



**Community participation in culture-based tourism development:
A case study of Phnom Oudong, Cambodia**

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A case study of Phnom Oudong, Cambodia

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาระดับการมีส่วนร่วมของชุมชนในการพัฒนาการท่องเที่ยวเชิงวัฒนธรรม ณ พนมมุดง (2) สำรวจเพราะเหตุใดชุมชนจึงมีส่วนร่วมและ ไม่มีส่วนร่วมในการพัฒนาการท่องเที่ยวเชิงวัฒนธรรม ณ พนมมุดง (3) สำรวจประเภทกิจกรรมการท่องเที่ยวที่ชาวบ้านต้องการมีส่วนร่วม รวมถึงระบุปัจจัยที่กระตุ้นการมีส่วนร่วมของชุมชนในการพัฒนาการท่องเที่ยวเชิงวัฒนธรรม ณ พนมมุดง และ (4) วิเคราะห์ความคิดเห็นของชาวบ้านต่อผลกระทบจากการพัฒนาการท่องเที่ยวเชิงวัฒนธรรม ณ พนมมุดง ประเทศกัมพูชา

การศึกษานี้เป็นการวิจัยเชิงปริมาณใช้แบบสอบถามในการเก็บข้อมูลจากกลุ่มตัวอย่างในชุมชนท้องถิ่นจำนวน 343 ตัวอย่างระหว่างเดือนพฤษภาคม พศ. 2556 และวิเคราะห์ข้อมูลโดยใช้โปรแกรมสถิติคอมพิวเตอร์ทางสังคมศาสตร์ (SPSS version 20) ด้วยการคำนวณค่าความถี่ (Frequency) ค่าร้อยละ (Percentage) และค่ามัชฌิมเลขคณิต (Mean) เพื่อหาค่าเฉลี่ยของคำตอบ และใช้การวิเคราะห์เนื้อหาสำหรับคำถามปลายเปิด

ผลการศึกษาพบว่า ผู้ตอบแบบสอบถามส่วนใหญ่เป็นเพศหญิง (ร้อยละ 64.7) มีอายุระหว่าง 31-45 ปี (ร้อยละ 38.7) ประกอบอาชีพทำนา (ร้อยละ 67.7) และร้อยละ 89.7 มีส่วนร่วมในการท่องเที่ยว นอกจากนี้ระดับการมีส่วนร่วมของชาวบ้านในการวางแผนและการพัฒนาการท่องเที่ยวอยู่ในระดับต่ำ และกิจกรรมดังกล่าวอยู่ในความรับผิดชอบของรัฐบาลเป็นหลัก ผลการศึกษารูปได้ว่าการมีส่วนร่วมของชุมชนและการเป็นหุ้นส่วนของผู้มีส่วนได้ส่วนเสีย ณ แหล่งท่องเที่ยวเชิงวัฒนธรรมนี้ยังไม่เพียงพอ

ผู้ตอบแบบสอบถามทุกกลุ่มเห็นด้วยอย่างยิ่งว่า การท่องเที่ยวช่วยให้มาตรฐานความเป็นอยู่ดีขึ้น มีค่าเฉลี่ยเท่ากับ 4.82 รองลงมาชาวบ้านมีโอกาสในการจ้างงาน มีค่าเฉลี่ยเท่ากับ 4.75 และชาวบ้านมีความสนใจสูงในกิจกรรมการท่องเที่ยวและบริการ มีค่าเฉลี่ยเท่ากับ 4.38 นอกจากนี้ผลการศึกษายังพบว่า ผู้ตอบแบบสอบถามส่วนใหญ่เห็นว่าการท่องเที่ยวส่งผลกระทบต่อด้านบวก

มากกว่าด้านลบ ชาวบ้านให้ความสำคัญต่อผลกระทบทางเศรษฐกิจเป็นหลัก และให้ความสำคัญต่อผลกระทบทางสังคมและวัฒนธรรมและสิ่งแวดล้อมในระดับรองลงไป

ดังนั้น การศึกษานี้เสนอแนะว่าภาครัฐควรสนับสนุนการพัฒนา เช่น ปรับปรุงสาธารณูปโภค จัดการฝึกอบรมและการพัฒนาทักษะด้านการสื่อสาร พัฒนาสิ่งอำนวยความสะดวกด้านการท่องเที่ยว และสร้างการมีส่วนร่วมในการกำหนดนโยบายและวางแผนการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมเพื่อบรรลุผลการพัฒนาการท่องเที่ยวอย่างยั่งยืน

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ABSTRACT

This research objectives are (1) to investigate the level of local participation in culture-based tourism development at Phnom Oudong, (2) to explore why the local people participate or not participate in culture-based tourism development at Phnom Oudong, (3) to investigate type of tourism activity the local people are willing to participate as well as identify factors influencing the community participation in culture-based tourism development at Phnom Oudong, and (4) to assess the perceived impacts of local people from culture-based tourism development at Phnom Oudong, Cambodia.

The data was collected by using questionnaires with 343 respondents from local communities during the period in May 2013. The quantitative data collected from the survey were analyzed using SPSS version 20, mainly in terms of descriptive statistics (frequencies, percentage and mean), and content analysis was utilized with the open-end questions.

The result of the survey revealed that majority of the respondents was female (64.7%), 31-45 years old age groups (38.7%). Majority of the respondents (67.7%) were in agricultural farming and (89.7%) were involved in tourism.

The finding of the study indicated that the level of local people participation in tourism planning and development is still low. The planning and development processes are mostly done by government sectors. It is concluded that the community participation and partnership among all stakeholders in this culture-based tourism site is not sufficient.

All groups of respondents ranked the “strongly agree” level for the better standard of living (Mean=4.82), opportunity to get a job for local people (Mean=4.75) and high interest in tourism activities and services (Mean=4.38) of factor influencing in the community participation in culture-based tourism development. Moreover, the majority of the respondents were more

concerned about positive impacts than negative impacts from tourism. Evidently, tourism generated more benefits to local community than cost. The economic impact seemed to be the main component that local community emphasized, while socio-cultural and environmental impacts were downplayed.

The suggestions from this study are that the respective authorities should support the development in terms of physical infrastructure improvement of the area, training and skill development in communication, improve other tourist facilities, and establish a participatory and environmental friendly plan and policy for culture-based tourism development to achieve sustainable tourism.

Keywords: culture-based tourism development, community participation, Phnom Oudong, Cambodia

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LIST OF ABBREVIATIONS AND SYMBOLS

CBT	Community-Based Tourism
CBT	Culture-Based Tourism
CBET	Community-Based Ecotourism
CBTD	Culture-based tourism development
CBST	Community Based Sustainable Tourism
FHT	Faculty of Hospitality and Tourism
GDP	Gross Domestic Product
MCA	Ministry of Culture and Art
MOT	Ministry of Tourism
NGO	Non-governmental Organization
NSDP	National Strategic Development Plan
NEPS	National Ecotourism Policy and Strategy
RUPP	Royal University of Phnom Penh
REST	Responsible Ecological Tours
RGC	Royal Government of Cambodia
SNV	Netherlands Development Organization
SPSS	Statistical Program for Social Sciences
SD	Standard Deviation
TOO	Tourism Office of Oudong
UN	United Nation
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
WTO	United Nations world Commission Environment and Development
WTTC	World Travel & Tourism Council

CHAPTER 1

INTRODUCTION

1.1 Problem Statement

Tourism is one of the largest and fastest-growing industries in the world today. It is one of the most important sources of employment and tax revenue generation for governments. It creates various opportunities for employment and business in developing countries. It accelerates economic development and keeps rural residents from moving to overcrowded cities (UNWTO, 2007), thereby bringing a balance in rural-urban migration. The tourism sector promotes economic diversification and enhances development of the economy of a country. Community tourism has empowered the local people, by providing youth with new employment and business opportunities in their locality. Tourism has an immense impact in the promotion and conservation of the environment and cultural heritage (UN, 2010). Culture-based tourism seeks to maintain a fine balance between economic development and preservation of culture along with the conservation of the environment. This approach attempts to preserve environmental and cultural resources for future generations while also delivering economic benefits in the short term.

Tourism is an important sector in Cambodia, which contributes KHMR 4,829.6 billion or 9.5% of Cambodia's Gross Domestic Product (GDP) and directly provides 607,000 jobs or 8.0% of the total employment in 2011 (WTTC, 2012). The number of international tourist arrivals to Cambodia increased from 2,161,577 in 2009 to 2,508,289 in 2010. For the year of 2011, visitor arrivals to Cambodia were 2,881,862 (MOT, 2011), a 14.9% increase compared to 2010. A longer term projection predicts that Cambodia will gain 4.5 million tourists by 2015 and 3.2 million tourists by 2021 (MOT, 2011).

Cambodia can attract more tourist arrivals and extend their stay in the country provided it develops and transforms its tourism resources across in the country into tourism attractions (Men, 2008). Aside from Angkor Wat, Cambodia has many tourism resources that are waiting to provide the visitors with experiences of the real lives of Cambodian people, such as Phnom Oudong in the cultural area. Many of these resources are located in rural communities. There are many types of tourism that are being managed and operated by different key stakeholders. With the perspective of developing the rural communities in a sustainable manner, the culture-based

tourism development (CBTD) approach has been implemented by both government and development agencies. The CBTD approach provides the community people at the local level with the opportunity to control and manage tourism resources on their own, so that they can get benefits from tourism development in their community. This process seeks to bring a sense of ownership and responsibility to the local community.

Phnom Oudong has many temples on top of the mountains and huge Buddha statues adorning the beautiful landscape of the area. Phnom Oudong still has its rich cultural heritage intact. Its historical traditional architecture adds to the beautiful scenery and has a very high potential of attracting tourists to the area.

At the base of the one of the mountains near the path, a memorial monument was built for the hundreds of bodies exhumed from a large Khmer Rouge genocide field, as a testament to the area's recently bloody past.

Besides the beautiful temples and religious sites, it is also a place where one can see the locals practicing their culture in their daily lives. There are also many indigenous handicrafts in the area, where the products are solely made by the local craftsmen whose skills have been passed down from their ancestors. These attributes and elements of Phnom Oudong make it an ideal destination for culture-based tourism.

Tourism activities in the Phnom Oudong area are normally organized and promoted jointly by the public and private sectors in the province. The promotion is usually done through publicity during festivals in the province. It is carried out mostly by the relevant provincial government in collaboration with private stakeholders. However, there has been an issue of lack of participation from the locals during the promotion of Phnom Oudong at the festivals.

The local community faces challenging circumstances including extreme poverty, a lack of awareness of environmental issues, an under-developed tourism sector around the area, limited tourism management capacity, limited efforts at cultural maintenance, and little or no enforcement of environmental protection laws. This site is also generally lacking in the quality of goods and services. The infrastructure is not well developed in the area, and also there are problems with the water and electricity supply. Furthermore, there is a lack of facilities for tourists. There is no tourist information center, and no provision of security for tourists visiting the area. There is a shortage of public health and medical care facilities, and the local

telecommunication network provides only very limited coverage. All these factors are vital for tourism industry development in any destination, and so all these factors should be improved urgently in order to improve the tourism business in the area.

It is very important to include community participation for a successful culture-based tourism development in the area. Therefore, this research attempted to investigate the factors influencing community participation, the level of local participation and perceptions of impact on the community regarding culture-based tourism development at Phnom Oudong.

1.2 Research Questions

1. What is the level of local participation in culture-based tourism development at Phnom Oudong?
2. Why local people do or do not participate in culture-based tourism development at Phnom Oudong?
3. What types of culture-based tourism activities are the local people willing to participate in at Phnom Oudong?
4. What are the factors influencing community participation in culture-based tourism development at Phnom Oudong?
5. What are the perceived impacts on local people from culture-based tourism development at Phnom Oudong?

1.3. Objectives of the Study

1. To investigate the level of local participation in culture-based tourism development at Phnom Oudong.
2. To explore why the local people participate or do not participate in culture-based tourism development at Phnom Oudong.
3. To investigate types of tourism activity in which the local people are willing to participate, and identify factors influencing the Phnom Oudong community's participation in culture-based tourism.
4. To assess the perceived impacts on local people from culture-based tourism development at Phnom Oudong.

1.4 Significance of this study

The study will be useful for the community to enhance their knowledge about tourism and its benefits and costs, and will also help the local community to be in a position to balance economic development with conservation of environment and culture.

The information and the result obtained from this research can hopefully be used by the community to make well-informed decisions for the future improvement of tourism in the area

The findings from this study will be useful to the Ministry of Tourism (MOT), since it is responsible for preparing and implementing the country's tourism policy, including the provincial and rural tourism development strategy. Thus, these perspectives from people in the local community could become part of the basis for adjustments to the tourism development plan to suit the changing context of local society. Clearly, it is in the interest of all concerned parties to maximize the advantages, while minimizing the negative effects of culture-based tourism development, in both the long and short term; so this study should be used to help future planning and decision-making regarding tourism so that these plans can be made more effective in future.

1.5 Scope of the study

1.5.1 Scope of area: the research focused on community participation in culture-based tourism development.

1.5.2 Scope of geography: the research was conducted in three villages of the Phnom Oudong area:

1. Cheay Otdam village
2. Srah Pou village
3. Phnom village

1.5.3 Scope of demography: Residents who live or work at Phnom Oudong.

1.6 Definition of key terms:

1. Participation: is defined as action in the tourism planning and management process, including planning, decision making, implementation in tourism activities, taking advantage of tourism, and suffering from the disadvantages of tourism.

2. Community participation: is defined as the local residents' involvement and cooperation in activities for tourism development. Participation activities are planning, decision-making, implementation, problem solving, evaluation, and gaining of benefits by the local residents.

3. Culture: is defined as the intangible and tangible assets of cultural heritage represented by a system of shared beliefs, customs, language and behaviors that the members of society use to cope with their community and with one another, and that are transmitted from generation to generation through learning (Leiper, 1995).

4. Cultural heritage: is defined as expressions of the way of life of a group both intangible and tangible, including architectural works, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of historic artistic or scientific features, groups of buildings and sites (UNESCO, 2007), as well as the practices, knowledge, skills, instruments, objects, artifacts and cultural spaces associated with a cultural group (UNESCO, 2003).

5. Culture-based tourism: is defined as movement of persons with a motivation to learn or experience the intangible and tangible cultural resources at a destination (WTO, 1985).

CHAPTER 2

LITERATURE REVIEW

This section reviews the available contemporary literature relevant to Phnom Oudong and the study of culture-based tourism development. The literature review covered the concepts of culture-based tourism, tourism planning, community participation, community-based tourism, sustainable tourism development, tourism development in Cambodia, and tourism development in Phnom Oudong.

2.1 Concept of culture-based tourism

There are many concepts of culture. It is a very broad idea with many interpretations. The definition of culture by UNESCO (1982) mentioned that culture was “the whole complex of characteristic spiritual, material, intellectual and emotional features that characterize a society and social groups, it includes the fundamental rights of the human being, value systems, and traditions”.

Richerson and Boyd (2005) explained that culture is information affecting individuals’ behavior that they obtain from other members of their kind through teaching, imitation, and other forms of social transmission.

Mesoudi, Whiten and Laland (2006) defined culture as information (e.g., ideas, knowledge, beliefs, values, skills, and attitudes).

According to Williams (1958), culture had four meanings. First, it referred to a general condition of mind that is closely related to the notion of human perfection. Second, culture referred to the state of intellectual development in society. Third, it may refer to the condition of the arts in society. Finally, in the anthropological tradition, culture referred to ways of life.

Tylor (1871 as cited in Taylor and Fraucis, 2009) defined culture in its anthropological sense as “that complex whole which includes knowledge, belief, art, morals, law, customs and any other capabilities and habits acquired by man as a member of society”.

Culture was characterized by patterns, explicit and implicit, and behavior acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their

embodiments in artifacts (Kroeber and Kluckhohn, 1952 quoted in Fyall, Garrod, and Leask, 2003).

According to Sudaman (2006), culture involves all aspects of people's lives and their unique characteristics, as well as their activities resulting from the wisdom and knowledge that they have acquired throughout their lives.

Assmann (1992 quoted in George and Reid, 2005) defined culture as the outside dimension of human memory, which embraces two concepts, namely memory and reference to the past. Memory is the way a society ensures cultural continuity by preserving, with the help of cultural conservation, its collective knowledge from one generation to the next, rendering it possible for later generations to reconstruct their cultural identity. Reference to the past reassures members of a society (community) of their collective identity and supplies them with an awareness of unity and singularity in time and space, historical consciousness by creating a shared past. In addition, Boyd (2002) defined culture as information capable of affecting individuals' behavior that they acquire from other members of their species through interaction, imitation and other forms of social transmission.

