



**Community Participation for Sustainable Tourism in Heritage Site: The Case of Angkor,
Siem Reap Province, Cambodia**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration in Hospitality and Tourism Management
(International Program)**

Prince of Songkla University

2008

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ผู้เขียน	นางชานตราณ กอง
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2551

บทคัดย่อ

นครวัด คือ มรดกแห่งความอัศจรรย์ที่คงเหลืออยู่ของนครหลวงแห่งจักรวรรดิเขมรในยุคที่รุ่งเรืองในศตวรรษที่ 11-14 แผ่นดินที่ยิ่งใหญ่นี้ได้ขึ้นทะเบียนเป็นมรดกโลกทางวัฒนธรรมในปี ค.ศ. 1992 การท่องเที่ยวถือได้ว่าเป็นกิจกรรมที่สำคัญทางเศรษฐกิจของนครวัด ดังนั้นความยั่งยืนของแหล่งมรดกนครวัดจึงขึ้นอยู่กับความร่วมมือของชุมชนท้องถิ่น

งานวิจัยนี้ “การมีส่วนร่วมของชุมชนในการจัดการท่องเที่ยวเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่นครวัด” ซึ่งประกอบไปด้วยวัตถุประสงค์ทั้งสิ้น 4 ข้อ คือ 1) เพื่อสำรวจสถานการณ์ปัจจุบันของการมีส่วนร่วมในการท่องเที่ยวอย่างยั่งยืนที่นครวัด 2) เพื่อสำรวจมาตรการของภาครัฐในการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่นครวัดในประเทศกัมพูชา 3) เพื่อศึกษาผลกระทบจากการพัฒนาการท่องเที่ยวที่มีต่อชุมชนในแหล่งมรดกนครวัด 4) เพื่อเสนอแนะแนวทางสำหรับการมีส่วนร่วมของชุมชนในการจัดการท่องเที่ยวเพื่อการพัฒนาการท่องเที่ยวที่ยั่งยืนที่นครวัด ประเทศกัมพูชา

การศึกษานี้มีการเก็บข้อมูลจากประชาชนท้องถิ่นทั้งสิ้น 380 คน ครัวเรือน (4 ชุมชน รายล้อมบริเวณนครวัด) จากชุมชนนอกออร์ธึม ชุมชน โกะจัก ชุมชนพระคะ และชุมชนเลียงไค และจากการสัมภาษณ์เชิงลึก ตัวแทนจากภาคธุรกิจการท่องเที่ยว จำนวน 10 คน คือ ภาครัฐบาล หน่วยงานอัสรา และภาคเอกชนในช่วงเดือนธันวาคม ค.ศ. 2007 ผลการวิจัยใช้การวิเคราะห์ด้วยชุดคำสั่งสถิติสำหรับการวิเคราะห์ทางสังคมศาสตร์ เพื่อวิเคราะห์ระดับความคิดเห็นของชุมชนท้องถิ่นต่อการจัดการท่องเที่ยวอย่างยั่งยืน นอกจากนี้ค่าความถี่ คำร้อยละ คำมัชฌิมเลขคณิต การวิเคราะห์ค่าความแปรปรวนทางเดียว และตัวอย่างอิสระ การทดสอบค่าที คือการคำนวณค่าสถิติหลัก ระเบียบวิธีวิจัยที่ผสมผสาน ได้ประยุกต์มาจากกฎเกณฑ์ในการวิเคราะห์ศักยภาพในการสร้างการมีส่วนร่วมของชุมชน

ผลการวิจัยชี้ให้เห็นว่าผู้ตอบแบบสอบถามส่วนใหญ่จากกลุ่มประชาชนท้องถิ่น เป็นชาวพุทธ (92%) และ 22.2% ของผู้ตอบประกอบอาชีพทางการเกษตร ซึ่งเป็นอาชีพดั้งเดิมของผู้คนในหมู่บ้าน และ 22.1% เป็นนักศึกษา เนื่องด้วยประชากรกลุ่มนี้มีความกระตือรือร้นเกี่ยวกับการท่องเที่ยว และเป็นกลุ่มที่ให้ความสนใจต่อการศึกษาวิจัยนี้

ผลการวิจัยพบว่าระดับความสนใจต่อการท่องเที่ยวและผลกระทบเชิงบวกที่นครวัดอยู่ในระดับสูง อย่างไรก็ตามปัญหาเรื่องข้อมูลได้รับการแปลค่าสถิติอยู่ในระดับต่ำ เพราะปัญหาเรื่องการมีส่วนร่วมชุมชนมีค่าสถิติอยู่ในระดับปานกลาง ผลการวิเคราะห์สรุปได้ว่าการมีส่วนร่วมของชุมชนและความสัมพันธ์ระหว่างกลุ่มผู้มีส่วนได้ส่วนเสียในแหล่งมรดกโลกนั้น ยังไม่เพียงพอที่สำคัญอย่างยิ่งคือ ผู้ตอบเห็นด้วยอย่างยิ่งว่า การท่องเที่ยวสร้างอาชีพใหม่ให้แก่คนในท้องถิ่น เพิ่มรายได้และระบบเศรษฐกิจท้องถิ่นได้รับการกระตุ้น กลุ่มนักลงทุนเข้ามาลงทุนในชุมชน และเห็นด้วยว่าการท่องเที่ยวสร้างโอกาสทางเศรษฐกิจสำหรับประชาชนท้องถิ่น และช่วยลดความยากจน เป็นที่น่าสนใจว่าประชาชนท้องถิ่นไม่ได้จัดการบริการด้านกิจกรรมโฮมสเตย์ให้แก่นักท่องเที่ยว ไม่มีโครงการใดๆ ที่เกี่ยวกับการมีส่วนร่วมของชุมชนในหมู่บ้าน ประชาชนไม่ทราบว่า มีหน่วยงานที่เกี่ยวข้องกับการท่องเที่ยวในหมู่บ้านของตน

จากผลการศึกษาข้างต้น หากต้องการให้การมีส่วนร่วมของชุมชนในการจัดการท่องเที่ยวเพื่อการท่องเที่ยวอย่างยั่งยืนที่นครวัดประสบความสำเร็จ กลุ่มผู้มีส่วนได้ส่วนเสียควรสนับสนุนการพัฒนาในรูปแบบของสิ่งสาธารณูปโภค การเสริมสร้างและการฝึกทักษะ การพัฒนาการจัดการ โดยเพิ่มสิ่งอำนวยความสะดวกนักท่องเที่ยว และสร้างแผนการมีส่วนร่วมที่เป็นมิตรต่อสิ่งแวดล้อม และนโยบายเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน การพัฒนาการท่องเที่ยวอย่างยั่งยืนไม่ควรมุ่งเน้นเพียงแต่การลดผลกระทบต่อสิ่งแวดล้อม แต่ควรมุ่งให้ความสำคัญต่อการมีส่วนร่วมของชุมชนเพราะการลดความยากจน โดยทั่วไปผลการวิจัยได้แย้งว่าความสำคัญควรมุ่งเน้นไปที่วิธีการที่จะให้ชุมชนมีส่วนร่วมในการพัฒนาการท่องเที่ยวในระดับชุมชนและระดับชาติ นักวิจัยได้เสนอแนะข้อเสนอแนะสำหรับการมีส่วนร่วมของชุมชนในการจัดการท่องเที่ยวสำหรับการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่นครวัด

คำสำคัญ การมีส่วนร่วมของชุมชน การจัดการท่องเที่ยว การท่องเที่ยวอย่างยั่งยืน นครวัด ประเทศกัมพูชา

Thesis Title	Community Participation for Sustainable Tourism in Heritage Site: The Case of Angkor, Siem Reap Province, Cambodia
Author	Mrs. Santran Kang
Major Program	Hospitality and Tourism Management (International Program)
Academic Year	2008

ABSTRACT

Angkor contained the amazing remains of the metropolitan cities of the Khmer Empire that flourished in the 11th-14th centuries. A large area was inscribed on the list of World Cultural Heritage Sites in 1992. Tourism is an important economic activity at Angkor. Therefore the sustainability of Angkor heritage site depends on the involvement of local communities.

This research “Community Participation in Tourism Management for Sustainable Tourism Development at Angkor” There are four objective (1) To examine the existing circumstance of community participation in sustainable tourism at Angkor, (2) To investigate the government measures for sustainable tourism development at Angkor in Cambodia, (3) To study the impact of tourism development on the community at Angkor Heritage Site, (4) To propose guidelines for community participation in tourism management for sustainable tourism development at Angkor, Cambodia.

In this study data collected from local residents 380 households (4communes around Angkor area), namely Nokor Thom commune, Kouk Chak commune, Preah Dak commune and Leang Dai Commune and from ten in-depth interviews representatives from tourism business sectors such as: Government, APSARA Authority and private sectors in the period of December 2007. The SPSS program was used to analyze the level of local community thinking to wards the sustainable tourism management. In addition frequencies, percentages, Means, One-Way ANOVA and Independent Samples T-Test were the main statistic calculations. A mixed research method was adopted from the criteria of analyzing the potential of establishing community participation.

The results indicated that most of respondents from the local people were Buddhist (92%). There were the majority of the respondents (22.2%) were in agricultural farming, which indicated a rural villager's traditional occupation, followed by students at 22.1% because they were more conscious about tourism and they were active participants for this research.

The finding of the study indicates that the interest level towards tourism and its positive impacts in Angkor were rated at 'High Interest' level. However, the issue of information gaining was rated as 'Low Interest' and the issues of community participation were rated as 'Moderate Interest'. This analysis concluded that the community participation and partnership among all stakeholders in this world heritage site was not sufficient.

Importantly, the respondents they strongly agreed that tourism creates new jobs for local people, increase revenue, local economy is stimulated and diversified, the investors are attracted into community and agreed with tourism provides more business opportunity for the locals people, similarly helps to reduce the poverty. However, they have no opinion with "I participate in decision making of tourism management". Crucially, they did not providing any home stay activities to tourists, there are no any community participation programs in there villages, they do not know any tourism related organization in their community.

According to the thesis result, to achieve the strong community participation in tourism management for sustainable tourism at Angkor, the respective authority should support the development in terms of physical infrastructures of the area, training and skill development, improve the management by increasing other tourist facilities, and establish a participatory and environmental friendly plan and policy for sustainable development of tourism. Sustainable tourism development should not only seek to minimize local environmental impact, but also give greater priority to community participation and poverty alleviation. The research argues, in particular, that more emphasis should be given upon a 'Community Participatory approach of Tourism development at community and national levels as well. Suggestions for community participation in tourism management for sustainable tourism development at Angkor were provided.

Key words: Community Participation, Tourism Management, Sustainable Tourism, Angkor, Cambodia

ACKNOWLEDGEMENTS

I would like to express my gratitude to the Thailand International Development Cooperation Agency (TICA), which provided financial support for my study. Special thanks go to the IMBA program coordinators for selecting me as a student for this course and Ministry of Tourism Cambodia for providing me this opportunity.

As per the requirement of our university curriculum, I have prepared a thesis on “Community Participation for Sustainable Tourism in Heritage Site: The Case of Angkor, Siem Reap Province, Cambodia” this has helped me a lot to know about the community concept toward sustainable tourism. This thesis was complete due to the special, excellent guidance, constant inspiration, kindness, and contribution from my advisors, Dr. Aree Tirasatayapitak and Co-advisor Associate Professor Manat Chaisawat, I would like to express my sincere gratitude and appreciation with great respect for their continuous support, advice since the beginning to completion of this research. I am indebted to them, without whose help this study could not have been completed on time.

I would like to thank all professors, faculty members and staffs especially, Dr. Ilian Assenov and Dr. Naree Weerakit who give me academic knowledge and suggestions during this study. Further, I would like to express many thanks to my dear friends for a lot of encouragement.

I would like to express my sincere thanks to all local participants and the respective Authority that participated directly or indirectly and provided assistance and facilities during the study. Especially, Administrative Manager Ms. Watcharee Chamnina who always assisted IMBA students at the Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand.

Last but not the least, I express my profound gratitude to my parents and my family whose moral support and inspiration contributed greatly to the successful completion of my study.

Santran Kang

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LIST OF ABBREVIATIONS AND SYMBOLS

CANTA:	Cambodia National Tourism Authority
CBT:	Community-Based Tourism
CNTDP:	Cambodia National Tourism Development Plan
GDP:	Gross Domestic Product
INGO:	International Non-Government Organization
ICOMOS:	International Council on Monuments and Sites
MOT:	Ministry of Tourism
MOCFA:	Ministry of Culture and Fine Arts
S.N.:	Serial Number
NGO:	Non-Government Organization
STD:	Sustainable Tourism Development
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNWTO:	United Nations World Tourism Organization
UNEP:	United Nation Environmental Program
WHC:	World Heritage Committee
WHL:	World Heritage List
WHS:	World Heritage Site
UNEP:	United Nation Environment Program

CHAPTER1

INTRODUCTION

1.1 Statement of the Problem

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key mechanism for socio-economic progress.

In developing countries as well as in Cambodia, tourism can be used as a source to encourage economic development. Tourism creates better living conditions to the local residents, provides tax revenues to governments, creates new tourism jobs and businesses, and keeps rural residents from moving to overcrowded cities (WTO, 2007).

Although, tourism has created benefits, its negative impacts on the socio-culture and environment toward the communities must not be overlooked. Without well planned tourism development, it can damage the socio-culture and environment in tourism attractions and the surrounding areas.

Most tourism generating countries have more awareness to the impacts of tourism development. Many strategies are applied to work on tourism development and the concept of sustainability is considered as the main theme. The essential scheme of sustainable tourism development is the balance development among environmental, economic, and socio-cultural aspects of tourism. The concept of sustainability has become an international usage in terms of developing the direction of national strategies.

The kingdom of Cambodia is situated in South-east Asia, which is one of the popular destinations in Asia. The country is rich in culture and natural resources. Cambodia's tourism industry continued to grow in 2007, with international visitor arrivals reaching a total of 2,015,128; an 18.53% increase compared over 2006 figure of 1,700,041. Siem Reap Angkor arrivals had an increase of 1,120,586 visitors, representing 55.61%, an amazing 30.83% growth from last year, while Phnom Penh and other destinations brought in a total of 894,542 visitors (44.39%) (MOT, 2008). Government of Cambodia is considering this sector as a key factor for

strengthening national economy, improving living standards of people, reducing poverty as well as preserving heritage, cultural traditions and history.

Tourism in Cambodia is conducted in a sustainable manner that tries to encourage local community to participate in the development process and establish a suitable balance between environmental, economic, and cultural tourism at the destination. The significance of sustainable tourism in community is that the community can directly obtain unbiased distribution of all tourism benefits and avoid the negative tourism impacts (Choi and Sirakaya, 2006).

According to Cambodia National Tourism Development Plan (2006-2008), the government is looking at promoting eco-tourism and cultural tourism in northeast Cambodia including Angkor Park as a means to alleviate poverty and ensure the equitable distribution of tourism revenue and benefit to local communities. For this reason, many efforts for the protection of the cultural heritage site and natural resources therein have been taken.

Tourism in Angkor is very famous in Cambodia after Angkor was designated as a world heritage site in 1992. This heritage value of Angkor is a leading example in the tourism industry where environmentally and socially responsible tourism practices are taken to help protect the natural and cultural heritage. Therefore, Angkor has now become an international well-known tourism attraction. The increasing number of tourists and visitors as well as the number of establishments in Angkor are not only generating benefits, but there are also some drawbacks such as overuse of resources and ineffective practice of sustainable tourism. In order to maintain the economic, environment, and socio-culture benefits and eliminate the tourism drawbacks, local people participation in tourism development is emerging as the key tool to sustain the tourism resources and those benefits.

Hence, there is a vital need to ensure visible participation in tourism development at Angkor and in the surrounding communities. At a local level, there has still been an unclear defined direction for community participation. Therefore, the local people are often reluctant to participate in many of the tourism activities. As a result, sustainable tourism development is crucial in practice and lacks visible achievement. A locally accepted approach of community participation in tourism management for sustainable tourism development is a special

need at the local level. This model can be accomplished if the local residents are motivated by tourism benefits and are given the appropriate direction and support.

1.2 Related Literature

The aim of this research would be useful for guiding provincial and national policy with regard to sustainable tourism development and the implementation of the cultural tourism, Angkor, Siem Reap province and more widely in Cambodia.

This research proposal uses sustainable tourism principles as a guide to explore and identify its suitability for Angkor as Community Participation for Sustainable Tourism in Heritage Site. Therefore, the related concepts, theories, and related research would be collected in order to support this study. The Literature review would be covered in the following areas:

1.2.1 Sustainable Development

1.2.2 Sustainable Tourism

1.2.2.1 Concept of Sustainable Tourism Development

1.2.2.2 Tourism Impacts

1.2.3 Community and Tourism

1.2.3.1 Community tourism development

1.2.3.2 Community-based tourism

1.2.3.3 Indicator of community involvement and awareness in tourism

1.2.4 Participation

1.2.4.1 Definitions of participation

1.2.5 Policy on sustainable tourism development of Cambodia

1.2.5.1 Types and levels of community participation

1.2.5.2 Community participation in tourism

1.2.6 Motivation

1.2.6.1 Definitions of motivation

1.2.6.2 Models of motivation

1.2.7 Related Research

1.2.1 Sustainable Development

From Wikipedia, the free encyclopedia (2008) defines sustainable development is a pattern of resource use that aims to meet human needs while preserving the natural environment so that these needs can be met not only in the present, but in the indefinite future.

The World Commission on Environment and Development (1987) defines sustainable development as meeting the human needs of the present without compromising the ability of future generations to meet their own needs, sustainable development has been widely accepted as an approach to foster future states in which economic well-being and environmental quality can coexist. In addition, (WCED) indicated that sustainable development should, as a minimum, address the following elements:

1. Maintain ecological integrity and diversity;
2. Meet basic human needs;
3. Keep options open for future generations;
4. Reduce injustice;
5. Increase self-determination.

Moreover, it was included that sustainable development requires along-term perspective that work towards equity between people, and between people and other inhabitants of the planet. It also supports the empowerment of people to be involved in the decisions that influence the quality of their lives.

1.2.2 Sustainable Tourism

1.2.2.1 Concept of Sustainable Tourism Development

There are many concepts of sustainable tourism development in broad and narrow interpretation. This concept in another source was summarized as the four following points. The first point was that tourism development might take place if it does not damage the environment and ecology. Secondly, sustainable tourism development largely consists of small-scale development and is based on the local community. Thirdly, sustainable tourism

development takes its point of departure in who benefits from tourism and not to exploit the local resident. The last point was that sustainable tourism development emphasizes on cultural sustainability that retains its architecture and cultural heritage (Lars, 2000).

According to the sustainable concept related to tourism, WTO (WTO, 2001) has defined sustainable tourism as follows:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them(WTO, 2004).

While there is sustainable tourism development in the community, region, or country, it must have the support from the majority of the host. Therefore, the perceived benefits from sustainable tourism could overcome the tourism negative impacts. As a result, McIntosh et al. (1995) had proposed an operational allocation of responsibility that remained true to the democratic model and the concept of resident-responsive sustainable tourism.

Therefore, the sustainable tourism development could be summarized where tourism development must optimize and ensure to bring about a balanced growth in economic, social-culture heritage and the environment. Sustainable tourism development requires the active participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. In achieving these goals, the community participation is ensured to derive benefits from tourism.

1.2.2.2 Tourism Impacts

Nowadays, tourism is an important industry for many places in the world and has great economic significance. Tourism can help create a better understanding of ways of life and many act as a cross-culture tool to promote consideration between societies. If well planned,

tourism can be a positive input for the development of the physical, social and cultural, 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, social and culture at the destination.

Many researcher such as Jafari, (1990) and Wall, (1997) quoted by Peter Mason, (2005) that much work on tourism impacts in the period since the late 1970s, has tended to suggest that negative impacts outweigh positive impacts. However, larger numbers of residents of destination areas have continued to want tourists to come and often want them very much. Such as jobs, higher incomes, increases in tax revenues and better opportunities for children are frequently stated reasons for wanting more tourists. Residents may be prepared to put up with some negative impact in return for what they regard as desirable positive impacts.

