURE 2: Kernel density plot of degree in the Guizhou expressway network.

core region of the overall network with respect to degree and is mainly distributed around Guiyang. The Longdongbao and Yunfeng service areas have the highest number of direct links to other nodes, both with a degree of 0.0726. These are the service areas with the best transportation accessibility and convenience in Guizhou province. Areas B and C are secondary core regions and are distributed around Bijie and Zunyi. The degrees of service areas within these regions, including Hantun, Xiangshui, Jiudongtian, and Shuiyangwan, are 0.05–0.07. Their transportation accessibility and convenience are second only to the Longdongbao and Yunfeng service areas. The degree of 50.4% of service areas ranges between 0.03 and 0.05 and that of 39.20% of service areas ranges between 0.01 and 0.03. These service areas have average transportation accessibility and are considered transitional service areas between the core and peripheral regions. The degrees of the Feigezi, Daxiaoqing, Daozhen, and Songtao service areas are only 0.0081, and they have the lowest

transportation convenience. These service areas have the fewest direct links with other service areas in the entire expressway transportation network.

The degree of the expressway transportation network in Guizhou province shows a polycentric distribution, with the three high-value areas (Guiyang, Bijie, and Zunyi) forming the core from which the degree gradually declines as we move outward to the periphery. The degree of Guiyang is far higher than that of Bijie and that of Zunyi; therefore, the core transportation hub is mainly located in the Guiyang urban area.

3.1.2. Closeness Centrality. Based on calculations using formula (2), we can see from Figure 3 and Table 2 that the closeness of the Guizhou expressway transportation network ranges between 9 and 25. Its distribution shows a “core-periphery-margin” spatial structure. Area A is the core

TABLE 1: Degree of expressway service areas in Guizhou province.

Name	Degree
Longdongbao	0.0726
Yunfeng	0.0726
Majiang	0.0645
Hantun	0.0565
Xiangshui	0.0565
Jiudongtian	0.0565
Zhijindong	0.0565
Shuiyangwan	0.0565
Huaxi	0.0565
Longchangping	0.0484
Liupanshui	0.0484
Zhijin	0.0484
Qianxi	0.0484
Zunyi	0.0484
Xiazi	0.0484
Baiyun	0.0484
Longgong	0.0484
Yangwu	0.0484
Huangping	0.0484
Sansui	0.0484
Shuijing	0.0403
Jinyinshan	0.0403
Maige	0.0403
Liutang	0.0403
Xifeng Wenquan	0.0403
Huoshiipo	0.0403
Yongle	0.0403
Dongtun	0.0403
Changerying	0.0403
Huishui	0.0403
Shangbao	0.0403
Longgang	0.0403
Sinan	0.0403
Dashaba	0.0403
Yuqing	0.0403
Baiyangping	0.0403
Shibing	0.0403
Baojing	0.0403
Sankeshu	0.0403
Weining	0.0323
Dewu	0.0323
Jichangping	0.0323
Yanjiao	0.0323
Xixi	0.0323
Bijie Xinhua	0.0323
Jinsha	0.0323
Renhuai	0.0323
Hailong	0.0323
Wujiang	0.0323
Kaiyang	0.0323
Jiuchang	0.0323
Qingyan	0.0323
Qinglong	0.0323
Liuguan	0.0323
Danxia	0.0323
Baotian	0.0323
Ziyun	0.0323
Anlong	0.0323
Qingshuijiang	0.0323
Tianxingqiao	0.0323
Guiding Tianfu	0.0323
Mouzhudong	0.0323

TABLE 1: Continued.

Name	Degree
Weng'annan	0.0323
Weng'anxi	0.0323
Weng'andong	0.0323
Weng'anbei	0.0323
Fuxing	0.0323
Fuyang	0.0323
Huaqiao	0.0323
Yangchang	0.0323
Kuanchang	0.0323
Xingren	0.0323
Hanlianhua	0.0242
Faer	0.0242
Lezhi	0.0242
Liuguanghe	0.0242
Xishui	0.0242
Zunyi Xiangyang	0.0242
Tongzi	0.0242
Shangji Wujiang	0.0242
Guanling	0.0242
Hongguo	0.0242
Wusha	0.0242
Zhenfeng	0.0242
Kanbian	0.0242
Wangmo	0.0242
Sanglang	0.0242
Changshun	0.0242
Haohuahong	0.0242
Xinzhai	0.0242
Libo	0.0242
Jiuqian	0.0242
Sandong	0.0242
Xinmin	0.0242
Luoxiang	0.0242
Liping	0.0242
Fuquan	0.0242
Meitandong	0.0242
Meitan	0.0242
Zhengan	0.0242
Guanzhou	0.0242
Dewang	0.0242
Tongren Xiangyang	0.0242
Wenquan	0.0242
Tongren	0.0242
Yina	0.0161
Wanglong	0.0161
Tuanjie	0.0161
Liangcun	0.0161
Yata	0.0161
Bianyang	0.0161
Pingtang	0.0161
Sige	0.0161
Yueliangshan	0.0161
Zhaoxing	0.0161
Feilonghu	0.0161
Xihe	0.0161
Panxin	0.0161
Chadian	0.0161
Jinping	0.0161
Qiandongnan Xinhua	0.0161
Feigezi	0.0081
Daxiaojing	0.0081
Daozhen	0.0081
Songtao	0.0081

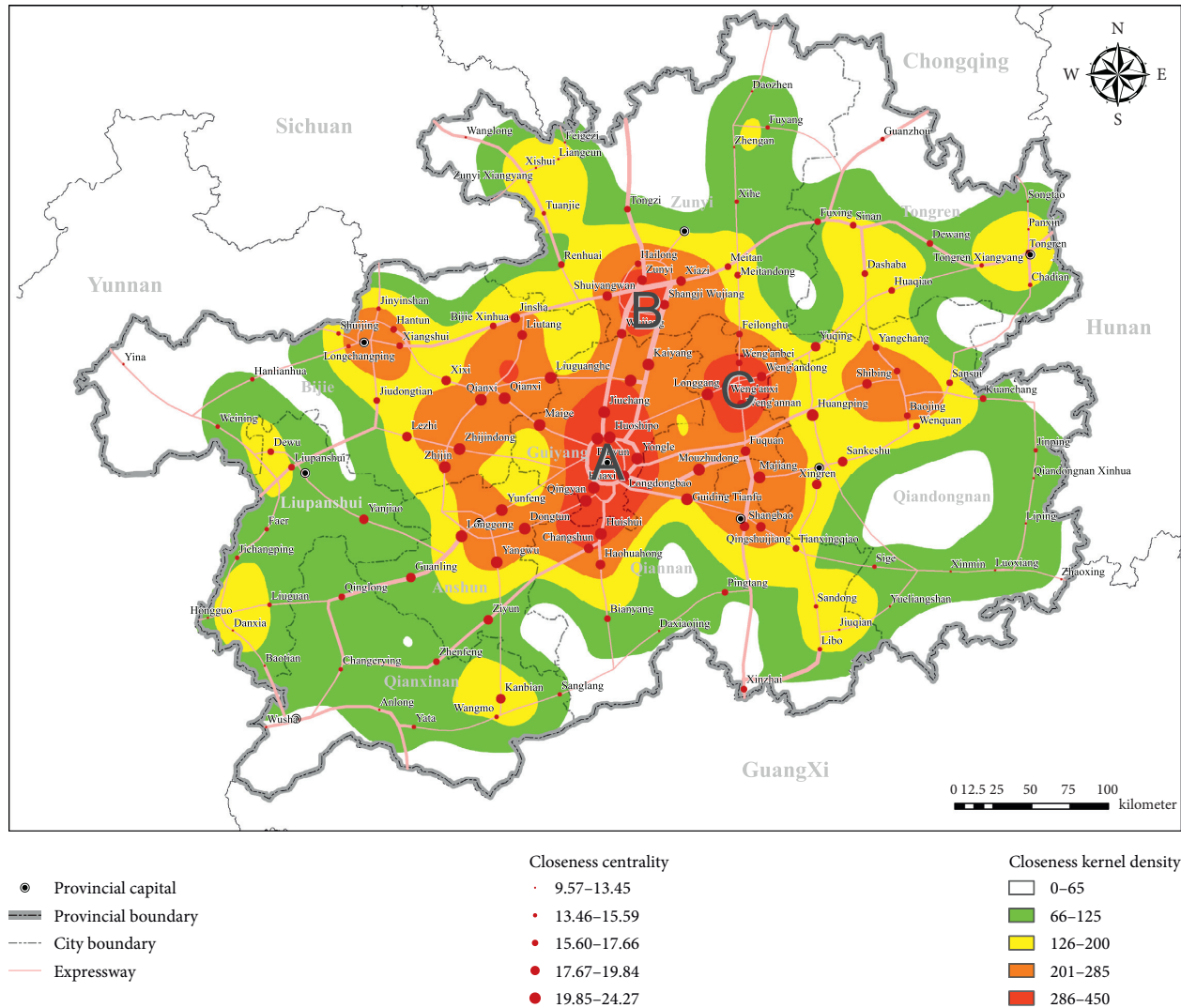


FIGURE 3: Kernel density plot of closeness in the Guizhou expressway network.