Heritage can be divided into tangible and intangible. Cultural heritage, both tangible and intangible, is used to attract tourists while ensuring that the cultural assets are protected, a concept known as sustainable tourism (Paramo, 2006).

Tangible heritage consists of buildings, historic areas, historic houses, industrial, or cultural landscapes, building materials and handicrafts (Xu Jing, 2006). These things attract tourists' interest and create the magnificence of the destination.

Intangible heritage consists of values, lifestyles, traditions, and people observing people, ways of life, everyday activities, religion / spiritual life, sense of community, societal structures and emotions (Xu Jing, 2006).

Festivals and events were seen as essential parts of providing the visitor as well as the community resident with an understanding of the intangible elements of a community's life and culture. All intangible heritages are related to the community's awareness and responsiveness. In addition, these are connected to the cultural options and globalization. Moreover, the community hardly knows that these things need to be preserved for the cultural heritage unless the government has well-defined plans for community participation.

Culture connects to the customs and civilization of a particular time or people (Sudarman, 2006). A group of individuals, such as an indigenous people, has distinctive culture with its own characteristic ways of gathering and preparing food, constructing homes, structuring the family, and promoting a standard of right and wrong (Schaefer and Lamm, 1998). Moreover, many cultures are unique and different from region to region. Therefore cultural diversity of all regions should be respected and understood (Sudarman, 2006).

According to WTO (1985), culture tourism was defined as movements of persons for essentially cultural motivations such as study tours, performing arts and other culture tours travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art or pilgrimages.

The International Scientific Committee on Cultural Tourism (ICOMOS, 2008) defined cultural tourism as the movement of persons away from their normal places of residence to cultural attractions with the intention to gather new experiences and information about local customs, traditions, the physical environment, the intellectual ideas of local people, and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times.

The National Trust for Historic Preservation defined cultural heritage tourism as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources (NTHP, 2009). However, perhaps most succinctly, and the definition adopted for this research, cultural tourism is, as an economic activity, predicated on the use of inherited environmental and sociocultural assets in order to attract visitors (Fyall and Garrod, 1998).

In conclusion, culture involves all aspects of people's lives and their unique characteristics, as well as their activities resulting from the wisdom and knowledge that they have acquired throughout their lives. Culture is often combined with tourism to produce culture-based tourism with the purposes to study and experience the history, the architecture, the culture, the physical environment, and the intellectual knowledge of different communities.

2.2 Concept of tourism planning

Tourism planning should be a complex and rational process and as such it should be carried out on the basis of a systematic process in order for its results to be realistic and effective. This process varies according to the systems and situations, the type and the level of planning.

According to Inskeep (1991 as cited in Coccossis and Constantoglou, 2006) mentioned that the basic steps of tourism planning are as follows:

1. Study Preparation. Under this step government together with the private sector should take a decision to develop or expand or improve tourism development in a planned way. In this stage the use of typologies could assist the identification of the basic issues of planning just because it can highlight trends and constraints of tourism development in an area.

2. Determination of objectives. Goals and objectives indicate the desired results of developing tourism. Goals refer to more general aims of development and objectives to the more specific ones. Goals and objectives should be carefully determined because they are basic determinants of the tourism policy and plan. Typology can determine the stage and type of tourism development in an area. By identifying the stage and type of development it is easier to determine the desired type or level of development.

3. Surveys. This step involves collecting quantitative and qualitative data on all relevant aspects of the tourism system. The survey step should be carefully conducted in order to be efficient. Often in this step a map or aerial photograph can help on the observation of spatial relationships that are not obvious in any other way. The survey stage can assist in the creation of a typology but it also can be assisted by the use of a typology by facilitating the process of collecting available data. At this point new technological and methodological tools like Geographical Information Systems could make the process easier, more representative and more accurate through the use of their extensive and powerful spatial databases.

4. Analysis and Synthesis. In this step data gathered on the previous stage of surveys are combined and synthesized in order to identify major opportunities and constraints for tourism development in the area. The use of typologies here can help to highlight the real touristic image of the destination area, to show the trends, the problems and conflicts together with the opportunities of development.

5. Policy and Plan Formulation. This stage refers to the formulation of tourism policy and preparation of the physical structure of the plan. The use of scenarios is essential at this point. Here the use of typologies is essential especially in cases where the spatial and time scales are extended where obviously tourism development could not have the same strength or characteristics in everywhere. Basically the creation of a typology is a process where destination areas presenting similar characteristics are grouped together in classes. The main aim in this process is to assist tourism planning and decision support process. So typologies can basically help in that step through the process of formulation of policies that are suitable and essential for each set/group/type of touristic area.

6. Recommendations. Based on all above steps alternative scenarios should be evaluated here in order for the most suitable to be selected and implemented. Alternative scenarios can be applied in each type/group of touristic area.

7. Implementation and monitoring. At this final step the plan prepared above should be implemented while tourism development should be monitored in order to ensure that the goals and objectives defined are accomplished. By the use of a typology it is easy to monitor/observe the effectiveness of the plan through the transitions that will happen between and within groups/classes.

Jing (2006) mentioned the policies, approaches and techniques to be considered in the process of managing and planning cultural tourism at the local level. There are two key dimensions discussed in this concept. First, tourism planning utilizing economic approaches and tools for reducing poverty through cultural tourism including employment of the poor in tourism enterprises, supply of goods and service to tourism enterprises by the poor or by enterprises employing the poor, direct sales of goods and service to visitors by the poor, establishment and operation of tourism enterprises by the poor, placing taxes or levies on tourism income or profits with proceeds benefiting the poor and voluntary giving/support by tourism enterprises and tourists. Second, Cocossion (2006) suggested employing a range of planning and community development approaches, educating tourists about the unique culture and traditions of local communities, promoting the development of effective visitor management systems as one way of minimizing the impact of tourism on communities, helping local communities better understand the characteristics of their visitors as they develop interpretive strategies and policies, developing

carrying capacity/limits of growth to ensure that the residents are able to control the level of visitation to their communities, and ensuring that all stakeholders are included in the decision-making and implementation process with particular emphasis on including the local communities in all aspects of planning and management. Support and input from other sectors, such as business owners, community members, government stakeholders, and academic institutes are necessary. Balancing various stakeholders' interests, garnering support from government agencies at various levels, local residents, and members of the private sector, and effectively using human and financial resources, are critical for building a successful heritage tourism development (Cocossion, 2006).

In summary, tourism planning is an ongoing activity which should help to maximize the benefits and minimize the impacts of tourism development in the long term. The involvement of all relevant stakeholders in tourism planning can significantly help to achieve this goal. Relevant stakeholders include the local community as well as local and national government, the private sector, and local non-governmental organizations.

2.3 Concept of tourism impact

Tourism is an important industry for many countries in the world and has great economic importance (Gumus, 2007). The tourism industry can help create a better understanding of traditions and ways of life, promoting consideration and mutual respect between societies. Tourism can be a positive for the development of the physical, social, and culture, economic and environmental well-being of the country (Gunce, 2003). On the other hand, tourism can have a great impact on the physical development of the country and result in uncontrolled physical growth which will affect the environment, society and culture of the destination. Tourism establishments and activities could create costs for the communities, which are likely to suffer from greater traffic congestion, increasing crime rates, waste generation and increasing cost of living (Nunkoo and Ramkissoon, 2009).

According to Andereck and Nyaupane (2011), tourism development can be measured in terms of perceived impact of tourism on community quality of life by assembling a large set of items from various published sources related to community aspects that have been shown to play

a role in residents' perceived quality of community life (e.g., preserving peace and quiet, feeling safe, clean air and water, city services such as police and fire protection).

UNWTO (2003) mentioned that there were tourism establishments and activities that could create both benefits and costs to the communities. The costs and benefits of tourism will vary in each destination and could change over time, depending on the tourism activities in a destination. Tourism impact can be both good and bad, and the actual effect depend every much on the character of the area and the local people conditions to active the sustainable tourism (Cahndralal, 2010).

According to Texas (2007), while tourism delivers many benefits, it also imposes costs and liabilities. Those that are most commonly encountered are described in table 2.1. It summarizes the trade-offs between tourism benefits and the costs that must be considered when planning community tourism development. All may not be relevant to every community and most can be addressed though proper tourism planning and management.

Table2. 1 Tourism Trade-offs: Benefits and Costs of development

	Benefits	Costs
Economic	<ul style="list-style-type: none"> - Tourism is widely recognized for creating and sustaining jobs and brings new money to area, and women, youths, lower skilled people, plus supplemental income for the underemployed. Tourism supports local business and other industry and encourages economic diversification and stability. Tourism contributes to state and local tax bases. 	<ul style="list-style-type: none"> -Leakage of tourist revenues out of the community through paying for imported goods, and services, such as resort development and businesses with financial and management structures located outside of the local community. -Tourism increases land prices and cost of living in host community. -Tourism causes problems of low revenue in off-season. Competition for the tourist dollar is difficult to address.

Table 2. 2 Continue

	Benefits	Costs
Social and Cultural	-Tourism creates pride in culture among the locals, intercultural exchange between hosts and visitors and other necessary social amenities.	- Tourism can cause loss or change of cultural heritage and cultural resources of the host community - Tourism brings outsiders into communities and may cause conflict for those who do not accept cultural differences. - Host community must exhibit tolerance of tourists who may be unfamiliar with the community and the residents' lifestyles.
Environmental	- Tourism encourages conservation and preservation of important natural, cultural and historical resources.	- Increased use of resources by tourism can degrade their quality and the community's overall environment.

Source: Texas, 2007

Inskeep (1998) suggested some important potential tourism benefits for local communities as the following:

1. Tourism could provide employment for young people, women and local ethnic groups. The tourism demand should support supplying sectors such as agriculture, fisheries, crafts, and manufacturing in communities. The jobs might reduce the out-migration of young people to seek employment elsewhere.

2. Tourism development provided opportunities for local capital investment, jobs, and income profits made from the enterprises and developing sense of entrepreneurship that newly promote tourists in the areas.

3. The increasing income generated by the new jobs and enterprises in tourism helped improving the local living standard especially the profits from the locally owned and managed enterprises will remain in the area.

4. Tourism generated local tax revenue that could be used to develop and improve community facilities, services, and infrastructure such as libraries, schools, hospitals, parks and roads.

5. Tourism related skills and technology education for employees could enhance local human resource development. Some of these skills and technologies might transfer to other economic activities.

6. Tourism development required adequate infrastructure to be developed such as roads, waste management, water supply electric power, and telecommunications. Tourism development helped pay for infrastructure improvement and development. Therefore, the local communities receive benefits.

7. Tourism provided new markets for local products such as agricultural and fisheries items, arts and handicrafts. It also encouraged other local economic sectors.

8. Tourism encouraged development of new and improved retail, recreation, and cultural facilities such as specialty shops, parks, and recreation, cultural centers and theater performance that local residents and visitors or tourists could use. Tourism often helped pay for cultural facilities that local communities could not afford without tourism.

9. The overall environmental quality of the communities might be improved to serve the tourists because of their performance to visit attractive, clean and non-polluted place. Land use and transportation patterns might also be improved because of the redevelopment of some places or tourism attractions.

10. Tourism could provide the justification and helped pay for conservation of local nature areas archaeological and historical sites, arts, crafts and certain cultural traditions because these features were also the attraction for tourists.

11. Tourism encouraged a greater environmental awareness and a sense of cultural identify to residents. They would develop a sense of pride in their heritage when they realized that the tourists appreciated the local environmental, historical, and cultural heritage. Moreover,

tourism might stimulate revitalization of certain aspects of the cultural heritage that were being lost by the force of modern development.

In conclusion, tourism is a growing industry, offering communities of all shape and size a unique development opportunity. Tourism impact can be both positive and negative. Tourism development in culture-based sites can bring many opportunities and benefits. Positively it can create jobs and can increase incomes. For government it is a good source of revenue. It may have some negative impacts such as environmental damage, greater traffic congestion, increasing crime rates, extra waste generation and increased cost of living.

2.4 Concept of community participation

Community participation has become a common element in many development initiatives, such as community-based programs, which assume participatory methods, and has been promoted by development organizations, notably the World Bank, to address the inefficiency of highly centralized development approaches particularly in the developing world (Baral and Heinen, 2007).

Community participation in community-based tourism development projects is a crucial factor to assure the effectiveness of CBT development as a tool for sustainable community development for which Tosun and Timothy (2003) argued that community participation is a vital element in the implementation of tourism plans and strategies, contributes to sustainable tourism development, increases tourist satisfaction, and helps tourism professionals design better tourism plans, while public participation contributes to a fair distribution of costs and benefits among community members and can help satisfy locally identified needs. Community participation strengthens the democratization process in tourist destinations.

Pattanapongsa (2004) identified the levels of participation in five different levels as follows:

1. Participation by being the informant. The residents in the community could participate by giving the information about their family and their community to support the development of tourism.
2. Participation in information gathering. The residents get the information before making the decision.

3. Participation in co-decision. The participation depends on the authority of those residents or the stakeholders.

4. Participation in implementation. The residents participate by working through the process of the plan.

5. Participation in assistance. The residents might participate by supporting the plan but do not fully participate in the entire plan.

According to Tosun (2006), community participation in development covers the way for the implementation of the principles of sustainable tourism development and creates better opportunities for local people to gain more benefits from tourism development taking place in their localities. In addition, Wahab (1997) mentioned three differences in the tourism development process between developed and developing nations. Firstly, in developing nations, there is a lack of clean water and food, and there is less attention given to tourism development and planning. Secondly, the lack of democracy in many developing nations leads to the authority of the ruling class in the development process. Thirdly, there is no system in place to allow people who are directly affected to determine their social input to development thinking, as tourism is thought to be an industry of national concern.

Jones (1996) argued that tourism development of a successful community based tourism strategy will require a sound institutional framework based on a partnership between the local community, the state, the private sector and Non-Governmental Organizations.

In addition, characteristics of participation include Pretty's (1995) typology of community participation. In Table 2.2, seven types of participation are described ranging from passive to the most active.

Table 2.3 Typology of Community participation in tourism development

Types of participation	Comments
Passive participation	People participate by being told and what has already happened. Involves independent announcements by local authority without any listening to people's responses information. Shared belongs only to external professionals.
Participation in information giving	People participate by being consulted or answering questions from external agents. Show problems and information processing. Findings of the research are not shared with the people
Participation by consulting	People participate by consultation with local people. Processing does not acknowledge any share in decision-making. Professionals under no obligation to consider people's views.
Participation for material incentives	People participate by contributing resources (e.g., labor) in return for food, cash or other material incentives. Farmers may provide fields and labor but are not involved in testing the experimentation or the process of learning and this is often called participation, but people have no stake in prolonging activities when the incentives end.
Functional Participation	People participate by forming groups to meet specific objectives related to the project. Involvement may be interactive but tends to arise later in the project cycle after major decisions have been made. Institutions formed tend to depend on external facilitators, but may become self-dependent.
Interactive participation	People participate by jointing analysis, development of action plans and creation or strengthening of local institutions. Participation is seen as a right and not only as a means of achieving project goals. The process involves interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes. Local community take control of local decision making and determine how resources are to be used giving them a stake in maintaining practices.
Self-mobilization	People participate by taking initiatives independent of external institutions or change systems. They develop contact with external institution for advice and resource, but retain control of the use of resource. Self-mobilization and collective action may or may not challenge existing inequitable distribution of wealth and power.

Source: Pretty (1995)

In attempting to plan for tourism development, the community at the destination must be involved with regard to effective and sustainable development. The development of tourism within the community should be of prior concern to the host residents.

Therefore, the World Tourism Organization (WTO, 1997), suggested that local residents should be empowered and participate fully in decision-making, implementation, monitoring, and evaluation of tourism policies, programs and projects.

Residents should take the major role in development. Suanari (2003) mentioned that community based sustainable tourism (CBST) was a type of tourism in which the host community made decisions and managed the program; in this way the community were the owners of the program and had a right over the way tourism was managed with the purpose of encouraging sustainability of the environment and society and enabling learning among visitors to the community.