In this case, the researcher used the tourism benefits to be the local residents' motivation to participate for sustainable tourism development. If the tourism benefits were recognized from the beginning of a tourism plan, the strength and opportunity issues could be developed into the plan. The tourism must be planed, developed, and managed carefully with the consideration to benefits of local communities.

WTO (1998) had mentioned the benefits of tourism for local communities that if carefully planned, developed and managed, tourism can bring substantial benefits to local communities. Some important potential benefits include the following:

- 1) An especially important benefit is new jobs generated by tourism. Tourism particularly can provide employment for young people, women and local ethnic minority groups. Tourism employment is provided not only directly in hotels, restaurants and other tourism enterprise but also in the supply sectors such as agriculture, fisheries, crafts and manufacturing. In economically depressed areas, the jobs provided by tourism many reduce the out-migration of young people to seek employment elsewhere.

- 2) Tourism development can stimulate the establishment of local tourism enterprises. These provide opportunities for local capital investment, job, income, profits, from the enterprises and, more generally, developing a sense of entrepreneurship that may not have existed previously in the area.

3) The increased income generated by the new jobs and enterprises in tourism results in improvement of local living standards. If the commercial enterprises are locally owned and managed, the profits they make is also likely to remain in the area.

4) Tourism generated local tax revenue that can be used to improve community facilities, services and infrastructure such as schools, medical clinics, libraries, parks and recreation facilities and roads.

5) Tourism employees learn new skills and technologies, such as use of computers, which enhance local human development. Some of these skills and technologies are transferable to other economic activities.

6) Tourism required that adequate infrastructure such as roads, water supply, electric power, waste management, and telecommunications, be developed. This infrastructure can also be designed, to serve local communities so that they receive the benefits of infrastructure improvements. Tourism development can help pay for the cost of improved infrastructure.

7) Tourism can provide new markets for local products such as agricultural and fisheries items, arts and handicrafts and manufactured goods and thereby stimulate other local economic sectors. Developing tourist facilities can help support the local construction industry.

8) Tourism stimulates development of new and improved retail, recreation and cultural facilities, such as specially shops and improved shopping districts, parks and recreation, cultural centre's and theatres, which local residents as well as tourists can use. Tourism often helps pay for cultural facilities and activities such as theatre performances which local communities could not afford without tourism.

9) The overall environmental quality of an area may be improved as a result of tourism because tourists prefer to visit attractive, clean and non-polluted places. Land use and transportation patterns may also be improved because tourism serves as a catalyst for redevelopment of some places.

10) Tourism can provide the justification and help pay for conservation of local nature areas, archaeological and historic sites, arts, crafts and certain cultural traditions because these features are attractions for tourists. Therefore, they must be maintained and often enhanced if tourism is to be successful and sustainable.

11) Tourism encourages a greater environmental awareness and sense of cultural identity by residents when they see tourists enjoying the local environmental, historical and cultural heritage. Often residents develop a renewed sense of pride in their heritage when they realize that tourists appreciate it. In this respect, tourism may stimulate revitalization of certain aspects of the cultural heritage that otherwise are being lost through the forces of modern development.

While tourism can bring many opportunities and benefits, there are potential that communities need to be aware of and develop strategies to address (Table 1.1).

Table 1.1 Potential Benefits of Tourism for Community

Economic	Social/culture	Environment
Protects and provides a source of income for natural and built heritage.		
Enhance the image of an area, attracting commercial investment outside the tourism industry as well, by demonstrating to potential investors that the place is good to locate to.		
A significant catalyst for economic growth and employment. Increase demand for other non tourism business	Leads to the creation and maintenance of local amenities	Draws attention to the need to protect the natural environment and encourage a more rigorous analysis of importance of the local ecosystem
Supports and helps to maintain local services, such as shop and restaurants		
Provides re-skilling, training and employment opportunities		
Encourages upgrading and re-use of derelict land and building		
Brings expenditure from external sources into the local market	Supports a program of events, art, sports and other cultural	
	Help to build distinctive communities, thus increasing local pride and self	

	confidence.	
	Provides opportunities for social inclusion	
	Encourages cultural diversity	

Source: www.tourism.govt.nz, 2006

Texas (2007), suggests that while tourism delivers many benefits, it also imposes costs and liabilities. Those that are most commonly encouraged are described in the following table 1.2. It summarizes the trade-off between tourism's benefits and the costs that must be considered when community tourism development is considered. All may not be relevant to every community and most can be addressed through proper tourism planning and management.

Table 1.2 Tourism Trade-off: Benefits and Costs of Development

	Benefits	Costs
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<p>Economic</p>	<p>Tourism brings in new money, which spreads through the community (multiplier ripple effect).</p> <p>Tourism contributes to state and local tax bases.</p> <p>Tourism is a labor intensive and creates job for managers and lesser skilled residents such as high school youth or supplemental income or underemployed.</p> <p>Tourism supports small business development.</p> <p>Tourism attracts other industry and encourages economic diversification and stability.</p>	<p>Tourism requires operational costs for promotion, research, and paid staff.</p> <p>Tourism places demands on public facilities and services that are tax supported.</p> <p>Tourism jobs are often seasonal. For non-students this may create difficulties during the off-season.</p> <p>Leakage of tourist revenues out of the community through paying for imported goods and services, such as resort developers and businesses whose financial and management structures are located outside of local community.</p> <p>Competition for the tourism dollar is difficult to address.</p>
<p>Cultural</p>	<p>Foster civic prided in local arts& festivals, music and other local customs.</p>	<p>Commercializes heritage and cultural resources of the community, which may then lose meaning and relevance to locals.</p>
	<p>Tourism provides valuable cultural</p>	<p>Tourism brings outsiders into</p>

	exchange between hosts and guests.	communities and may cause conflict for those who do not accept cultural differences.
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Table 1.2 (Continued)

	Benefits	Costs
Social	Tourism helps support amenities the community may not otherwise be able to support. Tourism enhances civic prides.	Residents must share their amenities with tourists. Residents must exhibit tolerance of tourists who may be unfamiliar with the community and the resident's lifestyles.
Environmental	Tourism can foster conservation and preservation of important natural, cultural and historical resources.	Increased use of resources by tourists can degrade their quality and the community's overall environment.

Source: Texas, 2007

Tourism is a growing industry, offering communities of all shape and sizes a unique development opportunity. However, not every community is suited to tourism, nor for that matter is tourism development necessarily appropriate for every community. Tourism impacts can be both good and bad, and the actual effect depend every much on the character of the area and the local circumstances. On the plus side, tourism is widely recognized for creating and sustaining job, and bringing new money to area. Visitor spending supports local business, especially shop, restaurants and recreational facilities which might not otherwise survive. Therefore, tourism can also lead the community involvement for sustainable tourism in Angkor Heritage site.

1.2.3 Community and Tourism

1.2.3.1 Community Tourism Development

In order to plan for tourism development, the community at the destination must be involved with regard to the effective and sustainable development. According to The University of the West Indies at Mona, Jamaica, Community Tourism is a new phenomenon. It is a spirit that permeates all sectors of the tourism industry. In other words it is a philosophy around which tourism products are developed. Community Tourism is about new levels of relationships between the host country and the visitor. What is appealing to the visitor is found among the varied natural attractions, local resources and talents, and indigenous attributes of a community or area. Through visitor-community interaction, respective cultures are explored, ideas and information are exchanged, and new friends are made. Community Tourism fosters opportunities at the community level for local people wishing to participate more fully in the tourism industry. This may range from establishing bed & breakfast accommodation in a rural home to creating income-generating tourism opportunities for an entire village, Institute for hotel and tourism (2006).

National Geography (2007), had mentioned that community tourism is a form of tourism, which aims to include and benefit local communities, particularly indigenous peoples and villagers in the rural South (i.e. 'developing world'). For instance, villagers might host tourists in their village, managing the scheme communally and sharing the profits. There are many types of community tourism but all should give local people a fair share of the benefits/profits and a say in deciding how tourism is managed.

Community tourism should:

1. Be run with the involvement and consent of local communities.
(Local people should participate in planning and managing the tourism)
2. Give a fair share of profits back to the local community.
(Ideally this will include community projects (health, schools etc.))
3. Involve communities rather than individuals.
(Working with individuals can disrupt social structures)
4. Be environmentally sustained
(Local people must be involved if conservation projects are to succeed)
5. Respect traditional culture and social structures.

6. Have mechanisms to help communities cope with the impact of tourists
7. Keep groups small to minimize cultural / environmental impact.
8. Brief tourists before the trip on appropriate behavior.
9. Not make local people perform inappropriate ceremonies etc.
10. Leave communities alone if they don't want tourism.

(People should have the right to say 'no' to tourism)

According to Murphy's model, management was the major component because it related to the participation in developing the tourism product from public or community (Gartner, 1996). He also mentioned that tourism organizations often begins with a small group of people who had informal meeting and discussing tourism development, usually in rural communities, then they selected their leader of the group or the strong willed person to be the leader.

Inskip (1998) had mentioned the concern of general approaches for bringing tourism benefits to local communities as the followings:

1) Giving the priority to employment in the tourism establishments for local residents. It would usually require special training programs such as foreign language training. Some communities required basic education to be qualified in the industry.

2) Assisting local entrepreneurs to establish small-scale tourism enterprises by technical assistance and small business loans. The monitoring and ongoing assistance was also necessary after the tourism enterprises started.

3) Improving basic infrastructure as part of the development program for tourism development. Those were the developments of roads, water supply, electric power and waste management for the communities.

4) Applying techniques for some of the revenue from tourism to be used for improving general community facilities and services. For example, the fees to parks and historic sites could be used for improving medical clinics and schools.

5) Organizing the craftsmen to produce and sell local crafts to tourists. This might require special training and development of sales outlets.

6) Organizing some community-based tourism projects such as village tourism and ecotourism, this concerned to community involvement.

7) Encouraging local communities to organize traditional performances for tourists and still maintaining the authenticity of the performances.

8) Encouraging the tourism enterprises to use local products in the construction and furnishings of the tourist's facilities without creating any environmental negative impacts.

9) If the local economy based on agriculture or fishery, develop a program to use these products in tourism enterprises without taking away the communities' food supply. The marketing and improving of the local products' quality might in need in order to ensure a steady and reliable supply.

However there were scholars had different idea regarding community and tourism such as Lordkipanidze, Brezet and Backman (2004) emphasized that Entrepreneurship is a central force of economic development, as it generates growth and serves as a vehicle for innovation and change. Tourism is one of the economic sectors in which a great degree of involvement is needed by the entrepreneurial sector: diversification of tourism products and services is needed to cope with increased demand for new types of tourism needs. These include opportunities for more sustainable tourism.

There is a great need to evaluate the implementation of so-called community-driven tourism development plans to determine to what extent the local residents truly share in the benefits supposedly derived from increased visitation, since it is quite clear that they support the majority of the costs associated with tourism (Marion, 1996).

In addition, Kharel (2007) mentioned that, focus is required on quality and authenticity, preservation and protection of resources in the community and harmony among visitors, industries, local community and environment. The local people who should be provided all the resources, rights and responsibilities related to the community should conduct tourism industries. Subsequently, it is necessary to increase local social welfare.

1.2.3.2 Community-Based Tourism (CBT)

Tourism activities are developed and operated, for most part, by local community members, and certainly with their consent and support. It implies that there is forum

for debate, and that community encourages participation. It is also important that reasonable share of the revenues is enjoyed by the community.

According to Inskip (1991) had mentioned that community-based tourism is an important aspect of sustainable development. The community-based tourism approach can apply as a policy approach at the national and regional levels. This approach to tourism focuses on community involvement in the planning and development process, and developing the type of tourism that benefits local communities and other residents. Maximizing benefits to local residents typically results in tourism that is better accepted locally. Benefits from tourism to local communities are also significant to the country in terms of income and foreign exchange earned, employment generated and the support gained from local communities for national tourism development and conservation policies.

However, Barton (1996) have recommended five key areas for policy action: 1) establish community rights over resources and revenues; 2) adopt financial and legal regulations to facilitate, not constrain community-based tourism development; 3) promote information, awareness and communication; 4) develop the cultural tourism market and 5) mechanisms and skills.

Lash (1997) identifies 8 categories to be considered when implementing CBT project. They include the social and political structure of the community, the physical location of settlement and neighborhoods, community infrastructure, economic opportunities, training and education, marketing, environment and monitoring and evaluation. In addition, Wearing (1996) suggests a community-based approach be driven and directed by the community and the approach will ensure that the development of tourism is able to:

1. Ensure an equitable input from a wide cross section of the community,
2. Consider all the different issues raised by the various community members and groups,
3. Meet a variety of user needs,
4. Have the active commitment of community and tourist and
5. Promote responsible use of the host communities.

However, he argues that the adoption of this approach results in tourism that the community wants and is more likely to be happy with so it is more likely to create an

environment that is more receptive to tourists. He also adds that the viability of community-based tourism also depends on certain essential elements such as:

1. Natural attraction activities-things that tourists wish to see and do
2. Hospitality facilities and services- places to stay overnight and places to eat
3. Transport facilities and services- access to and within the area by land, air and water
4. Basic community infrastructures- water supply, electricity, sewage
5. Solid waste disposal and telecommunications
6. Travel arrangements-travel agents and tour guides
7. Promotion and tourist information services- informing tourists what to see and do in the community

In addition, an UNWTO international conference on cultural tourism and local communities, held in Yogyakarta, Indonesia (WTO, 2006) had identified a number of benefits that emanate from sustainable community based cultural tourism activities including the following:

1. The most often discussed benefit was the economic impact of tourism spending on the local economy
2. Diversified local income opportunities with many jobs targeted at women and younger people in a community
3. Increased demand for local products
4. Cultural revitalization encouraged by the interest of tourists in tangible and intangible heritage elements and practices that may have been abandoned by local communities
5. Enhanced community price
6. Increased capacity in decision-making especially when sustainable tourism governance models are employed.

Planning in community-based tourism should be built from an awareness of community and their needs in order to guide more locally appropriate tourism development that fits with other needs, ideas, and opportunities of that community. Pinel (1999) had purposed the Model of Community-Based Tourism Planning (CBTP) that emphasized the need for catalyst

from events or individuals to start an assessment process, and keeping the process through tasks that stimulate co-operation, trust, tourism awareness, and links with the broader community development context. The 4 phases of this model were the community assessment and organization development, planning and preparation, delivery, and monitoring and evaluation. Moreover, he had mentioned the concern of community-based tourism planning that, there should be the introducing more strategic and future thinking or visioning to tourism development, the relying on residents and community leaders as their own experts about community needs and desirable tourism influences, and the providing opportunities to clarify community strengths, challenges, obstacles, and opportunities for social, economic, and ecological well-being.

Village Tourism

Village based tourism is a relatively new concept within Southeast Asia. It is a form of tourism that seeks to provide tourists with an opportunity to understand the traditional customs and ways of life. Villages offers abundant opportunities for tourists to enjoy different cultural experiences, including exposure to people's life styles, traditional agricultural and fishing techniques, festivals and religious practices, and craft production. In addition, home stay programs if successfully implemented can offer a unique opportunity to the visitors while providing much-needed income to the family providing hospitality. If properly managed village tourism can help residents gain economic and other benefit from tourist activities enhance their quality of life, increase employment opportunities and provide resources for environmental conservation. It must be stressed that in most instances village tourism should not replace traditional forms of economic activity but rather be seen as an effective means of supplementing the income of the residents, Cambodia National Tourism Development Plan (2005-2009).

Canadian Universities Consortium Urban Environmental Management Project at AIT, (2001) had mentioned that local participation and local benefits are very important elements in village based-tourism. The community must be involved from the inception planning process, always with the possibility that the community can decide not to pursue tourism development for their community. The nature of these processes is further discussed in the plan.

It is clear that careful thought must be given to the readiness and capacity of a community to undertake a community-based village tourism scheme. There must be a sound understanding about the capacity of local people and the capacity of the community to absorb tourism. Towards that end careful planning and monitoring should be essential elements the planning process.

WTO (2002) had defined village tourism was that, tourists visiting villages on day tourist or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions. Successful village tourism does not require large capital investment but does need to be carefully planned and managed as well as other types of tourism. Village tourism had to be carefully programmed and monitored so that fair tourism benefits would share to villagers. Moreover, WTO (2002) described the Systematic approaches to organize village tourism with community participation in types of action as the followings:

- 1) The villages should have convenient and safe accessibility by road, trail or boat. The villages should have traditional layouts and building styles and improve village appearance if necessary. If some types of traditional agricultural, fishing techniques practiced, traditional performances and craft production was available, they could be organized, and then these make tourism more interesting to tourists.

- 2) The villages should receive a specified fee for each visit. The fees will go into a village improvement fund that might use for village improvements such as water supply, school, medical clinic, roads, and for student scholarship fund.

- 3) The villagers could be encouraged to produce craft items for sale to tourists. The small craft market should be set up so the tourists could compare items and prices or sold individually to tourists. An ordinary lunch of local cuisine could be served to tourists and the cost added to the fee paid to the village.

- 4) The tourism officials and village chiefs or elders should have meeting and discussing together, on how to prepare the village for the visits including how to organize tourist visits in the best practice.

- 5) The tourism office should monitor the village programs proceeding to ensure that no problems arise. If there were problems, the office could help to resolve the problems and judge between the village and tour operator.

6) A special structure or building could be developed near the village entrance for orientation of tourist before they walk around the village. The same structure could be used for a small craft market and refreshment stand, and or serving lunch. A clean and sanitary toilet facility should be provided for tourists' use.

7) The qualified tour guide had to plan the escort of group tours or individual visits so the village knows the visit was planned. Village visits should be arranged on a rotation basis, if there were several villages selected for tourists visit in the area. Therefore, the tourism benefits will equally share. Too many visits to one or a few villages could disturb the village life so that some villages might want visits only on certain days of the week.

8) The tourists should be well informed about the custom life styles of the villagers, and about good local manner and how to show respect to local customs before entering the village. They could be educated by tour guides or a brochure about the village.

9) The tourists will be informed that they should not make any payments directly to the villages, except for purchasing local craft products, and the villagers educated not to ask for money or other presents.

10) Additional villages could be added to the program as tourism expands and accessibility was improved in the area.

Cultural Heritage Tourism

The world tourism organization has provided a definition of cultural tourism as well focusing on the travel motivations of tourist: "Cultural tourism includes movements of persons for essentially cultural motivations as study tours, performing arts and other cultural tours, travel to festivals and other cultural events, visit to site and monuments, travel to study nature, folklore or art or pilgrimages' WTO, 1985 quote from (Evangelos 2005).

However, Prentice (1997) defined the term "heritage" as not only landscapes, natural history, buildings, artifacts, cultural traditions and the like that are literally or metaphorically passed on from on generation to the other, but those among these which can be promoted as tourism products. He also suggested that heritage sites should be differentiated in

terms of types of heritage: build, natural, and cultural heritage. Further more, Hall and Zeppel (1992) supply definitions for cultural tourism and heritage tourism. The former is tied with visual attractions, for cultural tourism and heritage tourism. The former is tied with visual attractions, performing arts, and festivals, where as the latter involves visits to historical sites, buildings, and monuments. Heritage tourism is referred to as experiential tourism because visitors often wish to immerse themselves in the historical environment and experience.

In order to develop sustainable tourism the urgency of the needs for communities of all types international, national, regional, local, business, learning, leisure, tourism, conservation-and individuals worldwide to participate in celebrating cultural diversity and in developing a sense of cultural identity as a springboard for the future has placed World Heritage Sites centre stage (Sue Miller, 2006).

Therefore, in applying the Cultural Heritage Tourism in Cambodia

There are two major dimensions to the cultural products:

1. The well recognized Angkor Wat and the many other temple sites
2. The living culture that brings with it interesting potential as an attraction.

(Provincial Investment Plan, 2007-2009).

Tourists are often interested in people's values, attitudes and way of life as they are part of culture in addition to the more significant cultural monuments. Cultural tourism is a learning experience either about them or about other cultures. Many people see cultural tourism as a way of being involved in cross-cultural exchange that provide for contact with people from other places and cultures. For others, it is an opportunity for celebration and pilgrimage and finally for some it is an important intellectual and learning exercise centered on various dimensions of cultures.

