A SOCIAL NETWORK ANALYSIS OF
INTERNATIONAL TOURIST MOVEMENT PATTERNS FOR
GREEN AND LANDSCAPE SPACES IN PENANG

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In the name of Allah, the Beneficient, the Merciful
All the Praises be to Allah…

I want to dedicate this dissertation to:

My beloved wife and lovely kids….

And to my mum and sisters who always believed in me.
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In the name of Allah, the Beneficient, the Merciful
All the Praises be to Allah…

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Penang is well known as the Pearl of the Orient, and one of Asia’s famous islands. It is an international tourist destination famous of its multiple attractions which are rich in history as well as for its scenic natural beauty with white sandy beaches, beautiful landscape and its unique and diverse cultures and food. Penang’s cultural diversity which is a mixture of Malay, Chinese, Indian, Siamese and European highlighted as one of the best well preserved heritage routes globally. In line with the tourism bodies or states government effort in promoting ‘The Visit Penang Year 2015” a well diverse blend of programs and activities were conducted using tag line “Where the Festivities never end”, and some of them are Penang Festival, City Walk, Georgetown world heritage day, Penang Flower festival and Penang Food Fair. As mentioned above there are variety of different events to enjoy every day during visit Penang year which been initiated with visit Malaysia year in 2014. Therefore Visit Malaysia Year had a great impact on the tourism industry in Penang, especially on tourism flow and movements. This study used content analysis and social network analysis methods to examine 500 online trip diaries for 10 years and analyse overseas tourist movement patterns in Penang at 3 main period of pre, during and post Visit Malaysia Year. The result revealed that overseas tourists were most interested in famous traditional attractions and their movements were focused in the central city area of Georgetown. The study identified the diversity of tourist attractions, mobility and the expansion of main visiting areas as the three (3) main changes during the Visit Malaysia Year.
ABSTRAK