## CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contents</td>
</tr>
<tr>
<td>List of Tables</td>
</tr>
<tr>
<td>List of Illustrations</td>
</tr>
<tr>
<td>List of Abbreviations and Symbols</td>
</tr>
</tbody>
</table>

### Chapter 1. Introduction

1.1 Background  1
1.2 Importance of the study  2
1.3 Objectives of the study  3
1.4 The benefits of the study  3
1.5 Scope of the study  4
    1.5.1 Scope of information sources  4
    1.5.2 Scope of study issues  4
    1.5.3 Period of the study  4
1.6 Definition of key terms  4
1.7 Research conceptual framework  6

### Chapter 2. Related Concepts, Theories and Literature

2.1 Concept of satisfaction  7
2.2 Concept of perception  10
2.3 Concepts of sustainable tourism development  15
2.4 Concept of indicators for sustainable tourism development  22
2.5 Concept of tourism planning  25
2.6 Model approach for local participation in planning and managing of ecotourism  28
2.7 Tourism development policy and plans of Cambodia  36
    2.7.1 Cambodian National Tourism Development Plan  36
    2.7.2 Tourism Development Plan of Ratanakiri and Mondulkiri provinces  36
2.7.3 The Management Plan for Virachey National Park  37
2.7.4 Virachey National Park Pricing and Fee Collection Policy

3. Methodology

3.1 Population of interest for the study

Group 1: Representative of local community

Group 2: The international visitors to the park

Group 3: The officers of Biodiversity and Protected Areas Management Project

3.2 Data collection

3.2.1 Secondary Data
3.2.2 Primary Data

3.3 Data analysis

3.4 Research limitation

4. Results

Section 1: SWOT analysis of current situation for sustainable tourism planning and management

Section 2: Data analysis of local communities’ perception with regard to tourism development in the park as well as in the community

4.2.1 Demographic profiles of respondents
4.2.2 Overall local communities’ opinion on park tourism development

Section 3: Analysis of visitor satisfaction with the Park

4.3.1 The results and data analysis of the survey questionnaires with visitors to the park
4.3.2 Demographic profiles of respondents 90
4.3.3 Visitors’ behavior and activities to the park 91
4.3.4 Overall visitors’ satisfaction with the park 98

Section 4: The existing situation of current tourism development plan and management in Virachey National Park 107

4.4.1 The potentiality and existing situation of tourism development and management in Virachey National Park 107

Factor 1: Physical conditions 110
Factor 2: Management in the park 114
Factor 3: Operation of natural and cultural tourism 116
Factor 4: Organization and Participation of local community 117

4.4.2 The results and data analysis of interviews with officer group of Biodiversity and Protected Areas Management Projects (BPAMP) 119

4.4.2.1 Visitors’ health and safety 119
4.4.2.2 Negative impacts of environment 119
4.4.2.3 Destination planning and control 120

5. Conclusions and Recommendations 122
5.1 Conclusion 122
5.1.1 Existing situation of tourism development in Virachey National Park 122
5.1.2 Existing tourism development plan and management strategy of the park 123
5.1.3 Local communities’ perception with regard to tourism development in the Virachey National Park 126
5.1.4 Visitors’ opinion with regard to the Virachey National Park 127
5.2 Discussions of significant findings 128
  5.2.1 The existing situation of tourism development in Virachey National Park 128
  5.2.2 The existing tourism development plan and management strategy of Virachey National Park 130
  5.2.3 Local communities’ perception with regard to tourism development in Virachey National Park and in their community 132
  5.2.4 Visitors’ opinion with the park 134
5.3 Appropriate indicators of sustainable tourism development for the Virachey National Park 134
5.4 Guidelines for sustainable tourism development in Virachey National Park 140
  5.4.1 Recommendations for Kok Lak Commune 140
  5.4.2 Recommendations for authority of Ratanakiri province 144
  5.4.3 Recommendations for authority of Virachey National Park 144
  5.4.4 Recommendations for poverty reduction through the development of park tourism 148
5.5 Recommendations for future research 151
Bibliography 153
Appendices 156
  A: Interview questionnaires with director of the park and officers of Biodiversity and Protected Area Management Project 157
  B: Interview questionnaires with representative of local communities 169
  C: Interview questionnaires with international visitors 173
D: The current staffing for Virachey National Park and total populations of Kok Lak Commune 178
E: Background of Virachey National Park 180
F: Map of Virachey National Park 183