It is necessary to note that many other countries have identified cultural tourism as a major part of their tourism products. Therefore the competition is strong and requires professional and high quality development.

Cultural heritage tourism is a major force in tourism planning and development. It requires multidisciplinary participation and involves a large number of specialists and actors to deal with the tension of preservation culture on one hand, on the other hand, using it as a mean of creating income. To face this challenge, Cambodia has adopted an integrated professional

approach to dealing with various dimensions of its cultural heritage. It requires well planned and managed research and demonstration.

World Heritage

World heritage sites belong to all the peoples of the world, legacy of the territory on which they are located. Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration. Places as unique and diverse as the wilds of East Africa's Serengeti, the Pyramids of Egypt, the Great Barrier Reef in Australia and the Baroque cathedrals of Latin America make up our world's heritage.

What makes the concept of World Heritage exceptional is its universal application. World Heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the Convention concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972 (UNESCO, 2008).

Further, the UNESCO's World Heritage missions are as follows:

- Encourage countries to sign the World Heritage Convention and to ensure the protection of their natural and cultural heritage;
- Encourage States Parties to the Convention to nominate sites within their national territory for inclusion on the World Heritage List;
- Encourage States Parties to establish management plans and set up reporting systems on the state of conservation of their World Heritage sites;
- Help States Parties safeguard World Heritage properties by providing technical assistance and professional training;
- Provide emergency assistance for World Heritage sites in immediate danger;

- Support States Parties' public awareness-building activities for World Heritage conservation;
- Encourage participation of the local population in the preservation of their cultural and natural heritage;
- Encourage international cooperation in the conservation of our world's cultural and natural heritage.

Moreover, The World Heritage List includes 851 properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value. These include 660 cultural, 166 natural and 25 mixed properties in 141 States Parties. As of November 2007, 185 States Parties have ratified the World Heritage Convention (UNESCO 2008).

World Heritage Site in Cambodia

Angkor is the name given to the spectacular remains of capital cities situated in Siem Reap Province in northern Cambodia on the shores of Tonle Sap - the Great Lake. Angkor is one of the most important archaeological sites in South-East Asia. Stretching over some 400 km², including forested area, Angkor Archaeological Park contains the magnificent remains of the different capitals of the Khmer Empire, from the 9th to the 15th century. They include the famous Temple of Angkor Wat and, at Angkor Thom, the Bayon Temple with its countless sculptural decorations. UNESCO has set up a wide-ranging programme to safeguard this symbolic site and its surrounding. (UNESCO, 2008)

1.2.3.3 Indicators of Community Involvement and Awareness

There are diversities of sustainable tourism indicators of sustainable tourism development for tourism destinations. For this research, the related indicators were the indicators of community involvement and awareness. Basically, WTO (2004) had mentioned that building awareness regarding sustainable tourism practice requires a strategic approach if long term attitudinal change and engagement is to be achieving. The challenge is how to quantify such

change given its intangible nature. Information is the key for effective community involvement in tourism planning processes. The following aspects are considered essential for informed decision making (WTO, 2004):

1) Availability of Information: If people are aware of information relating to sustainable tourism practice or a specific management model, they will be more likely to try to gain access to it;

2) Access to Information: Making it as easy as possible for people to gain access to generic information will ensure a greater sense of interest in the process;

3) Analysis of Information: The information available has to be presented in a variety of forms depending upon the audience and in language that are easily understood and relevant.

4) Application of Information: Understanding how the information on sustainable tourism is used by communities and agencies ensures it can be relevant. This element also identifies the potential for ongoing education and training so understanding is improved;

5) Advocacy of Information: The aim of any ownership is the advocacy that is generated amongst stakeholders. Having passionate people within the community that can pro-actively sustain the management process is essential; as they have the potential to not only inspire others, but feed back into the awareness building process due to their contact with the broader stakeholder groups;

6) Action on the Information: The awareness of and desire to make a difference- requires actions if any result are to be achieved. Those promoting sustainable tourism practice intend ultimately to have an impact upon the actual behavior of both visitors and stakeholders in sustaining the tourism asset and community/ environmental resource. Through building awareness, a sense of responsibility leading to greater understanding and ultimately action, individuals can begin to make a difference in the development of sustainable tourism practice. These lead to a number of indicators to measure the level of access, impact and engagement.

1.2.4 Participation

1.2.4.1 Definitions of Participation

The Wikipedia website (2007) defines participation is the condition of sharing something in common with others.

The term ‘participation’ pervades the literature, everyday language and rhetoric of sustainable development. The World Bank’s Learning Group on Participatory Development (1994) has defined participatory development as: ‘A process through which stakeholders influence and share control over development initiatives, and the decisions and resources which affect them.

Thus, participatory to achieve of sustainable tourism development, requires the involvement of local people in sharing ideas and decision making

1.2.5 Policy on Sustainable Tourism Development of Cambodia

1.2.5.1 Cambodian National Tourism Development Plan

The Cambodian Tourism Planning is based on the principle that tourism development must reduce poverty, ensure the equitable distribution of tourism revenues and accomplish this in a well plan and manageable manner. The plan is established based on sustainable tourism principles proposed by the United Nations as well as the World Tourism Organization (MOT, 2001). These principles include:

1. Poverty alleviation and achieving gender and social equity within a social planning and development context.
2. The protection of heritage in all it dimension (natural and cultural heritage as well as the traditions and value of the Cambodian people).
3. Revenue capture by the local community.
4. Effective monitoring to ensure that community plans as well as national policy objectives are met.
5. Local involvement in both planning as well as economic activities is ensured. Capacity building and the creation of mechanisms for the support of small and medium enterprises will be explored whenever appropriate.

6. Emphasis on formulating strategies that will create opportunities within the more disadvantaged area of the country.

7. Ensure that development policies (including public work and transportation and bus and road networks) are supportive of protecting and promoting the various attractions in the country.

The needs for as many stakeholders to be involve in decision-making and resource allocation.

1.2.5.2 Types and Levels of Community Participation

According to Backman et al., (2001), participation of stakeholders in the tourism management planning process is critical to its success. Participation refers to the opportunity for stakeholders to take part in the process of ecotourism development at the planning stage, during implementation and evaluation and in the distribution of benefits. Four levels of participation which include information sharing, consultation, decision making, and initiating action are identified (Paul, 1987 cited by Backman et al., 2001). Further, Midgeley et al., (1986) and Paul (1987) suggest that essentially there are three broad interpretations of participation, which are identified as contribution, organization and empowering. Ghai and Vivian (1992) argue that in order to achieve sustainability, participation is not a simple issue but requires considerable attention to multiple dimensions of development of the economic, political and epistemological (knowledge) elements. Greater participation needs a social structure which fosters and encourages such involvement, addressing concepts such as citizenship and empowerment, availability of information, education and a respect for people's identification with a place that is affected (Buckingham-Hatfield and Matthews, 1999b).

Therefore, local people should be encouraged in the decision-making process involved in planning, implementation and monitoring Heritage tourism. If heritage tourism is to be developed using the natural and cultural resources upon which the livelihoods of local people are based, it is imperative that those same local people are given a fully say in how tourism is developed in their local area. There are economic, social-cultural and environmental reasons for encouraging a participatory approach in heritage tourism planning and management. Most

importantly, local should be economically benefited from the tourism, without the support and involvement of local people; heritage tourism management cannot hope to have a long-term future in a certain areas. There are many developed types for participation in tourism such as: Tosun (1999, 2006), Arnstein's (1969) typology of community participation) and Pretty's Typology of Participation: Pretty (1995), are as follows.

The process of learning and decision-making may vary for sub-groups in a community, and for different conditions and combinations of participants. However, having stated the real practical nature of participation, it is useful to be able to distinguish broad categories of participation types. In Table 1.3, seven types of participation are described ranging from passive to what many practitioners consider the most active.

Table 1.3 Pretty's Typology of Participation

Typology	Components of Each Type
Self- mobilization	People participate by taking initiatives independent of external institutions to change systems. Such self initiated mobilization and collective action may or may not challenge existing inequitable distributions of wealth and power.
Interactive participation	People participate in joint analysis, which leads to action plans and the formation of new local groups or the strengthening of existing ones. It tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes. These groups take control over local decisions, and so people have a stake in maintaining structures or practices.
Functional participation	People participate by forming groups to meet predetermined objectives related to the project, which can involve the development or promotion of externally initiated social organization. Such involvement does not tend to be at early stages of project cycles or planning, but rather after major decisions have been made. These institutions tend to be dependent on external initiators and facilitators, but may become self-dependent.
Participation for material	People participate by providing resources, for example labor, in return for food, cash or other material incentives. Much <i>in-situ</i> research and bio-

incentives	prospecting fall in this category, as rural people provide the resources but are not involved in the experimentation or the process of learning. It is very common to see this called participation, yet people have no stake in prolonging activities when the incentives end.
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Table 1.3 (Continued)

Typology	Components of Each Type
Participation by consultation	People participate by being consulted, and external agents listen to views. These external agents define both problems and solutions, and may modify these in the light of people's responses. Such a consultative process does not concede any share in decision-making and professionals are under no obligation to take on board people's views.
Participation in information-giving	People participate by answering questions posed by extractive researchers and project managers using questionnaire surveys or similar approaches. People do not have the opportunity to influence proceedings, as the findings of the research or project design are neither shared nor checked for accuracy.
Passive participation	People participate by being told what is going to happen or what has already happened. It is unilateral announcement by an administration or by project management; people's responses are not taken into account. The information being shared belongs only to external professionals.

Source: Pretty et al., 1995

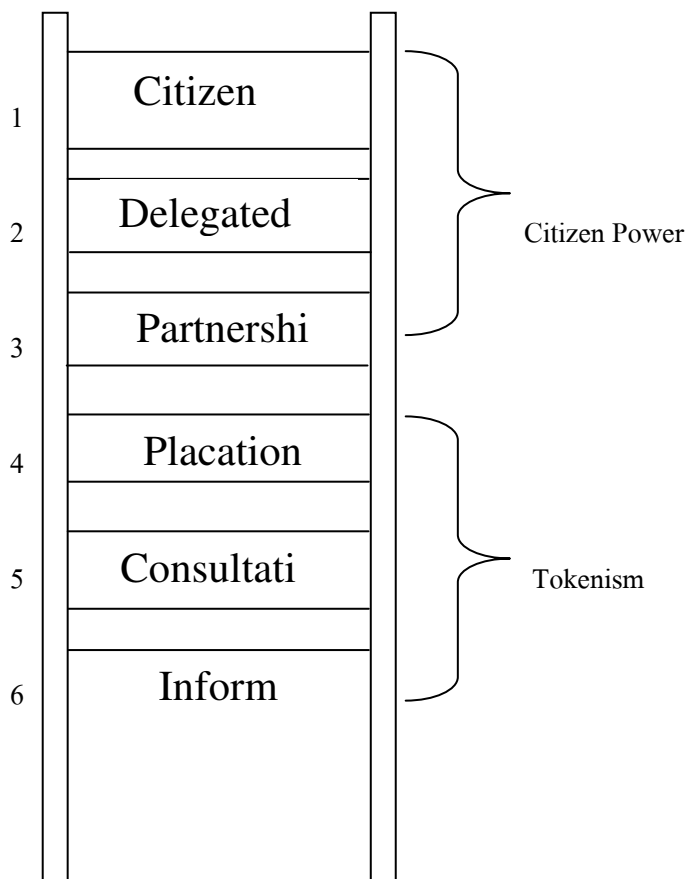
Towards community participation in tourism, in the other form of community participation, Tosun (1999, 2006) analyzes levels of community participations in decisions in general and tourism development in particular. As stated by Arnstein (1969: p.216), "Participation is the redistribution of power that 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 (1969) designs a ladder where each rung is a level of community participation in public affairs. Tosun follows Pretty's (1995) and Arnstein's (1969) approaches and proposes 3 levels of differentiated participation, applied in the tourism regulation case.

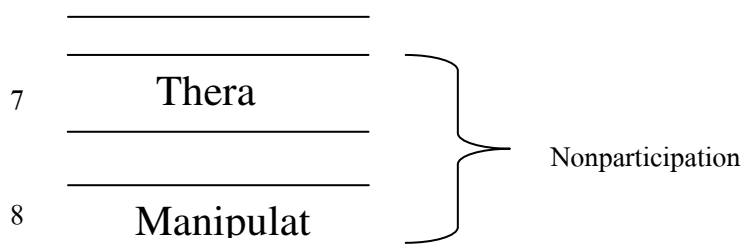
a) Spontaneous participation in Tosun's model corresponds to degrees of citizen power in Arnstein's typology. This ideal type provides full managerial responsibility and authority to host community.

b) Induced community participation in tourism development tallies with degrees of citizen tokenism in Arnstein's typology. They have a voice in the tourism development process, but they do not have power to insure that their views will be taken into account by other powerful interest groups. 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. 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.

c) 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. (Tosun, 2006). In this rungs, as stated by Arnstein, "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 future of tourism development" (Arnstein, 1969; cited in Tosun 2006).

Figure 1.1 Eight Rungs on the Ladder of Citizen Participation





Source: Arnstein's, 1969. Typology of Community Participation

1.2.5.3 Community Participation in Tourism

Cernea (1991) defines community participation as “giving people more opportunities to participate effectively in developing activities. He adds participation means “empowering people to mobilize their own capacities, be social actors rather than passive subject, manage their resources, make decisions, and control the activities that affect their lives”. Participation is not a one way process, but a mutual learning and action experience for all concerned parties including professionals, academics, facilitators, government officials, entrepreneurs and local communities.

Chaisawat and Chamnina (2006) mentioned the role of community in sustainable tourism development that, it is very important to bring local people to participate and get involve in tourism development. Furthermore, suggested to develop an educational curriculum about the value of tourist exchanges, their economic, social and cultural benefits and risks associated with tourism industry and should apply it in the local primary and secondary community schools. It is very useful idea to create public awareness to the tourism.

According to Plamer and Lester (2005) community participation is central to many tourism development strategies, both in the developed and the less developed world and constitutes one of the key objectives for the sustainable management approach of resources. Stating the value of community people, Esteban and Macarena (2006) stressed that community people can provide in-depth insight into heritage tourism; and have a clearly practical dimensions and indicators relating to community identity in the assessment, planning and management of this type of tourism. In addition, Roberta and Lee (2003) had showed the importance of community in heritage tourism and mentioned that culture, which is often well preserved in rural areas, is a

valuable resource to include; and that community-based partnerships such as cooperatives may be very effective.

On the other hand, Li (2006) had completely different idea about community participation; indeed it is an interesting finding itself, need to further verification. 'Generally Western scholars think that active local participation in decision-making is a precondition for benefits reaching communities. In developing countries, however, this paradigm is difficult to put into practice owing to various constraints. It is demonstrated that despite weak participation in decision-making processes, the local community can benefit sufficiently from tourism. Thus, to have a say in the management arena is only one of many ways to ensure that local people benefit from ecotourism. Rather, the modes of participation are related to the institutional arrangements and the different stages of tourism development present in a community.

1.2.6 Motivation

1.2.6.1 Definition of Motivation

A simple definition of Motivation was defined as the ability to change behavior. It is a drive that compels one to act because human behavior is directed toward some goal. Motivation is intrinsic (internal); it comes from within based on personal interests, desires, and need for fulfillment. However, extrinsic (external) factors such as rewards, praise, and promotions also influence motivation. As defined by Daft (1997), motivation refers to "the forces either within or external to a person that arouse enthusiasm and persistence to pursue a certain course of action". Daft (1997), quoted in (Macmillan, 2006).

1.2.6.2 Models of Motivation

There are different theories related to motivation, those of Maslow's Hierarchy of Needs, Alderfer's ERG Theory,

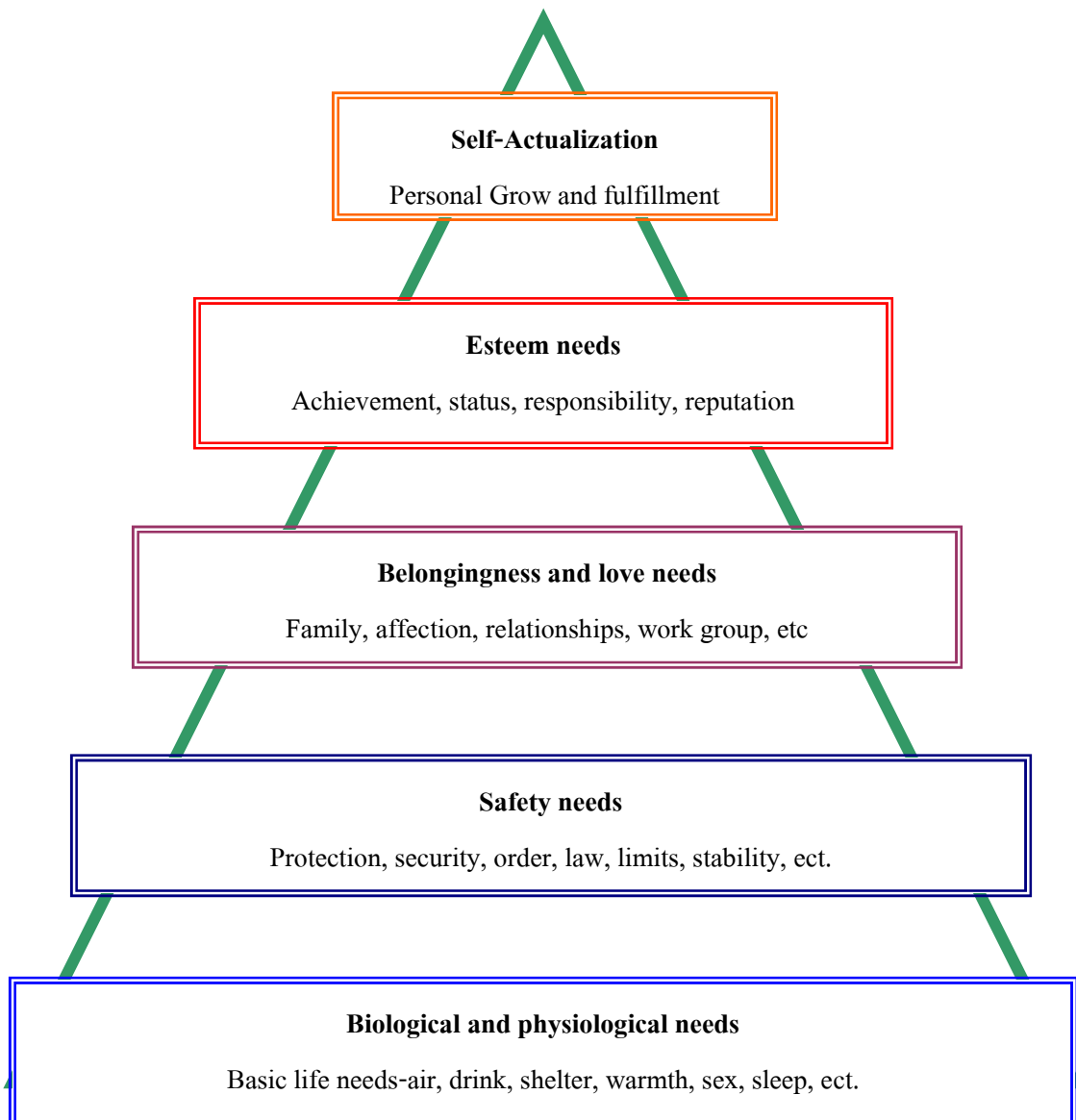
Maslow's Hierarchy of Needs. In this theory approach to motivation, Abraham Maslow, he identifies a set of needs that he prioritized into a hierarchy based on two conclusions (Daft, 1997; McCoy, 1992; Quick, 1985) quoted by Macmillan (2006):

1. Human needs are either of an attraction/desire nature or of an avoidance nature.
2. Because humans are "wanting" beings, when one desire is satisfied, another desire will take its place.