In addition, Arnstein (1969 quoted in Singh et al., 2003) mention that participation is in itself the redistribution of power that enables the “have-not” citizens to be deliberately included in the future. It is the means by which they can induce significant social reform, which enables them to share in the benefits of the affluent society. Arnstein has approached this in terms of a ladder or typology of citizen participation including eight levels, which are classified in turn among three categories relative to authentic citizen participation. While the lowest category represents manipulative participation, the highest category refers to degrees of power. The middle category indicates degrees of citizen tokenism. She established a ladder of citizen participation, not specifically made for tourism, with eight levels put into three groups:

1. Manipulation	}	Non participation
2. Therapy		
3. Informing	}	Tokenism
4. Consultation		
5. Placation		
6. Partnership	}	Citizen Power
7. Delegated power		
8. Citizen control		

Tosun (1999, 2006) follows Pretty's (1995) and Arnstein's (1969) approaches and proposes a typology of community participation in tourism under 3 differentiated levels of participation.

1. Spontaneous participation in Tosun's model corresponds to degrees of citizen power in Arnstein's typology, and to self-mobilization and interactive participation in Pretty's model. It represents an ideal model of community participation. This ideal type provides full managerial responsibility and authority to the host community.

2. Induced community participation in tourism development tallies with degrees of citizen tokenism in Arnstein's typology, and functional participation with participation by consultation or participation for material incentives as described in Pretty's model. This type is the most common mode to be found in developing countries where a host community only endorses decisions regarding tourism development issues made for them rather than by them (Tosun, 1999). It is top-down, passive and indirect. Host communities may participate in implantation and sharing benefits of tourism, but not in the decision making process.

3. Coercive participation is manipulated and contrived as a substitute for genuine participation. It represents the lowest rungs of the ladder, manipulation and therapy, in Arnstein's typology, and passive and manipulative participation in Pretty's typology. The real objective is not to enable people to participate in the tourism development process, but to enable power holders to educate or cure host communities to turn away potential and actual threats to the future of tourism development.

Although Tosun's (2006) typology of community participation was designed with special reference to tourism development, Arnstein's (1969) typology provided a better understanding of the relationship between community participation and citizen control (Hung, Sirakaya-Turk and Ingram, 2010).

Leksakundilok (2006 cited in Aref and Redzuan, 2009) described six levels of local participation grouped into three blocks:

1. Manipulation	}	Non-participation
2. Informing		
3. Consultation	}	Symbolic participation
4. Interaction		
5. Partnership	}	Genuine participation
6. Empowerment		

These three theoretical models of types of local participation have no sense if they cannot be applied to a real example of community involvement in tourism development. The present paper tries to apply all these models to tourism development in Cambodia to determine the degree of participation as a base for analyzing local participation in tourism development in the region.

According to the above participation concepts, participation typically emphasized giving the opportunity to people to make decisions, to take part in implementation, and to find out the root of problems or any obstacles in the development activities. Many of the arguments regarding participation are based upon the concept of stakeholders and authority that different stakeholders could have on the development activities. However, participation by host communities enabled people in the communities to develop the resources managed and controlled by them as well as to improve their community. Helping the local people to understand the benefits that they would get from their participation would be a good process to get their involvement.

In summary, community participation offers great potential benefits for successful community development projects including community-based tourism. Community participation is one way to mitigate these impacts while also maximizing the benefits to the local community. Cultural conservation and tourism development can be effectively combined only if there is a good level of community participation. Without local people participating in decision-making they are unlikely to receive significant benefits from tourism.

Figure 2.1 Normative typologies of community participation

7. Self-mobilization	←	8. Citizen control	Degrees of Citizen Power	→	<u>Spontaneous Participation</u> Bottom-up; active par.; direct participation; par. in decision making; authentic participation; self planning;
6. Interactive participation		7. Delegated power			
		6. Partnership			
5. Functional participation	←	5. Placation	Degrees of Citizen Tokenism	→	<u>Induced Participation</u> Top-down; passive; formal; mostly indirect; degree of tokenism, manipulation; pseudo-participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback.
4. Participation for material incentives		4. Consultation			
3. Participation by consultation		3. Informing			
2. Passive participation	←	2. Therapy	Non-participation	→	<u>Coercive Participation</u> Top-down, passive; mostly indirect, formal; participation in implementation, but not necessarily sharing benefits; choice between proposed limited alternatives or no choice; paternalism, non-participation, high degree of tokenism and manipulation.
1. Manipulative participation		1. Manipulation			
Pretty's (1995) typology of community participation	Arnstein's (1971) typology of community participation		Tosun's (1999a) typology of community participation		

Keys: Corresponding categories in each typology → ←

Source: Tosun (2006)

2.5 Concept of Community-based tourism (CBT)

Community-based tourism refers to tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life (REST, 2003). This means that tourism activities are developed and operated, for the most part, by local community members, and certainly with their consent and support. It utilizes a wide range of resources that local people are able to manage and particularly involves respect for local culture, heritage, and traditions (Leksakundilok, 2004).

Leksakundilok (2004) mentioned that the government allows local people and tourists to be the eyes and ears for environmental protection. Furthermore, with the money gained from CBT, the health and education of local people can also be improved, which can go further to alleviate poverty, decrease population growth and solve land distribution problems (Murdoch, 1980 quoted in Lash, 1998).

National Geography (2013) mentioned that community tourism is a form of tourism which aims to include and benefit local communities, particularly local people and villagers in the rural south (i.e. developing world). For instance, villagers might host tourists in their village, manage the arrangement communally and share the benefits. There are many types of community tourism but all should give local people a fair share of the benefits and a say in deciding how tourism is managed. Community tourism should be run with the involvement and consent of local communities. Local people should participate in planning and managing the tours and a fair share of profits should be given back to the local community. Ideally this will include community projects (health, schools, etc), and involve communities rather than individuals. Working with individuals can disrupt social structures. It should be environmentally sustainable. Local people must be involved if conservation projects are to succeed. It should respect traditional culture and social structures, have mechanisms to help communities cope with the impact of western tourists, keep groups small to minimize cultural / environmental impact, brief tourists before the trip on appropriate behavior, not make local people perform inappropriate ceremonies and leave communities alone if they don't want tourism. People should have the right to say 'no' to tourism. See Table 2.3.

Table 2.4 Benefits of CBT

Development Area	Potential Development Benefits
Economic	Tourism creates employment, increase household income to host community development achieve sustainable.
Social	Community builds capacity to management raises quality of life, promotes community pride, gender and age equality.
Cultural	Host community encourages conservation cultural, respect for different cultures, cultural exchange and embeds development in local cultural.
Environmental	Host community raises awareness of management of waste disposal, responsibility of environment and conservation for tourists and villagers.
Educational	Communities promote the acquisition of new job skills, create new professions, and encourage use of new knowledge and more local knowledge in village. Cross-fertilization of ideas with other cultures – promotes mutual respect.
Political	Increases the power of community, motive of local people participation and ensures rights in natural resource management in community
Health	The community is going to have better hygiene, and increases in and diversification of food production for tourists improves nutritional status.

Source: REST, 2003 Tuffin, 2005

UNWTO (2002) described a process of alleviating poverty through enhancing local participation is as follows:

a) Village tourism: with tourists visiting villages on day tour or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions.

b) Ecotourism: where local communities exist in the ecotourism area, with these communities providing businesses and employees related to the ecotourism and village tourism are combined with the tourists experiencing both the natural environment and local cultural patterns of the village.

c) Art and Crafts tourism: with tourists visiting villages and town districts that specialize in production of particular crafts such as wood carving and textile making or organize

dance, music and drama performances. These visits can be stopovers on day tour or longer-term stay with tourists living in the village and learning about the arts and crafts.

d) Rural tourism: with tourists staying in farmhouses or small scale accommodation and experiencing farming activities touring nearby areas and often engaging in local recreation activities such as hiking and fishing.

e) Agro tourism: a type of rural tourism, with tourists visiting on day tours or staying overnight on farms, and plantations, specifically to observe and engage in agricultural activities. These forms of tourism are all expanding as tourists markets become specialized and more tourists wish to have contact with local cultures and nature environments.

In summary, there are many types of tourism based on the kinds of attraction that are the driving force of visitation. Ecotourism, nature-based tourism, cultural tourism, or agro-tourism is also related to community-based tourism with the same purpose as a tool for sustainable community development. In Cambodia, supporters or NGOs say “CBT site” and others say “CBET site”, but they refer to the same tourism location. Whatever type it is called, when put under the community control and management for the benefits of the community in a sustainable way, it is regarded as CBT.

2.6 Concept of Sustainable tourism development

The concept of sustainable tourism development was defined by the UNWTO (2004) with tourism development guidelines and management practices that are applicable to all forms of tourism across all types of destination, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance between these three dimensions to assure its long-term sustainability.

1. Make optimal use of environmental resource that constitutes a key element in tourism development, preserving essential ecological processes and helping to conserve natural heritage and biodiversity.

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

The United Nations' World Commission on the Environment and Development (WCED) (1987) definition of sustainable development is a development that meets the needs of the present without compromising the ability of future generation to meet their own needs.

In addition, (WCED) mentioned that sustainable tourism development should at a minimum, address the following elements: maintain ecological integrity diversity, meet basic human needs, keep options open for future generations, reduce injustice and increase self-determination.

Repetto (1986 as cited in Pearce et al., 1990) has reflected the above broad concern that sustainable development is predominantly considered as a long-term strategy to preserve and conserve the environment, though the present is not ignored, and proposes an inter- and intra-generational balanced level of welfare, perceived as a universally valid prescription, which is supposed to be applicable to all counties without considering their level of development, socio-cultural or political conditions.

In addition, Katerina and Gabriela (2012) mention that sustainable tourism development is based on four basic principles, namely the principle of environmental sustainability which provides development compatible with the maintenance of vital ecological processes, biological diversity and biological resources, social sustainability providing development compatible with the traditional values of a community while adding strengthening of the local cultural identity. The principle of sustainability provides cultural development compatible with the cultural values of human community, which also has an impact on the strengthening of the local cultural identity. The principle of sustainable economic development was to provide a cost effective resource to be managed in a way they can use for future generations.

The concept of sustainable tourism development involves more dimensions showing the relationship of economic, social and cultural development and its compliance with the needs and constraints of the environment. Sustainable tourism relates to tourism planning and development, and is intended to make a low impact over the long term on the environment, while helping to develop the local community's economy, society, local community culture and national culture.

Sustainable tourism development largely consists of small-scale development and is based on the local community, while helping to generate income, employment, and the sustainability of nature and culture.

2.7 Tourism Development in Cambodia

Cambodia is one of the world's fastest growing tourism destinations, and it is a new potential tourism market with a variety of tourism resources including Angkor Wat which is widely regarded as one of the greatest historical wonders of the world. With its riches in cultural, historical and natural resources that can be developed into tourism attractions, the Cambodian Ministry of Tourism has set up a tourism development policy, which was included in the National Strategic Development Plan (NSDP) 2006-2010 of the Royal Government of Cambodia (RGC) focused on three basic principles:

a) The development of tourism should be sustainable, anchored in the rich cultural heritage, history, and the exquisite nature of Cambodia's terrain, but more importantly, development that contributes to poverty reduction.

b) Active and creative promotion of tourism to make Cambodia a preferred "culture and nature" tourist destination in the region and the rest of the world.

c) Apart from increased tourist arrivals, increase the number of day's tourists stay, and the amount they spend, in the country and diversify their destinations. In addition, conscious efforts will be made to ensure that appropriate benefits of tourism go to people living in the vicinity of tourist destinations, both to reduce poverty and improve their livelihoods. (RGC, 2006)¹

From the policy to develop the tourism sector in Cambodia, careful attention is paid to sustainability based on Cambodia's rich culture and history, and beautiful natural resources. Basically, the government would like to develop sustainable tourism in order to significantly contribute to poverty reduction in the long term.

¹ National Strategic Development Plan 2006-2010, approved by the Council of Ministers during a meeting on 27 January 2006, the Royal Government of Cambodia.

According to national strategic development plan (NSDP 2006-2010), the government mentioned that its major achievement on tourism development in the National Strategic Development Plan Update 2009-2013, which includes open sky policy, simplifying visa issuance at the international checkpoints, active monitoring to prevent child sex tourism activities, and high growth rates of the tourism sector (20% during 2003-2007 and 5.5% in 2008).

However, in the national strategic development plan update 2009-2013, the Royal Government of Cambodia (RGC) has raised the following challenges that Cambodia is facing in the development of the tourism sector. First, the cost of package tours to Cambodian destinations is still high, which becomes the one of the key barriers for tourists to the make decision to visit more destinations within the country. Second, Cambodia still lacks competition in tourism service markets (e.g. accommodation, transportation, tourism advertisements, and so on). Third, the quality of some resorts, facilities and tourism services needs to be improved as it has not yet met the required standard. Fourth, the development of tourism is merely concentrated in urban areas, which has prevented the poor living in remote areas from benefiting from this development. Fifth, the physical infrastructure which is necessary for the development of tourism sector, viz. roads, electricity and cleaned water supply, and liquid and solid waste management system, is still inadequate, and needs to be further improved. Sixth, incomes from the tourism sector have not significantly contributed to promotion of domestic production and consumption of domestically produced commodities, as a significant proportion of those incomes is spent outside the country to procure goods and services. These need to be improved to cut down the economic leakage of tourism. Furthermore, the implementation of the approved investment projects for tourism sector development by some private companies has not been progressing according to the schedule and some other projects have been inactive. Also, global financial turmoil and economic recession, protracted political crisis in Thailand, and the outbreak and pandemic of AH1N1 have posed a negative impact on the tourism sector of Cambodia. Finally, the quality of human resources, of both public and private sectors, engaged in the tourism sector is still low (RGC, 2010)².

Besides Angkor Wat, Cambodia has other tourism attractions that can provide the visitors with experiences about the real life of Cambodian people. MOT has divided tourism attractions

² National Strategic Development Plan Update 2009-2013, Royal Government of Cambodia.

into four key tourism development zones. In addition to Siem Reap Angkor zone, there are three other major zones, which include the capital city of Phnom Penh, the coastal zone that offers visitors beautiful seas, beaches, islands and mangrove forests, and the northeast zone which provides the visitors with the opportunity to experience the life along Mekong River, forests, waterfalls, wildlife and the culture of the indigenous people. The four priority zones could be further developed into more varieties of tourist attractions to attract more tourists and to extend their length of stay. MOT in collaboration with Netherlands Development Organization (SNV) has initiated a national ecotourism policy and strategy (NEPS) with the following objectives: to diversify tourism products, to raise the profile of the country, to attract growth segments, to provide an incentive for sustainable use of natural resources, to alleviate poverty and to facilitate responsible tourism planning and management practices (MOT and SNV, 2012).