region with high values of closeness and is mainly located in the south of Guiyang and northwest of Qiannan. The closeness of the Longdongbao, Yunfeng, Yongle, Huoshi-ipo, Huaxi, and Baiyun service areas is all above 20. Among them, the closeness of the Longdongbao service area is 24.2661; thus, this is the service area with the shortest average time needed to reach all other service areas within the network. Areas B and C are located at Zunyi and Weng’an and are small areas with relatively high closeness. The closeness of the Xiazi, Zunyi, Weng’anxi, and Weng’andong service areas ranges between 17 and 20, indicating that the paths to other service areas and the average time taken are relatively short. Regions that are far away from Areas A, B, and C but have high kernel densities include the areas around Bijie City, Qianxi County, and Sansui County, where the closeness of the service areas varies from 15 to 20. The closeness of the Weining, Sanglang, and Libo service areas is less than 15, indicating that their geographical locations are relatively marginal, where the average path to other service areas and the average time

taken are comparatively long. The Songtao, Liangcun, and Feigezi service areas have the lowest closeness level, ranging between 11 and 9 and, accordingly, are the most remote service areas for travel.

The high values of closeness in the Guizhou expressway transportation network are primarily distributed around Guiyang city, where the closeness levels are far higher than those of other regions. Thus, we can conclude that the route from Guiyang to all other service areas is the shortest and takes the least time on average, which indicates that Guiyang occupies a core position in the expressway transportation network of the entire Guizhou province.

3.1.3. Betweenness Centrality. Based on calculations using formula (3), we can see from Figure 4 and Table 3 that the betweenness of the Guizhou expressway transportation network varies from 0 to 35. Its distribution shows a polycentric dispersed structure that is weakly concentric, where the overall layout is relatively concentrated, but the

TABLE 2: Closeness of expressway service areas in Guizhou province.

Name	Closeness
Longdongbao	24.2661
Yunfeng	23.3522
Yongle	23.0056
Huoshipo	22.7523
Huaxi	22.7106
Baiyun	22.1429
Kaiyang	21.9858
Zhijindong	21.9081
Guiding Tianfu	21.7926
Huangping	21.7544
Zhijin	21.6405
Mouzhudong	21.6405
Huishui	21.6028
Qingyan	21.4533
Longgang	21.4162
Jiuchang	21.3793
Maige	21.3425
Longgong	21.1244
Yangwu	20.8754
Qianxi	20.7705
Xifeng Wenquan	20.7358
Dongtun	20.5298
Majiang	20.5298
Liuguanghe	20.2946
Shangji Wujiang	19.8400
Liutang	19.6513
Wujiang	19.5893
Qingshuijiang	19.5893
Fuquan	19.4969
Shangbao	19.4662
Shuiyangwan	19.2547
Yuqing	19.2248
Lezhi	19.1654
Xiazi	19.1063
Weng'anxi	19.0476
Changshun	18.8450
Xingren	18.7311
Sankeshu	18.6747
Zunyi	18.6186
Shibing	18.6186
Yanjiao	18.4799
Weng'annan	18.4524
Haohuahong	18.4250
Guanling	18.3704
Ziyun	18.1287
Weng'andong	17.9971
Kanbian	17.9191
Xixi	17.8674
Jinsha	17.8674
Dashaba	17.6638
Renhuai	17.5887
Tianxingqiao	17.5637
Meitan	17.5637
Jiudongtian	17.3913
Weng'anbei	17.3913
Hailong	17.3184
Liupanshui	17.2943
Yangchang	17.2702
Huaqiao	17.1034
Bijie Xinhua	16.9399
Baiyangping	16.7794
Hantun	16.6443

TABLE 2: Continued.

Name	Closeness
Xiangshui	16.6443
Xinzhai	16.5997
Sinan	16.5775
Baojing	16.5554
Fuxing	16.5333
Pingtang	16.4238
Sansui	16.4021
Kuanchang	16.3804
Wenquan	16.2516
Qinglong	16.2304
Tongzi	16.2092
Dewu	16.1880
Zhenfeng	16.0207
Dewang	15.8771
Bianyang	15.8568
Feilonghu	15.8365
Meitandong	15.7560
Longchangping	15.5975
Wangmo	15.5975
Shuijing	15.5388
Jinyinshan	15.5388
Tongren Xiangyang	15.3276
Sige	15.1961
Tuanjie	15.1589
Faer	15.1220
Sandong	15.1220
Fuyang	15.1035
Guanzhou	15.0485
Weining	14.8681
Sanglang	14.6919
Libo	14.6054
Chadian	14.4860
Changerying	14.3519
Liuguan	14.3353
Jinping	14.3187
Xihe	14.0113
Hanlianhua	13.9483
Yata	13.8393
Tongren	13.7168
Jichangping	13.6414
Xinmin	13.4490
Jiuqian	13.3909
Yina	13.3765
Zhengan	13.3333
Zunyi Xiangyang	13.2905
Danxia	13.0115
Baotian	12.9436
Hongguo	12.8898
Daxiaojing	12.8232
Anlong	12.7835
Qiandongnan Xinhua	12.7703
Wusha	12.7049
Luoxiang	12.1450
Panxin	12.0976
Yueliangshan	11.9923
Xishui	11.7983
Wanglong	11.7759
Daozhen	11.7759
Liping	11.6105
Zhaoxing	11.0912
Songtao	10.8014
Liangcun	10.5802
Feigezi	9.5753

high-value areas are relatively scattered. Areas A, B, C, and D form the core areas of betweenness. Area A has the highest betweenness and is spatially located in the south of Guiyang city. In Area A, the betweenness of the Longdongbao service area is the highest at 34.8013, indicating that it is located on the greatest number of paths between pairs of service areas and is a “necessary path” for passenger flow between service areas. The betweenness of other service areas is also relatively high: for example, the betweenness of the Yunfeng, Yongle, and Guiding Tianfu service areas ranges between 10 and 20; thus, they occupy a core position. Areas B, C, and D are smaller areas concentrated around the Qianxi-Zhijin-Longgong region, distributed along the Zunyi-Xiazi route, and centered on Huangping, respectively. Their betweenness levels range from 10 to 25, forming small-scale “core-periphery” concentric structures. However, there are no transitional zones between these areas, and the betweenness drops to a low level in the intermediate areas—for example, that of the Maige service area is only 1.8884. This reflects the weak connectivity of the service areas in the intermediate concentric layers. As the Yina, Wanglong, Feigezi, and Tongzi service areas are not located between any node pairs, their betweenness is 0, which indicates that they are located in the marginal regions of the expressways connecting Guizhou with the surrounding provinces.

The core region with respect to betweenness in the Guizhou expressway transportation network shows a clear trend of dispersion and is centered around Guiyang, Zhijin, Zunyi, and Huangping. The service areas in these regions occupy a core position and are connected to a relatively large number of other service areas. However, upon expanding the scope, we observe a sharp drop in the effective “intermediary” connective function of the service areas, with the formation of large, discontinuous intermediate regions.

3.1.4. Geographical Centrality. Based on calculations using formulas (4)–(7), the result of the Kaiser–Meyer–Olkin test is 0.715 and the Bartlett test significance value is 0.000, which is below the significance level of 0.05 and is suitable for factor analysis. The weight coefficients calculated using factor analysis for degree, closeness, and betweenness are 0.388, 0.394, and 0.374, respectively. We can see from Figure 5 and Table 4 that the geographical centrality of the Guizhou expressway transportation network ranges from -1.28 to 3.33 . Its distribution shows a single-core, polycentric dispersed spatial structure.

Area A is the core area of geographical centrality and is mainly concentrated in six municipal districts in the south of Guiyang city. Within this area, the geographical centrality of the Longdongbao, Yongle, and Guiding Tianfu service areas ranges between 1 and 3.33, while that of the Huaxi, Qingyan, Huoshipo, Baiyun, and Jiuchang service areas is all greater than 0. These service areas have highly convenient transportation conditions and complete transportation infrastructure, enabling them to occupy the

most central geographical location in the Guizhou expressway transportation network. Areas B and C are the central regions of geographical centrality. Area B is centered around the Yunfeng service area and includes the Longgong, Yangwu, Qianxi, and Zhijin service areas, with the geographic centrality ranging from 0.74 to 2.11. However, a small low-value area is formed to the south of the Maige service area due to its lack of expressways in the north-south direction. Area C is centered around the Huangping service area, which has a geographical centrality of 2.0032, indicating that it has a high level of transportation convenience and accessibility. However, its long distance from Guiyang city resulted in its off-center position as a geographically central location. The geographical centrality of the transitional zones beyond Areas B and C ranges from 0 to 1, indicating that these areas have slightly inadequate transportation convenience, accessibility, and intermediation but are not considered remote locations; they account for 39.20% of all service areas. Service areas with geographical centrality ranging between -0.7 and 0 account for 38.40% and are marginal regions in the network with an average geographical location for transportation. Service areas with a geographical centrality of less than -0.7 account for 16% of all areas and are located in the outlying areas of the overall transportation network. These areas include the Yueliangshan, Wanglong, Liangcun, Daozhen, Zhaoxing, Songtao, and Feigezi service areas, which have poor geographical locations for transportation.