And theory contends that individuals have five levels of needs are the following (see Figure 1.2):

- 1. Physiological:** These are basic physical comfort or bodily needs: food, sex, drink, and sleep.
- 2. Security/safety:** People want to feel safe, secure, and free from fear. They need stability, structure, and order.
- 3. Belongingness and love:** This is a need for friends, family, and intimacy for social acceptance and affection from one's peers.
- 4. Esteem:** People want the esteem of others and they want to be regarded as useful, competent, and important. People also desire self-esteem and need a good self image.
- 5. Self-actualization:** This highest motivation level involves people striving to actualize their full potential, to become more of what they are capable of being. They seek to attain self-fulfillment

Figure 1.2 Maslow's Hierarchy of Needs (Original Five Stage Model)



Source: Chapman, 2007

Alderfer's ERG Theory. Alderfer's agree with Maslow that individuals have basic needs that could be arranged in order of priority, that there are basic distinctions among those needs, and thus those needs need to be classified. However, whereas Maslow's theory divides the needs into five categories, Alderfer's theory divides them into only three (Robert H. Woods, 2006).

1. Existence. These needs are satisfied by such factors as food, air, water, pay, and working conditions. These needs are similar to Maslow's Physiological and safe needs.

2. Relatedness. Relatedness needs are satisfied by meaningful socio and interpersonal relationships. These needs are similar to Maslow's social need.

3. Growth. These needs are satisfied when an individual makes creative or productive contributions. Growth needs are similar to Maslow's esteem and self-actualization needs.

But, the biggest difference between Maslow's theory and Alderfer's theory is that the ERG theory adds as frustration regression model. That is like, Maslow's theory, The ERG theory states that a individual will be motivated to fulfill a higher-level need when a lower-level need is satisfied. However, unlike Maslow's theory, the ERG theory also states that an individual will be motivated to fulfill a lower-level need when he or she has continuously fails to satisfy a higher need.

Charles Handy's Motivation Calculus is an extension of Maslow's Hierarchy of Needs, and an example of Handy's early clarity and interpretation of the human condition and response to work. The simple model addresses cognitive and external reference points in a way that Maslow's original Hierarchy of Needs five-level model of does not. Handy's Motivation Calculus attempts to cater for complexities and variations in people's situations beyond the reach of the original Hierarchy of Needs model. Briefly this is Handy's Motivation Calculus, which implies that our motivation is driven by a more complex series of needs than 'needs' alone, that is, our own interpretations and assessments form additional layers determining and determined by our response to our own needs and the effects of those responses:

Needs - Maslow Hierarchy of Needs factors, personality characteristics, current work environment, outside pressures and influences.

Results - we must be able to measure the effect of what our additional efforts, resulting from motivation, will produce.

Effectiveness - we decide whether the results we have achieved meet the needs that we feel Chapman (2007).

Adams's Equity Theory

Chapman (2007) had mentioned to Adams's equity theory that people established the benchmark between input and output as well as compared the outputs among their colleagues, friends, or partners. Adams (1965) quoted in Chapman (2007) had defined inputs and outputs as the key influence of this theory as follow:

1) **Inputs**-There were loyalty, hard work, effort, commitment, skill, ability, adaptability, flexibility, tolerance, determination, heart and soul, enthusiasm, trust in their boss and superiors, support of colleagues and subordinates, personal sacrifice, etc.

2) **Outputs**-They were financial rewards: pay, salary, expenses, benefits, pension arrangements, bonus and commission plus intangibles, recognition, reputation, praise and thanks, interest, responsibility, stimulus, travel, training, development, sense of achievement and advancement, promotion, etc.

1.2.7 Related Research

Tourism has grown into one of the state's largest industries and has been contributing positively for many countries especially developing countries in East Asia. It provides significant amount of foreign exchange needed in financing their economic development. Tourism related industries such as rural handicrafts and other services are basically the important sources of non-agricultural employment and income. Some governments of the developing world use tourism as a reason for attracting foreign direct investment, and an easy way to modernize its basic infrastructure (Somchai, 2006).

The local resident involvement in tourism development process was very essential. By involving local resident, they will understand tourism, be better to cope with the new development in their area, participate in its benefits, more likely support tourism because of local resident know their area and societies best, they may have good ideas on tourism development and how they participated in it (Inskeep, 1998).

Reid et al. (2004) recommended that the success of tourism plans over the long term to be sustainable will depend on generating the emotional commitment and skills during the planning process, this could not only be achieved by creating and utilizing instrument to engage

participants, helping residents that have more completely understood themselves and their environment. Moreover, helping them to appreciate the nature of the decisions they make regarding issues of development in the long term (Reid et al.2004). They also recommend that the conversation and information created for community must generate common understanding, cooperation, and visions for the future of tourism and the community.

In order to develop the successful community participation, the researchers also recommend the important factors as the followings:

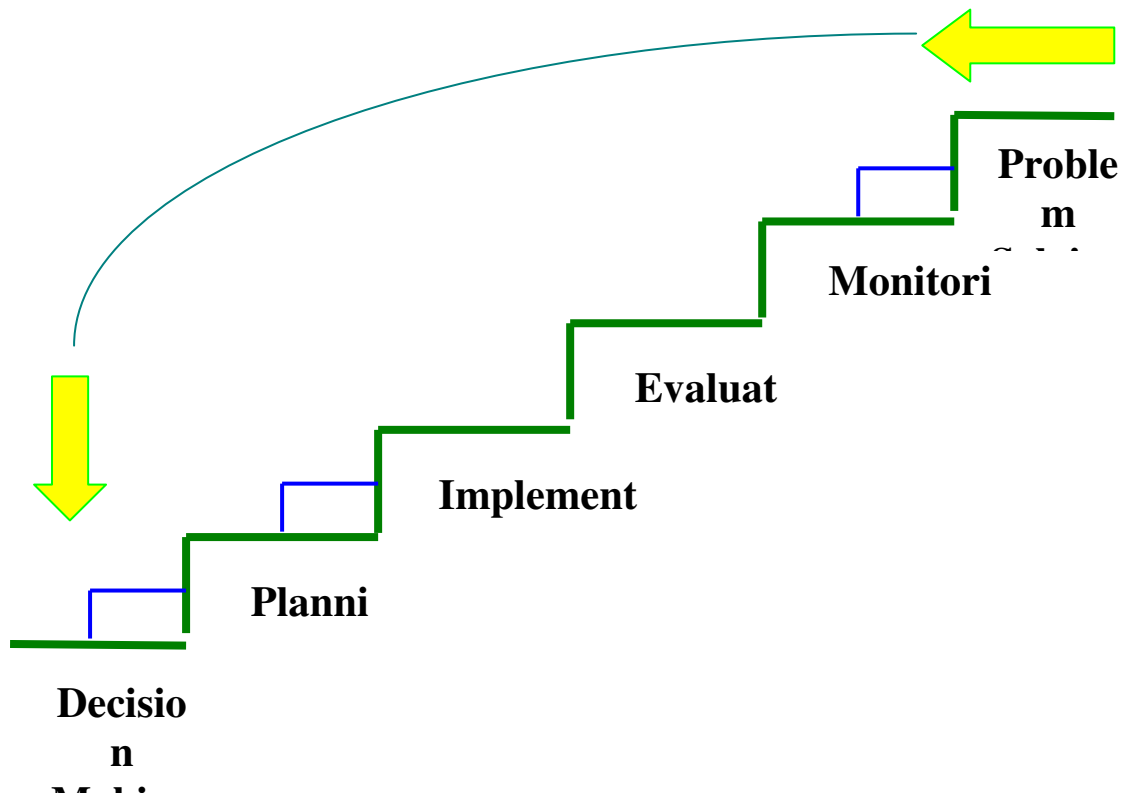
Musselwhite (1997) mentioned that participation in the development process in rural regions will require two main things the first thing was that sufficient education, in tourism development benefits and negative impact, for host community and the last one was ability to make fully information decision making. Moreover, appropriate entrepreneurial training and financial support must be made available for equitable participation (Muselwhite, 1997). The community needs the support of both the political and the community leaders with much more insight into the assessment problems, pleasure and benefits of undertaking a process than change to be a large extent control (Joppe, 1996).

Sitikarn (2007) suggests that people participation means different things to different people with different interests and depends on the involvement of the various stakeholders in the development of tourism enterprise. However, one of the most issues in concerns is about the capability of the local people in tourism planning and its operation. In tourism aspect, how to involve the locals in all stage of development is the key issue. Therefore it can be suggested that the successful local participation process could be identified as demonstrated in the following figure 1.

It is essential that the locals are provided opportunities to participate in the enterprise including: the process of decision making as they are the one who receive direct affects from the initiative. Therefore they should have an opportunity to express their concerns. The project plans were implemented based on the decision made. Following this, the project plan requires evaluation and monitoring to minimize potential problems. To get through the whole process of development is not that easy due to the lack of required knowledge and skills among the locals. Therefore supports from the experts or superior authority are essential for the whole process of initiative development. The supports could be done through the program of training,

work shop and study tour. In terms of fully participation, there is no consensus agreement of its meaning whether an involvement of all community members or representatives of community.

Figure 1.3 People Participation



Source: Sitikarn, 2006

The related research on Community Participation for Sustainable Tourism at Kho Yao Noi, Changwat Phang Nga by Surarak (2006), and the result were that Koh Yao Noi community should carry out the proposed model of community participation in tourism plan for sustainable tourism development. Local authorities should be the leader to provide the tourism education, provide human resource and financial support to Koh Yao Noi residents as well. The residents should process the tourism plan in order to get the participation and tourism benefits. Thereafter, they should evaluate and find the ways or methods to improve the process of the model. Koh Yao Noi residents, who involved in carrying out the model, should continue participation in planning and decision-making in order to prepare the plan for improving the

tourism at Koh Yao Noi. Moreover, the environmental benefits should be raised as the priority important motivation for sustainable tourism development, and then followed by the economic and socio-cultural benefits in order to influence the higher participation level. Finally, Koh Yao Noi residents should be provided sufficient tourism information in the form of group discussion, group meeting, or appropriate training.

1.3 Objectives of the Study

Aim of this research is to do an in deep study about the community participation for sustainable tourism at Angkor. Therefore, the major objectives of the proposed study are:

1. To examine the existing circumstance of community participation in sustainable tourism at Angkor
2. To investigate the government measures for sustainable tourism development at Angkor in Cambodia
3. To study the impact of tourism development on the community at Angkor Heritage Site
4. To propose guidelines for community participation in tourism management for sustainable tourism development at Angkor, Cambodia

1.4 Significance of the Study

This study is deemed to be significant in contributing towards achieving the following areas.

First, it made an attempt to examine the existing circumstance of community participation in sustainable tourism at Angkor. It would be useful if this research could be get insight towards the local's involvement in Angkor. It is very important to know the existing management system of the site that can generate ideas towards getting local community involved in tourism.

Second, this study is expected to contribute in understanding to what extent the government of Cambodia especially the Ministry of Tourism is and can contribute towards sustainable community participation at Angkor heritage site. Government role would be the vital role for tourism development in a sustainable way. Such role could be significant in adopting the participatory management as outcome of this study is envisaged to provide adequate justification towards local people's participation and in their responsible use of heritage.

Third, by highlighting the role of all related tourism stake holder's of this heritage site the economic, social and cultural benefits could be increased. The satisfaction level and participation level of them is essential to sustainable benefit from all heritage tourism products, the outcome of this study would be expected to increase the appreciation amongst the local people as well as the Angkor management agency, especially APSARA foundation towards establishing a mechanism where people can participate and share benefits accruing from the various tourism opportunities. The guidelines of community participation for sustainable tourism development are able to enhance the effectiveness of the community participation in sustainable tourism development. The information sought from this study and the results obtained from this research could be utilized as a source of information for all stakeholders in decision-making in the tourism development plan.

In addition, the information and the results obtained from this research can be utilized as a source for further research or for any academic purposes for students or interested persons.

1.5 Scope of the Study

This research would focus on proposing how the community participation could be increase to enhance sustainable heritage management and suggest taking necessary strategic measures. This research would be studied from three groups of sample respondents i) Local people from surrounding 4 commune ii) Officials from Government, Local governments officials and from APSARA Authority iii). Tourism business, Hotel, travel tour agents etc. This research would be carried out in Angkor, in Cambodia and data would be collected in December 2007.

1.6 Definition of Key Terms

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

Sustainable Tourism Development: is defined as the development of tourism that creates optimal use of environmental resources, respects the socio-cultural authenticity of host community, and provides economic benefits to all stakeholders.

World Heritage Site: is defined as an area or structure designated by UNESCO as being of global significance and conserved by a country that has signed a United Nations convention pledging its protection.

Heritage Site: For the purpose of this study this term would be used in a generic scene to include ancient archeological, monument, temple, monasteries, historic places, collection in museum and galleries, historic houses and gardens, natural resources etc, and relevant visitor's centers.

Community-based Tourism: is defined as tourism in the area where the local people participate and get involved in all processes of tourism development an operation and the tourism expenditures are expected to distribute with in destination.

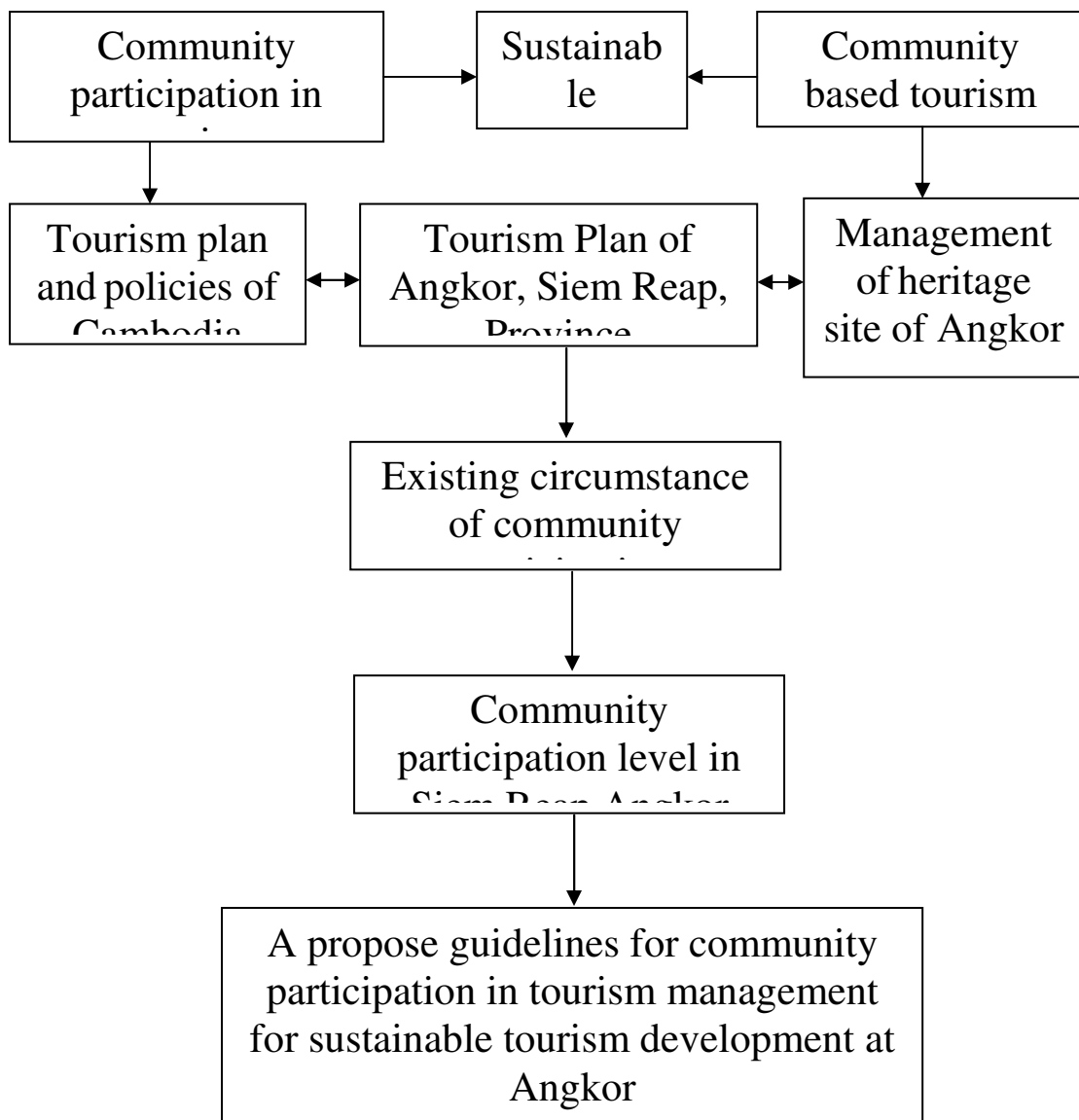
Heritage Tourism: is defined as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.

Angkor: is defined as the name conventionally applied to the region of Cambodia serving as the seat of the Khmer empire that flourished from approximately the 9th century to the 15th century A.D. (The word "Angkor" is derived from the Sanskrit "nagara," meaning "city").

Stakeholders: are defined as the local communities' people, local service industries (Hotel, Travel, Tour, and Transports) and related Government, local governments and non-government organizations and visitors in Angkor.

1.7 Conceptual Framework

Figure 1.4 Conceptual Framework



CHAPTER 2 METHODOLOGY

This chapter describes the methodology and design of the survey procedures with objectives i) to examine the existing circumstance of community participation in sustainable tourism at Angkor, ii) to investigate the government measures for sustainable tourism development at Angkor in Cambodia, iii) to study the impact of Tourism development on the community at Angkor Heritage Site. iv) to propose guidelines for community participation in tourism management for sustainable tourism development at Angkor, Cambodia. The research process is therefore undertaken through the research direction as follows:

2.1 Desk Research

2.2 Population, Sample Size and Sampling Method

2.3 Research Tools and Designs

2.4 Data Collection

2.5 Data Analysis

2.1 Desk Research

The information sources were used to review the community participation for sustainable tourism in heritage site, primarily tourism plan and policies of Cambodian and community participation in tourism. The research also examined the secondary data sources from other document sources such as journals, books, internet and relevant researches.

2.2 Population, Sample Size and Sampling Method

The research aimed to examine the existing circumstance of community participation in sustainable tourism

at Angkor and the impact of tourism development on the community at Angkor Heritage Site. To get in-depth and precise information, the key respondents were then defined in the process of data collection as follows:

Table 2.1 The Description of Respondents

Respondents	Description
1. Local residents	Local residents are defined as representative in each house hold with the age at least 18 years old and living with their family in the local community (4communes) around the Angkor under the Siem Reap Province, including Nokor Thom commune, Kouk Chak commune, Preah Dak commune and Leang Dai Commune.
2. Representatives of local community	Representatives are defined as head of Commune, community council committee and heads or deputy heads of village.
3. Local tourism related organizations	Local tourism related organization are defined as: <ol style="list-style-type: none"> 1. Ministry of Tourism 2. Department of Tourism Siem Reap Province 3. APSARA Authority 4. Cambodia Hotel Association 5. Angkor Tourist Guide Association 6. Cambodia Association of Travel Agents 7. Nokor Thom Commune 8. Kork Chak Commune 9. Preah Dak Commune 10. Leang Dai commune

In order to research the sample population, the sample size of each group of respondents was separated to determine the selection process for deciding whom to study. The

identification of the three groups of respondents was clarified by the criteria to use in making the selection of samples.

2.2.1 Local Residents

The main target population for this research was the local residents from the local community (4communes), namely Nokor Thom commune, Kouk Chak commune, Preah Dak commune and Leang Dai Commune. The residents were the representative people in each household with the age at least 18years old and living with their family at Angkor. According the Siem Reap data statistics 2005 (NCDD, 2006), the population was 7,877 households.

With regard to the Yamane formula (1967), to find the sample size group from the statistical population, formulary is:

$$n = N / (1 + Ne^2)$$

n = Sample size

N = Number of population

e = Confidence internal at 95%, therefore, e = 0.05

$$n = 7,877 / [(1) + 7,877*(0.05)^2]$$

Thus, the sample size was 380.669 \approx 380 as illustrated in Table 2.2.