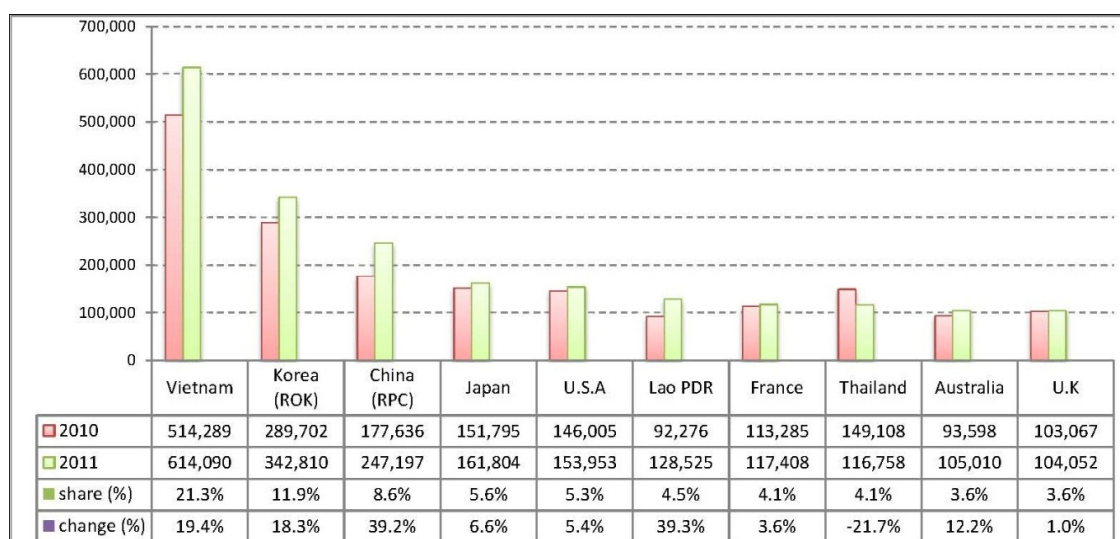
Figure 2.2: Important Tourism Zones in Cambodia



Source: (MOT, 2011)

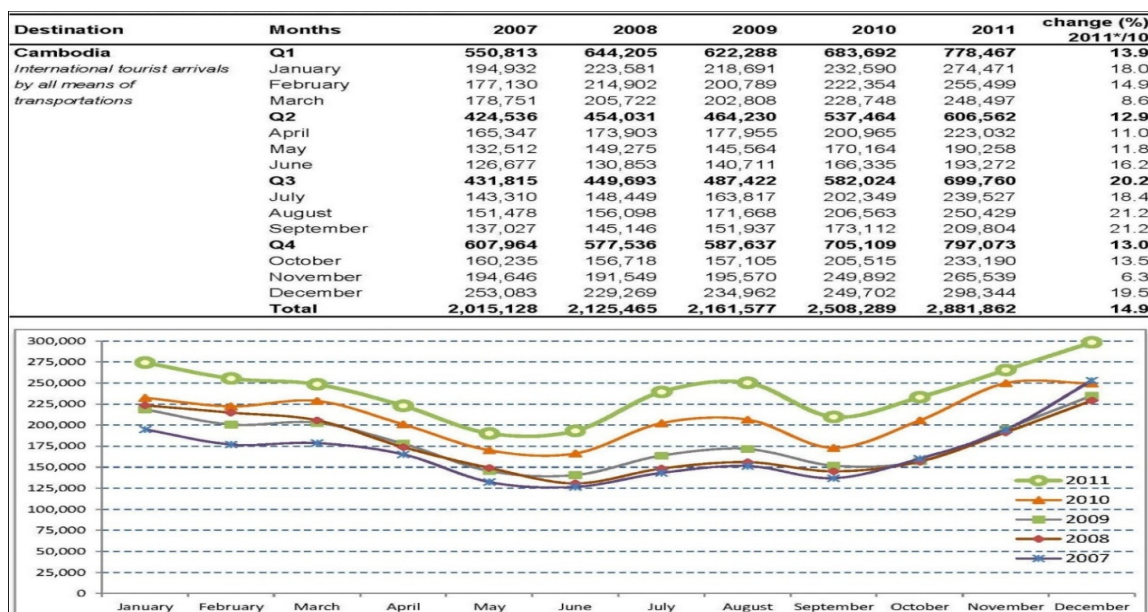
According to tourism statistics report in 2011, the top ten sources of Cambodian tourism markets are Vietnam, 614,090 (21.4% of visitors); the Republic of Korea (11.9%); China (8.6%); Japan (5.6%); the U.S.A (5.3%); Lao PDR (4.5%); France (4.1%); Thailand (4.1%); Australia (3.6%); U.K (3.6%). Table 2.4 shows the top ten markets in terms of arrivals in 2011.

Figure 2.3 Top ten market arrivals to Cambodia in 2011



Source: (MOT, 2011)

Figure 2.4 International tourist arrivals to Cambodia



Source: (MOT, 2011)

The above statistics from MOT show international tourist arrivals to Cambodia from 2006 to 2011 have been increasing steadily. According to a report called “Ecotourism Visitor Study” conducted by MOT and SNV in collaboration with Royal University of Phnom Penh (RUPP), only a small proportion (22%) of the international arrivals to Cambodia visited ecotourism destinations. However, up to 85% of the domestic tourists revealed that they have visited ecotourism sites (MOT and SNV, 2007). The Ministry of Tourism (MOT) claims that the main present and future tourist markets of Cambodia are tourists visiting for business, meetings, leisure and visiting friends and relatives of travelers (MOT, 2011).

2.8 Tourism Development in Phnom Oudong

Phnom Oudong is one of the earliest religious and cultural sites in the Kingdom of Cambodia. The site is located at the Psar Dek commune and Phnom Bat commune, in Ponhea Leu district, Kandal province, 45 km northwest of the capital, Phnom Penh, along National Route 5. Phnom Oudong is also called Phnom Preah Reach Trap, Phnom Athareus and Phnom Preach Chetreus. It is a mountain which is rich in cultural heritage. Phnom Oudong is not only a fantastic cultural site but also a charming natural one. It was formerly used as the Khmer capital city during 1618 to 1866. In Phnom Oudong, local people are mostly farmers with smallholdings, growing rice and vegetables while also raising a few cows, chickens and pigs.

In Phnom Oudong, which is the former capital of Cambodia, the culture is fairly homogenous. It consists of Buddhist religion, combined with traditional monarchism. Every year, the King of Cambodia visits Phnom Oudong around February (Meak Bochea day in the Cambodian calendar). Less happily, Phnom Oudong was also the site for atrocities committed by the Khmer Rouge dictatorship in 1975-79. Many bones from victims of the atrocities can still be seen in stupas at Phnom Oudong where they were placed by the Khmer Rouge soldiers.

The culture in Phnom Oudong also has other things to offer tourists including local palm fruit desserts, traditional wooden cow bells, and buffalo riding races, in addition to the traditional hospitality and friendliness which Cambodian Buddhists normally offer to tourists.

The municipality is composed of five villages with total population of 3751 people as shown in Table 2.3. The total land area is 513 km² around Phnom Oudong, which was divided into three areas: the 79 km² main area managed by the Ministry of Culture and Fine arts, the 217

km² managed by the Ministry of Tourism and the 212 km² managed by the Ministry of Environment (TOO, 2012).

Tourism in Phnom Oudong is increasing with remarkable growth. There is a lot of potential in terms of cultural resources, a beautiful natural environment and the other cultural attractions. The highlighted products of culture-based tourism at Phnom Oudong include stupas, temples, ancient buildings, pagodas, mountains, handmade souvenirs, cultural landscapes and traditional music performance arts with archaeological attractions. It is a safe destination to visit, and also the obvious focus of the town authority in terms of building the infrastructure and tourism safety management. The tourism market in Oudong consists of around 90% domestic tourists who visit and relax in Oudong with their families and friends, and come here at the weekends mostly by motorbike or car. As for international tourists, approximately 10% are from France and China. The tourism development in Phnom Oudong indicated that the domestic market has grown rapidly, and this growth has encouraging potential for Cambodia's economy. The plan claimed that domestic tourism has played an important role in poverty reduction in the rural areas because local tourists tend to buy local products, eat local food, and stay in accommodation owned by local people. Therefore, there is less economic leakage than with international tourism. However, since it does not earn foreign exchange and produces overall smaller amounts of spending than with international tourism, domestic tourism is one segment of the market that is often overlooked in Phnom Oudong, Cambodia.

Here is a brief overview of the infrastructure at Phnom Oudong:

- Public utilities: provincial and village water works provide tap water services to all Phnom Oudong communities. For households beyond these services, local people get water from water wells. Electricity is available in every community and household. Public phone services are available only in communities located within the municipality area. However, most residents prefer to use mobile phones because they are more convenient and easily available.

- Garbage management: garbage in the municipality is taken care of by the municipality itself. Beyond this residents have to dispose of it themselves, by either burning or burying.

- Public toilets: public toilets are one of the most important facilities for tourists. They must be hygienic, sufficient in numbers, and up to the standard. They also influence tourist

attitudes toward attraction site. From a survey of toilets in the attractions in the Phnom Oudong area, the following is found: in the Phnom Oudong communities, public toilets are available in the local people's houses. There are not enough for tourists to use, the waiting time is often long and toilets are not so clean. Temples have enough toilets to accommodate visitors and tourists. However hygiene is a problem and water quantity is sometime inadequate. In handicraft centers, toilets for tourists are non-existent. Visitors have to share with the owners of the centers. Sometime personal belongings are placed in the toilets, which makes it inconvenient for tourists.

- Security: in Phnom Oudong communities are relatively peaceful. Criminal cases are mostly petty crimes. The security is overseen by the provincial police station and there is a police booth in each sub-district to oversee security in the community.

-

Table2. 4: Statistic of population in Phnom Oudong, 2012

Villages	Population		Total	Family
	Female	Male		
Trpeang Slaeng	189	46	235	60
Pou Ral	500	600	1100	241
Cheay Otdam	534	537	1071	247
Srah Pou	317	214	531	113
Phnom	23	791	814	196
Total	1617	2288	3751	851

Source: Tourism Office of Oudong, 2012

Table2. 5: Visitor arrivals to Phnom Oudong

Visitor types	2012	Male	Female
Domestic	218987	131391	87596
International	2847	1721	1126
Total	221834	133112	88722

Source: Tourism Office of Oudong, 2012

The tourism development policy for the Phnom Oudong area is summarized in the following statements (MOT, 2003):

- Tourism will be based on the culture-based and other natural features in and near Phnom Oudong, the areas which relate to the overall scenic character of the region.

- Tourism will be developed for both international and domestic holiday tourism.

- Undesirable forms of tourism that create social problems and a bad image for the area will be discouraged.

- Tourism development will be integrated into the total development patterns of the area.

- Tourism development will offer a good quality of service and provide to both international and domestic tourist markets.

- Greatest consideration will be given to controlling environmental problems including deforestation and water pollution, and improving the overall environmental quality of the area.

- Emphasis will be given to improving the air access, infrastructure and community facilities and services in the area for the benefit of both tourism and residents.

- Priority will be given to improving the human resource base for tourism through education and training programs.

- Emphasis will be given to strengthening the capabilities of the local tourism office and the application of appropriate standards and regulations for tourist facilities.

- Emphasis will be given to maintaining a high level of security and public safety of tourists

CHAPTER 3

METHODOLOGY

This chapter describes the research methodology used to achieve the objectives of the study. A quantitative method is used for the research.

3.1 Population, Sampling Size, and Sampling Method

3.1.1 Population

The researcher used a limited population in this study. The main target population for this research was the local residents of the three villages around Phnom Oudong. These villages are called Cheay Otdam, Srah Pou and Phnom. The total population of Phnom Oudong was 2416 people from 556 family households.

3.1.2 Sample size and sampling method

The appropriate minimum sample size for this study was obtained by using a Taro Yamane formula (1973) at 95% confidence level to calculate the sample size in this research.

$$n = \frac{N}{(1 + Ne^2)}$$

n= size of sample

N= size of population = 2416

e= the level of precision = 0.05

(A 95% Confidence level and 5%=0.05 precision levels are assumed)

Then,

$$n = \frac{2,416}{(1 + 2,416(0.05)^2)}$$

n= 343.18

n= 343 (to the nearest integer)

Therefore, the sample size chosen was 343 local residents of the three villages around Phnom Oudong in Ponhea Lueu district. The researcher used quota sampling to equalize and get the appropriate sample size of local residents in each village as shown in Table 3.1. In addition, convenience sampling was used to select the representatives in the study.

Table3. 1 Sample Size in each village

Name of Village	Population	Percentage	Sample Size	Adjusted Sample Size
1. Cheay Otdam	1071	44.32%	152.05	152
2. Phnom	814	33.69%	115.56	116
3. Srah Pou	531	21.97%	75.38	75
Total	2416	100%	343	343

Source: Kandal data 2012 from Planning Office Oudong

3.2 Research Instruments

In this study, a self-administered questionnaire was used for research on community participation in culture-based tourism development at Phnom Oudong. The questionnaire was translated into the Khmer language. To make it convenient for those respondents who could not read, the researcher (a native Khmer speaker) read the questions for them and wrote down their answers. The respondents were also given a pen as incentive for participating in the questionnaire. The questionnaire consisted of six pages, and included both closed-ended questions and open-ended questions. The closed-ended questions included both yes-no questions and multiple-choice questions, and a 5 point numerical scale was used to ask the respondents about their level of agreement, rated 1-5 (5= strongly agree, 4=agree, 3= neutral agree, 2= disagree, 1=strongly disagree). The questions were divided into three parts as follows.

Part 1: Demographic characteristics

In this part, there were a total of ten questions related to the demographic characteristics and personal information about the respondents. The questions were regarding gender, age, marital status, education level, occupation, monthly income, and family members working in the hospitality industry. The questionnaire used closed-ended questions and yes or no questions.

Part 2: Community participation in culture-based tourism development at Phnom Oudong

Questions were in regard to the level of community participation in planning, decision-making, implementation, and evaluation and monitoring. The last question asked about

reasons why the respondents do or do not participate, and barriers affecting their participation in culture-based tourism development. This was an open-ended question. An interval scale was used for assessing the level of interest in participation and the factors influencing community participation in culture-based tourism development at Phnom Oudong. There were eight questions related to culture tourism development and management. These questions were intended to assess the respondents' motivations based on tourism benefits, including economic and socio-cultural benefits. There were five components in each main issue, and we used an interval scale in the range of 1-5 in order to examine their importance level. It was arranged from most positive to most negative response. The number 5 defined a very high level of agreement with the statement and 1 meant very low level of agreement with the statement.

Part 3: Opinion about impacts of culture-based tourism development on the community at Phnom Oudong.

This section consists of nineteen questions related to general knowledge about culture-based tourism and benefits of tourism development, and uses an interval scale in the range 1-5 in order to examine their importance level. It was arranged from most positive to most negative response, rated 1-5 (5= strongly agree, 4=agree, 3= neutral agree, 2= disagree, 1=strongly disagree). The last question was an open-ended question related to the respondents' opinions about culture tourism development.

3.3 Data collection

The researcher used primary as well as secondary data for the study.

3.3.1 Primary data

The data was collected during the period from 18 May to 17 June 2013. Primary data were collected through questionnaire, and field surveys were conducted using convenience sampling to target the group of key informants for gathering the data.

3.3.2 Secondary data

The relevant concepts, ideas, theories and research to support and complete this study were taken from different sources including articles, books, journals, newspapers, magazine and tourism research. The general information about the population in Phnom Oudong was obtained

from the district office sub-district administration organization, the Phnom Oudong municipality and the local tourism department.

3.4 Data analysis

This study used SPSS for Windows version 20.00 to analyze data from the questionnaires. The statistics used included frequencies, percentages, mean, and standard deviation.

The questions ranged into 5 levels (from strongly agree to strongly disagree), and they were analyzed as follows.

The analysis of the mean is based on the interval level that is calculated as:

$$\begin{aligned} \text{The interval level} &= \frac{(\text{Maximum} - \text{Minimum})}{n} \\ &= \frac{5 - 1}{5} \\ &= 0.80 \end{aligned}$$

Table 3.2 Interval scales

Interval Scales	Score of answer	Meaning levels determined with score
5	4.21-5.00	Very high participation / strongly agree
4	3.41-4.20	High participation / agree
3	2.61-3.40	Neutral participation / neither agree nor disagree
2	1.81-2.60	Low participation / disagree
1	1.00-1.80	Very low participation / strongly disagree

CHAPTER 4

RESULTS

This chapter presents data collected from questionnaires completed by local people in Phnom Oudong.

A total of 343 questionnaires were distributed to the respondents, but only 300 questionnaires or 87.46 % were completed and returned.

The results of this research were derived from questionnaires used in face-to-face survey. The results of this research are shown as follows:

4.1 Personal demographic characteristics of respondents

4.2 The level of community participation for culture-based tourism development at Phnom Oudong, Cambodia.

4.3 Opinion regarding the impacts of culture-based tourism development on the community of Phnom Oudong, Cambodia.

4.1 Personal Demographic Characteristics of Respondents

The personal demographic characteristics of respondents were analyzed individually by frequency and percentage. The attributes measured were gender, age, marital status, education level, main occupation, monthly income, and other work related to tourism or the hospitality industry that generates extra monthly income. From the study, the demographic characteristics of respondents can be described as follows. See Table 4.1 for full data.

Gender

The majority of respondents were female comprising 64.7% or 194 respondents, and 35.3% or 106 respondents were male. This result was compatible with information provided by the local government which stated that the majority of local residents were female (Tourism office of Oudong 2012).

Age group

The largest groups of respondents were in the range of 31-45 years old (38.7% or 116 persons). There were 37% or 111 persons in the age group 18-31 years old. The age group

46-60 years old contained 22% or 66 persons, and only 2.3% or 7 persons were aged older than 60 years.

Marital status

The majority of respondent were married with 182 persons or 60.7%. A total of 99 persons or 33.0% of respondents were single, while 18 persons or 6.0% were widowed, and 1 person was divorced (0.30%).