G: Picture Photograph of Selected Park Sites and Data Collection Events
Vitae 193

LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Preliminary definition of indicators for measuring impacts on quality of life</td>
<td>12</td>
</tr>
<tr>
<td>2.2</td>
<td>Virachey National Park pricing policy and fee for services</td>
<td>41</td>
</tr>
<tr>
<td>3.1</td>
<td>The Number of head of commune, commune council committee, heads or deputy heads of villages tribal chief, and village rangers</td>
<td>45</td>
</tr>
<tr>
<td>3.2</td>
<td>Tourists visiting Virachey National Park in the year 2005 classified by calendar month</td>
<td>46</td>
</tr>
<tr>
<td>3.3</td>
<td>The officer group of interest for the study</td>
<td>47</td>
</tr>
<tr>
<td>4.1</td>
<td>Demographic profile of respondent</td>
<td>76</td>
</tr>
<tr>
<td>4.2</td>
<td>Overall local people opinion on park tourism development</td>
<td>80</td>
</tr>
<tr>
<td>4.3</td>
<td>Demographic profile of respondents</td>
<td>90</td>
</tr>
<tr>
<td>4.4</td>
<td>Visitors’ motivation for visiting the park</td>
<td>91</td>
</tr>
<tr>
<td>4.5</td>
<td>The visitors like the most about the park</td>
<td>92</td>
</tr>
<tr>
<td>4.6</td>
<td>Kind of services should be available in the park</td>
<td>93</td>
</tr>
<tr>
<td>4.7</td>
<td>Types of accommodation should be available in the park</td>
<td>94</td>
</tr>
<tr>
<td>4.8</td>
<td>Visitors’ expectation about the trips to the park</td>
<td>95</td>
</tr>
<tr>
<td>4.9</td>
<td>Local guides’ ability</td>
<td>96</td>
</tr>
<tr>
<td>4.10</td>
<td>Visitors’ average length of stay in the park</td>
<td>97</td>
</tr>
</tbody>
</table>
4.11 Overall visitors’ satisfaction with the park 101
4.12 Analysis of the potentiality and existing situation of tourism planning and management in Virachey National Park 108

5.1 Action to enhance economic participation of local community in park tourism 150

LIST OF ILLUSTRATIONS

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Benefit of customer satisfaction and service quality</td>
<td>9</td>
</tr>
<tr>
<td>2.2</td>
<td>The concept of sustainable tourism planning and management in VNP</td>
<td>21</td>
</tr>
<tr>
<td>2.3</td>
<td>The tourism system</td>
<td>27</td>
</tr>
<tr>
<td>2.4</td>
<td>Stage of model of local participation in planning and management ecotourism</td>
<td>29</td>
</tr>
<tr>
<td>2.5</td>
<td>Stage of Model of local participation in planning and management ecotourism</td>
<td>30</td>
</tr>
<tr>
<td>4.1</td>
<td>The famous places for visiting in Ratanakiri province</td>
<td>65</td>
</tr>
</tbody>
</table>
LIST OF ABBREVIATIONS AND SYMBOLS

BPAMP: Biodiversity and Protected Areas Management Project
CPAs: Community Protected Areas
ETU: Eco-Tourism Unit
GDP: Gross Domestic Product
GMS: Greater Mekong Sub-region
MOE: Ministry of Environment
MOT: Ministry of Tourism
NGOs: Non-Government Organizations
UNEP: United Nation Environmental Program
VNP: Virachey National Park
WCED: World Commission on Environment and Development
WHC: World Heritage Convention
WHS: World Heritage Site
WTO: World Tourism Organization
PAs: Protected Areas