The population was the number of representative households; the sampling was determined by using above formula:

Table 2.2 Calculation of Sample Size in Each Village

Name of Commune	Number of Households	% of Households	Sample Size	Adjusted Sample Size
1. Nokor	1,098	13.93%	52.93	53

Thom				
2. Kork Chak	3,903	49.54%	188.52	188
3. Preah Dak	1,380	17.52%	66.57	66
4. Leang Dai	1,496	19.01%	72.23	73
Total	7,877	100%	380	380

Source: Siem Reap data 2005 from NCDD (National Committee for the Management of Decentralization and Deconcentration Reforms)

The total number of samples was selected on the basis of the population of household's size in the commune. After getting the sample size, the households were selected randomly by using lottery method.

2.2.2 Representatives of Local Community

The key informants were head of commune, commune council committee, heads or deputy heads of villages and local community who involves in tourism planning and management of the Angkor as well as in their community.

2.2.3 Local Tourism Related Organizations

The key informants were selected from one or two representatives of the firms who are the most concerned in the business by their experiences or position, for example, the chair of the Hotel Association, the Executive Manager of APSARA Authority or the chief of planning in the department planning in the department and the secretary in the ministry.

2.3 Research Tools and Designs

In this research a mixed approach of quantitative and qualitative was applied. Therefore, the study could be interpreted both ways in number, figure charts and in depth of feelings, emotions and meanings of the respondents. According to the information from data research reviewed and studies, the framework of research and the research tools were designed as followed:

2.3.1 Quantitative Research Method

The specific target group of people living closely to the Angkor, was focused to get the data through questionnaires and open-ended interviews as a primary data collection about their participation in management and their satisfaction level. The on site observation was also carried out quantify.

2.3.2 Qualitative Research Method

A qualitative data collection through in-depth interviews method was applied as a descriptive support to quantitative data. This method followed the semi-structured interview model, which deals with various information. This semi-structured interviews covered the current state of policy, condition of rules and regulation, condition of management, flow of tourists, environmental awareness of health hazard, accesses of public transport, visitors information center management, accommodation facilities, guide and other related sectors. In-depth, open-ended interviews was also conducted.

2.3.3 Survey Design

This study included both quantitative and qualitative research methods. Data were collected from local residents and other stakeholders. The research commenced with reviewing literature intended for collecting the related information. Then, the field survey was conducted as well as informal meeting with key persons in Angkor to get the current information of tourism development for further ideas to develop the research instrument. Questionnaires were finalized in consultation with the advisor. Then questionnaires were translated into local languages 30 samples of questionnaire questions were piloted with local residents living in the adjacent community of those four communes.

The comments, suggestions, and recommendations on the first draft were carefully reviewed in order to establish the final sets of questionnaire questions that were used for the survey instrument.

2.3.4 Research Instruments

The personally administered questionnaire and semi-structured interviews were used as the quantitative and qualitative research tools to collect primary data. In this study, the personally administered questionnaire was used for the investigation of community participation for sustainable tourism development at Angkor. The community questionnaire was translated in Khmer version. The questions were comprised of four parts as follows:

Part 1: Demographic Characteristics

This part had altogether 8 questions related to the demographic characteristics and some personal information of the respondents. It combined questions of gender, age, marital status, religion, education level, occupation, household monthly income and family members working in the hospitality industry.

Part 2: General Opinion on the Tourism Development and Management at Heritage Site

Questionnaire was administered in the tourism development participation in planning, decision-making, problem solving, implementation, evaluation and benefit gaining. A likert scale was used for assessing the level of interest in participation.

Part 3: General Informative Questions of Community Participation in Tourism Angkor Heritage Site

The closed-ended questions related to general knowledge about cultural tourism and sustainable tourism and the recognition in heritage-tourism and sustainable tourism of host community were examined. The questions also included 2 cultural tourism and sustainable tourism indicators.

Part 4: Recommendations

This part consisted of some open-ended questions related to the ways that would be able to persuade or encourage people in community to participate in sustainable tourism development activities in terms of planning, decision-making, problem solving, implementation, evaluation and investment altogether with benefit sharing. The last question pertained to the reasons as to what makes the respondents participate or not participate in the sustainable tourism development activities.

2.4 Data Collection

The data collection procedures could be described as follows:

2.4.1 Primary Data

The data was collected during December 2007 from in-depth interviews and questionnaires. The researcher distributed the questionnaire to the target households in each village and also conducted informal interviews, based on the questionnaire, in some households by convenience selection. The questionnaires were carried out with one adult of family members who are community residents, at least 18 years old and who were able to respond to the questionnaires effectively. When there was more than one adult in the family presented at the time of the survey, the family was free to choose the representative to answer the questionnaire. In addition, purpose sampling was used for targeting the group of key informants needed for in-depth interview towards representatives of local community and local tourism related organizations.

2.4.2 Secondary Data

The relevant concepts, ideas, theories, and research were taken from different sources. Those were from articles, journals, and tourism researches from University's library and Internet to support and complete the research. The general information and tourism information of Angkor was obtained from district office, sub-district administration organization, municipality, and local tourism departments.

2.5 Data Analysis

The data was analyzed by using SPSS 14.0 for Windows. The statistics used in this research were related to the objectives of the analysis and the characteristic of the data. The researcher decided to use the frequencies, percentages, Means, One-Way ANOVA and Independent Samples T-Test. The information collected through questionnaire used for the appropriate statistic to analyze for the uncomplicated interpretation. They were as the followings:

Part 1: Demographic Characteristics data analyzed by descriptive statistics, those were frequency and percentage.

Part 2: The opinion level of community participation in sustainable tourism development was ranged by the Likert Scale from 1 to 5 ranged the opinion level of community participation in sustainable tourism development.

Part 3: Cultural tourism and sustainable tourism knowledge was analyzed by using frequency, Means, One-Way ANOVA, P-Standard of knowledge of cultural tourism and sustainable tourism, and Principle Component Analysis.

The descriptive statistics used, those were frequency and percentage. The researcher also used means comparison, One-Way ANOVA, Independent Samples T-Test, to get the statistic results. For qualitative data, these were analyzed by using SWOT analyzing, content analysis and grouping method were used in the diagrams and charts to make analysis and illustrative clear.

In addition to a Likert Scale being used to assess the level of opinion in participation, the means scores were classified in to 5 interval levels and calculated as follows:

$$\begin{aligned} \text{The Interval level} &= [\text{Max} - \text{Min}] / n \\ &= [5-1] / 5 \\ &= 0.80 \end{aligned}$$

Then, the researcher had ranged the opinion level as follows:

Table 2.3 Likert Scale

Interval Scale	Mean Scores	Opinion Levels of Participation
5	4.21 - 5.00	The most opinion
4	3.41 - 4.20	High opinion
3	2.61 - 3.40	Moderate opinion
2	1.81 - 2.60	Low opinion
1	1.00 - 1.80	Least opinion

In order to simplify the 5 components of each participative indicator into a single one, the researcher also use Principal Component Analysis for grouping 20 participative components into 4 key motivational indicators.

They were ranged into 5 levels from the strongly agree to no opinion as follows:

Interval Level	Opinion Levels of respondents
5	Strongly Agree
4	Agree
3	Fair
2	Disagree
1	Strongly Disagree

In addition, the SPSS software was used to analyze the level of local community thinking towards the sustainable tourism management. A Likert scale was used to assess the level of their opinion in all set of questionnaires, the meaning of each assessed level was ranged on interval level at 0.8 All assessment ranging scales was analyzed by the descriptive statistic including frequency, percent and mean.

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

$$\begin{aligned} \text{The interval level} &= (\text{Maximum} - \text{Minimum})/n \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

Then, it was ranged the level of each assessment as follows:

Assessed levels	Score of Answer	Meaning Determined with Scores
5	4.21- 5.00	Strongly Agree / Strong Opinion
4	3.41- 4.20	Agree
3	2.61- 3.40	Fair
2	1.81- 2.60	Disagree
1	1.00 - 1.80	Strongly Disagree

Part 4: Recommendation was analyzed by descriptive statistics. Those were Frequencies and Percentage and SWOT analysis.

CHAPTER 3

RESULTS

This research used a mixed method (both qualitative and quantitative) for this study. The primary data was collected by site observation; from community and all related stakeholders. Questionnaires were developed and translated into local language to collect primary quantitative data from surrounding 4 communes.

The results from the research of “community participation in tourism management for sustainable tourism development at Angkor” were presented by using various descriptions and tables. SPSS 14.0 for windows facilitated data analysis and presentation.

The results were divided into several specific sections concerning with the site observation, respondents socio-economic characteristics, opinion and other significant results and discussion.

- 1) Demographic characteristics of respondents
- 2) Community opinion with tourism development and management at Angkor
- 3) General information from community people about tourism and their involvement
- 4) Statistical analyses of key opinion indicators
- 5) Interview result from various tourism stakeholders

3.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents were analyzed individually into frequency and percentage. These relate to gender, age, marital status, religion, education level, occupation, and household’s monthly income, their social role in the community and their tourism role. From the study, the demographic characteristics of respondents can be described as follows:

Gender

The majority of respondents were female that contributed 53.4% or 203 persons and the rest of 46.6% or 177 persons were male. This result was compatible with the general

information of Angkor area. The females were encouraged to participate in the survey; however female population was more than male in total population.

Age Group

The majority of the respondents 146 or 38% were in the age range of 18-30 years old, followed by the age group at 31-45 years old (114 or 30%). In the Meanwhile, respondents over 60 years old constituted only 10.3%. The reason was that when the researcher administered the survey to the sampled households, the adult family members who were literate in the family carried out the questionnaire. Neither too young nor too old age groups participated in the survey. When there were more than one adult in the family presented at the time of the survey, the family was free to choose the representative to answer the questionnaire. Therefore, the majority of respondents were in 18-30 years old age group. However they sometimes decided to answer after discussing with all family members.

Marital Status

The majority of respondent was married group. They were 49.2 % out of total 380 respondents, followed by 35.3% single, 12.6% widowed and 2.9% divorced. Single respondents, which proved that in this society, stay single due to modernizing and coping western culture.

Religion

The majority of respondents were Buddhist that contributed 92.4% from a total of 380 respondents. Muslim persons were 3.7%, followed by 2.4 % of Christian. There were 1.3 % of respondents from other groups of religion that were not mentioned. Interestingly, since Angkor is the Hindu religious place only 0.3% were Hindu respondents.

Education Level

The majority of respondents (172 or 45.3%) had educational background is high school level. followed by 18.2% respondents who had primary level education level and 12.9% respondents who had secondary level. There were only 8.7% illiterate. In the same way, there

were only 2.9% respondents from master's degree holder respondents. It showed that people in the Angkor area are quite educated.

Occupation

The majority of the respondents (84 or 22.2%) were in agricultural farming, which indicated a rural villager's traditional occupation, followed by students at 22.1% because they were more conscious about tourism and they were active participants for this research. There were 14.2% respondents who owned their own business, followed by 7.9% drivers, 6.1% working in hotel business and 5.8% having government job. Interestingly 5.5% respondents were working at APSARA Authority.

Monthly Household Income

The majority of respondent's household income was less than 200,000Riel per month, comprising of 143 or 37.5%. This was compatible with the majority of occupations that were agriculture-farming and students. The second largest range income was 300,001-500,000 Riel that earned by 23.7% respondent and 15%, respondents earned 2000,001 - 300,000 Riel per month. The smallest number of respondents or 11.1% earns only 500, 000- 100,000 Riel. The highest income group was 12.4% respondents who earned more than 1,000,000 Riel Cambodian currencies.

Tourism Sector Involvement

The majority of the respondents (244 or 64.2%) were not involved in tourism business sector. There were 146 or 35.8% respondents involving in tourism.

Out of total of 380 respondents 20.24% were in hotel business. The highest portion of respondents (21 or 22.26%) was operating souvenir shops. Followed by 17% respondents had restaurants and 14.98% of respondents running guesthouse. There were 5.25% of respondents working as tour guides or tour guiding business.

Table 3.1 Demographic Characteristics of the Respondents

S.N.	Personal Characteristic	Frequency	(%)
1	Gender		
	a. Female	203	53.4
	b. Male	177	46.6
	Total	380	100
2	Age group		
	a. 18-30 Years	146	38.4
	b. 31-45 Years	114	30
	c. 46-60 Years	81	21.3
	d. 60> Years	39	10.3
	Total	380	100
3	Marital Status		
	a. Single	134	35.5
	b. Married	187	49.2
	c. Widowed	48	12.6
	d. Divorced	11	2.9
	Total	380	100
4	Religion		
	a. Hindu	1	0.3
	b. Buddhist	351	92.4
	c. Muslim	14	3.7
	d. Christian	9	2.4
	e. Others	5	1.3
	Total	380	100
5	Educational Level		
	a. Non education	33	8.7

	b. Primary level	69	18.2
	c. Secondary level	49	12.9
	d. High school Level	172	45.3
	e. Bachelor's Level and more	46	12.1
	f. Masters degree	11	2.9
	Total	380	100

Table 3.1 (Continued)

S.N.	Personal Characteristic	Frequency	(%)
6	Occupation		
	a. Government job	22	5.8
	b. Hotel	23	6.1
	c. Student	84	22.1
	d. Driver including rickshaw puller	30	7.9
	e. Farming	84	22.2
	f. Fisherman	10	2.6
	g. Travel agency	7	1.8
	h. Working at APSARA	21	5.5
	i. Tour operator	3	0.8
	j. Self business	54	14.2
	k. Labor/worker	21	5.5
	l. Unemployed/retired	19	5
	m. Other	2	0.5
	Total	380	100
7	Household Income Monthly		
	a. 200,000 Riel < Less	143	37.5
	b. 200,001- 300,000 Riel	57	15
	c. 300,001 - 500,000 Riel	90	23.7
	d. 500,001- 1000,000 Riel	42	11.1
	e. 1000,001 Riel > More	47	12.4
		Total	380

8	Do you or your family work in tourism industry?		
	a. Yes	146	35.8
	b. No	244	64.2
	Total	380	100
	If yes please specify where you working?		
	a. Hotel	19	20.24
	b. Guesthouse	14	14.98
	c. Restaurant	16	17
	d. Local tour operator	5	5.26
	e. Souvenir shops	21	22.26
	f. Taxi	14	18.98
	g. Other	5	5.25
	Total	146	100

3.2 Community Opinion with Tourism Development and Management at Angkor Heritage Site

Analyzing communities opinion with regard to tourism development and management at Angkor, the questionnaire was divided into twenty seven questions issues which were mainly about socio-cultural benefits from tourism, environmental benefits, economic benefits, adverse effects form tourism and participation level within the tourism activities.

According to the results of survey from table 3.2 the respondent's opinion with, “learn and exchange the culture with tourists” was rated at “agree level” (Mean = 4.11).

The statement “relationship with tourists and other local people”, was also rated at “agree level” (Mean = 3.95). Similarly, “enhance community pride in unique culture” have the Mean score of “agree level” (Mean = 3.91). Interestingly, “preservation of the cultural heritage” was rated at “strongly agree level” (Mean = 4.25).

The respondent’s opinion with, “recognized of heritage site among tourists in term of art, traditions and dances etc.” was rated “agree level” (Mean = 3.99). However, “help to create cleanliness of community” was rated as “strongly agree level” (Mean = 4.27). And “promotes environmental awareness and waste management” was rated at “agree level” (Mean = 4.08).

Likewise, “tourism helps to conserve the purity of attractions”, was rated at “agree level” (Mean = 4.01) and “tourism degrades local natural environment” was rated “neutral level” (Mean = 3.06). However, “tourism helps to preserve heritage properties” was rated at “agree level” (Mean = 3.99). Crucially “local employment” rated at “strongly agree level” (Mean = 4.36). Nearly similarly, “increase revenue” was rated at “strongly agree level” (Mean = 4.30).

The resident’s opinion with “quality of life is enhanced” was rated “strongly agree level” (Mean = 4.21). However “local economic is stimulated and diversified” also rated “agree level” (Mean = 4.09).

The main distribution of respondent’s opinion with “the investors are attracted into community” rated at “agree level” (Mean = 4.05). Similarity, “provides more business for local people” was indicated “agree level” (Mean = 4.19) and “tourism alleviates poverty” was rated “agree level” (Mean = 4.05). However, “involve in training and meeting” was rated “neutral level” (Mean = 3.06).

The opinion from respondents with, “involve in tourism exhibition” was rated at “neutral level” (Mean = 2.94). Likewise, “public relations through medias” was rated “neutral level” (Mean = 3.03). And rated “disagree level” with indicator, “directly noticed from the responsible person” (Mean = 3.08).

However, the community people rated theirs “neutral level of agree” with the indicator, “Directly noticed from neighbors” (Mean = 3.18).

The respondent’s opinion with, “I personally benefit from the tourism industry was rated their “neutral level of agree” (Mean = 3.42). Similarly, “I participate in the tourism planning activities” was rated “neutral level” (Mean = 3.08). And the statements, “I participate in decision making of tourism management” was also rated as “neutral level” (Mean = 3.15).

In addition, the statements “I have a participation in tourism activities” was rated “neutral level” (Mean = 3.29). And “I gain the benefit through tourism participations” was rated at “neutral level” (Mean = 3.14). For the detail refer table 3.2 as follows.

Table 3.2 Community Opinions with Tourism Development and Management at Angkor

S.N.	Key Indicators	M.V	S.D.
1.1	Learn and exchange the culture with tourists	4.11	1.04

1.2	Relationships with tourists and other local people	3.95	1.06
1.3	Enhance community pride in unique culture	3.91	1.07
1.4	Preservation of the cultural heritage	4.25	1.08
1.5	Recognized of heritage site among tourists in term of art, traditions, dances, etc.	3.99	1.14
2.1	Helps to create cleanliness of community	4.27	1.00
2.2	Promotes environmental awareness and waste management in the local community	4.08	1.06
2.3	Tourism helps to conserve the purity of attractions	4.01	1.12
2.4	Tourism degrades local natural environment	3.06	1.45
2.5	Tourism helps to preserve heritage properties	3.99	1.15

Table 3.2 (Continued)

S.N.	Key Indicators	M.V	S.D.
3.1	Local employment	4.36	0.93
3.2	Increase revenue	4.30	0.95
3.3	Quality of life is enhanced	4.21	0.93
3.4	Local economy is stimulated and diversified	4.09	1.05
3.5	The investors are attracted into community	4.05	1.04
3.6	Provides more business opportunity for local people	4.19	1.00
3.7	Tourism alleviates poverty	4.05	1.06
4.1	Involve in training and meeting	3.06	1.39
4.2	Involve in tourism exhibition	2.94	1.43
4.3	Public relations through medias	3.03	1.29
4.4	Directly noticed from the responsible person	3.08	1.36
4.5	Directly noticed from neighbors	3.18	1.32
5.1	I personally benefit from the tourism industry	3.42	1.30
5.2	I participate in the tourism planning activities	3.08	1.43
5.3	I participate in decision making of tourism management	3.15	1.44

5.4	I have a participation in tourism activities	3.29	1.46
5.5	I gain the benefit through tourism participations	3.14	1.48

Remarks: M.V = Mean value, S.D. = Standard deviation

3.3 General Information about Community Participation in Tourism at Angkor Heritage

Site

The outcome from general information about tourism development within the community, and knowledge level of local people regarding tourism and tourism related from 4 communes around Angkor are as follows:

The majority of respondents revealed that there are tourists visiting their village (236 or 62.4%), they want to involve in tourism activities (233 or 61.4%), the community participation in Angkor provide benefit to tourism development (262 or 68.9%), the community participation helps to develop infrastructures at the area (228 or 60%), there are community approaches for handicrafts productions, demonstrations and sales (178 or 49.2%), they don't know about important places surrounding their village, which they want to preserve (136 or 36.6%).

It is interesting to note that though there are many tourists visiting Angkor, the majority of respondents and their families do not sell their product/service to tourists or tourism business (220 or 57.9%). In addition, they did not get any tourism related trainings (Cook, guide, languages) 225 (59.2%) or in any tourism trips or exhibitions (238 or 62.6%).

With regard to participation in the tourism activities, most respondents stated that they have not participated in tourism management activities such as planning, implementing evaluation (261 or 68.7%) and they did not undertake any types of tourism roles in their villages (268 or 70.5%). Of the total sample, the respondents do not have any right, duties and responsibilities or contributions over APSARA Authority (266 or 70%) and do not receive jobs or direct economic benefits from tourism community tourism (252 or 66.3%).