Education level

The largest group of respondents had a secondary school education (126 persons or 42.0%), 111 persons or 37.0% had a high school education, 42 persons or 14.0% had a primary school education, 13 persons or 4.3% had no formal education, 8 persons or 2.7% held a bachelor's degree, and there were no respondents with a master's degree.

Main occupation

Of the total respondents, 203 persons or 67.7% were in agricultural farming. There were 37 persons or 12.3% who were shop owners/business owners, 35 persons or 11.7% who were students, 8 persons or 2.7% who were workers, fishermen and drivers, 5 persons or 1.7% who worked selling candles, incense and flowers, 3 persons or 1.0% who were in other occupations, and 1 person, or 0.3% of total respondents, was a tour guide.

Main monthly income

The majority of respondents, 56.0% or 168 persons had a personal income of 300,001 - 400,000 Riel (75-100 USD) per month. This was compatible with occupations reported as agricultural farming, fishing, and shop owner/business owner. The second largest income group was 200,001-300,000 Riels (50-75 USD) per month, which was earned by 49 persons or 16.30%. Personal monthly income was less than 200,000 Riels (50 USD) per month for 37 persons or 12.30%. There were 11 persons or 3.7% of respondents who earned more than 400,000 Riel (100 USD) per month, and this was the smallest group of respondents.

Extra income related to tourism and hospitality industry

The majority of the respondents, 269 persons or 89.7% were involved in tourism. There were 31 persons or 10.3% not involved in the tourism business sector.

Sources of extra income

Most people living in Phnom Oudong had additional, secondary jobs to generate extra incomes for their households or families. Of the 269 respondents, the largest group of respondents (111 persons or 37.00%) were involved in souvenir shop activities, followed by restaurants (65 persons or 21.70%), motorcycle/bike/ox-carts (56 persons or 18.70%), other types of work (29 persons or 9.70%), and working for a company (tour guide, tour operator, travel agency) (4 persons or 1.30%). The accommodation and taxi service was the smallest number with only 2 persons or 0.70% of total respondents.

Monthly extra income in tourism

Of those respondents who earned extra income from tourism, 119 persons or 39.7% earn an extra monthly income from tourism of 300,000-400,000 Riel or 75-100 USD per month, followed by 99 persons or 33.00% earning 200,001-300,000 Riel or 50-75 USD per month. Further, 49 persons or 16.30% earned less than 200,000 Riel or 50 USD per month. The smallest group of respondents of only 2 persons or .70% had the highest extra income of more than 400,000 Riel, 100 USD. Only 31 respondents (10%) did not earn any extra money from tourism.

Table 4.1: Demographic Characteristics of the Respondents

Personal Characteristic	Frequency	Percentage
Gender		
Male	106	35.30
Female	194	64.70
Total	300	100
Age group		
18-30 years old	111	37.00
31-45 years old	116	38.70
46-60 years old	66	22.00
More than 60 years old	7	2.30
Total	300	100

Table 4.1 Continue

Personal Characteristic	Frequency	Percentage
Marital Status		
Single	99	33.00
Married	182	60.70
Windowed	18	6.00
Divorced	1	.30
Total	300	100
Education level		
Non-education	13	4.30
Primary school	42	14.00
Secondary school	126	42.00
High school	111	37.00
Bachelor Degree	8	2.70
Mater Degree	0	0.00
Total	300	100
Main Occupation		
Government Officer	5	1.70
Farmer	203	67.70
Fisherman	3	1.00
Worker	8	2.70
Shop owner/Business Owner	37	12.30
Driver	3	1.00
Tour Guide	1	.30
Student	35	11.70
Other (sell candle, incense and flowers)	5	1.70
Total	300	100
Main Monthly income		
Less than 200,000Riels	37	12.30
200,001-300,000Riels	49	16.30
300,001-400,000Riels	168	56.00

Table 4.1 Continued

Personal Characteristic	Frequency	Percentage
More than 400,000 Riels	11	3.70
No monthly income	35	11.70
Total	300	100
Extra income related to tourism and Hospitality		
Yes	269	89.70
1.Accommodation	2	.70
2.Taxi service	2	.70
3.Travel service company (Tour guide, tour operator, Travel agency)	4	1.30
4.Motorcycle/bicycle/ox-cart rental	56	18.70
5.Restaurants	65	21.70
6.Souvenir shops	111	37.00
Other	29	9.70
No	31	10.30
Total	300	100
Monthly extra-income		
Less than 200,000Riels	49	16.30
200,001-300,000Riels	99	33.00
300,001-400,000Riels	119	39.70
More than 400,000 Riels	2	.70
No monthly extra-income	31	10.30
Total	300	100

4.2 The level of community participation in culture-based tourism development in Phnom Oudong, Cambodia

The level of community participation in culture-based tourism development in Phnom Oudong was explained by comparing the participation level of respondents in the factors of study of background, planning, decision-making, implementation, and evaluation and monitor in tourism planning. The results of community participation were classified in 5 levels: very strong,

strong, neutral, low and very low. With regard to the study of background, the study results revealed the local community has no experience in tourism activities. For example, there was a “very low” level of participation in parameters such as “identify constraints and opportunities of the study” (mean=1.03), “carry out the study” (mean=1.01) and “organize the study activities” (mean=1.03).

The results revealed that there were 4 indicators at the “low” level of participation in the planning activities such as “study preparation” (mean=2.43), “determination of objectives” (mean=2.06), “survey and collecting data of the area characteristics” (mean=2.03), “survey and collecting data of existing and potential tourist attractions and activities” (mean=2.17), and “analysis and synthesis the study results” (mean=2.07). The rest of the indicators were rated at the “neutral” level for “formulation of policy, plan and other recommendations” (mean=2.65).

The results revealed that participation in decision-making was rated at “very low” for “set up the rules and regulation” (mean=1.83), while “identify the solution to problems” (Mean=2.64) was rated at “neutral” level. Moreover, the indicators “arrange persons to work” (Mean=2.04) and “select the tourism activities and sites” (mean=2.14) were rated as “low”.

The study results revealed that participation in implementation was at “neutral” level for “follow the tourism development plan” (mean=2.71), “invest in tourism businesses and services” (mean=3.34) and “being a local tour guide” (mean=2.99). The rest of the indicators were rated at “strong” level for “conduct tourism activities” (mean=3.41), “produce the crafts and souvenirs for sale” (mean=3.73) and “sell the crafts and souvenirs to tourists” (mean=3.58). There was only one indicator that was rated at low level: “persuade other people to involve in tourism programs” (mean=2.52).

In addition, the results revealed that participation in evaluation and monitoring the indicators was “low” for the indicators “evaluate the performance of tourism activities” (mean=2.60), and “assess the quality of tourism activity” (mean=2.59). The only indicator which was rated as “neutral” was for “evaluate the costs and benefits of tourism development on the community” (mean=2.66). For the details, refer to **table 4.2**.

Table 4.2 the level of Community participation for culture-based tourism development

No	Key indicator	N	M	S.D	Level of participation
Study of backgrounds					
1	Identify constraints and opportunities of the study	300	1.03	0.30	Very low
2	Carry out the study	300	1.01	0.17	Very low
3	Organize the study activities	300	1.03	0.25	Very low
Planning					
1	Study preparation	300	2.43	0.60	low
2	Determination of objectives	300	2.06	0.36	low
3	Survey and collecting data of the area characteristics	300	2.03	0.31	low
4	Survey and collecting data of existing and potential tourist attractions and activities	300	2.17	0.46	low
5	Analysis and synthesis the study results	300	2.07	0.35	low
6	Formulation of policy, plan and other recommendations	300	2.65	0.64	Neutral
Decision-making					
1	Set up the rules and regulation	300	1.83	0.49	Very low
2	Identify the solution to problems	300	2.64	0.71	Neutral
3	Arrange persons to work	300	2.04	0.35	low
4	Select the tourism activities and sites	300	2.14	0.46	low
Implementation					
1	Follow the tourism development plan	300	2.71	0.74	Neutral
2	Persuade other people to involve in tourism programs	300	2.52	0.70	low
3	Conduct tourism activities	300	3.41	0.81	High
4	Produce the crafts and souvenirs for sale	300	3.73	0.74	High
5	Invest in tourism businesses and services	300	3.34	0.69	Neutral
6	Being the local tour guide	300	2.99	0.59	Neutral
7	Sell the crafts and souvenirs to tourists	300	3.58	0.88	High

Table 4.2 (Continued)

No	Key indicator	N	M	S.D	Level of participation
Evaluation and Monitor					
1	Evaluate the performance of tourism activities	300	2.60	0.56	low
2	Assess the quality of tourism activity	300	2.59	0.54	low
3	Evaluate the costs and benefits of tourism development on the community	300	2.66	0.68	Neutral

Remarks: N=number, M= mean, SD= standard deviation

4.3 Factors influencing the level of participation in culture-based tourism development

This section analyzes the community's opinions regarding the factors influencing the level of participation in culture-based tourism development in Phnom Oudong, Cambodia. The questionnaires were divided into eight questions. The results of community opinion were classified in 5 levels indicating strongly agree, agree, neutral, disagree and strongly disagree.

As shown in table 4.3, there were 3 indicators rated at "strongly agree" for "the better standard of living" (mean=4.82), "opportunity to get a job for local people" (mean=4.75) and "high interest in tourism activities and services" (mean=4.38).

There were 4 indicators rated at "agree" level for "personal economic dependency on tourism" (mean=4.08), "generation of income and benefit for local people" (mean=4.01), "expectation for better education standard for the children" (mean=4.02), and "spending of free time to earn extra income" (mean=4.05). In addition, the only indicator rated at neutral was for "opportunity for new business establishment for local people" (mean=3.11). For details refer to table 4.3.

Table 4.3 Community opinion, towards factor influencing to participation in culture-based tourism development

No	Key indicator	N	M	S.D	Level influence
1	The better standard of living	269	4.82	0.44	Strongly agree
2	Opportunity to get a job for local people	269	4.75	0.61	Strongly agree
3	High interest in tourism activities and services	269	4.38	0.57	Strongly agree
4	Personal economic dependency on tourism	269	4.08	0.42	Agree
5	Opportunity for new business establishment for local people	269	3.11	0.46	Neutral
6	Generation of income and benefit for local people	269	4.01	0.37	Agree
7	Expectation for better education standard for the children	269	4.02	0.34	Agree
8	Spending of free time to earn extra income	269	4.05	0.39	Agree

Remarks: N=number, M= mean, SD= standard deviation

4.4 Why respondents did or did not participate in culture-based tourism development at Phnom Oudong

4.4.1 Reasons to participate

The majority of the respondents, 269 persons which is equivalent to 89.70% believed that if the number of tourists were increasing, they would get more economic benefits from tourism. This would encourage the local people to participate and those willing could influence others to participate, thus, increasing participation in socio-culture activities by local residents. Furthermore, 223 respondents, 74.40%, hoped that tourism would help to create jobs for local residents. Another 46 persons which is 15.30% stated that their main objective in joining tourism activities is to conserve the environment and culture of the community, and they expressed that they could showcase their culture to the tourists proudly. In addition, they believed that their society and culture will not be harmed by tourism.

4.4.2 Reasons not to participate

A group of 31 persons, or 10.30% of the respondents, did not receive income from tourism and stated that tourism created more costs than benefits. This group also said that income is not equally distributed among the local villagers. Some respondents (6.66%) said that they didn't have knowledge about their culture and also lack foreign language skills. A further 2.64% of respondents stated that they did not have enough time to participate in tourism because they had other work to do. Moreover, they suggested that local people were not given a chance to participate. The remaining respondents, 1%, stated that they went out of the village to find better jobs with higher incomes.

4.4.3 What barriers affect your participation in culture-based tourism development?

Among the respondents, 31 persons or 10.30% said that they lacked knowledge about the culture and English language. They did not have enough time to participate in tourism. There were no guidelines provided by the government when the local people were called to participate. The main problem they mentioned is that they did not have an opportunity to express their opinion. The respondents mentioned that the concerned tourism organizations should establish clear objectives, roles and responsibility for the local people, so that these activities could be organized by them. Another problem is that most of the tourists did not pay close attention to the traditional culture of the local community.

4.5 If you have a chance to participate in culture-based tourism development at Phnom Oudong, what types of tourism activity would you actually be willing to participate in?

Of the respondents, 31 persons or 10.33% said that they wanted to create tourism activities related to the local culture like performance of art, selling souvenirs (handmade) and to be a guide to tell the history of the mountains to tourists. Additionally, they wanted to participate in the planning, decision-making, implementation and evaluation too as much as they could.

4.6 Community opinion towards impacts from culture-based tourism on the community at Phnom Oudong.

Analyzing the opinion of the local community towards a culture-based tourism development in Phnom Oudong, the questionnaires were divided into nineteen questions. The issues were mainly about socio-cultural benefits, economic benefits, and environmental benefits from tourism. The results of community opinion were classified in 5 levels indicating strongly agree, agree, neutral, disagree and strongly disagree.

According to the results in Table 4.4, the indicators showed positive impacts from culture-based tourism development that was rated at “strongly agree” level for “tourism is good for their community” (mean=4.77). Similarly, “I and my family gain the benefit from tourism development” (mean=4.68), “tourism creates employment for local people” (mean=4.85), and “tourism helps preserve the local culture, the old buildings and archeological sites” (mean=4.88). There were eight indicators rated at agree level for “tourism provides more business opportunity for local people” (mean=4.03), “income earned from culture-based tourism is partly spent for preservation of archeological sites, historic buildings and resources” (mean=3.99), “tourism provides more job opportunity for women and children” (mean=4.03), “the tourist expenditures remain in the community” (mean=3.99), “tourist congestion causes local people annoyance” (mean=3.79), and “local people highly adapt their ways of life and behavior to serve tourism in the area” (mean=4.00). In addition, the only indicator rated at “disagree” level was “the local people are empowered to control over tourism” (mean=1.84).

The study of results on negative impacts showed that indicators were rated at “agree” level for “tourism creates aesthetic pollutions at the tourist sites” (mean=3.95), “tourism raises price for goods and cost of living” (mean=3.97), and “tourism harms moral standards and raises social problems” (mean=3.94).

The rest of the indicators were rated at “disagree” level: “tourism degrades cultural resources and the ways of life in the community” (mean=2.17), “tourism causes local people to participate less in local events and festivals of the community” (mean=2.06) and “tourism disrupts the daily local activities” (mean=2.06). For details refer to Table 4.4.

Table 4.4 Community opinion towards impacts from culture-based tourism on the community at Phnom Oudong

No	Key indicator	N	M	S.D	Level of Opinion
Positive impact					
1	Tourism helps preserve the local culture, the old buildings and archeological sites.	300	4.88	0.40	Strongly agree
2	Tourism creates the employment for local people.	300	4.85	0.35	Strongly agree
3	Tourism is good for my community.	300	4.77	0.41	Strongly agree
4	I and my family gain the benefit from tourism development.	300	4.68	0.56	Strongly agree
5	Overall, culture-based tourism in Oudong brings benefits to local people.	300	4.15	0.36	Agree
6	Tourism benefits fairly distributed throughout the community.	300	4.07	0.31	Agree
7	Tourism provides more business opportunity for local people.	300	4.03	0.18	Agree
8	Tourism provides more job opportunity for women and children.	300	4.03	0.18	Agree
9	Local people highly adapt their ways of life and behavior to serve tourism in the area.	300	4.00	0.16	Agree
10	Income earned from culture-based tourism is partly spent for preservation of archeological sites, historic buildings and resources.	300	3.99	0.23	Agree
11	The tourist expenditures remain in the community.	300	3.99	0.16	Agree
12	Tourist congestion causes local people annoyance.	300	3.79	0.61	Agree
13	The local people are empowered to control over tourism.	300	1.84	0.36	Disagree

Table 4.4 (Continued)

No	Key indicator	N	M	S.D	Level of Opinion
Negative impact					
1	Tourism raises price for goods and cost of living.	300	3.97	0.28	Agree
2	Tourism creates aesthetic pollutions at the tourist sites.	300	3.95	0.35	Agree
3	Tourism harms moral standards and raises social problems.	300	3.94	0.32	Agree
4	Tourism degrades cultural resources and the ways of life in the community.	300	2.17	0.59	Disagree
5	Tourism causes local people to participate less in local events and festivals of the community.	300	2.06	0.41	Disagree
6	Tourism disrupts the daily local activities.	300	2.06	0.35	Disagree

Remarks: N=number, M= mean, SD= standard deviation

CHAPTER 5

CONCLUSIONS AND DISCUSSION

This research was conducted to fulfill four objectives: (1) to investigate the level of local participation in culture-based tourism development in Phnom Oudong, (2) to explore why the local people participate or do not participate in culture-based tourism development at Phnom Oudong, (3) to investigate types of tourism activity in which the local people are willing to participate, and identify factors influencing the Phnom Oudong community's participation in culture-based tourism and (4) to assess the perceived impacts on local people from culture-based tourism development at Phnom Oudong.