The core region with respect to the geographical centrality of the Guizhou expressway transportation network is concentrated in the southern urban area of Guiyang city, where its geographical location has the greatest advantages of centrality—high connectivity, convenience, and accessibility. This is followed by the central region, which is mainly distributed in the periphery of the core region and spreads in the north-south and east-west directions along the main transport corridors; this region has a superior geographical location and infrastructure for transportation as well as high accessibility. The transitional zones are located in the periphery of the central region and have less adequate transportation convenience, accessibility, and intermediation compared to the central region. The marginal regions have average transportation connectivity, while the outlying regions have poor geographical locations for transportation.

3.2. Distribution Characteristics of Passenger Flow Centrality. Based on calculations using formulas (8) and (9), as shown in Table 5 and Figure 6, the passenger flow rate of all sections in the Guizhou expressway network ranges between 15,000 and 3.66 million. Its spatial layout primarily exhibits a dual-core, polycentric dispersed structure that is weakly concentric and relatively dispersed. Zunyi city (Area A) is the cluster region with the highest passenger flow rate in the Guizhou expressway transportation network. Here, the Zunyi service area has the highest passenger-car flow rate at 3.66 million followed by the Xiazi service area at 2.43 million. These service areas primarily receive tourists coming from Chongqing and

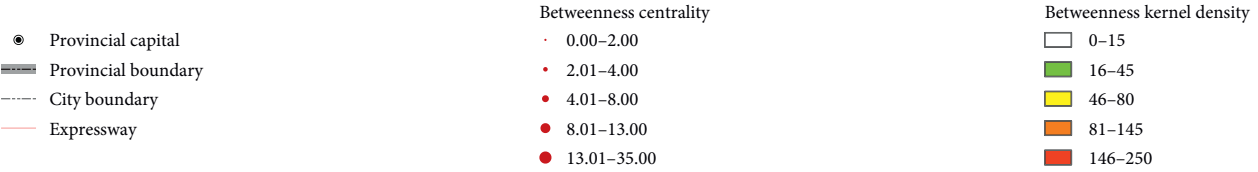
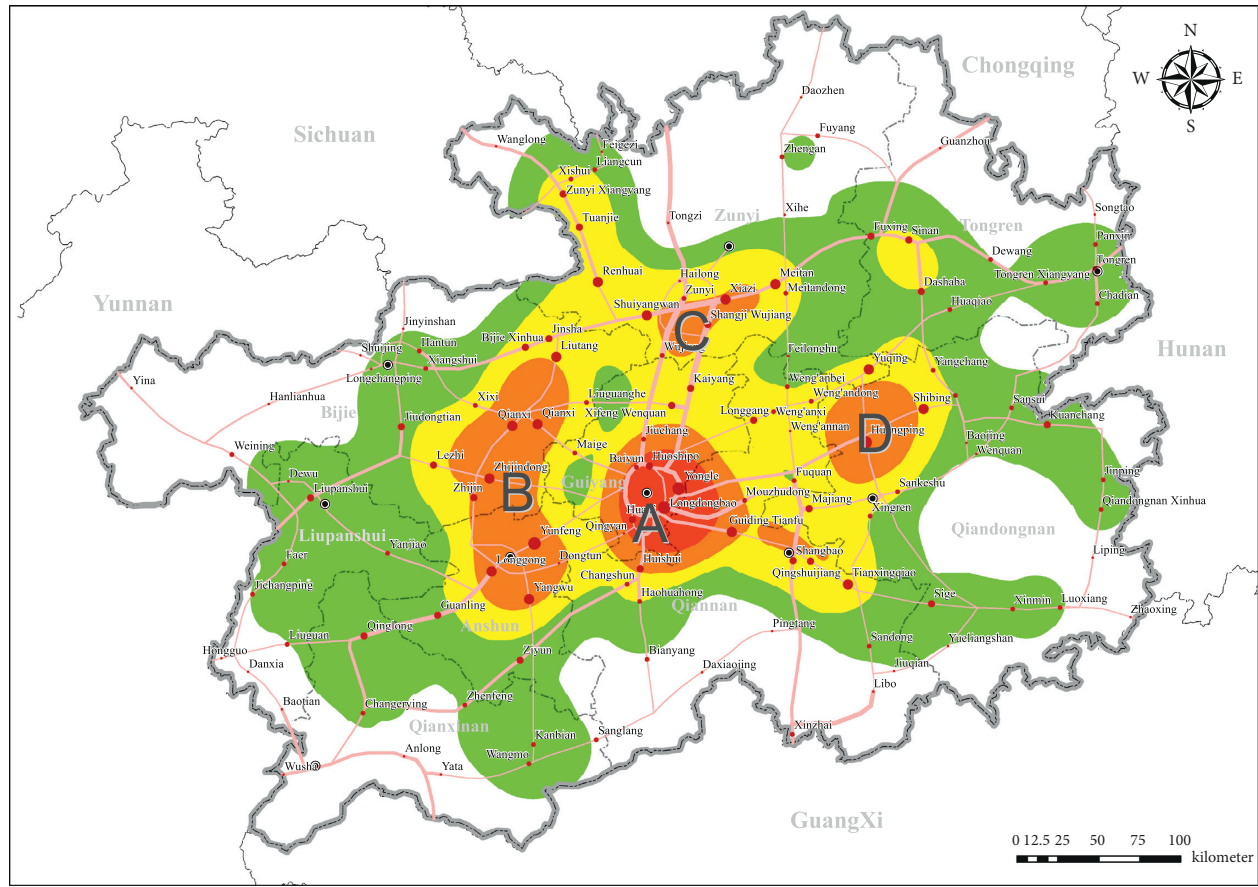


FIGURE 4: Kernel density plot of betweenness in the Guizhou expressway network.

Sichuan, forming the core region with the largest area with high flow rates. Guiyang city (Area B) attracts a large number of passenger-car transfers by virtue of its large population flow and convenient ring roads. Within this region, the passenger-car flow rate of the Longdongbao service area is 2.37 million, which is second only to the Zunyi and Xiazi service areas and a core region with high flow rates. The two major core regions are connected to each other by north-south expressways. Among them, the Wujiang, Kaiyang, and Shangji Wujiang service areas that are closely connected to Zunyi city have an average passenger-car flow rate of around 1.82 million, whereas that of the Jiuchang, Yongle, Baiyun, and Huoshipo service areas around Longdongbao gradually decreases to 1.4 million.

The “polycenters” are primarily distributed in Guiding (Area C), Xingyi (Area D), Sinan (Area E), and Bijie (Area F). Among them, the Guiding Tianfu, Mouzhudong, Fuquan, and Majiang service areas in Guiding County have an average passenger-car flow rate of about 900,000, receiving passenger cars mostly from Guiyang city. The Wusha, Changerying, and Anlong service areas in Xingyi

city experience an average passenger-car flow rate of about 600,000 and receive passenger cars mostly from Yunnan. The Sinan service area in Sinan County has a passenger-car flow rate of up to 1.12 million, primarily from merging passenger cars from Hunan and Chongqing. The Longchangping and Xiangshui service areas in Bijie city experience an average passenger-car flow rate of 540,000, and they generally receive passenger cars from Yunnan and Sichuan.

The average passenger-car flow rate of median-value regions is about 650,000, which follows a zonal distribution along the expressway transport corridors. These regions are concentrated along the peripheries of the Lanhai, Hangrui, Hukun, and Shankun expressways. Other service areas beyond the regions above, such as the Daozhen, Yina, Xinmin, and Daxiaoqing service areas, have an average passenger-car flow rate of about 100,000. In particular, areas such as southeast Qiandongnan, southwest Qiannan, southeast Qianxinan, northwest Bijie, and north Zunyi have low passenger-car flow rates, thus constituting the marginal regions.

TABLE 3: Betweenness of expressway service areas in Guizhou province.