Crucially, 332 respondents (87.4%) informed that they did not provide any home stay activities to tourists, there is no any community participation programs in these villages (153 or 40.3%), they do not know any tourism related organization in their community

(185 or 48.7%), and they believed that government who was conducted community development program (167 or 43.9%).

The majority of respondents exposed that there are community participation related to environmental activities program in their villages (139 or 36.6%), there is capacity enhancement and skill development program for community and tourism stakeholders (155 or 40.8%), they have no idea about systematic management of local market (bazaar) for locally produced goods (156 or 41.1%) and there are no any encouragement and cultural program to persevere local culture traditions and crafts (215 or 56.6%).

Interestingly, there are respondents (156 or 41.1%) who responded that sustainable tourism development is beneficial to the environment, economic, social-cultural development of tourism to benefit both present and future generation, followed by respondents Sustainable tourism development is a long term development 146 (38.4%). Please refer below table 3.3 for detail information.

Table 3.3 General Information about Community Participation in Tourism at Angkor

Heritage Site				
S.N	Issues	No (%)	Yes (%)	No Opinion (%)
1	Are there any tourists visiting to your village?	143 (37.6%)	236 (62.1%)	
2	Do you or your family, selling your product/service to tourists or tourism business?	220 (57.9%)	160 (42.1%)	
3	Did you or your family, get involve in any tourism related trainings? (Cook, guide, languages)	225 (59.2%)	155 (40.8%)	
4	Did you or your family get involve in any tourism trips or exhibitions?	238 (62.6%)	141 (37.4%)	
5	Are there any important places surrounding your village, which you	120 (31.6%)	121 (31.8%)	136 (36.6%)

	want to preserve?			
6	Do you want to involve in tourism activities? (Hotel, travel, guides etc.)	147 (38.7%)	233 (61.4%)	
7	Does community participation in Angkor provide benefit to tourism development?	57 (15%)	262 (68.9%)	61 (16.1%)
8	Does the community participation help to develop infrastructures at the area?	71 (18.7%)	228 (60%)	81 (21.4%)
9	Have you participated in tourism management activities? (Planning, implementing evaluation, etc.)	261 (68.7%)	119 (31.3%)	
10	Are there any community participation programs in this village?	153 (40.3%)	110 (28.9%)	117 (30.8%)
11	Do you undertake any types of tourism roles in your village?	268 (70.5 %)	112 (29.5 %)	
12	Do you have any right, duties and responsibilities or contributions over APSARA Authority?	266 (70 %)	114 (30 %)	
13	Do you provide any home stay activities to tourists?	332 (87.4 %)	48 (12.7%)	
14	Do you receive jobs or direct economic benefits from tourism community	252 (66.3%)	128 (33.7%)	
	tourism?			

Table 3.3 (Continued)

S.N	Issues	No (%)	Yes (%)	No Opinion (%)
15	Are there any tourism related organizations in your village?	142 (37.4 %)	53 (13.9 %)	185 (48.7%)

16	Who conducts community development program, especially in tourism sector?	Government... 167 (43.9%) Private sector...20 (5.3 %) Non-government...39(10.3%) Business enterprise...6(1.6%)	148 (38.9%)
17	Is there any community participation related to environmental activities program in your village?	118 (31.1%)	139 (36.6 %) 123 (32.4 %)
18	Is there any capacity enhancement and skill development program for community and tourism stakeholders?	155 (40.8 %)	107 (28.2 %) 118 (31.1%)
19	Is there any systematic management of local market (bazaar) for locally produced goods?	125 (32.9%)	99 (26.1%) 156 (41.1%)
20	Are there any community approaches for handicrafts productions, demonstrations and sales?	81 (21.3%)	187 (49.2%) 112 (29.5%)
21	Is there any encouragement and cultural program to persevere local culture traditions and crafts?	215 (56.6%)	165 (43.4%)
22	Do you know about sustainable tourism development? If yes: Sustainable tourism development is:	a. It is long term development... 146(38.4%) b. It is environmental economic.. 156(41.1%) c. It Means not to bring large.....31(8.2%) d. It is a development of local eco... 31(8.2%) e. Others....15(3.9%)	

3.4 Statistical Analysis of Key Opinion Indicators

The results of statistical analysis are as follows:

3.4.1 Statistical Comparisons of Key Opinion Indicators between “Gender” of the Respondents

Comparison of Mean scores among respondents was to identify the opinion in tourism related activities in and around the Angkor for sustainable tourism management classified by their gender, indicated statistically significant difference between the male and female was at 95% confidence level. The test result of independent samples t-test was used to indicate the significant differences among genders and key indicator, of the study.

The result table 3.4 indicated that there were 3 indicators indicating statistically significant differences result between the genders.

Male respondents had the strongly agree with positive thinking (Mean = 4.21) towards “promotes environmental awareness and waste management in the local community” and (Mean = 4.34) towards “quality of life is enhanced”. Furthermore, indicator, “public relations through medias” male respondents had the neutral thinking (Mean = 3.17). There were statistically significant different between male and female respondents.

Table 3.4 Statistical Comparisons of Key Opinion Indicators between “Gender”

S.N.	Key Indicators	Gender (Mean)		t-test	
		Male	Female	t-value	p-value
1.1	Learn and exchange the culture with tourists	4.20	4.02	1.633	0.103
1.2	Relationships with tourists and other local people	4.03	3.86	1.479	0.140
1.3	Enhance community pride in unique culture	3.91	3.91	-0.017	0.987
1.4	Preservation of the cultural heritage	4.22	4.28	-0.543	0.587
1.5	Recognized of heritage site among tourists in term of art, traditions and dances etc.	4.03	3.95	0.630	0.529

2.1	Helps to create cleanliness of community	4.34	4.19	1.319	0.188
2.2	Promotes environmental awareness and waste management in the local community	4.21	3.93	2.480	0.014*
2.3	Tourism helps to conserve the purity of attractions	4.04	3.98	0.468	0.640
2.4	Tourism degrades local natural environment	2.99	3.21	-1.204	0.230
2.5	Tourism helps to preserve heritage properties	4.04	3.91	1.044	0.297

Table 3.4 (Continued)

S.N.	Key Indicators	Gender (Mean)		t-test	
		Male	Female	t-value	p-value
3.1	Local employment	4.37	4.34	0.259	0.795
3.2	Increase revenue	4.36	4.24	1.170	0.243
3.3	Quality of life is enhanced	4.34	4.08	2.569	0.011*
3.4	Local economy is stimulated and diversified	4.16	4.00	1.462	0.145
3.5	The investors are attracted into community	4.11	3.95	1.399	0.163
3.6	Provides more business opportunity for local people	4.27	4.10	1.563	0.119
3.7	Tourism alleviates poverty	4.10	3.98	1.100	0.272
4.1	Involve in training and meeting	3.14	2.96	1.102	0.271
4.2	Involve in tourism exhibition	3.02	2.85	1.010	0.313
4.3	Public relations through medias	3.17	2.88	1.945	0.053*
4.4	Directly noticed from the responsible person	3.03	3.14	-0.671	0.503
4.5	Directly noticed from neighbors	3.07	3.30	-1.496	0.136

5.1	I personally benefit from the tourism industry	3.45	3.40	0.355	0.723
5.2	I participate in the tourism planning activities	3.08	3.09	-0.076	0.940
5.3	I participate in decision making of tourism management	3.21	3.08	0.781	0.435
5.4	I have a participation in tourism activities	3.41	3.14	1.605	0.109
5.5	I gain the benefit through tourism participation	3.25	2.99	1.584	0.114

Remarks: * Indicates statistically significant differences between groups at $P \leq 0.05$

1: *t* -value = Independent sample *t*-test (computed) value

2: *p* - value = Level of statistically significant (2 tailed)

3: The “**bold**” number showed highest Mean value for each indicator among the groups

3.4.2 Statistical Comparisons of Key Opinion Indicators among “Age-Group” of the Respondents

Comparison of Mean scores among the groups of respondents was to identify the opinion level in different tourism indicators as in questionnaires for community participation in sustainable tourism at Angkor heritage site and around the community classified by their age group. The test result of One-Way ANOVA was used to indicate the significant difference among age groups and key indicators.

From the table 3.5, it was found P-values of 22 indicators indicated that there were statistically significant differences of opinion among these four age groups less than 0.05.

However, 5 indicators did not indicate statistically significant differences among these four age groups.

Interestingly, young group rated the highest “strongly agree” such as “learn and exchange the culture with tourists”, “preservation of the cultural heritage”, “promotes environmental awareness and waste management in the local community”, “local employment”, “increase revenue”, “quality of life is enhanced” and “provides more business opportunity for local people” likewise to the age group between 31 years old to 45 years old with the statement “local economic is stimulated. Furthermore, young group rated “agree level” such as “relationships with tourists and other local people”, “enhance community pride in unique culture”, “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “the investors are attracted into community”, “tourism alleviates poverty”, “directly noticed from neighbors”, “I participate in the tourism planning activities”, “I participate in decision making of tourism management” and “I have a participation in tourism activities”. In addition, young group rated the “neutral level” such as “involve in training and meeting”, “public relations through medias”, “directly noticed from the responsible person”, “I gain the benefit through tourism participation”.

Furthermore, the result indicated that majority of young people were concerned about tourism development and management. For the same reason, all age groups indicated that tourism provides both benefits and costs (Table 3.5).

Table 3.5 Statistical Comparisons of Key Opinion Indicators among “Age Group” of the Respondents

S.N	Key Indicators	Age Group (Mean Value)				ANOVA	
		A	B	C	D	F -value	p-value
1.1	Learn and exchange the culture with tourists	4.27	4.13	3.98	3.61	3.923	0.009*
1.2	Relationships with tourists and other local people	4.11	3.95	3.76	3.53	3.403	0.018*

1.3	Enhance community pride in unique culture	4.08	3.91	3.84	3.18	5.844	0.001*
1.4	Preservation of the cultural heritage	4.46	4.17	4.10	3.80	4.340	0.005*
1.5	Recognized of heritage site among tourists in term of art, traditions and dances etc.	4.15	3.94	3.92	3.50	2.797	0.040*
2.1	Helps to create cleanliness of community	4.31	4.38	4.03	4.11	1.958	0.120
2.2	Promotes environmental awareness and waste management in the local community	4.32	4.07	3.60	3.89	7.388	0.000*
2.3	Tourism helps to conserve the purity of attractions	4.14	4.01	3.89	3.59	2.210	0.087
2.4	Tourism degrades local natural environment	3.24	3.11	2.67	3.00	1.626	0.183
2.5	Tourism helps to preserve heritage properties	3.99	3.94	4.00	4.00	.042	0.989
3.1	Local employment	4.51	4.34	4.31	3.76	5.593	0.001*
3.2	Increase revenue	4.51	4.27	4.11	3.73	7.251	0.000*
3.3	Quality of life is enhanced	4.32	4.31	4.08	3.59	6.076	0.000*
3.4	Local economy is stimulated and diversified	4.20	4.21	3.87	3.52	4.946	0.002*
3.5	The investors are attracted into community	4.19	4.00	3.92	3.59	2.973	0.032*
3.6	Provides more business opportunity for local people	4.39	4.22	3.90	3.71	5.979	0.001*
3.7	Tourism alleviates poverty	4.19	4.05	3.68	4.07	3.457	0.017*

4.1	Involve in training and meeting	3.22	3.09	2.44	3.17	3.628	0.013*
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Table 3.5 (Continued)

S.N	Key Indicators	Age Group (Mean Value)				ANOVA	
		A	B	C	D	F -value	p-value
4.2	Involve in tourism exhibition	3.07	2.98	2.47	2.81	1.802	0.147
4.3	Public relations through medias	3.32	3.03	2.45	2.52	7.081	0.000*
4.4	Directly noticed from the responsible person	3.32	3.12	2.46	2.50	5.711	0.001*
4.5	Directly noticed from neighbors	3.41	3.15	2.64	3.00	4.025	0.008*
5.1	I personally benefit from the tourism industry	3.45	3.63	3.18	2.96	2.628	0.050*
5.2	I participate in the tourism planning activities	3.51	3.07	2.09	3.04	14.899	0.000*
5.3	I participate in decision making of tourism management	3.45	3.19	2.28	3.04	8.324	0.000*
5.4	I have a participation in tourism activities	3.55	3.27	2.73	3.15	4.328	0.005*
5.5	I gain the benefit through tourism participation	3.26	3.26	2.67	3.00	2.503	0.059*

Remarks:

A = Respondents between 18-30 years old, B = 31-45 years old, C = 46-60 years old, D= More than 60 years old.

** Indicates statistically significant differences between groups at $P \leq 0.05$*

1: F -value = One - Way ANOVA (computed) value

2: p -value = Level of statistically significant

*3: The “**bold**” number showed highest Mean value for each indicator among the groups*

3.4.3 Statistical Comparisons of Key Opinion Indicators among “Marital Status” of the Respondents

Comparison of Mean scores among the groups of respondents was to identify the opinion level in different tourism indicators for community participation in sustainable tourism at Angkor heritage site in Cambodia classified by their marital status. The One-Way ANOVA test was used to indicate the significant difference among marital status and key indicators.

P-values in 18 key indicators, out of 27 indicators were less than 0.05. Therefore, in those indicators indicate the statistically significant difference among 4 groups of marital status. However, 9 indicators did not indicate statistically difference among 4 groups of marital status.

The following indicators, “learn and exchange the culture with tourists”, “preservation of the cultural heritage”, “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “promotes environmental awareness and waste management in the local community”, “local employment”, “increase revenue”, “quality of life is enhanced”, “provides more business opportunity for local people” “tourism alleviates poverty” indicated statistically significant difference among the marital groups. Interestingly, single and divorced group rated the highest “strongly agree level” which proved that singles and divorced were more concerned for these indicators.

At the same time, the following indicators “tourism helps to conserve the purity of attractions” “the investors are attracted into community” directly noticed from neighbors” “I participate in the tourism planning activities” “I participate in decision making of tourism management”, “I have a participation in tourism activities” indicated significant difference among the groups with the “agree level” for single and divorced group.

All together the indicators “involve in training and meeting”, “public relations through medias”, “directly noticed from the responsible person” were indicated significant difference among the groups “neutral level” of single and divorced group (Table 3.6).

Table 3.6 Statistical Comparisons of Key Opinion Indicators among “Marital Status” of the Respondents

S.N	Key Indicators	Marital status (Mean Value)				ANOVA	
		A	B	C	D	F-value	p-value
1.1	Learn and exchange the culture with tourists	4.33	3.99	4.00	3.89	3.008	0.030*
1.2	Relationships with tourists and other local people	4.08	3.92	3.70	3.60	1.810	0.145
1.3	Enhance community pride in unique culture	4.07	3.86	3.60	3.60	2.356	0.072

Table 3.6 (Continued)

S.N	Key Indicators	Marital status (Mean Value)				ANOVA	
		A	B	C	D	F-value	p-value
1.4	Preservation of the cultural heritage	4.59	4.08	3.68	4.70	10.696	0.000*
1.5	Recognized of heritage site among tourists in term of art, traditions and dances etc.	4.22	3.90	3.53	4.00	4.092	0.007*
2.1	Helps to create cleanliness of community	4.39	4.20	4.06	4.70	2.068	0.104
2.2	Promotes environmental awareness and waste management in the local community	4.35	3.93	3.68	4.20	6.156	0.000*
2.3	Tourism helps to conserve the purity of attractions	4.11	4.01	3.51	4.60	3.746	0.011*
2.4	Tourism degrades local natural environment	3.17	2.91	3.32	3.67	1.383	0.248
2.5	Tourism helps to preserve heritage properties	3.92	4.01	3.92	4.40	.590	0.622
3.1	Local employment	4.52	4.26	4.13	4.70	3.083	0.027*
3.2	Increase revenue	4.56	4.15	3.90	4.80	8.641	0.000*
3.3	Quality of life is enhanced	4.35	4.16	3.89	4.50	3.041	0.029*

3.4	Local economy is stimulated and diversified	4.21	4.07	3.76	4.00	1.881	0.132
3.5	The investors are attracted into community	4.20	4.03	3.54	3.80	3.762	0.011*
3.6	Provides more business opportunity for local people	4.39	4.09	3.86	4.50	3.983	0.008*
3.7	Tourism alleviates poverty	4.28	3.94	3.68	4.09	4.009	0.008*
4.1	Involve in training and meeting	3.24	2.94	2.71	3.67	2.380	0.070*
4.2	Involve in tourism exhibition	3.04	2.84	2.75	3.75	1.476	0.221
4.3	Public relations through medias	3.32	2.83	2.81	2.78	3.776	0.011*
4.4	Directly noticed from the responsible person	3.38	2.84	2.84	3.11	3.656	0.013*
4.5	Directly noticed from neighbors	3.47	2.93	3.06	3.38	3.694	0.012*
5.1	I personally benefit from the tourism industry	3.42	3.47	3.15	3.78	.803	0.493

Table 3.6 (Continued)

S.N	Key Indicators	Marital status (Mean Value)				ANOVA	
		A	B	C	D	F-value	p-value
5.2	I participate in the tourism planning activities	3.48	2.76	2.97	3.33	6.164	0.000*
5.3	I participate in decision making of tourism management	3.51	2.85	3.11	2.78	4.691	0.003*
5.4	I have a participation in tourism activities	3.63	3.03	3.14	3.33	3.944	0.009*
5.5	I gain the benefit through tourism participation	3.24	3.02	3.08	3.67	.903	0.440

Remarks:

A. Single, B. Married, C. Widowed, D. Divorced

** Indicates statistically significant differences between groups at $P \leq 0.05$*

1: *F - value = One - Way ANOVA (computed) value*

2: *p - value = Level of statistically significant*

3: *The “**bold**” number showed highest Mean value for each indicator among the groups*

3.4.4 Statistical Comparisons of Key Opinion Indicators among “Religion Groups” of the Respondents

Comparison of Mean scores among religious group of respondents was identified to determine the opinion level in different tourism indicators for the sustainable tourism management of Angkor heritage site. The One-way ANOVA test was used to indicate the significant difference among religion groups and key indicators.

P-value in 8 key indicators, out of 27 indicators were less than 0.05, as a result in those indicators the statistically significant difference among 5 groups of religions. However, 19 indicators did not indicate statistically significant difference.

Most importantly the indicator, “preservation of the cultural heritage” of Buddhism group rated the highest “strongly agree” (Mean = 4.30) and the indicators “quality of life is enhanced”, “local economy is stimulated and diversified” “provides more business opportunity for local people” of Christianity group also rated highest “strongly agree”. At the same time indicators, “directly noticed from neighbors” and “I have a participation in tourism activities” of other group also rated highest “strongly agree” those were indicated statistically significant difference among the religious groups with the highest Mean score.

The following indicators, “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “promotes environmental awareness and waste management in the local community”, “tourism helps to conserve the purity of attractions” indicated statistically significant difference among the religious groups with the agree Mean score in Buddhism religious group (Table 3.7).