This chapter contains the conclusions, discussion, recommendations and limitations and suggestions for further study. Some recommendations will be made based on the findings, which should be considered in all kinds of development activities and must be well incorporated within the culture-based tourism developments.

Participation from the local community is the key to achieving successful sustainable tourism. This chapter will also provide some suggestions for future studies on community participation in culture-based tourism development.

5.1 Conclusions

To accomplish the research objectives, quantitative research methods were applied. The researcher reviewed the related concepts and theories before the research methodology was designed. There are concepts of culture, tourism planning, tourism impact, community participation, community-based tourism and sustainable tourism development. Quantitative data were collected from surrounding communities in the area. The data collection period was May to June 2013. Total sample size of this research was 343. The quantitative data collected from the survey was analyzed by using SPSS version 20. Descriptive statistics and frequencies were applied to analyze the questionnaires. All were used to identify the statistical comparison between groups of level of community participation in culture-based tourism development with key findings which were given in the quantitative questions. A Likert scale was applied to determine

the level of community participation, the importance level of each factor influencing participation, and opinions regarding impacts of culture-based tourism development.

Based on the information of respondents' profiles in chapter 4, there are 300 questionnaires collected from this study as primary data in May 2013 from the local community surrounding Phnom Oudong, Cambodia.

The questionnaire was designed for the local community, and comprised the following sections.

5.1.1 Personal Demographic Characteristics

The findings of demographic characteristics of respondents were as follows: The majority of respondents were identified as female (64.70%). The largest age group category was 31-45 years old (38.70%), and 60.70% were married. In education level, the largest group had completed secondary school (42.00%). As a main occupation, most of them were farmers (76.70%) and shop/business owners (12.30%). As to the main monthly income, 56.00% received 300,001-400,000 Riel per month. The study indicated that 89.70% of the local community was involved in the tourism industry. Their involvement was in souvenir shops (37.00% or 111 persons), restaurants (21.70% or 65 persons) and motorcycle/bike/ox-cart rental (18.70%). As for monthly extra income from tourism, the largest group (39.70%) received 300,001-400,000 Riel per month.

5.1.2 Community participation in culture-based tourism development in tourism planning

There were five key indicators in this study indicating the level of community participation in culture-based tourism development. The indicators are: study of backgrounds; planning; decision-making; implementation; and evaluation and monitor from local people. The main research findings are summarized below.

Study of background: This indicator was to study the background knowledge of the local community related to tourism and whether they participated in tourism activities based on their knowledge. The result indicated that the level of local people's participation in culture-based tourism development is very low based on the respondents' mean score. The respondents seldom or never participate in tourism activities themselves, and therefore have little ability to

identify constraints and opportunities for study of tourism, carry out studies, or organize study activities related to tourism.

Planning: This indicator was to study whether members of the local community were consulted in the planning of any tourism activities. The result indicated that the respondents' participation was low in terms of study preparation, determination of objectives, survey and collecting data of the area characteristics, survey and collecting data of existing and potential tourist attractions and activities, analysis and synthesis of study results and formulation of policies, planning and other recommendations.

Decision-making: This indicator was to study if the local community were involved in the decision-making process of any tourism activities. The result indicated that the respondents' participation was low in terms of setting up rules and regulation, identifying solutions to problems, and selecting tourism activities and sites.

Implementation: This indicator was to study if the local community implements and participates in any tourism activities. The result indicated that the respondents' participation was strong in terms of producing craft and souvenirs for sale and selling the crafts and souvenirs to tourists. Participation was rated as "neutral" in terms of being local tour guides.

Evaluation and monitor: This indicator is to study whether the local community is involved in evaluating or monitoring any tourism activities. The result showed that the participation of the local community was rated as "neutral" in terms of evaluating the performance of tourism activities, assessing the quality of tourism activities and evaluating the costs and benefits of tourism development on the community.

5.1.3 The important factors that influence local participation in culture-based tourism development at Phnom Oudong

The results of the survey showed that the respondents' levels of agreement were rated very high with "the better standard of living" (mean 4.86), "opportunity to get a job for local people" (Mean=4.85) and "high interest in tourism activities" (mean=4.41). In addition, the respondents' opinions were rated at high level on "personal economic dependency on tourism" (mean=4.08), "opportunity for new business establishment for local people" (mean=3.06), "generation of income and benefit for local people" (mean=4.06), "expectation for better

education standard for the children” (4.06) and “spending of free time to earn extra income” (mean=4.11).

5.1.4 The community opinion on impacts from culture-based on the community at Phnom Oudong

The responses to “tourism creates the employment for local people” (mean=4.85), and “tourism helps preserve the local culture, the old buildings and archeological sites” (mean=4.88) were rated at “strongly agree”. However, “tourism causes local people to participate less in local events and festivals of the community” (mean=2.06) was rated at “neutral”.

The respondents agreed with the statement that “income earned from culture-based tourism is partly spent for preservation of archeological sites, historic buildings and resources” (mean=3.99). Similarly, “tourism raises price for goods and cost of living” (mean=3.97), “tourism benefits are fairly distributed throughout the community” (mean=4.07), and “overall, culture-based tourism in Oudong brings benefits to local people” (mean=4.15) were rated at “agree”.

5.2 Discussion

This section discusses the research findings based on objectives of the study.

5.2.1 Objective 1: To investigate the level of local participation in culture-based tourism development at Phnom Oudong.

Locals proudly presented their traditions and beliefs to tourists. However, there was a lack of local people’s participation in tourism planning and development. The tourism planning and development processes were mostly done by government and private sector businesses with little input from local people. Moreover, the results derived from data collection indicated that the majority of respondents were more concerned with the positive impact rather than the negative impact of tourism.

The culture-based tourism development indicators used in this study were “study of backgrounds”, “planning”, “decision-making”, “implementation” and “evaluation and monitor”. They were also used as the key indicators to determine the participation level of the local community. The interest levels in participation ranged from high interest to no interest.

The results showed that the respondents had “high” interest in implementation. The respondents felt that participation in implementation requires less skill and knowledge and therefore, they perceived that it was a suitable activity for them. Moreover the respondents felt sure of receiving benefits from those activities. They anticipated employment generation especially for the youth, as there had been rural-to-urban migration issues from the community due to a lack of employment opportunities. Further, they felt that their qualification levels suited the need for tourism as it was a labor intensive industry. The participation level of local people in Phnom Oudong can be aptly described with the typology of participation. Tosun (2006) mentioned that induced community participation in tourism development tallied with the degree of citizen tokenism in Arnstein’s typology, and functional participation with participation by consultation or participation for material incentives as described in Pretty’s model. This type is the most common mode to be found in developing countries where a host community only endorses decisions regarding tourism development issues made for them rather than by them (Tosun, 1999). It is top-down, passive and indirect. Host communities may participate in implementation and sharing benefits of tourism, but not in the decision making process. However, the characteristics of participation level of local people in Phnom Oudong can be described with typology of participation (Pretty, 1995) in terms of “passive” or “information giving” participation typology. In this stage the local people’s participation is limited to being told what is going to happen. Their responses are not taken into account. Information belongs only to external professionals. Local people’s participation is limited to provision of information in response to questionnaires, surveys, etc. designed by external agents, and the findings of the research are not shared with the people. Clearly, this is most likely to be the case where many of the local community lack education and awareness about tourism planning, development and associated issues, as the results show is the case in the Phnom Oudong area.

The respondents had “neutral” interest in the study of background, planning, decision-making, evaluation and monitoring. The respondents perceived that these activities required specific skills, knowledge, and experience. They were not confident enough to participate in these stages as they felt their qualifications were inadequate. Moreover, the respondents felt unsure of receiving benefits from these activities. The results in this study showed that most of the local people were of secondary school education level, with 126 persons or 42.0%.

5.2.2 Objective 2: To explore why the local people participate or do not participate in culture-based tourism development at Phnom Oudong.

The study explored the levels of local people's participation in culture-based tourism development at Phnom Oudong. The study also investigated the barriers affecting participation in culture-based tourism development. The results were as follows.

Local people participated in culture-based tourism development as they felt that participation in tourism development would give them insights to enable them to take positive advantage of the project. Therefore, they were motivated to actively participate. As mentioned by UNWTO (2002), the local community alleviated problems through enhancing local participation in activities such as village tourism, ecotourism, art and crafts tourism, rural tourism, and agro tourism. This gave tourists the opportunity to visit villages, eat local cuisine, and experience village life and cultural traditions. Tourism was expanding as tourist markets became specialized and more tourists wished to have contact with local cultures and natural environments. Local people recognized the importance of tourism's benefits and the need to successfully achieve sustainability within the community. As mentioned by Tosun (2006), community participation in development covers the way for the implementation of the principles of sustainable tourism development and creates better opportunities for local people to gain more benefits from tourism development taking place in their localities. Also, important types of community participation in tourism, which generate local benefits and encourage community support for tourism, were proposed by Inskip (1998). Residents expressed that they could showcase their culture to the tourists proudly. In addition, they believed that their socio-culture will not be harmed by tourism if they have good management and planning done by the community. As mentioned by Suanri (2003), community-based sustainable tourism is a type of tourism such that the host community makes decisions and manages the program. In this way the communities are the owners of the program and have a right over the way tourism is managed with the purpose of encouraging sustainability of the environment and society and enabling learning among visitors to the community. Their knowledge about the global culture is strengthened and they acquire more knowledge about the differences between their cultures and other cultures, due to the exposure to the tourists visiting the community from different parts of the world.

In addition, culture-based tourism can be highlighted in Phnom Oudong through stupas, temples, ancient buildings, pagodas, mountains and local handmade souvenirs, traditional music and arts which of interest to the visitors. Traditional architectural styles are seen in the villages and are of great tourist interest, as are traditional village activities, customs, agriculture, and living techniques. Crafts can be of great interest to tourists and an important source of income for communities, including the villagers.

However, there were locals who did not participate in culture-based tourism development at all. They felt that they didn't have adequate knowledge about their culture and also lacked foreign language skills and hence would be able to attract only a lower income from tourism. They don't have enough time to participate in tourism because they have other work to do especially in their fields. Others go outside of the community to find jobs with high incomes. As Pretty (1995) mentioned, local people's participation is limited to being told what is going to happen, people's response are not taken into account, and information belongs only to external professionals. These respondents were of the view that tourism created negative impacts more than positive impacts, lacked cooperation with the community, and lacked good public relations. As Jones (1996) mentioned, tourism development using a successful community based tourism strategy will require a sound institutional framework based on a partnership between the local community, the state, the private sector and non-governmental organizations. The main problem they mentioned was that they didn't have any opportunity to express their opinion. The respondents suggested that the concerned tourism organizations should establish clear objectives, roles and responsibilities for the local people, so that these activities could be organized by them. On the other hand, most of the tourists did not pay close attention to the traditional culture of local communities.

A community development plan was lacking in Phnom Oudong site. Furthermore, a certain amount of income from the heritage site of Phnom Oudong should be provided regularly to the community. The government must play a leading role to set up participatory policies and all stakeholders should play their roles in order to solve the difficulties of the existing situation. This research demonstrates that the local communities still play a passive role in the tourism planning process and the decision-making process. Level of willingness of villages to participate in meetings was rated at very low level and they rarely pursue others to participate in meetings.

Also during meeting sessions, they hardly expressed any opinions or discussed anything. From this passive role, it is clear that they would not know about the content of meetings or the issues or topics. Therefore they would not know what they could bring up in the meeting. Another point is that the local community did not acknowledge importance of the active roles. In the other word, they did not know how their active roles could help tourism development. However, the sources of problems were not only on the part of the local community. The local administration of Phnom Oudong was also a part of this problem because they were weak in the role of knowledge enhancement for the local community. In addition, there were only a few representatives of local people working in tourism planning and management. They could not express the real needs of all the local people. This was obvious when villagers showed their level of satisfaction at “low” level in tourism development and all projects done by government and stakeholders. It was the type of participation described as “manipulative participation” by Pretty (1995). Manipulative participation is participation that is simply pretense: people’s representatives sit on official boards, but they are unelected and have no power. At the time, local people at here might feel public participation in tourism planning and management did not involve them too much. However, in this case this could suggest that villagers still need to play more active roles as they did not satisfy their present roles yet. Also they thought tourism was quite important to their lives, and they wanted tourists to travel to Phnom Oudong. Thus local authorities should offer more guidance to local communities to enhance their involvement.

From the results and discussion above, it is clear that Phnom Oudong local administration has tried to develop local participatory processes in tourism planning and management. However, it seemed to be largely unsuccessful. Tourism planning and management of Phnom Oudong did not influence sustainable tourism yet, because participation of local people was in a type of passive instead of active role, such as “interactive participation” and “self-mobilization”, as described by Pretty (1995). Pretty also recommended that the local community should play an active role in tourism planning and management in terms of “interactive participation”, and mentioned that people should participate in joint analysis, development of action plans and creation or strengthening of local institutions. Participation is seen as a right and not only as a means of achieving project goals. It tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes.

Local groups take control of local decision making and determine how resources are to be used, giving them a stake in maintaining practices.

Discussing “self-mobilization”, Pretty (1995) mentioned that local people should participate by taking initiatives independent of external institutions or change systems. They develop contact with external institution for advice and resources but retain control of the use of resources, and self-mobilization and collective action may or may not challenge existing inequitable distribution of wealth and power.

5.2.3 Objective 3: To investigate types of tourism activity the local people are willing to participate in, as well as identify factors influencing the community participation in culture-based tourism development at Phnom Oudong.

Local participation in tourism has been regarded as a positive strength for change in tourism development. The principle behind local participation may be easy to promote, however as seen in this case the practice is far more complex. The result showed that of the respondents, 31 persons or 10.30% want to create some tourism activities. They are willing and able to participate equally in areas related to the traditional culture, like performing traditional dancing, showing handicrafts to tourists and teaching them how to make them, mountain biking, selling indigenous souvenirs, sporting events, and being guides to tell the history of this site. Although an initiative for participatory community development is established, the community does not fully participate due to lack of interest. The willingness of the locals to participate and their ability to develop practical and logical options are highly important factors to consider but local people lack the empowerment to control tourism and tourism planning in decision-making, implementation, monitoring, and evaluation of tourism policies, programs and projects. Clearly, the ideal would be for communities to decide together the form and function of tourism developments and have full control over any tourism arrangements in their location. However, local communities often lack the experience, resources, time, education, empowerment and hence even interest needed to establish successful tourism projects. As mentioned by Cocossion (2006) tourism development is a complex process and cannot be conducted by a single person or organization. Support and input from other sectors, such as business owners, community members, government stakeholders, and academic institutes are necessary. Success in this area requires balancing various stakeholders’

interests, garnering support from government agencies at various levels, local residents, and members of the private sector, and effectively using human and financial resources.

The results showed that all groups of respondents indicated “strongly agree” with the importance of better standards of living, opportunity to get a job for local people and high interest in tourism activities and services as the main factors influencing the community participation. As Inskip (1998) mentioned, tourism could provide employment for young people, provide opportunities for local capital investment, jobs and income profits for enterprises, and develop a sense of entrepreneurship that promotes tourism in new areas. The respondents selected these key indicators as most important in influencing the participation in culture-based tourism development, as was indicated by the high mean scores. Similarly, the responses averaged “agree” for personal economic dependency on tourism, generation of income and benefit for local people, expectation for better education standard for the children and spending of free time to earn extra income. Respondents felt that they had strong local traditions and culture. They wanted more tourists to come into the community because they received benefits from tourists directly. Local people wished to be involved in tourism activities and get benefits to reduce poverty.