Name	Betweenness
Longdongbao	34.8013
Huangping	22.3045
Yunfeng	20.1288
Yongle	18.6511
Guiding Tianfu	13.1280
Qianxi	11.7287
Shuiyangwan	11.3840
Longgong	11.3290
Xiazi	10.8608
Zhijindong	10.6430
Yuqing	10.5387
Tianxingqiao	9.4155
Meitan	9.3063
Renhuai	9.2840
Shibing	8.8271
Yangwu	8.8057
Liutang	8.5227
Tuanjie	7.8023
Lezhi	7.6282
Huishui	7.4428
Kaiyang	7.2087
Qingshuijiang	7.0535
Liupanshui	6.9696
Longgang	6.8019
Guanling	6.6514
Sinan	6.2995
Zunyi Xiangyang	6.2943
Zhijin	5.9361
Dashaba	5.8976
Qinglong	5.8694
Fuxing	5.6472
Huaxi	5.5953
Majiang	5.5557
Jiudongtian	5.3775
Huoshiho	5.0972
Shangbao	5.0533
Shangji Wujiang	4.8513
Ziyun	4.8175
Sige	4.8009
Xifeng Wenquan	4.7644
Jinsha	4.6453
Kuanchang	4.6282
Bijie Xinhua	4.3175
Kanbian	4.0857
Yanjiao	4.0442
Baiyun	3.8784
Changerying	3.8274
Xinmin	3.7398
Wujiang	3.5778
Tongren	3.5464
Xingren	3.5093
Sansui	3.4839
Haohuahong	3.3451
Zhenfeng	3.3341
Jinping	3.2033
Xishui	3.1996
Wangmo	3.1000
Tongren Xiangyang	3.0211
Weng'anxi	3.0122
Mouzhdong	2.9682
Meitandong	2.9068
Sankeshu	2.8848

TABLE 3: Continued.

Name	Betweenness
Faer	2.7247
Xixi	2.7239
Huaqiao	2.6556
Jiuchang	2.4818
Liuguanghe	2.4729
Fuyang	2.4458
Liuguan	2.2368
Changshun	2.1933
Hantun	2.1835
Xiangshui	2.1835
Xinzhai	2.1815
Weng'anbei	2.1618
Chadian	2.0497
Fuquan	2.0174
Zhengan	1.9616
Bianyang	1.9473
Weining	1.9296
Yangchang	1.9258
Luoxiang	1.8949
Maige	1.8884
Qiandongnan Xinhua	1.8308
Baiyangping	1.7890
Sanglang	1.7886
Sandong	1.7691
Weng'andong	1.7586
Dewang	1.7172
Jichangping	1.6521
Liangcun	1.6129
Panxin	1.6129
Zunyi	1.6079
Weng'annan	1.4250
Longchangping	1.4026
Feilonghu	1.1876
Dewu	1.1677
Jiuqian	1.1269
Xihe	1.0631
Libo	1.0068
Liping	0.8896
Yata	0.7684
Danxia	0.7096
Baotian	0.6217
Hanlianhua	0.6210
Anlong	0.5825
Baojing	0.5414
Qingyan	0.4819
Dongtun	0.3863
Wenquan	0.3309
Yueliangshan	0.2732
Hailong	0.1672
Yina	0.0000
Shuijing	0.0000
Jinyinshan	0.0000
Wanglong	0.0000
Feigezi	0.0000
Tongzi	0.0000
Hongguo	0.0000
Wusha	0.0000
Daxiaojing	0.0000
Pingtang	0.0000
Zhaoxing	0.0000
Daozhen	0.0000
Guanzhou	0.0000
Songtao	0.0000

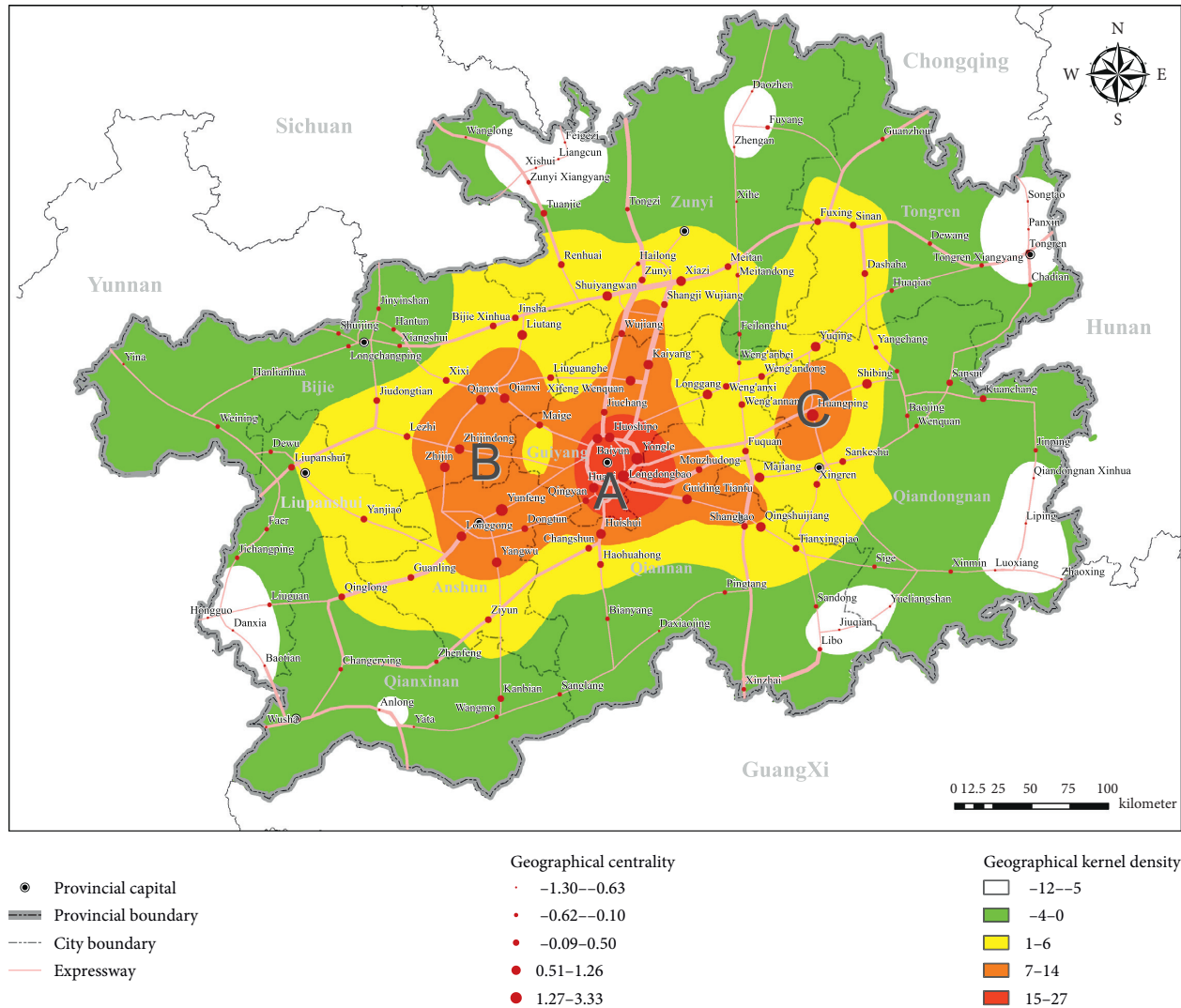


FIGURE 5: Kernel density plot of geographical centrality in the Guizhou expressway network.

The spatial distribution of passenger-car flow rates in the Guizhou expressway network is characterized by Zunyi city and Guiyang city as its dual-core, Guiding, Xingyi, Sinan, and Bijie as its secondary centers, and distribution along its transport corridors. However, the low passenger-car flow rates in the margins of the province are also highly significant.

3.3. Analysis of Tourism Utilization Potential of Expressway Service Areas. After calculations using formulas (10) and (11), based on the geographical centrality and passenger flow centrality, a coordinate plot for 125 geographical-passenger flow centrality pairs was created (Figure 7). As shown in Figure 8, there is a positive spatial correlation between the distribution of the geographical centrality and passenger flow centrality of expressway service areas. The bivariate global autocorrelation coefficient is 0.22, which indicates that expressway service areas tend to be built in areas with high passenger flow to a certain extent, thus providing

transportation service facilities with high accessibility. Furthermore, the more complete the development of transportation conditions, the greater the passenger flow these areas will attract. To test whether Moran's I was significant, a Monte Carlo simulation was used in GeoDa. The P value was equal to 0.001, indicating that spatial autocorrelation is significant at 99.9% confidence interval.

The passenger-car flow rate is indicative of the potential tourist flow rate, and the accessibility of the transportation network will affect tourists' travel willingness and behaviors. Therefore, in Moran's I scatter plot, values along the geographical centrality y -axis >1 , >0 and <1 , >-1 and <0 , and <-1 are defined as high, moderately high, moderately low, and low geographical centrality, respectively; values along the passenger flow centrality x -axis >0 and <0 are defined as high and low passenger flow centrality, respectively. As the difference between "low geographical centrality-low passenger flow centrality" and "moderately low geographical centrality-low passenger flow centrality" was of limited practical significance, these were merged into "low

TABLE 4: Geographical centrality of expressway service areas in Guizhou province.