Table 3.7 Statistical Comparisons of Key Opinion Indicators among “Religions” of the Respondents

S.N	Key Indicators	Religion(Mean Value)	ANOVA
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.		A	B	C	D	E	F-value	p-value
1.1	Learn and exchange the culture with tourists	4.00	4.12	3.29	4.17	4.60	1.412	0.229
1.2	Relationships with tourists and other local people	4.00	3.97	3.67	3.67	3.40	0.573	0.682
1.3	Enhance community pride in unique culture	4.00	3.93	2.83	3.80	3.60	1.690	0.152
1.4	Preservation of the cultural heritage	4.00	4.30	3.57	3.50	2.60	4.722	0.001*
1.5	Recognized of heritage site among tourists in term of art, traditions, dances, etc.	4.00	4.03	3.00	3.00	3.50	2.413	0.049*
2.1	Helps to create cleanliness of community	4.00	4.28	3.40	4.33	4.20	0.981	0.418
2.2	Promotes environmental awareness and waste management in the local community	4.00	4.11	2.83	3.83	3.80	2.353	0.054*
2.3	Tourism helps to conserve the purity of attractions	4.00	4.05	2.83	3.40	3.60	2.319	0.057*
2.4	Tourism degrades local natural environment	0.00	3.06	3.50	4.00	3.40	0.721	0.540
2.5	Tourism helps to preserve heritage properties	4.00	3.96	4.17	4.40	4.20	0.258	0.905
3.1	Local employment	4.00	4.37	4.14	3.83	4.60	0.701	0.592

Table 3.7 (Continued)

S.N	Key Indicators	Religion(Mean Value)					ANOVA	
		A	B	C	D	E	F-value	p-value
3.2	Increase revenue	4.00	4.32	3.57	4.33	3.80	1.465	0.212
3.3	Quality of life is enhanced	4.00	4.25	3.00	4.33	3.60	3.768	0.005*
3.4	Local economy is stimulated and diversified	4.00	4.14	2.29	4.50	2.80	8.084	0.000*
3.5	The investors are attracted into community	4.00	4.06	3.00	4.00	3.00	1.712	0.147
3.6	Provides more business opportunity for local people	4.00	4.23	2.71	4.33	3.50	4.691	0.001*
3.7	Tourism alleviates poverty	4.00	4.05	3.00	4.50	4.40	1.807	0.127
4.1	Involve in training and meeting	.00	3.05	2.40	3.00	4.40	1.963	0.120
4.2	Involve in tourism exhibition	.00	2.94	2.20	2.80	4.00	1.391	0.246
4.3	Public relations through medias	.00	3.03	2.20	3.00	4.20	2.085	0.102
4.4	Directly noticed from the responsible person	0.00	3.08	2.40	3.20	3.75	0.747	0.525
4.5	Directly noticed from neighbors	0.00	3.16	2.60	3.20	4.80	2.892	0.036*
5.1	I personally benefit from the tourism industry	4.00	3.39	3.67	3.60	4.60	1.189	0.315
5.2	I participate in the tourism planning	4.00	3.05	2.83	3.50	4.80	2.118	0.079

	activities							
5.3	I participate in decision making of tourism management	4.00	3.12	2.67	3.75	4.60	1.743	0.141
5.4	I have a participation in tourism activities	4.00	3.26	2.50	4.00	5.00	2.518	0.041*
5.5	I gain the benefit through tourism participation	4.00	3.09	3.17	3.50	5.00	2.220	0.067

Remarks: A. Hinduism, B. Buddhism, C. Islam, D. Christianity, E. Other

* Indicates statistically significant differences between groups at $p \leq 0.05$

1: F - value = One - Way ANOVA (computed) value, 2: p - value = Level of statistically significant and 3: The “**bold**” number showed highest Mean value for each indicator among the groups.

3.4.5 Statistical Comparisons of Key Opinion Indicators among “Education” of the Respondents

Comparison of Mean scores among educational level group of respondents was identified the opinion level in different tourism indicators for the sustainable tourism management and development. The One-way ANOVA was used to indicate the significant difference among level education groups of key indicators.

P-values in all key indicators calculated less than 0.05. For instance, “tourism helps to conserve the purity of attractions” indicated the statistically significant difference among educational groups with the highest Mean score secondary school level group.

The following 15 key indicators “learn and exchange the culture with tourists”, “enhance community pride in unique culture”, “preservation of the cultural heritage”, “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “helps to create cleanliness of community”, “promotes environmental awareness and waste management in the local community”, “tourism degrades local natural environment”, “local employment”, “quality of life is”, “the investors are attracted into community”, “local economy is stimulated and diversified”, “the investors are attracted into community”, “provides more business opportunity for local people”, “Tourism alleviates poverty” and “I have a participation in tourism activities” indicated the statistically significant difference among educational groups with the highest Mean score high school level group. However, indicators “increase revenue” and “I have a participation in tourism activities” indicated the statistically significant difference among educational groups with the highest Mean score bachelor degree level group, which showed that this education group was much more concerned with revenue for the economic gain of the community.

Interestingly, the following 11 key indicators “relationships with tourists and other local people”, “tourism helps to preserve heritage properties”, “involve in training and meeting”, “involve in tourism exhibition”, “public relations through medias”, “directly noticed from the responsible person”, “directly noticed from neighbors”, “I personally benefit from the tourism industry”, “I participate in the tourism planning activities”, “I participate in decision making of tourism management” and “I gain the benefit through tourism participation” indicated the statistically significant difference among educational groups with the highest Mean score master degree level group. This showed that the highest educated group of respondents was very worried and concerned about those indicators of the tourism (Table 3.8).

Table 3.8 Statistical Comparisons of Key Opinion Indicators among “Education” of the Respondents

S.N	Key Indicators	Education level (Mean Value)						ANOVA	
		A	B	C	D	E	F	F-value	p-value
1.1	Learn and exchange	2.74	3.70	4.11	4.44	4.00	4.18	14.148	0.000*

	the culture with tourists								
1.2	Relationships with tourists and other local people	2.84	3.45	3.96	4.16	4.13	4.27	9.684	0.000*
1.3	Enhance community pride in unique culture	2.53	3.68	3.96	4.14	3.87	3.91	9.449	0.000*
1.4	Preservation of the cultural heritage	3.15	4.07	4.11	4.51	4.17	3.91	7.510	0.000*
1.5	Recognized of heritage site among tourists in term of art, traditions, dances, etc.	2.95	3.57	4.07	4.32	3.64	4.10	9.407	0.000*
2.1	Helps to create cleanliness of community	3.37	3.98	4.32	4.52	4.02	4.09	7.320	0.000*
2.2	Promotes environmental awareness and waste management in the local community	2.89	3.53	4.09	4.42	3.89	3.91	13.728	0.000*
2.3	Tourism helps to conserve the purity of attractions	3.21	3.73	4.17	4.17	3.89	4.09	3.721	0.003*
2.4	Tourism degrades local natural environment	2.56	2.53	3.22	3.32	2.88	3.22	2.356	0.041*
2.5	Tourism helps to	3.32	3.73	4.11	4.16	3.60	4.45	4.106	0.001*

	preserve heritage properties								
3.1	Local employment	3.60	4.15	4.23	4.51	4.46	4.45	4.739	0.000*
3.2	Increase revenue	3.43	3.87	4.20	4.51	4.52	4.27	8.920	0.000*
3.3	Quality of life is enhanced	3.60	3.74	4.37	4.46	4.00	4.09	8.494	0.000*

Table 3.8 (Continued)

S.N	Key Indicators	Education level (Mean Value)						ANOVA	
		A	B	C	D	E	F	F-value	p-value
3.4	Local economy is stimulated and diversified	3.30	3.81	4.23	4.31	3.93	3.45	6.088	0.000*
3.5	The investors are attracted into community	3.25	3.63	4.20	4.31	3.82	3.40	7.820	0.000*
3.6	Provides more business opportunity for local people	3.25	3.76	4.25	4.53	3.89	3.80	12.562	0.000*
3.7	Tourism alleviates poverty	3.14	3.41	4.11	4.30	4.22	4.27	10.464	0.000*
4.1	Involve in training and meeting	1.85	1.89	2.64	3.30	3.70	4.00	14.349	0.000*
4.2	Involve in tourism exhibition	1.55	1.79	2.81	3.13	3.40	3.82	10.227	0.000*
4.3	Public relations through medias	1.64	1.71	3.19	3.49	3.05	3.64	24.852	0.000*
4.4	Directly noticed	1.93	1.71	3.19	3.38	3.37	3.50	13.695	0.000*

	from the responsible person								
4.5	Directly noticed from neighbors	1.57	1.89	3.18	3.50	3.60	3.64	18.073	0.000*
5.1	I personally benefit from the tourism industry	2.50	2.94	3.63	3.53	3.63	3.91	4.148	0.001*
5.2	I participate in the tourism planning activities	1.58	1.73	3.05	3.47	3.56	3.64	20.443	0.000*
5.3	I participate in decision making of tourism management	1.58	1.78	3.05	3.59	3.17	3.91	17.445	0.000*
5.4	I have a participation in tourism activities	1.50	2.00	3.49	3.74	3.36	3.73	19.162	0.000*
5.5	I gain the benefit through tourism participation	2.20	1.88	3.41	3.56	2.98	3.64	13.978	0.000*

Remarks:

A. Non-education, B. Primary school, C. Secondary school, D. High school, E. Bachelor Degree, F. Master Degree

** Indicates statistically significant differences between groups at $p \leq 0.05$*

1: F - value = One - Way ANOVA (computed) value

2: p - value = Level of statistically significant

3: The “bold” number showed highest Mean value for each indicator among the groups.

3.4.6 Statistical Comparisons of Key Opinion Indicators among “Occupations” of the Respondents

Comparison of Mean scores among different occupational group of respondents was identified the opinion level in different tourism indicators for the sustainable tourism management and development. The One-Way ANOVA was used to indicate the significant difference among occupations groups and key indicators.

All P-values in key indicators were 0.00 less than 0.05, Showed that there was statistically significant difference relationship among groups. But the different Mean levels showed that particular group had focus and concern in particular indicators as follows.

There were 2 indicators “I participate in the tourism planning activities” and “I participate in decision making of tourism management” the respondents who working in hotel had the highest Mean score with agree level showed that they were concern about it.

In indicators “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “tourism degrades local natural environment”, “Tourism alleviates poverty”, “directly noticed from the responsible person”, “directly noticed from neighbors” the respondents who working in Hotel had the highest Mean score with strongly agree level showed that they were very worry about it.

Interestingly the key indicators “Relationships with tourists and other local people”, “Tourism helps to preserve heritage properties”, “Tourism helps to preserve heritage properties” the respondents who working in APSARA authority had the highest Mean score with strongly agree level showed that they were very worry about it.

Likewise, in key indicators “Helps to create cleanliness of community”, “promotes environmental awareness and waste management in the local community”, “tourism helps to conserve the purity of attractions”, “local employment”, “increase revenue”, “quality of life is enhanced”, “local economy is stimulated and diversified”, “provides more business opportunity for local people”, and “public relations through medias” the respondents who working in travel agency had the highest Mean score with strongly agree level showed that they were so concern about it.

Similarly, key indicators “Learn and exchange the culture with tourists”, “Enhance community pride in unique culture”, “The investors are attracted into community”, “Involve in training and meeting”, “Involve in tourism exhibition”, “I personally benefit from the tourism industry” and “I gain the benefit through tourism participation” the respondents who working as tour operator had the highest Mean score with strongly agree level showed that they were also concern about it.

Only one key indicator “Preservation of the cultural heritage” the respondents who working as other occupation (that did not mention) had the highest Mean score with strongly agree level showed that they were very worry about it (Table 3.9).

Table 3.9 Statistical Comparison of Key Opinion Indicators among “Occupations” of the Respondents

Ind	Occupation (Mean Value)													ANOVA	
	A.	B.	C.	D.	E.	F.	G.	H.	I.	J.	K.	L.	M.	F-value	p-value
1.1	4.36	4.74	4.14	4.07	3.78	2.57	4.86	4.76	5.00	3.91	4.18	4.13	4.00	F= 4.478	P=0.00*
1.2	4.45	4.65	4.01	4.08	3.48	3.00	4.71	4.76	4.33	3.54	3.83	4.06	4.00	F= 5.799	P= 0.00*
1.3	4.41	4.48	4.04	4.07	3.55	3.00	4.43	4.19	4.67	3.68	3.82	3.27	4.50	F= 3.488	P= 0.00*
1.4	4.50	4.65	4.51	4.07	3.83	3.00	4.71	4.62	4.67	4.19	3.83	4.31	5.00	F= 3.334	P=0.00*
1.5	4.05	4.57	4.20	4.00	3.48	2.71	4.43	4.52	4.67	3.87	3.94	4.00	4.00	F= 3.343	P=0.00*
2.1	4.36	4.65	4.29	4.44	3.97	3.14	5.00	4.85	4.67	4.07	4.12	4.50	5.00	F= 3.045	P=0.00*
2.2	4.32	4.61	4.29	4.04	3.75	2.71	4.71	4.52	4.67	3.81	3.61	4.19	4.50	F= 3.929	P= 0.00*
2.3	4.36	4.70	4.14	4.04	3.56	2.14	4.71	4.33	4.67	4.10	3.33	4.00	4.50	F= 5.205	P= 0.00*
2.4	3.00	4.38	2.83	3.05	2.86	2.71	3.43	4.12	3.00	2.82	3.07	3.25	2.00	F= 2.584	P= 0.00*
2.5	4.32	4.57	4.05	3.92	3.62	3.43	4.57	4.67	4.67	3.69	3.41	4.27	4.00	F= 3.006	P= 0.001*
3.2	4.68	4.70	4.62	4.29	3.76	3.57	5.00	4.62	5.00	4.00	4.06	4.38	4.50	F= 5.409	P= 0.00*
3.3	4.55	4.70	4.30	4.32	3.72	3.86	5.00	4.62	4.67	3.98	4.17	4.38	4.00	F= 3.807	P= 0.00*
3.4	4.55	4.57	4.19	4.14	3.67	3.14	4.86	4.38	4.67	3.85	4.11	4.06	4.00	F= 3.053	P= 0.00*
3.5	4.32	4.59	4.06	4.12	3.64	3.00	4.43	4.65	4.67	3.80	4.12	4.19	4.00	F= 3.069	P= 0.00*
3.6	4.36	4.59	4.30	4.26	3.84	2.86	4.86	4.62	4.67	4.04	4.11	4.31	4.50	F= 3.153	P= 0.00*

3.7	4.77	4.78	4.23	3.78	3.78	2.14	4.29	4.70	4.67	3.63	3.56	4.31	3.50	F= 7.236	P= 0.00*
4.1	3.28	2.78	3.48	2.74	2.45	2.20	4.14	3.47	4.33	2.48	3.59	3.62	1.00	F= 4.002	P= 0.00*
4.2	3.44	2.35	3.21	2.64	2.60	2.00	4.29	2.83	4.50	2.50	3.85	3.33	3.50	F= 3.058	P= 0.00*
4.3	3.78	3.78	3.23	2.83	2.52	2.00	4.29	3.68	3.67	2.20	3.69	2.75	3.00	F= 6.403	P= 0.00*

Table 3.9 (Continued)

Ind	Occupation (Mean Value)													ANOVA	
	A.	B.	C.	D.	E.	F.	G.	H.	I.	J.	K.	L.	M.	F-value	p-value
4.4	4.11	4.55	3.19	2.89	2.55	1.67	4.29	3.67	3.67	2.11	3.18	2.36	3.00	F= 9.246	P= 0.00*
4.5	3.95	4.22	3.39	3.10	2.67	1.83	4.17	3.81	3.67	2.14	3.23	3.00	3.50	F= 7.099	P= 0.00*
5.1	4.15	4.39	3.22	3.67	2.80	2.00	4.57	4.33	4.67	3.24	3.44	3.29	2.00	F= 6.402	P= 0.00*
5.2	4.00	3.68	3.49	3.00	2.59	1.67	4.33	3.30	3.33	2.20	2.81	3.36	4.00	F= 5.523	P= 0.00*
5.3	4.14	3.95	3.39	3.10	2.56	2.00	4.00	3.11	3.33	2.44	3.20	3.29	4.00	F= 4.027	P= 0.00*
5.4	4.10	4.22	3.38	3.32	3.12	1.67	4.29	4.47	3.33	2.00	3.06	3.47	4.00	F= 8.028	P= 0.00*
5.5	3.95	4.43	2.87	3.09	2.79	1.67	4.29	4.43	4.67	2.22	3.31	3.06	4.00	F= 8.171	P= 0.00*

Remarks:

Ind. Indicator, *A.* Government, *B.* Hotel, *C.* Student, *D.* Driver, *E.* Farming, *F.* Fisherman, *G.* Travel agency, *H.* Working at APSARA authority, *I.* Tour operator *J.* self business, *K.* Worker/labor, *L.* Unemployed/Retired, and *M.* other

* Indicates statistically significant differences between groups at $p \leq 0.05$

1: *F - value = One - Way ANOVA (computed) value*

2: *p - value = Level of statistically significant*

3: *The “**bold**” number showed highest Mean value for each indicator among the groups.*

3.4.7 Statistical Comparisons of Key Opinion Indicators among “Household Monthly Income” of the Respondents

Comparison of Mean scores among different household monthly income group of respondents was identified the opinion level in different tourism indicators for the sustainable tourism management and development. The One-Way ANOVA was used to indicate the significant difference among household monthly income groups and key indicators.

P-values in 19 key indicators, out of 27 indicators were less 0.05 showed that there was statistically significant difference relationship among groups. But different Mean levels showed that particular group had focus and concern in particular indicators as follows.

Indicators, “enhance community pride in unique culture”, “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “tourism helps to conserve the purity of attractions”, “local employment” the respondents who had income (300,001-500,000 Riel) group rated the highest “strongly agree level” and “agree level”.

Indicators, “tourism degrades local natural environment”, “the investors are attracted into community”, “involve in training and meeting”, “directly noticed from the responsible person”, “directly noticed from neighbors”, “I personally benefit from the tourism industry”, “I participate in the tourism planning activities”, “I participate in decision making of tourism management”, “I have a participation in tourism activities”, “I gain the benefit through tourism participation” the respondents who had income (500,001-100,000 Riel) group rated the highest Mean “agree level”.

For the same way, indicators, “preservation of the cultural heritage”, “helps to create cleanliness of community”, “tourism helps to conserve the purity of attractions”, “local economy is stimulated and diversified”, “provides more business opportunity for local people” the respondents who had highest income more than 100,000 Riel group rated the highest Mean “agree level” for these 5 indicators show that there was very strong participation because they might be benefited from tourism.

Table 3.10 Statistical Comparisons of Key Opinion Indicators among “Household Monthly Income” of the Respondents

S.N	Key Indicators	Household Monthly Income (Mean Value)					ANOVA	
		A	B	C	D	E	F-value	p-value
1.1	Learn and exchange the culture with tourists	3.93	4.02	4.20	4.30	4.37	2.008	0.077
1.2	Relationships with tourists and other local people	3.73	4.02	3.98	4.18	4.17	2.128	0.062
1.3	Enhance community pride in unique culture	3.68	3.75	4.15	4.05	4.09	2.944	0.013*
1.4	Preservation of the cultural heritage	4.11	3.96	4.48	4.05	4.65	3.730	0.003*
1.5	Recognized of heritage site among tourists in term of art, traditions and dances etc.	3.79	3.80	4.14	4.05	4.36	2.413	0.036*
2.1	Helps to create cleanliness of community	4.08	4.12	4.38	4.43	4.55	2.332	0.042*
2.2	Promotes environmental awareness and waste management in the local community	3.98	3.82	4.11	4.34	4.28	1.872	0.099
2.3	Tourism helps to conserve the purity of attractions	3.78	3.86	4.22	4.15	4.21	2.908	0.014*
2.4	Tourism degrades local natural environment	2.70	3.48	3.08	4.09	2.90	6.524	0.000*
2.5	Tourism helps to preserve heritage properties	3.74	4.08	4.00	4.28	4.13	1.873	0.099

3.1	Local employment	4.15	4.15	4.55	4.63	4.51	3.589	0.004*
3.2	Increase revenue	4.19	4.15	4.38	4.32	4.55	1.479	0.196
3.3	Quality of life is enhanced	4.00	4.12	4.31	4.39	4.51	3.018	0.011*
3.4	Local economy is stimulated and diversified	3.80	4.10	4.22	4.24	4.40	3.387	0.005*
3.5	The investors are attracted into community	3.78	4.00	4.20	4.24	4.21	2.451	0.034*
3.6	Provides more business opportunity for local people	3.92	3.94	4.30	4.60	4.61	6.189	0.000*

Table 3.10 (Continued)

S.N	Key Indicators	Household Monthly Income (Mean Value)					ANOVA	
		A	B	C	D	E	F-value	p-value
3.7	Tourism alleviates poverty	3.93	3.91	4.05	4.39	4.18	1.407	0.221
4.1	Involve in training and meeting	3.23	2.91	2.61	3.47	3.20	3.138	0.009*
4.2	Involve in tourism exhibition	3.06	3.07	2.65	3.11	2.88	1.256	0.283
4.3	Public relations through medias	3.14	3.11	2.84	3.36	2.86	1.632	0.151
4.4	Directly noticed from the responsible person	2.87	3.26	3.01	3.90	2.90	3.069	0.010*
4.5	Directly noticed from neighbors	2.95	3.39	3.10	3.91	3.03	3.258	0.007*
5.1	I personally benefit from the tourism industry	3.12	3.53	3.48	3.97	3.45	3.042	0.011*
5.2	I participate in the tourism planning activities	3.14	3.48	2.55	3.68	2.95	5.894	0.000*

5.3	I participate in decision making of tourism management	3.26	3.37	2.81	3.58	2.78	2.972	0.020*
5.4	I have a participation in tourism activities	3.27	3.49	3.05	3.97	2.87	3.057	0.010*
5.5	I gain the benefit through tourism participation	2.75	3.34	3.01	4.05	3.28	5.371	0.000*

Remarks:

A. < 200,000, B. 200,001- 300,000, C. 300,001- 500,000, D. 500,001- 100,000, E. >1,000,000

** Indicates statistically significant differences between groups at $p \leq 0.05$*

** Indicates statistically significant differences between groups at $p \leq 0.05$*

1: F - value = One - Way ANOVA (computed) value

2: p - value = Level of statistically significant

*3: The “**bold**” number showed highest Mean value for each indicator among the groups.*

3.4.8 Statistical Comparisons of Key Opinion Indicators between “Family Members Work in Hospitality or Tourism Industry” of the Respondents

Comparison of Mean scores among respondents was identified in the opinion level about different types of tourism indicators for the sustainable tourism management and development classified by their family members work in hospitality or tourism industry. The result of t-test was used to indicate the significant difference among key indicators.