As the policy to develop the tourism sector in Cambodia (2006-2010) recommended, development of tourism should be sustainable, anchored in the rich cultural heritage, history, and the exquisite nature of Cambodia's terrain, but more importantly, development that contributes to poverty reduction. The active and creative promotion of tourism will make Cambodia a preferred “culture and nature” tourist destination in the region and the rest of the world. Apart from increased tourist arrivals, the goal is to increase the number of days tourists stay, and the amount they spend, in the country, and diversify their destinations. In addition, conscious efforts will be made to ensure that appropriate benefits of tourism go to people living in the vicinity of tourist destinations, both to reduce poverty and improve their livelihoods.

People in Phnom Oudong were very hopeful that they could enjoy various benefits from tourism. During the field work, the researcher felt that they were encouraged toward tourism activities for tourism development. Almost all respondents were enthusiastic about tourism, which indicates a bright future for tourism. Most interestingly, they felt pride to share their feelings openly. Some of them thought that after this study they would get some tourism support or help. They were so full of belief and always thinking about how to benefit their communities.

They wanted to request the government and private sector to help them economically and develop the communities.

In addition, the different groups of respondents presented statistically similar results in each key factors influencing participation between genders. In terms of extra income related to tourism and hospitality, the result showed that factors influencing indicators did not present any difference among gender of respondents. Therefore, males and females had similar factors influencing their participation, and their extra income did not affect the factors influencing participation.

Texas (2007) has explained that tourism development needs to consider tourism impacts which can be both positive and negative such as economic, environmental and social and cultural impacts. However, local authorities would be unable to avoid negative economic impacts of tourism. For example, money spent by tourists, sometimes, is a leakage of tourist revenues out of the community through paying for imported goods and services. Examples include resort development and businesses with financial and management structures located outside of the local community. Society and culture are always influenced by tourism development. For example, the heritage and cultural resources of the community can become commercialized, which may then cause them to lose meaning and relevance to local communities, and may cause conflict with those who do not accept cultural differences. Residents must share their amenities with tourists and residents must exhibit tolerance of tourists who may be unfamiliar with the community and the residents' lifestyles. In addition negative environmental impact of tourism development can gradually destroy environmental resources, and increased use of resources by tourism can degrade their quality and the community's overall environment.

In this case it was obvious that the local people had little participation in tourism planning and management. However, local people focusing on the economic side only would not balance the other, socio-cultural and environmental side, and local authorities would guide the local community to focus and depend too much on tourism. Tourism should improve economic relations whenever possible and appropriate and local citizens should participate in and benefit from increased tourism. This can occur in various ways. There was not sufficient community involvement in the programs conducted in Phnom Oudong.

5.2.4 Objective 4: To assess the perceived impacts on local people from culture-based tourism development at Phnom Oudong.

Tourism is the fastest growing industry in the world, offering economic, social and culture and environment benefits. Clearly, besides the negative impacts, many local communities have enjoyed a variety of benefits as a result of tourism developments in their areas. The following research findings were obtained from the local community in Phnom Oudong site regarding the tourism development in the area, in order to determine the positive and negative impacts on the community. As UNWTO (2003) mentioned, there were tourism establishments and activities that could create both benefits and costs to communities. The costs and benefits of tourism will vary in each destination and could change over time depending on the tourism activities in a destination. This study indicated that the majority of the local community in Phnom Oudong had a positive attitude towards tourism in the area, as they aspired to attract more tourists to visit their community. They strongly believed that tourism helped to preserve and promote the local culture, the old buildings and archeological sites. With regard to the economic benefits, the local community acknowledged that tourism had created employment for the local people.

While tourism delivers many benefits, the costs must also be considered when considering community tourism developments (Inskeep, 1998; Texas, 2007; Tosun, 2006; UNWTO, 2002). Although one of the positive aspects is to empower locals to have control over tourism activity in the community, the study identified that the majority of the local community respondents strongly disagreed as is indicated in the mean score. This is in contrast to the study conducted by Tosun (2006) following Pretty (1995) and Arnstein (1969) who mentioned that spontaneous participation in Tosun's model corresponds to degrees of citizen power in Arnstein's typology and to self-mobilization and interactive participation. This ideal type provides full managerial responsibility and authority to the host community. This is one of the noteworthy features to which the respective authority for the tourism development in Phnom Oudong site should pay more attention. This issue could be resolved by training and awareness programs. This would definitely strengthen the skills and also create more awareness of tourism development in Phnom Oudong area, thereby creating a sense of belonging and ownership for the local people and enhancing their control over tourism activity in the area. The results highlighted that overall the negative impacts have been minimal in Phnom Oudong area from tourism

activities. Nevertheless, a close monitoring of impacts should be implemented in the area to avoid adverse effects of tourism activities.

The respondents acknowledged that tourism had more positive impacts than adverse effects. This is clearly visible from the employment and business opportunities created by the tourism developments. Beside these, the infrastructure development in the area has made the lives of locals more comfortable and has accelerated the growth of economic development in the community. The locals have better knowledge about the environment, as they attended training courses and environmental awareness campaigns conducted by various organizations after the development of tourism activity in the community. The locals are actively participating in anticipation of positive benefits from the tourism developments for the community. It would be useful to conduct various income generating programs integrated with tourism for them.

The negative perceptions of tourism include the assumed influences tourists have had on the local youths. According to some respondents, youths in the area have started imitating foreigners in their appearance (e.g., body piercing, dreadlocks) and use of addictive substances (e.g., drinking alcohol, smoking drugs). This group felt that their culture was being degraded by tourism. Other negative aspects due to tourism include rising crime rates (the youths stealing) and higher prices of everyday supplies and transport. As Texas (2007) mentioned, tourism brings outsiders into communities and may cause conflict for those who do not accept cultural differences, and residents must exhibit tolerance of tourists who may be unfamiliar with the community and the residents' lifestyles.

The present study identified that the majority of the local community received personal benefits from the tourism industry. It also indicated that majority of the local community have not been involved in any kind of awareness programs, skill development programs, programs for preservation of culture, environmental programs, or training on tourism development in Phnom Oudong site, though the majority of people responded that they would like to have access to such programs. By involving the local community, they would better understand tourism, be better able to manage the new developments in the area, participate in its benefits, and be more likely to support tourism. Because of local community involvement, local people may have good ideas on tourism development and how the local community could better participate in it (Inskeep, 1998).

In terms of community participation in tourism, this can take various forms depending on tourism resources and social circumstances such as village, ecotourism, art and crafts, rural tourism and agro-tourism, etc. These forms of tourism are all expanding as tourists market become specialized and more tourists wish to have contact with local culture and the natural environment. As discussed in National Geography (2013), community tourism is a form of tourism which aims to include and benefit local communities, particularly local people and villagers in the rural south. For instance, villagers might host tourists in their village, managing the arrangement communally and sharing the benefits. There are many types of community tourism but all should give local people a fair share of the benefits and a say in deciding how tourism is managed. Community tourism should be run with the involvement and consent of local communities. Local people should participate in planning and managing the tours and local businesses should give a fair share of profits back to the local community. Ideally this will include community projects, health, and schools, and involve communities rather than individuals. Working with individuals can disrupt social structures, and be environmentally unsustainable. Local people must be involved if conservation projects are to succeed. Projects should respect traditional culture and social structures, and have mechanisms to help communities cope with the impact of western tourists. Tour companies should keep groups small to minimize cultural / environmental impacts, brief tourists before the trip on appropriate behavior, not make local people perform inappropriate ceremonies, and leave communities alone if they don't want tourism. People should have the right to say 'no'. (National Geography, 2013)

5.3 Recommendation

Based on the results, summary, and discussion, the recommendations from these findings with regard to community participation in culture-based tourism development of Phnom Oudong are as follows.

5.3.1 Community participation

The research showed that there is a lack of community participation in culture-based tourism planning and management at Phnom Oudong. Therefore, preference should be given to community participation.

The local community should take a leading role to make a participatory framework by improving existing laws and rules to create a participatory environment for all stakeholders.

The success of community participation depends on the economic benefits to the local community from tourism. Therefore, the local community should be in control of conducting tourism-related business and industries in their area. Moreover, the government should provide a flow of funds to encourage community-based tourism businesses and industries. The local authority and local agencies should provide opportunities to run private tourism businesses, as well as employing people from the local community.

At present, community members operate a retail handicraft business, and individuals within the community operate their own tourism business and in certain cases community owned and run enterprises.

Participation of local communities in development, management and operation of nearly all major attractions such as archeological or historic sites, in a manner that generates economic benefits to the communities and encourages their support for conservation of the natural or cultural features, should be encouraged by both governmental and non-governmental organizations. Communities located near major attraction sites such as archeological and historic sites should have the opportunity to participate in tourism related to the attraction. These communities can provide hotels, restaurants, shops, transportation and guide services and other related tourism facilities and services. Also, local people can then be employed in management and operation of the attraction feature. Often, these local communities will require assistance in the form of advances, training and technical advice to be able to participate in tourism.

Respective government authorities should develop a certification process that could encourage visitors to buy local products rather than exported goods, and encourage community people to offer home stays and other products and services.

Communities should protect traditional dress, rituals, art handicraft and foods as tools for attracting visitors and capturing economic gains for the community. In this regard, the local government of Phnom Oudong town should facilitate cultural management.

Communities need to have resources for investment, in addition to well-defined rights for decision-making with well-defined responsibilities of implementation. This will increase local

social welfare while reducing poverty in the host communities. Local authorities should provide resources to the community in different ways.

Local authorities should reform decision-making systems in the tourism sector, which should develop, and fit with the livelihoods local people choose to follow.

In addition, the government should provide better education and training programs to the local people to enhance their knowledge about tourism. Training and awareness programs should be conducted regularly to upgrade their knowledge and skills to meet the changing demands of tourists. These programs should give priority to history, culture, and the environment, as these are the main products of the community. In this process, the environment is conserved and culture is preserved and promoted, thereby ensuring the sustainability of the community. A proper schedule and guidelines should be provided by the government to assist the local people to participate in cultural events and also assist in building cooperation within the community to make local events successful.

5.3.2 Tourism Education and Training

One of the reasons given by Phnom Oudong respondents for their non-participation in culture-based tourism development was their lack of tourism knowledge. They should be empowered to acquire knowledge of tourism, especially in preserving tourism benefits and decreasing negative impacts.

The local tourism sector should provide more in the areas of education and training for local residents, because many residents receive less benefit from participation than tourism-based businesses. However, the various activities carried out by the various government departments relating to tourism do already provide appreciable help to the community. The local authorities should provide more qualified educators, who may come from local institutes, tourism firms or outsourced expertise, for Phnom Oudong residents. The targeted residents in tourism education should include the representatives from every group of Phnom Oudong residents, including local people, tourism service providers, and business owners. The educators should use visual supports to facilitate understanding because they are easy to understand for local people, most of whom have secondary school education levels.

The education and training should focus on tourism knowledge, English skills for tourism, being a good host community to tourists, and the provision of more awareness and understanding of culture-based tourism development in the local community.

In addition to that, having awareness of the English language is becoming necessary for people who are involved in the tourism industry. So the opportunity for taking language courses should be provided to all levels of people who are involved in tourism. There should be support for local people, to give them a chance to work and interact with people in industry, from the respective authorities responsible for tourism in Phnom Oudong area.

The necessary training and awareness program should be provided to the officers involved in tourism to develop their knowledge and skills in tourism by inviting tourism specialists, scholars, or trainers to the area around the Phnom Oudong site. The respective authorities responsible for tourism in Phnom Oudong area should provide some technical tours or training programs to other popular tourism destinations abroad to get knowledge. This can also facilitate learning from the experiences of other tourism destinations on how best practices have been adopted and implemented.

Local communities should be aware of the important of conservation and preservation of cultural heritage sites and tourism sites. The leaders of the communities should work seriously and fairly in order to get cooperation and trust from local residents according to the specific needs in each unique community.

Local sponsors of tourism, such as private companies and civil society, must play a vital role in helping local communities to explore awareness programs. Public hearing programs in the presence of all stakeholders may be one of the best options to encourage responsibility.

5.4 Limitations and Suggestions for Further Study

The study focuses on community participation in culture-based tourism development. It is a case study of Phnom Oudong, Cambodia. The local community responded to a questionnaire during the period from May to June 2013. However, there are some recognized limitations of this study and therefore, suggestions are provided for future study. The recognized limitations are as follows.

First, it was during the agricultural season when the data was collected. Therefore, most of the local residents were engaged in their farm work and were remote from the center of the community, so it was difficult to reach them.

Second, some respondents could not read and understand the Khmer language in the questionnaire, and therefore the researcher had to read and explain. This process may have resulted in the missing out of some key information.

Third, it was during the raining season when the data was collected. It was difficult to conduct the survey due to poor road conditions and flooding in the local area.

Here are some suggestions for further study:

1. To study the perceptions of cultural sites amongst the community and monitor the impact of culture-based tourism development.

2. Further research should be based on community collaboration and workshops in order to reach effective results. It would not only benefit the researcher, but also benefit local residents to better understand tourism. Moreover, it would be a great strategy to encourage local people to participate in tourism planning.

3. To study the participation of all stakeholders in culture-based tourism development in the area, including the private sector, government, tourists and others related with culture that achieve sustainable tourism development.

4. To study the importance level of community motivations that influence participation in culture-based tourism to achieve sustainable tourism.

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APPENDIX

APPENDIX A

No.....

Date.....

Place: Phnom Oudong

Dear Sirs,

The questionnaire is to collect data and information for a research in the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. The researcher would be very grateful if you could kindly answer it as your data will be analyzed and applied for the community tourism development plan in the future. All individual information will be kept confidential. The research topic is to study “**Community participation in culture-based tourism development: A case study of Phnom Oudong, Cambodia**”.

Thank you for your kind cooperation

Ms. Lek Savath, Researcher

Part 1 Personal Demographic Characteristics

Please respond to the following question.

1. Gender:

- a. Male b. Female

2. Age:

- a. 18-30 years old b. 31-45 years old
 c. 46-60 years old e. Older than 61 years old

3. Marital status:

- a. Single b. Married c. Widowed d. Divorced

4. Education level:

- a. Non-education b. Primary School
 c. Secondary School d. High School
 e. Bachelor Degree f. Master Degree

6. Type of Occupation:

- a. Government Officer b. Shop Owner/ Business Owner
 c. Farmer d. Driver
 e. Fisherman f. Tour Guide
 g. Unemployed/Retired h. Student
 i. Worker j. Others (specify).....

7. Monthly Income (Riel):

- a. Less than 200,000 b. 200,001- 300,000
 c. 300,001- 400,000 d. More than 400,000

8. Nowadays besides your main occupation, do you have any other activities related to tourism and hospitality that generate extra income for your family?

- a. Yes (Go to question 9 and 10) b. No

9. From question 8, what are your activities related to tourism and hospitality that generate extra income for your family?

- a. Accommodation b. Restaurant
 c. Taxi service d. Souvenir shops
 e. Travel Service Company (Tour guide, Tour operator, Travel agency)
 f. Motorcycle/ bike/ox-carts rental
 g. Others (specify.....)

10. **Monthly extra-income (Riel):**

- a. Less than 200,000 b. 200,001- 300,000
 c. 300,001- 400,000 d. More than 400,000

Part 2: Community participation for culture-based tourism development

1. What is the level of your participation as a member of a community in culture-based tourism development?

Please rate 1,2,3,4 or 5 for each aspect: 5 = highly participate, 4 = often participate, 3 = at any time participate, 2 = rarely participate, 1 = Never participate.

Your participation in culture-based tourism development	5 highly participate	4 often participate	3 at any time participate	2 rarely participate	1 Never participate
1. Study of backgrounds					
1.1. Identify constraints and opportunities of the study					
1.2. Carry out the study					
1.3. Organize the study activities					
2. Planning					
2.1. Study preparation					
2.2. Determination of objectives					
2.3. Survey and collecting data of the area characteristics					
2.4. Survey and collecting data of existing and potential tourist attractions and activities					
2.5. Analysis and synthesis the study					

results					
2.6. Formulation of policy, plan and other recommendations					
3. Decision-making					
3.1. Set up the rules and regulations					
3.2. Identify the solution to problems					
3.3. Arrange persons to work					
3.4. Select the tourism activities and sites					
4. Implementation					
4.1. Follow the tourism development plan					
4.2. Persuade other people to involve in tourism programs					
4.3. Conduct tourism activities					
4.4. Produce the crafts and souvenirs for sale					
4.5. Invest in tourism businesses and services					
4.6. Being the local tour guide					
4.7. Sell the crafts and souvenirs to tourists					
5. Evaluation and Monitor					
5.1. Evaluate the performance of tourism activities					
5.2. Assess the quality of tourism activity					
5.3. Evaluate the costs and benefits of tourism development on the community					

2. Why do or do not you participate in culture-based tourism development at Phnom Oudong?

Reasons to participate (**Go to question no.5**)

- a).....
- b).....
- c).....