Name	Geographical centrality
Longdongbao	3.3296
Yunfeng	2.1029
Huangping	2.0033
Yongle	1.8517
Guiding Tianfu	1.2610
Zhijindong	1.1585
Longgong	1.0921
Qianxi	1.0799
Shuiyangwan	0.8953
Huaxi	0.8710
Yangwu	0.8700
Kaiyang	0.8338
Huishui	0.8297
Xiazi	0.8133
Huoshi	0.7897
Yuqing	0.7788
Longgang	0.7584
Zhijin	0.7438
Liutang	0.6768
Baiyun	0.6478
Majiang	0.6296
Shibing	0.5756
Qingshuijiang	0.5333
Xifeng Wenquan	0.5214
Lezhi	0.5017
Mouzhudong	0.4695
Tianxingqiao	0.4690
Renhuai	0.4620
Meitan	0.4364
Jiuchang	0.4010
Shangbao	0.3905
Maige	0.3756
Shangji Wujiang	0.3716
Guanling	0.3316
Liupanshui	0.2989
Wujiang	0.2687
Qingyan	0.2577
Liuguanghe	0.2454
Dashaba	0.2376
Jiudongtian	0.2137
Ziyun	0.1871
Yanjiao	0.1706
Dongtun	0.1634
Weng'anxi	0.1604
Xingren	0.1602
Jinsha	0.1426
Sinan	0.1373
Sankeshu	0.1301
Fuquan	0.1146
Haohuahong	0.0865
Kanbian	0.0819
Fuxing	0.0581
Zunyi	0.0504
Changshun	0.0495
Qinglong	0.0385
Tuanjie	0.0080
Bijie Xinhua	0.0059
Xixi	-0.0037
Weng'annan	-0.0321

TABLE 4: Continued.

Name	Geographical centrality
Kuanchang	-0.0379
Weng'andong	-0.0615
Sansui	-0.0739
Huaqiao	-0.1009
Weng'anbei	-0.1038
Xiangshui	-0.1194
Hantun	-0.1194
Yangchang	-0.1364
Baiyangping	-0.1816
Zhenfeng	-0.2039
Sige	-0.2159
Xinzhai	-0.2219
Hailong	-0.2644
Meitandong	-0.2684
Wangmo	-0.2727
Baojing	-0.3036
Zunyi Xiangyang	-0.3076
Tongren Xiangyang	-0.3113
Changerying	-0.3189
Dewu	-0.3244
Longchangping	-0.3292
Dewang	-0.3443
Bianyang	-0.3535
Fuyang	-0.3578
Faer	-0.3586
Wenquan	-0.4047
Feilonghu	-0.4137
Weining	-0.4254
Sandong	-0.4313
Pingtang	-0.4334
Tongzi	-0.4350
Jinping	-0.4432
Tongren	-0.4653
Liuguan	-0.4662
Shuijing	-0.4672
Jinyinshan	-0.4672
Sanglang	-0.4816
Xinmin	-0.4829
Chadian	-0.5108
Libo	-0.5516
Guanzhou	-0.5748
Jichangping	-0.5943
Zhengan	-0.6321
Xihe	-0.6431
Hanlianhua	-0.6601
Yata	-0.6862
Jiuqian	-0.6887
Xishui	-0.7228
Qiangdongnan Xinhua	-0.7342
Danxia	-0.7419
Baotian	-0.7568
Anlong	-0.7791
Luoxiang	-0.7804
Yina	-0.8005
Panxin	-0.8318
Hongguo	-0.8349
Wusha	-0.8571
Daxiaojing	-0.8914
Liping	-0.9213
Yueliangshan	-0.9464

TABLE 4: Continued.

Name	Geographical centrality
Wanglong	-0.9933
Liangcun	-1.0146
Daozhen	-1.0175
Zhaoxing	-1.0758
Songtao	-1.1349
Feigezi	-1.2826

geographical centrality-low passenger flow centrality” for the analysis. This produced seven major categories, as shown in Table 6.

3.3.1. High-High Cluster. Service areas in the “high-high” cluster type are geographically located at the center of the expressway transportation network. These service areas have complete expressway transportation facilities, high transportation convenience, accessibility, and intermediation, as well as a high number of core scenic areas and large passenger-car flow rate. This type of the service area is generally distributed around Guiyang city, as well as in Anshun (Longgong), Bijie (Jinsha and Qianxi), Qiannan (Guiding Tianfu, Mouzhudong, and Fuquan), and Qiandongnan (Majiang). They account for 13.6% of all service areas, with an average geographical centrality of about 0.90 and an average passenger-car flow rate of up to 1.17 million. Service areas in the “high-high” cluster type have the greatest potential for tourism utilization and can rely on major transportation hubs and passenger-car flow rates to enhance the focus of the transportation hub-type service areas.

3.3.2. Moderately High-High Cluster. Service areas in the “moderately high-high” cluster type are supported by high-quality scenic areas and large passenger flow, but their geographical locations are not sufficiently central, and they do not have adequate transportation convenience, accessibility, and intermediation. Hence, the geographical centrality of these service areas is slightly lower than that of the “high-high” cluster type. These service areas are mainly distributed in Zunyi, as well as Bijie (Xiangshui and Jiudongtian), Anshun (Guanling and Ziyun), Qiannan (Shangbao), and Qiandongnan (Huangping). They account for 9.6% of all service areas, with an average geographical centrality of about 0.44 and an average passenger-car flow rate of up to 1.26 million, far exceeding those of the “high-high” cluster type. The rapid development of red tourism in such service areas, including Zunyi, has resulted in large passenger flows from Chongqing, Sichuan, and Hunan. Their potential for tourism utilization is also high, and these regions can rely on the concentrated transfer of large passenger flows. Therefore, the construction of service areas relying on tourist attraction can be improved.

3.3.3. Low-High Cluster. Service areas in the “low-high” cluster type have extremely marginal geographical locations.

TABLE 5: Passenger-car flow rates of expressway service areas in Guizhou province.

Name	Flow
Zunyi	3,661,081
Xiazi	2,431,688
Longdongbao	2,369,429
Wujiang	1,892,692
Kaiyang	1,791,420
Shangji Wujiang	1,790,814
Jiuchang	1,692,232
Yongle	1,473,084
Baiyun	1,362,797
Majiang	1,283,252
Hailong	1,143,308
Sinan	1,118,963
Qinglong	1,085,028
Huoshipo	1,075,324
Longgong	1,065,735
Fuquan	1,022,454
Shuiyangwan	986,808
Guanling	962,574
Huishui	901,144
Liupanshui	869,839
Shangbao	825,564
Mouzhudong	791,746
Huangping	789,166
Xinzhai	763,012
Jiudongtian	728,219
Renhuai	702,210
Qianxi	701,471
Tongren	685,608
Wusha	668,470
Anlong	637,520
Zhenfeng	606,424
Xifeng Wenquan	601,833
Xiangshui	592,971
Fuxing	587,794
Jinsha	585,045
Dewang	578,103
Guiding Tianfu	555,510
Tuanjie	546,301
Tongren Xiangyang	543,816
Zunyi Xiangyang	517,868
Ziyun	511,282
Longchangping	494,850
Changshun	483,479
Changerying	480,507
Yuqing	471,780
Bijie Xinhua	462,451
Tongzi	443,813
Meitan	437,170
Sankeshu	423,887
Dashaba	418,023
Libo	413,940
Zhijindong	403,976
Yata	379,674
Hanlianhua	362,812
Haohuahong	347,559
Maige	331,908
Chadian	322,606
Yanjiao	312,802
Zhijin	309,954

TABLE 5: Continued.

Name	Flow
Jinyinshan	302,366
Liping	297,774
Baotian	287,978
Weng'annan	287,713
Xingren	285,228
Yangchang	272,377
Liutang	270,751
Wanglong	268,958
Guanzhou	268,172
Lezhi	256,067
Sansui	253,625
Weng'andong	253,225
Liuguanghe	252,862
Panxin	251,448
Baojing	249,026
Qiandongnan Xinhua	237,566
Faer	235,737
Huaqiao	231,525
Baiyangping	226,532
Yunfeng	222,684
Liuguan	218,770
Bianyang	208,504
Dongtun	203,993
Yangwu	201,454
Huaxi	196,867
Shuijing	194,059
Weining	186,973
Jichangping	178,594
Kuanchang	177,358
Jinping	177,358
Hantun	177,178
Danxia	167,605
Luoxiang	164,756
Meitandong	161,945
Wenquan	154,567
Xixi	150,893
Weng'anxi	141,313
Tianxingqiao	125,982
Weng'anbei	125,768
Qingyan	124,219
Qingshuijiang	112,417
Wangmo	109,460
Shibing	108,028
Sanglang	100,589
Dewu	96,270
Yina	90,703
Fuyang	87,313
Feilonghu	80,973
Xishui	80,198
Liangcun	80,198
Zhaoxing	74,444
Longgang	67,238
Songtao	66,075
Daxiaojing	61,475
Xinmin	58,972
Zhengan	54,161
Xihe	53,562
Sige	49,865
Hongguo	49,457
Pingtang	45,500

TABLE 5: Continued.