Reasons not to participate

- a).....
- b).....
- c).....

3. What are barriers affecting your participation in culture-based tourism development?

- a).....
- b).....
- c).....
- d).....

4. If you have a chance to participate in culture-based tourism development at Phnom Oudong, what types of tourism activity are you actually willing to participate?

- a).....
- b).....
- c).....

5. In your opinion, what is the important level of each factor influencing you to participate in culture – based tourism development?

Please respond the following questions by rating 1,2,3,4, and 5 for each aspect: 5=very high, 4= high, 3=neutral, 2= low and 1=very low.

Factors	5 very high	4 high	3 neutral	2 low	1 very low
1.The better standard of living					
2. Opportunity to get a job for local people					
3. High interest in tourism activities and services					
4. Personal economic dependency on tourism					
5. Opportunity for new business establishment for local people					
6. Generation of income and benefit for local people					
7. Expectation for better education standard for the children					
8. Spending of free time to earn extra income					

Part 3: Opinion towards impacts from culture-based tourism on the community at Phnom Oudong.

Please give your opinion about the impacts from culture-based tourism on the community at Phnom Oudong on the following aspects by rating 1,2,3,4 or 5 for each aspect: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree.

Aspects	5 strongly agree	4 agree	3 neutral	2 disagree	1 strongly disagree
1. Tourism is good for my community.					
2. I and my family gain the benefit from tourism development.					
3. Tourism degrades cultural resources and the ways of life in the community.					
4. Tourism creates aesthetic pollutions at the tourist sites.					
5. Tourism provides more business opportunity for local people.					
6. Tourism creates the employment for local people.					
7. Tourism helps preserve the local culture, the old buildings and archeological sites.					
8. Tourism causes local people to participate less in local events and festivals of the community.					
9. Income earned from culture-based tourism is partly spent for preservation of archeological sites, historic buildings and resources.					
10. Tourism raises price for goods and cost of living.					
11. Tourism disrupts the daily local activities.					
12. Tourism harms moral standards and raises the social problems.					
13. Tourism provides more job opportunity for women and children.					
14. The tourist expenditures remain in the community.					
15. Tourist congestion causes local people annoyance.					
16. Local people highly adapt their ways of life and behavior to serve tourism in the area.					
17. The local people are empowered to control over tourism.					

18. Tourism benefits fairly distributed throughout the community.					
19. Overall, culture-based tourism in Phnom Oudong brings benefits to local people.					

Thank you very much for your contribution

APPENDIX B



លេខរៀង :

ថ្ងៃ ខែ ឆ្នាំ ២០១៣

ទីកន្លែង : ឧដុង្គ

មកដល់ប្រិយមិត្ត,

បញ្ជីសំនុំសំរាប់ប្រមូលទិន្នន័យនិងព័ត៌មានសំរាប់ស្រាវជ្រាវនៅថ្នាក់អនុបណ្ឌិតនៃការគ្រប់ គ្រងអាជីវកម្មក្នុងការគ្រប់គ្រងទេសចរណ៍ និងបដិសណ្ឋាគីច្ច (កម្មវិធីអន្តរជាតិ) នៅសាកលវិទ្យាល័យ Prince of Songkla , ខេត្ត ភូគេត, ប្រទេសថៃ ។ អ្នកស្រាវជ្រាវ និង ថ្លែងអំណរគុណជាខ្លាំង ប្រសិនបើអ្នកឆ្លើយមាន ចិត្តសប្បុរស ក្នុងការឆ្លើយដូចនេះហើយការឆ្លើយរបស់អ្នកនឹងត្រូវបានវិភាគ និង បានអនុវត្តសំរាប់ គំរោងអភិវឌ្ឍសហគមន៍ទេសចរណ៍ក្នុងពេលអនាគត ។ រាល់ព័ត៌មានឯកត្តជន នឹង ត្រូវ បាន រក្សា ជា សម្ងាត់ ។ ប្រធានបទនៃការស្រាវជ្រាវគឺសំរាប់សិក្សា

“ ការចូលរួមរបស់សហគមន៍លើការអភិវឌ្ឍទេសចរណ៍បែបវប្បធម៌ ” ករណីសិក្សានៃឧដុង្គ, កម្ពុជា ។

អគ្គនាយកសំរាប់សន្តានចិត្តសហការរបស់អ្នក
អ្នកស្រាវជ្រាវ : កញ្ញា ឡឹក សាវាត

ផ្នែកទី ១ លក្ខណពិសេសអត្រានុសាស្ត្រផ្ទាល់ខ្លួន

សូមឆ្លើយទៅតាមសំនួរដូចខាងក្រោម

១. ភេទ :

- ក. ប្រុស ខ. ស្រី

២. អាយុ :

- ក. ១៨-៣០ ឆ្នាំ ខ. ៣១-៤៥ ឆ្នាំ

- គ. ៤៦-៦០ ឆ្នាំ
- ឃ. ចាស់ជាង ៦១ ឆ្នាំ

៣. ស្ថានភាពអាង ថ្នាំ ប្រពន្ធ ៖

- ក. នៅលើ
- ខ. បានរៀបការ
- គ. មេម៉ាយប្រពោះម៉ាយ
- ឃ. លះលែង

៤. កំរិតនៃការសិក្សា ៖

- ក. មិនបានសិក្សា
- ខ. បឋមសិក្សា
- គ. អនុវិទ្យាល័យ
- ឃ. វិទ្យាល័យ
- ង. បរិញ្ញាប័ត្រ
- ច. អនុបណ្ឌិត

៥. ប្រភេទនៃមុខរបរ ៖

- ក. មន្ត្រីរដ្ឋាភិបាល
- ខ. ម្ចាស់ហាង/ ម្ចាស់អាជីវកម្ម
- គ. កសិករ
- ឃ. អ្នកបើកបរ
- ង. អ្នកនេសាទ
- ច. មគ្គុទេសក៍ទេសចរណ៍
- ឆ. ជនមិនមានការងារ/ ចូលនិវត្តន៍
- ជ. សិស្ស
- ឈ. កម្មករ
- ញ. ផ្សេងៗ (បញ្ជាក់).....

៦. ចំនួនប្រចាំខែ (រៀល) ៖

- ក. តិចជាង ២០០,០០០
- ខ. ២០០,០០១- ៣០០,០០០
- គ. ៣០០,០០១- ៤០០,០០០
- ឃ. ច្រើនជាង ៤០០,០០០

៧. សព្វថ្ងៃនេះក្រៅពីរបររដ្ឋាភិបាលសំខាន់របស់អ្នក, តើអ្នកមានសកម្មភាពផ្សេងៗទៀតដែលមានទំនាក់ទំនងទៅនឹងវិស័យទេសចរណ៍និងបដិសណ្ឋាកិច្ច ដែលបង្កើតប្រាក់ចំណូលបន្ថែមសំរាប់ គ្រួសាររបស់អ្នកឬទេ?

- ក. បាទ/ចាស (ទៅសំនួរទី៨ និង៩)
- ខ. អត់ទេ

៨. មកពីសំនួរ ទី៧, តើសកម្មភាពរបស់អ្នកអ្វីខ្លះដែលបានទាក់ទង ទៅនឹងវិស័យទេសចរណ៍និងបដិសណ្ឋាកិច្ចដែលបង្កើតប្រាក់ចំណូលបន្ថែមសំរាប់

គ្រួសាររបស់អ្នក?

- ក. សេវាស្នាក់នៅ
- ខ. អាជីវកម្មដឹកជញ្ជូន
- គ. សេវាកម្មតាក់ស៊ី
- ឃ. ហាងលក់វត្ថុអនុស្សាវរីយ៍
- ង. សេវាកម្មប្រមូលទិន្នន័យ (មគ្គុទេសក៍ទេសចរណ៍, ការទេសចរណ៍, ភ្នាក់ងារធ្វើដំណើរ)
- ច. ម៉ូតូ/កង់/រទេះ ជួល

៣. វិស័យទេសចរណ៍ធ្វើអោយខូចធនធានវប្បធម៌ និង មធ្យោបាយនៃជីវិតក្នុងសហគមន៍ ។					
៤. ទេសចរណ៍បង្កើតអោយកម្លាំងសេដ្ឋកិច្ចក្នុងសហគមន៍ ។					
៥. វិស័យទេសចរណ៍ផ្តល់នូវឧបត្ថម្ភការងារ សំរាប់ប្រជាជនក្នុងតំបន់។					
៦. ទេសចរណ៍បង្កើតការងារសំរាប់ការងារក្នុងតំបន់					
៧. ទេសចរណ៍ជួយរក្សាវប្បធម៌ក្នុងតំបន់, អាគារចាស់ៗនិង កន្លែងនៃបុរាណវត្ថុវិទ្យា ។					
៨. ទេសចរណ៍ជាមូលហេតុប្រជាជនក្នុងតំបន់ ចូលរួមតិចនៅក្នុងព្រឹត្តិការណ៍តំបន់ និងបុណ្យ នៃសហគមន៍ ។					
៩. ប្រាក់ចំនូលបានមកពីមូលដ្ឋានវប្បធម៌ នៃ ទេសចរណ៍គឺជាផ្នែកមួយនៃការចំណាយការងារ ការពារនៃកន្លែងបុរាណវត្ថុ, អាគារប្រវត្តិសាស្ត្រ និងធនធាន ។					
១០. ទេសចរណ៍ធ្វើអោយកើនឡើងនៃទំនិញ និងតម្លៃនៃការរស់នៅ ។					
១១. ទេសចរណ៍វិនិយោគដល់សកម្មភាពក្នុងតំបន់ប្រចាំថ្ងៃ ។					
១២. ទេសចរណ៍ធ្វើអោយអន្តរាយបែបបទ សីលធម៌ និងកើតអោយមានបញ្ហាសង្គម ។					
១៣. ទេសចរណ៍ផ្តល់ឧបត្ថម្ភ និងការងារជា រដ្ឋបាលស្រុក និងកុមារ ។					
១៤. អ្នកទេសចរណ៍ សរសេរអោយសហគមន៍					
១៥. អ្នកទេសចរណ៍ខកស្មោះមូលហេតុមានការ វិនិយោគប្រជាជនក្នុងតំបន់ ។					
១៦. ប្រជាជនក្នុងតំបន់មានការប្រែប្រួលខ្ពស់នៃ មធ្យោបាយនៃជីវិតនិង ឥរិយាបថរបស់ពួកគេ ក្នុងសេវាទេសចរណ៍នៅក្នុងតំបន់ ។					
១៧. ប្រជាជនក្នុងតំបន់ទំនុកចិត្តក្នុងការត្រួត ពិនិត្យលើទេសចរណ៍ ។					
១៨. ទេសចរណ៍បានផ្តល់អត្ថប្រយោជន៍សមរម្យ បានរៀបចំអោយសហគមន៍។					
១៩. សរុប , មូលដ្ឋានវប្បធម៌ ទេសចរណ៍នៅ ខេត្ត តំបន់កន្លែងនៃប្រយោជន៍ក្នុងតំបន់ ។					

ផ្នែកទី៥ : ការចូលរួមរបស់សហគមន៍លើការអភិវឌ្ឍន៍ទេសចរណ៍បែបវប្បធម៌ ១. តើអ្វីជាអ្វីដែលកំណត់ចូលរួមដោយសហគមន៍ក្នុងកិច្ចការទេសចរណ៍បែបវប្បធម៌? សូមកំរិតតាម១, ២, ៣, ៤,

និង ៥ សំរាប់ចំនួននីមួយៗ : ៥ = ចូលរួមច្រើន, ៤ = ចូលរួមញឹកញាប់, ៣ = ចូលរួមម្តងម្កាល, ២ = កំរចូលរួម, ១ = មិនដែលចូលរួម.

ការចូលរួមរបស់អ្នកក្នុងមូលដ្ឋាន របៀបវារៈនៃកិច្ចការវិនិច្ឆ័យ ទេសចរណ៍	៥ ចូលរួម រៀបចំ	៤ ចូលរួម ប្រឹកប្រឹក្សា	៣ ចូលរួម ក្នុងក្រុម	២ កំណត់ រួម	១ មិនដែល ចូលរួម
១. សិក្សាស័ក្តិប្រតិបត្តិ					
១.១. បញ្ជាក់ពីកម្រិត និង ឧទាហរណ៍ ការសិក្សា					
១.២. បំពេញវិជ្ជា					
១.៣. ណែនាំសកម្មភាពសិក្សា					
២. គំរោង					
២.១. ការរៀបចំការសិក្សា					
២.២. ការកំណត់នៃគោលដៅ					
២.៣. ស្នូលស្នង់ និងប្រមូលទិន្នន័យ នៃលក្ខណៈតំបន់ ។					
២.៤. ស្នូលស្នង់ និងប្រមូលទិន្នន័យ មាន សារៈសំខាន់និង សកម្មភាពស្របយក សក្តានុពលទេសចរណ៍ ។					
២.៥. វិភាគ និង លទ្ធផលសិក្សា					
២.៦. បទបញ្ញត្តិនៃនយោបាយ / គំរោង និងអនុសាសន៍ផ្សេងៗ ។					
៣. ធ្វើការសំរេចចិត្ត					
៣.១. បង្កើតច្បាប់ និងបទបញ្ញត្តិ ។					
៣.២. បញ្ជាក់ពីដំនោះស្រាយបញ្ហា ។					
៣.៣. រៀបចំធនធានទុស្សន្ទសាស្ត្រសំរាប់ធ្វើការ។					
៣.៤. ជ្រើសរើសទិន្នន័យនិងសកម្មភាព ទេសចរណ៍ ។					
៤. ការអនុវត្ត					
៤.១. យោងតាមគំរោងអភិវឌ្ឍន៍ ទេសចរណ៍ ។					
៤.២. បញ្ចុះបញ្ចូលប្រជាជនដែលពាក់ ព័ន្ធក្នុងកម្មវិធីទេសចរណ៍ ។					

៤.៣ .សកម្មភាពដំណើរការទេសចរណ៍។					
៤.៤ .ធ្វើសិប្បកម្ម និងលក់វត្ថុអនុស្សាវរីយ៍					
៤.៥ .វិនិយោគទៅលើអាជីវកម្មទេស ចរណ៍និងសេវាកម្មទេសចរណ៍ ។					
៤.៦ .ចាប់ផ្តើមមានមគ្គុទ្ទេសក្នុងតំបន់ ។					
៤.៧ .លក់ សិប្បកម្ម និង វត្ថុ អនុស្សាវរីយ៍ អោយអ្នកទេសចរ					
៥. វាយតម្លៃ និង ត្រួតពិនិត្យ					
៥.១ .វាយតម្លៃ លើការអនុវត្ត សកម្មភាពទេសចរណ៍ ។					
៥.២ . ប៉ាន់ប្រមាណគុណភាពនៃ សកម្មភាពទេសចរណ៍ ។					
៥.៣ . វាយតម្លៃ និង អត្ថប្រយោជន៍នៃការអភិវឌ្ឍន៍ទេសចរណ៍ទៅលើសហគមន៍ ។					

២- តើមានអ្វីខ្លះ គឺជាឧបសគ្គដែលមានឥទ្ធិពលលើការចូលរួមរបស់អ្នក ក្នុងការ អភិវឌ្ឍន៍ ទេសចរណ៍បែបស្បៀង?

- ក).....
- ខ).....
- គ).....
- ឃ).....

អរគុណស្នាក់ឆ្ការនេះសំរាប់ការសហការរបស់អ្នក

APPENDIX C

1. Picture in Phnom Oudong



Handmade Products of Phnom Oudong Community



Stupa of Tray Troeng, Phnom Oudong,



Stupa, Mony Chedei, Udong

Chedi Trai Trang stupa, Udong

2. During of survey questionnaire in Phnom Oudong with local people



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Lek Savath and Assoc. Prof. Dr. Aree Tirasatayapitak (2013). Community Participation in Culture-based Tourism Development: A Case Study of Phnom Oudong, Cambodia. The 2nd Annual PSU Phuket, Thailand International Conference 2013 Multidisciplinary Studies on Sustainable Development 14-15 November 2013.