Name	Flow
Yueliangshan	43,302
Kanbian	40,921
Feigezi	40,099
Sandong	35,431
Jiuqian	28,868
Daozhen	14,934

They are typically distributed at the intersections between Guizhou and other provinces but have high passenger-car flow rates. For example, the Tongren, Xiangyang, Tuanjie, Wusha, and Xinzhai service areas account for 4.8% of all service areas and have an average geographical centrality of about -0.36 , but their average passenger-car flow rate is 620,000. Although such service areas are not the core nodes in terms of geographical location, they are situated at crucial gateway positions in Guizhou province, receiving a large volume of tourists from other provinces. These areas have great potential for tourism utilization and development and can serve as “image windows” for external publicity. Therefore, they can be improved by the construction of tourism gateway-type service areas.

3.3.4. Moderately Low-High Cluster. Service areas in the “moderately low-high” cluster type are similar to those in the “low-high” cluster type in that they have high passenger flow but are located at relatively marginal areas in the overall network. For example, the Tongren area (Dewang, Sinan, and Fuxing) receives tourists coming from Dewang and Xiangyang; the Bijie area (Longchangping) receives tourists coming from northwestern Yunnan; and Qianxinan (Anlong, Qinglong, and Zhenfeng) receives Yunnan tourists coming from Wusha. These service areas account for 6.4%, with an average geographical centrality of about -0.14 and an average passenger-car flow rate of 750,000. These types of service areas are located at internal connections with “low-high” service areas and function as secondary gateways for Guizhou province. They can be upgraded through the construction of secondary gateway-type service areas.

3.3.5. High-Low Cluster. Service areas in the “high-low” cluster type have low passenger flow but are geographically situated at core nodes in the overall transportation network. They are generally distributed in the west of Guiyang city, northeast of Anshun city, west of Bijie, north of Qiannan, and west of Qiandongnan. These service areas account for 16.8%, with an average geographical centrality of about 0.41 and an average passenger-car flow rate of 240,000. This type of service area, such as Huaxi and Qingyan, experiences a high level of infrastructure construction but an extremely low passenger flow due to insufficient attractiveness. However, given their proximity to city suburbs and the leisure needs of large urban populations, they can be improved via the construction of urban leisure-type service areas.

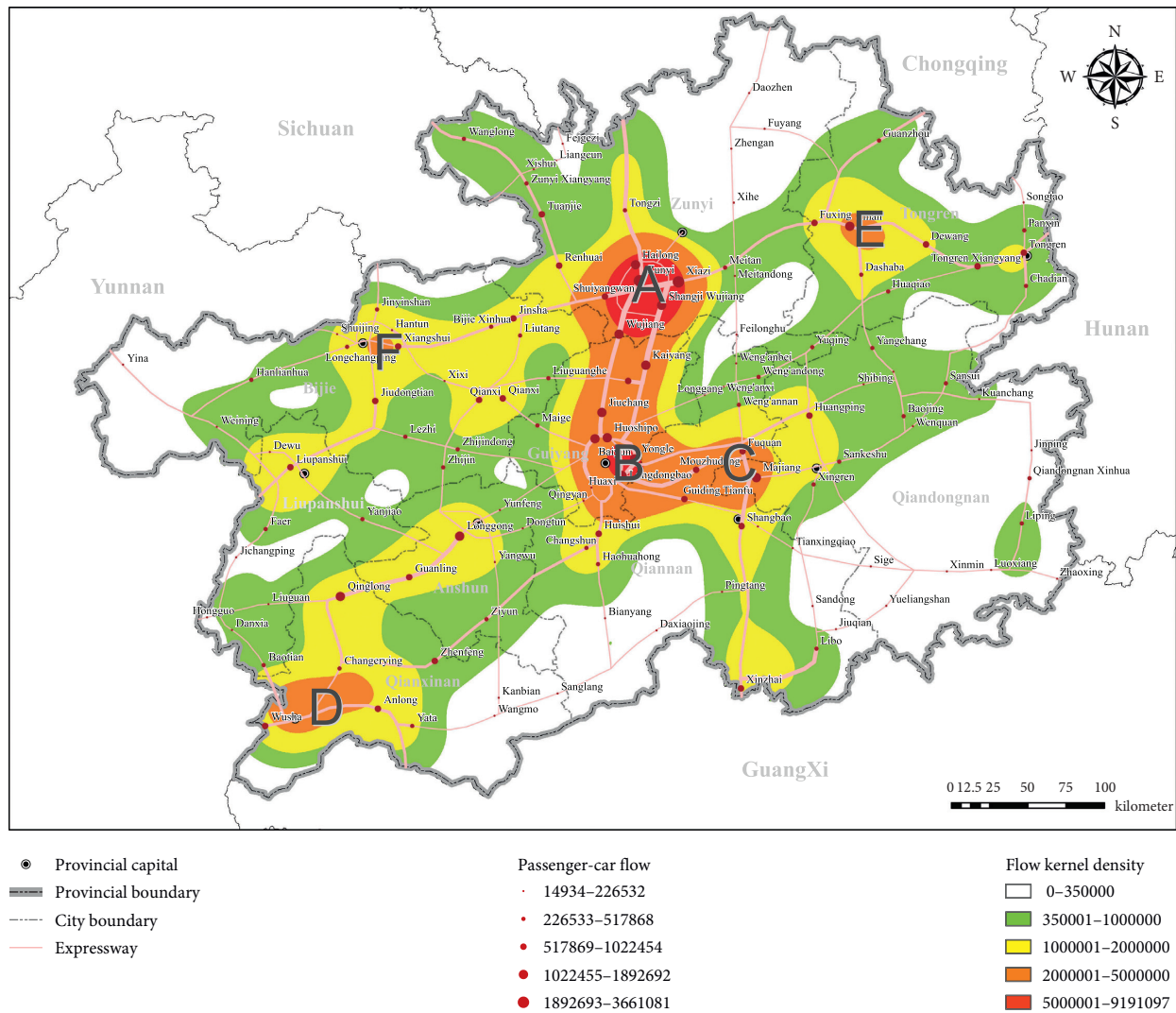


FIGURE 6: Kernel density plot of passenger-car flow rates in the Guizhou expressway network.

3.3.6. *Moderately High-Low Cluster.* Service areas in the “moderately high-low” cluster type have low passenger flows and insufficiently central geographical locations. They are mostly distributed in northwestern Qiandongnan, as well as Qiannan (Qingshuijiang and Pingtang), Tongren (Huaqian), Zunyi (Meitandong and Yuqing), Bijie (Xinhua), and Liupanshui (Yanjiao). These service areas account for 10.4%, with an average geographical centrality of about 0.03 and an average passenger-car flow rate of 240,000. They are situated neither on the periphery of cities nor at the intersections between provincial borders. To improve, they can be linked with the surrounding villages through the construction of rural leisure-type service areas.

3.3.7. *Low-Low Cluster.* Service areas in the “low-low” cluster type have extremely low passenger flows and are located in the marginal zones, which are distributed in the

northwest of Bijie, north of Zunyi, west of Liupanshui, southeast of Qianxinan, south of Qiannan, northwest of Qiandongnan, and west of Tongren. These service areas account for 39.2%, with an average geographical centrality of about -0.54 and an average passenger-car flow rate of 170,000, indicating their low tourism utilization potential. In such service areas, the construction of comprehensive community service centers and agricultural product trade show centers can be undertaken to develop and upgrade them as community co-construction and sharing-type service areas.

4. Conclusions and Discussion

4.1. *Conclusions.* This study performed a comprehensive analysis of the complexity of the expressway transportation network in Guizhou province, which enabled us to understand the differences between its geographical

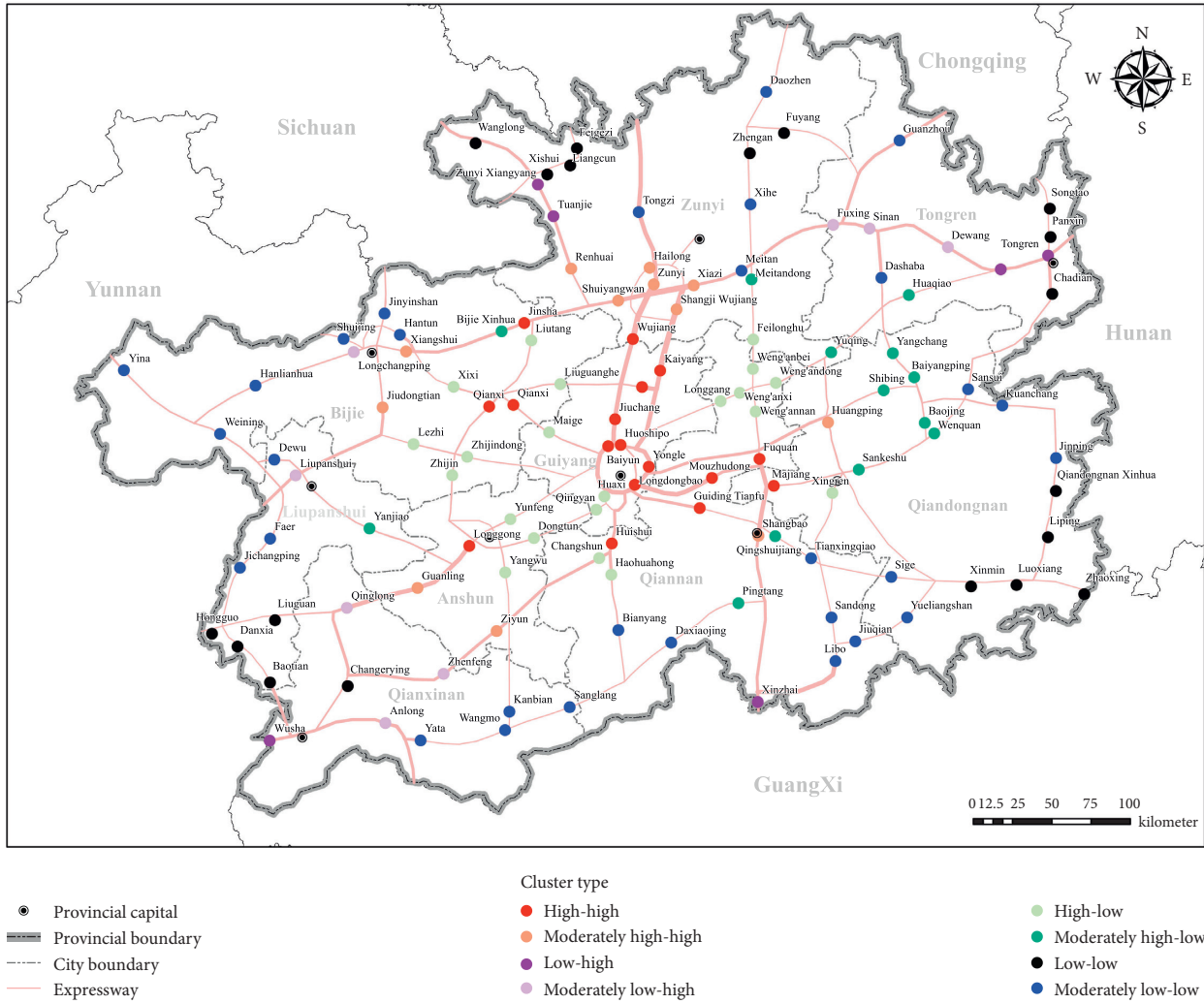


FIGURE 7: Distribution of the bivariate local cluster of expressway service areas in Guizhou province.

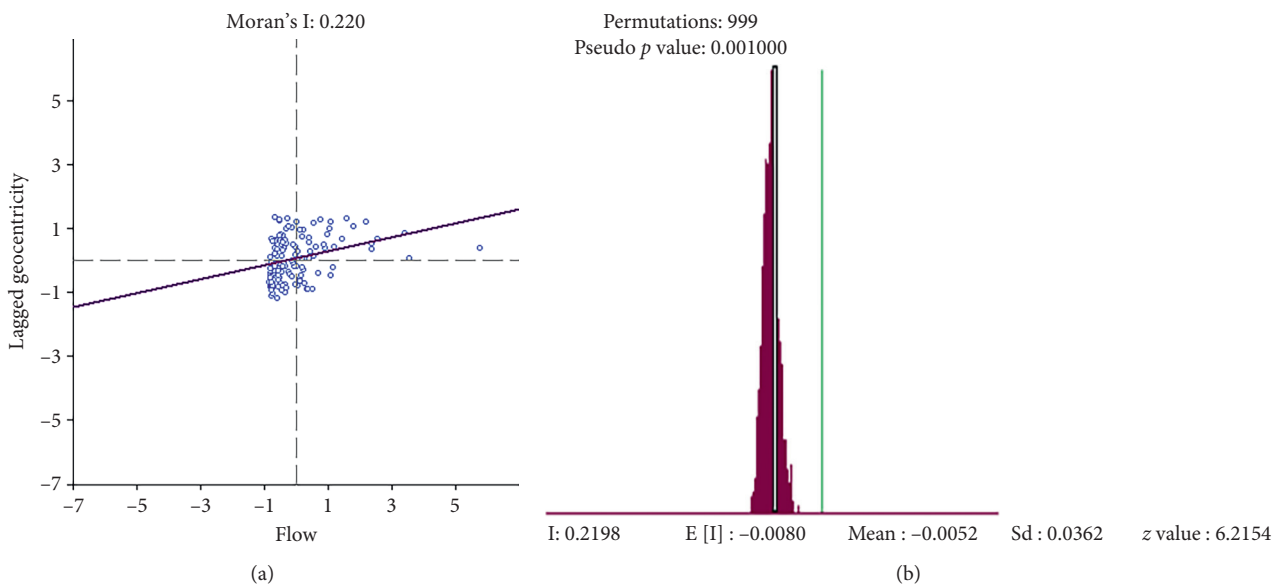


FIGURE 8: Moran's I scatter plot and test plot.

TABLE 6: Cluster types of geographical centrality-passenger flow centrality and tourism development models of expressway service areas in Guizhou province.

Cluster type	Expressway service area	Tourism development model
High-high	Qianxi, Jinsha, Wujiang, Kaiyang, Xifeng Wenquan, Jiuchang, Baiyun, Huoshipo, Yongle, Longdongbao, Longgong, Huishui, Guiding Tianfu, Mouzhudong, Fuquan, Majiang	Transportation hub-type service areas
Moderately high-high	Xiangshui, Jiudongtian, Renhuai, Hailong, Shuiyangwan, Zunyi, Xiazi, Shangji Wujiang, Guanling, Ziyun, Shangbao, Huangping	Tourist attraction relying-type service areas
Low-high	Zunyi Xiangyang, Tuanjie, Wusha, Xinzhai, Tongren Xiangyang, Tongren	Tourism gateway-type service areas
Moderately low-high	Longchangping, Liupanshui, Qinglong, Zhenfeng, Anlong, Fuxing, Sinan, Dewang	Secondary gateway-type service areas
High-low	Lezhi, Zhijin, Zhijindong, Xixi, Maige, Liuguanghe, Liutang, Huaxi, Qingyan, Yunfeng, Dongtun, Yangwu, Changshun, Haohuahong, Weng'annan, Weng'anxi, Longgang, Weng'andong, Weng'anbei, Feilonghu, Xingren	Urban leisure-type service areas
Moderately high-low	Yanjiao, Bijie Xinhua, Pingtang, Qingshuijiang, Meitandong, Huaqiao, Yangchang, Yuqing, Baiyangping, Shibing, Wenquan, Baojing, Sankeshu Yina, Weining, Hanlianhua, Shuijing, Dewu, Faer, Jichangping, Jinyinshan, Hantun, Wanglong, Xishui, Liangcun, Feigezi, Tongzi, Liuguan, Hongguo, Danxia, Baotian, Changerying, Kanbian, Wangmo, Yata, Sanglang, Bianyang, Daxiaojing, Tianxingqiao, Libo, Jiuqian, Sandong, Sige, Yueliangshan, Xinmin, Luoxiang, Zhaoxing, Liping, Meitan, Xihe, Zhengnan, Daozhen, Fuyang, Guanzhou, Dashaba, Songtao, Panxin, Chadian, Sansui, Kuanchang, Jinping, Qiandongnan Xinhua	Rural leisure-type service areas
Low-low		Community co-construction and sharing-type service areas

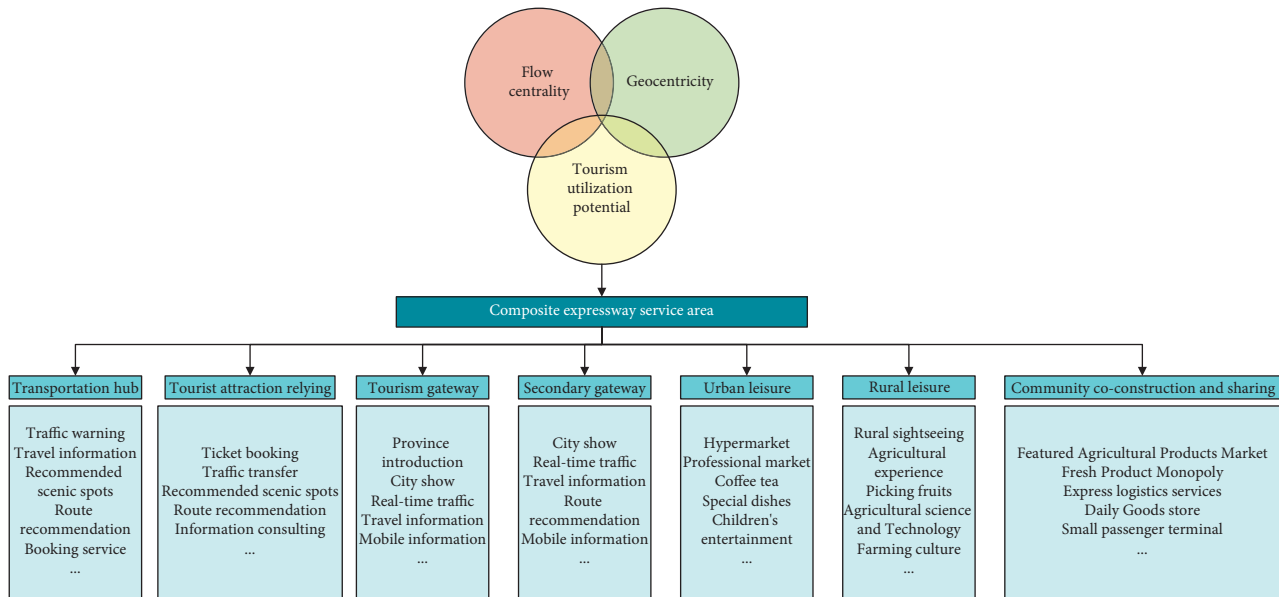


FIGURE 9: Seven types of development models for expressway service areas.

advantage and actual passenger flow advantage and allowed us to explore the tourism utilization potential of expressway service areas. Our main conclusions are as follows:

- (1) The geographical centrality of the Guizhou expressway transportation network generally ranges between -1.28 and 3.33 , and its distribution shows a single-core polycentric dispersed spatial structure. The core region is located in the south of Guiyang city, where the geographical centrality is concentrated between 1 and 3.33 , and the area had

the greatest advantage with respect to centrality. The central regions are distributed in Anshun and Bijie, where the geographical centrality is concentrated between 0.72 and 2.11 , and the areas had superior transportation conditions and infrastructure. Other areas are located in the marginal zones of Guizhou province, where the geographical centrality is less than 0 , and transportation conditions are poor.

- (2) The passenger-car flow rate of the Guizhou expressway transportation network mainly ranges

between 15,000 and 3.66 million, and its distribution shows a dual-core, polycentric dispersed structure that is weakly concentric. Zunyi and Guiyang are the dual cores of the passenger flow network, with passenger-car flow rates of up to 2.37–3.66 million. Guiding, Xingyi, Sinan, and Bijie are the secondary centers, with an average passenger-car flow rate of about 800,000. The median-value regions had an average passenger-car flow rate of about 650,000, while the marginal regions had an average passenger-car flow rate of about 10,000.

- (3) On the whole, the geographical centrality indicator and passenger flow indicator of the Guizhou expressway transportation network show a positive correlation of 0.22. This implies that expressway service areas tend to be constructed in areas with dense passenger flows, and core geographical locations have greater passenger flows. Based on the differences between the geographical advantage and actual passenger flow advantage in the expressway transportation network, the tourism utilization potential of the expressway service areas could be divided into seven types. Service areas in the “high-high” cluster type around Guiyang city should focus on their future development as transportation hub-type service areas, while those in the “moderately high-high” cluster type near Zunyi city should focus on their development as service areas relying on tourist attraction. Service areas in the “moderately low-high” and “low-high” cluster types should develop themselves as tourism gateways. Service areas in the “high-low” cluster type around Guiyang city should be developed as urban leisure-type service areas, while “moderately high-low” cluster-type areas should develop their rural leisure-type services. Finally, service areas in the “low-low” cluster type should design their development as community co-construction and sharing-type service areas.

4.2. Discussion. Expressways are an important part of the complex transportation network system. Due to the different geographic locations and passenger-car flow conditions of each node in an expressway network, the functions undertaken in the complex transportation network system are different, forming a complex network relationship with different divisions of labor. The complexity of expressway transportation networks is mainly reflected in the following three aspects: (1) the complexity of connectivity elements—expressways connect a variety of spatial elements such as cities, villages, and attractions; (2) the complexity of network structures, mainly including traffic connectivity, accessibility, intermediation, and other spatial complexity features; (3) the complexity of actual passenger flow—passenger flow trends will lead to expressway transportation network nodes having specific

functions, increasing the complexity of expressway transportation networks.

Studies have been conducted to analyze the spatial structure characteristics of complex networks such as railways, airlines, and urban transportation using indicators such as degree centrality, closeness centrality, and betweenness centrality and to delineate the hierarchical structure and group structure of node centrality in transportation network systems [59]. In this study, from the less researched expressway perspective, the complex spatial features of the expressway transportation network were innovatively subsumed into two indicators of geographical centrality and passenger flow centrality, and coupled clustering was used to quantitatively analyze the difference between the geographic advantage and passenger flow advantage of the expressway transportation network. The study found that the most geographically advantaged nodes of the transportation network are often located at the center of the entire network, with important cities at the center, relying on expressway transportation corridors to expand into the surrounding central towns and core scenic areas. However, the large flow of tourists between the core city and the core scenic area has resulted in a severe polarization of passenger flows in the geographic center. The geographically disadvantaged nodes are often distributed in the peripheral areas of the overall network, relying on the input of other provincial passenger flows and radiation into the internal network to drive the surrounding towns, villages, and scenic areas where there are huge differences in passenger flow.

Finally, this study put forward seven types of expressway service area tourism utilization modes in the Guizhou expressway network (Figure 9), and suggestions are as follows:

- (1) Transportation hub-type service areas: as a transportation hub, these should focus on promoting the construction of regional tourism distribution centers.
- (2) Service areas relying on tourism attraction: these service areas should have close relationships with the surrounding tourist attractions, focusing on the core tourist attractions nearby so as to realize the integrated linkage development of the service area and those tourist attractions.
- (3) Tourism gateway-type service areas: these service areas are location adjacent to service areas at the junction of provinces and cities and should focus on shaping the local tourism “image window” and providing information consulting services.
- (4) Secondary gateway-type service areas: development of these service areas will mean taking tourism gateway-type service areas and connecting them with other service areas in the province internally, which should strengthen traffic utilization services and tourism information services, such as real-time transportation, urban display, and other tourism services.
- (5) Urban leisure-type service areas: based on urban leisure needs, the construction of comprehensive service facilities such as large-scale stores and

professional markets should be promoted, and these should be developed into urban leisure areas.

- (6) Rural leisure-type service areas: to develop these types of services areas, by relying on the characteristic agricultural resources around the service area, the surrounding villages should be linked, rural tourism activities should be carried out, and urban rural leisure tourism destinations should be built.
- (7) Community co-construction and sharing-type service areas: the development of the service area in conjunction with the surrounding ethnic villages should be promoted, and the service area should be made a comprehensive service center for local communities, an exhibition center for the trade of agricultural products, and an exhibition center for the cultural heritage of ethnic minorities.

4.2.1. Significance. Research on complex transportation networks combines complexity science with transportation science, and expressways are a form of complex transportation networks. Therefore, this study is significant because

- (1) Domestic and foreign studies on complex transportation networks have mostly been conducted from the perspective of railways [46], air transportation [33], and urban transportation [24] but seldom on expressway transportation networks. Hence, this study enriches the knowledge on complex transportation networks.
- (2) This study broadens the scope for the practical application of complexity research on transportation networks by analyzing the spatial structural characteristics of a transportation network and innovatively performing the coupled clustering of geographical centrality and passenger flow centrality to quantitatively analyze the differences between geographical advantage and actual passenger flow advantage.
- (3) A comprehensive indicator was calculated using factor analysis to uniformly characterize the transportation convenience, accessibility, and intermediation of expressway service areas using geographical centrality. This approach enabled us to avoid problems caused by scattered indicators' inability to holistically reflect the spatial structural characteristics of transportation networks.
- (4) This study proposed seven development models that have practical significance in guiding the upgrade and transformation of service areas for optimizing the layout of the expressway transportation network and promoting the composite use of expressway service areas for tourism.

4.2.2. Limitations. In this study, complex network theory, social network analysis, kernel density analysis, and bivariate autocorrelation were employed to analyze the complexity of the Guizhou expressway transportation

network and the tourism utilization potential of expressway service areas.

Due to limitations of the data, we cannot deduce the influence of the evolution of the Guizhou expressway traffic network in terms of its tourism utilization potential across time. We merely discuss its static structure characteristics. In the future, however, we will carry out dynamic evolution and simulation prediction research on the complex traffic network and its tourism utilization potential. In addition, this study still leaves room for additional improvement in the understanding of the complexity of transportation networks. It does not take into consideration the impact of aviation, railway, urban transportation, and other transportation networks on tourism utilization potential nor does it account for the impact of urban and rural self-attraction. In the future, we will focus on the impact of the interaction of multiple transportation elements and spatial elements on the tourism utilization potential, as well as complex transportation. The comprehensive influence of the communication network structure on the development orientation of the spatial structure of the tourism destination is the key issue to be explored in future research.

Data Availability

The prior studies are cited at relevant places within the text as references [1–59]. The degree, closeness, betweenness, geographical centrality data, and passenger-car flow rates of expressway service areas in Guizhou province used to support the findings of this study are included within the paper.

Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Acknowledgments

This study was supported by the National Natural Science Foundation of China, “Simulation Study on the Spatial Evolution Model and System Optimization of Tourism Urbanization” (no. 41671151).

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