Their p- values the following indicators of “relationships with tourists and other local people”, “enhance community pride in unique culture”, “tourism helps to conserve heritage properties”, “tourism degrades local natural environment”, “directly noticed from the responsible person”, “directly noticed from neighbors”, “I participate in decision making of tourism

management”, “I personally benefit from the tourism industry”, had p-value lower than 0.05. Therefore, their results showed that the family members working group indicated a higher Mean than non family members working group. It proved that they are very much concerned with tourism and its sustainable development (Table 3.11).

Table 3.11 Statistical Comparisons of Key Opinion Indicators between “Family Members work in Hospitality or Tourism Industry” of the Respondents

S.N.	Key Indicators	Family members work in tourism industry (Mean)		t-test	
		Non-Work	Work	t-value	p-value
1.1	Learn and exchange the culture with tourists	4.08	4.29	-1.187	0.237
1.2	Relationships with tourists and other local people	3.79	4.17	-2.018	0.045*
1.3	Enhance community pride in unique culture	3.73	4.14	-2.182	0.030*
1.4	Preservation of the cultural heritage	4.17	4.14	0.133	0.894
1.5	Recognized of heritage site among tourists in term of art, traditions, dances, etc.	3.94	3.88	0.295	0.768

Table 3.11 (Continued)

S.N.	Key Indicators	Family members work in tourism industry (Mean)		t-test	
		Non-Work	Work	t-value	p-value

2.1	Helps to create cleanliness of community	4.29	4.17	0.716	0.475
2.2	Promotes environmental awareness and waste management in the local community	4.07	3.93	0.768	0.443
2.3	Tourism helps to conserve the purity of attractions	3.94	4.07	-0.703	0.483
2.4	Tourism degrades local natural environment	2.92	3.17	-0.941	0.348
2.5	Tourism helps to preserve heritage properties	3.81	4.24	-2.133	0.034*
3.1	Local employment	4.24	4.48	-1.396	0.164
3.2	Increase revenue	4.16	4.26	-0.596	0.552
3.3	Quality of life is enhanced	4.16	4.12	0.220	0.826
3.4	Local economy is stimulated and diversified	4.01	3.90	0.556	0.579
3.5	The investors are attracted into community	3.96	3.92	0.179	0.858
3.6	Provides more business opportunity for local people	4.17	3.90	1.451	0.148
3.7	Tourism alleviates poverty	3.89	4.22	-1.697	0.091
4.1	Involve in training and meeting	2.99	3.19	-0.836	0.404
4.2	Involve in tourism exhibition	2.95	3.29	-1.410	0.160
4.3	Public relations through medias	2.98	3.33	-1.637	0.103
4.4	Directly noticed from the responsible person	2.80	3.60	-3.594	0.000*
4.5	Directly noticed from neighbors	2.98	3.57	-2.721	0.007*
5.1	I personally benefit from the tourism industry	3.14	3.88	-3.321	0.001*
5.2	I participate in the tourism planning activities	2.86	3.76	-3.748	0.000*

5.3	I participate in decision making of tourism management	3.02	3.63	-2.455	0.015*
5.4	I have a participation in tourism activities	3.19	3.83	-2.566	0.011*
5.5	I gain the benefit through tourism participation	2.96	3.41	-1.83	0.068

Remarks:

* Indicates statistically significant differences between groups at $p \leq 0.05$

1: *t* - value = Independent sample *t*-test (computed) value

2: *p* - value = Level of statistically significant

3: The “**bold**” number showed highest Mean value for each indicator among the groups.

3.5 Results of Interview from Various Tourism Stakeholders

Interviews

Interviews were the main qualitative method of data collection. They were conducted with government official and private sectors at different levels. In addition, tourism related stakeholders (hotel, travel, tour, etc.) were also interviewed. The people and organizations were chosen for the interview on the basis of own judgments of their knowledge and expertise to fulfill these research objectives. Most respondents were selected for two reasons; first, personal contact and second, their knowledge and interest in the related field. The method was selected mainly because it provides enough freedom for respondents to express their idea on the topic. The informal discussion atmosphere was intended to encourage respondents to speak freely and completely about the research issues. The issues for the interview were the existing circumstance of community participation for sustainable tourism at Angkor.

Interviews were conducted in the local Khmer language, which helped the author to obtain more accurate information based on their experience and knowledge. All

interviews were undertaken informally in their offices on a face-to-face basis. There were 13 interview questions were conducted with different people. The list of interviewees is in Table 3.6

The major recommendations from the interviews were as follows:

3.5.1 Tourism Situation around Angkor

3.5.1.1 Brief Introduction and Tourism Situation of Communes around Angkor?

Most of interviewees introduced Angkor as a unique and world famous historical and architectural monument designated by UNESCO as a World Heritage Site. Angkor is managed, conserved, developed and being planned under the auspices of one authority of APSARA. About the situation around Angkor, most respondents answered that:

a. Economic activities: Most economic activities in communes around Angkor are agriculture, fisheries, and hunting. The revenues also come from tourism.

b. Agriculture: People around Angkor cultivate vegetable and rice.

c. Health: Villagers living in the border of the river are in good health and get sufficient revenue. Most of the villagers in other areas around Angkor do not have enough food.

d. Education: There are enough schools, but some children have no time to attend their classes because they spend most of their time to assist their families in their businesses such as selling handicraft souvenirs etc...

e. Infrastructure: Serious deficiencies are infrastructure of roads, water supply, electric power, waste management and telecommunications.

f. Human Resource Development: Limited capacity for development lies first in the lack of local coordination and local governance. Human resource base is very weak at

commune level in the management and monitoring of public works and management and information system.

3.5.2 Government Policies toward Sustainable Tourism

3.5.2.1 What Opportunities have been Made Available by the Government for the Communities to Facilitate their Participation in Sustainable Tourism Development?

Most of key informants responded that the Royal Government of Cambodia (RGC) gives a lot of opportunities for communities which help facilitate their participation in sustainable tourism development by following main objective action plan set for year 2005 -2010

Responding to the situation of rural communes, especially communities around Angkor and to facilitate those communities for their participation in sustainable tourism development, the RGC accomplish the plan as follow:

- **Public security and safety:** collaboration with relevant institutions to ensure complete security and safety for tourists through out the country, especially at tourist destinations;

- **Emergency and Disaster planning and Management:** There is a clear need to prepare for emergency and disaster especially floods and human made disaster such as bombing and shooting that present a serious threat to tourism. Technical response to disaster such as evacuation, medical services and rescue operations, effective prevention and preparedness methods should be put in place;

- **Reconstruction of infrastructure:** Collaborate with relevant institutions to seek for financial and technical aid;

- **International cooperation:** Cooperate with relevant institutions, private sectors, aid partner, civil society in order to motivate the promotion, human resource development, legislation and legal and regulatory norms;

- **Marketing, promotion and tourism information:** Endeavor to promote and market with definite plans at major market and shall happen significant events;

- **Quality of services:** It must consist of a sufficient qualification entering to the market competition. This includes:

Be significantly diligent with the management of tour-guides in order to improve the service quality;

Encourage the establishment of hotel and Guesthouse association, Tour- Guide association, aviation association, transportation association and restaurant association.

- **Human Resource Development:** Collaborate with public servant and service private sector to outline good training plans. Endeavor to seek financial assistance for the building of Human Resource Development Center of tourism.

3.5.2.2 What are Programs that the RGC Initiated for Community Participation in Sustainable Tourism Development?

For the programs that the RGC initiated they think that those are most important for local people economy and enhances the culture and environment in the community but there were not enough community supported program such as:

a. One village one product program: The principle of one village one product is a famous measure for promoting rural development commenced by provincial government. Although there was no scientific research to prove its effectiveness in the Cambodian context, it can practically apply in cultural tourism product development. The RGC is encouraging local entrepreneurs to produce more souvenirs products with genuine characteristic of Khmer culture. The NTOs and MoFA is promoting this principle through out the country to support handicraft industry and festival/ event in more remote areas, especially communities around Angkor.

b. The exhibition on one village one product at national level

c. Night Market: There were already night markets in Siem Reap, but they were mixed with imported products. Now, The RCG will open soon a specialized night market for One Village One Product in Siem Reap.

d. Event/Festival: Traditional festivals/ events were encouraged as tourism product that community can build and expand on fairly easily such as Boat races, buffalo races, traditional dance, popular game etc

Therefore during the welcoming of the New Year 2008 and to dedicate to the Angkor spirit an un-precedent big event was organized from 24 November 2007 to 20 January 2008 under the cooperation among MOT, APSARA Authority, Ministry of Culture and Bayon Television in front of Angkor Wat. 150 experimented Khmer artisans including famous film stars were performing every night traditional dances related to Khmer history.

e. Village-Based Tourism: It is a form of tourism that seeks to provide tourists with an opportunity to understand the traditional customs and ways of life. Villagers offered abundant opportunities for tourists to enjoy different cultural experiences, including exposure to people's life styles, traditional agricultural and fishing techniques, festivals and religious practices and craft production. The village-based tourism can be seen as a major element in the national policy for poverty alleviation.

f. Natural Based Tourism: There is no doubt that all the trends indicate a significant interest on the part of travelers to experience nature. Some tourists seek a back country form of tourism that allow them to commune with nature in solidarity way.

3.5.2.3 What Special Measure has the Government Taken in Tourism to Reduce Poverty and Help in Increasing the Rural Income?

Almost all of the interviewees mentioned that every measure from the government was focus on the reduce poverty and increasing the rural living standard such as:

a. Construction of Master Plan for Development is necessary under the theme of poverty alleviation in the context of sustainable tourism.

b. Marketing, promotion and Tourism information:

- Stimulate the formation of tourism marketing and promotion board in order to enable private sector to participate in marketing and promotion;
- Endeavor to improve the current tourism homepage quality;

- Install Tourism Information Office at the International port of entry and international airports
- Endeavor to promote tourism via Internet and domestic and international televisions

c. Handicraft Development: A handicraft council was established with the specific objectives of establishing quality control mechanism over the production of handicraft as well as to help in the development of new markets and the promotion of existing one. It is vital that woman and the poor are actively involved in the process. It is clear that encouraging handicraft development is one way that local communities can profit from tourism and in many cases contribute to poverty reduction.

- **Cooperative have been established at the national level** with the specific role of ensuring quality control. Benefit from the cooperative allows an increase of employment opportunities and income within the communities. The national handicraft cooperatives could in effect be an umbrella group for a number of small or locally based cooperatives who seek to provide support as well as marketing and promotion expertise. There are a number of initiatives that the handicraft cooperatives could undertake:

- **Creation of a handicraft village based program** with the specific objective of promoting handicraft production from various communities.

- **Enhance the skill and knowledge of local community cooperative in product development** in order to assist them in meeting the demands from both domestic and international markets.

- **Ensure sustainable marketing for handicraft products.** This involves conducting market research on local handicraft production.

d. Infrastructure Development: It is the major impediment to the development of is trying to develop infrastructure to be appropriate to the type of tourism being developed and the numbers being considered from a visitation perspective.

3.5.2.4 How Effective has the Policies of the RGC been in Bringing about More Balanced Regional Development within the Communities through Tourism?

The effectiveness of the RGC policies is demonstrated by the augmentation of visitors and tourist employees:

Year	2004	2006
Number of International visitors	1,045,000	1,500,000
Number of Domestic Visitors	2,500,000	3,000,000
Number of Tourism Employees	180,000	225,000
National Tourism Revenue	USD 777 Million	USD 1,611 Million

Cambodia committed itself to be a “**must see**” attractive cultural destination offering visitor memorable enjoyable experience when they back to the region. As a result this stimulates visitors to visit again and again, especially Angkor Wat. Tourists enjoy to stay longer and longer in Cambodia. Therefore million of dollars generated from tourism industry is injected into the economy. Cambodia never ignore the role of tourism as an economic engine to the development of economy and consequently to the poverty alleviation. Cambodia is not only a tourism destination offering visitor unforgettable experience it is a good place for doing businesses

3.5.3 Collaboration and Partnerships for Sustainable Tourism

Development

3.5.3.1 What Kind of Linkage is Being Developed So that the Community-based Tourism Can be Sustainable in the Long run?

- The Win-Win policy of Prime Minister of RGC has restored a complete peace for the entire nation by bringing in social security and safety;
- Cambodia has been reinstated her seat at the UN, full accession of Asian member and other international organizations;

- Technical and financial assistance from various international organizations and country donors;
- Incentive policy for investors has brought forth a plenteously positive achievement for socio-economic development, especially for the domains of infrastructure development, water resources, education and health.
- The provision of incentives to domestic investors to expand participation in Tourism
- The enhancement of the capacity of tourism destinations for intensifying the production of goods and service required by tourism sectors.
- Open Skies Policy (Overland and water)
- Entry visa on arrival policy
- Visa Exemption for Cambodian living abroad policy is a sound policy which has been appreciated by national and international Cambodian communities
- Policy of Strengthening Asian- interregional tourism cooperation (signing on Asian Tourism Agreement, ATA), which is a fundamental instrument to drive this cooperation. There are also the Greater Mekong Sub-region (GMS) cooperation, Cambodia, Lao, Myanmar and Thai (CLMT) cooperation etc.
- Refrain from tourism negative impact that the state has no incentive for sex tourism policy and absolutely combats the forms of child sex exploitation, drug trafficking and crime in the field of tourism.

3.5.3.2 What Measures Have Been Undertaken to Develop Public-Private Partnerships to Develop Community Tourism in a Sustainable Manner?

For the measure has been undertaken there were:

a. Important Role of the Cambodian Poverty Reduction Tourism Working

Group: MOT is underway of establishing a Working Group for Cambodia Poverty Reduction Tourism. One of the important roles of the Working Group is to ensure that both the private-

sector and NGOs are made aware of the important role that tourism can play and seek to incorporate their assistance in the overall poverty reduction challenge. The Working Group should be small with high-level support, and the necessary research and operational budget.

b. Creation of Cambodian Partnership for Small and Medium Enterprises:

The proposed Cambodian public private partnership would support the creation of tourism oriented small and medium size enterprises. Micro-credit fund is required to be used by both formal and informal sectors. The Small and Medium Enterprise (SME) partnership would administer this micro-credit fund. It is vital the government builds partnership with Non-Government Sectors, in particular the private sector and civil society to broaden its ownership reform. Promoting stakeholder's participation and building broad-based partnership takes time, but they will add great strength to reform efforts of the Government.

In support to the role of partnerships the creation of the following partnerships are also recommended in Cambodia:

- The creation of Cambodian Tourism Marketing and Promotion Board made up of representatives of the public and private sectors. This Board would be responsible in large part of marketing Cambodian Tourism and for helping to guide decision on product development. Initially it is recommended that the Department of Marketing and Promotion of MOT serve as the secretariat. In setting up the Board technical assistance and possible start up funding should be sought from countries with successful partnership operations such as Singapore, Hong Kong and Canada.

- The creation of public/private Cambodia Tourism Human Resource Development Commission that would be responsible for both needs assessment as well as helping to bring together the necessary public and private resource to meet the significant capacity building requirement of the country.

c. Recommendation from RGC in the Context of Seeking Partners for Local

Producers: In the opening ceremony of the exhibition of One Village One Product recently held from 15 to 18 December 2007, HE Sok An, Deputy Prime Minister of RGC and Deputy Chairman of the National Committee to sustain One Village One Product Movement, recommended that the Secretariat of this National Committee should take high attention on the creation of Local Commissions to sustain One Village One Product Movement in the important

provincial tourism destinations with the cooperation with the Chamber of Professionals and Small Enterprises and other institutions to provide with technical trainings and experiences to farmers and producers and assist them to seek markets for their products. The Secretariat should organize network of night markets, market network in the wholesale markets, commercial centers, and hotels/restaurants to give opportunities to farmers/producers to sell directly their products.

3.5.3.3 What are the Problems for Sustainable Tourism

Development at Angkor Heritage Site?

Most of them, they think that those site, which were the world heritage site and local participation is being negligible. There was not enough of promotion from Government side. There was no mechanism to provide regular economic benefit for community local people from tourism. The main problem they mentioned that there were not sustainable legal protection frameworks. They added problems of funding and infrastructure.

3.5.3.4 What Should Be Done in order to Get Community

Participation in Tourism Management for Sustainable

Tourism Development at Angkor, Cambodia?

In order to promote community participation, the government should make the necessary rules and regulations in respect of it. In addition provide training, provide their achievement and provide them with great opportunities to prosperous tourism industry market. Government should provide regular economic gaining programs for their support.

Moreover, local people should be able to protect bio-diversity of the Nation; tourism should provide economic benefits for people and preservation of local arts, cultures and traditions. Need to focus on conservation of natural, cultural and social environment. Certainly, community participation for sustainable tourism development at Angkor would be able to reduce poverty through tourism development and mechanism for equitable distribution.

3.5.3.5 From Your Perspective, What are the Major Problems in Developing Sustainable Tourism Development at This Heritage Site? What Measures Should be Done to Solve those Problems?

They focused that the existing regulation, policies and guidelines are not sufficient to make Angkor as sustainable destination. They added that all rules and regulations should be world heritage friendly, furthermore, the existing system in appointment of top management personnel's by political appointment is still not yet implemented, they should be chosen by their knowledge and experiences in this field. That only the Heritage professionals would be able to manage the heritage sites properly rather than a political leader.

They pointed the necessity of management plan and need to involve local people in every step of tourism planning and implementation. Further, it is a need to segregate the role and responsibilities of all stakeholders. The most important suggestion they gave that, local people only can preserve and protect this heritage site, if they are not ready to actively participate it would be impossible for sustainable management of the heritage property.

All problems should be solved with active consultation and participation of surrounding community and all stakeholders.

3.5.3.6 Do You Think Community Participation is Necessary for Sustainable Tourism?

All were strongly agreed and expressed that community participation is the most necessary tools for sustainable tourism development. They thought that there was a very important need to find the Means and ways for participation. Community should be participated in employment and income generating programs. They need to get benefits permanently from the tourism sites in their community.

**3.5.3.7 What are Your Suggestions to Government, Private Sector,
Tourism Business Sector and APSARA Authority
Regarding the Sustainable Development at Angkor?**

Most of them mentioned that for sustainable development of Angkor all stakeholders should participate with defined roles. Government should play the lead role in building the infrastructure and community participation friendly policy, rule and regulations. They all agreed that government should enlarge an international airport in Siem Reap area. The immigration rules and regulation should be made more tourism friendly and need to find out the ways how do lengthen the stay of the tourists in the Angkor.

Private sector should provide quality products and need to maintain consistency and good professional service. Local skills and agricultural products should be encouraged and promoted. They all agreed that the policies of the Royal Government of Cambodia (RGC) to reduce rural poverty and to increase local economy, so this type of policies should continue in the surrounding area of the Angkor. Tourism activities should be increased by collaboration among Government, local government, national and International NGOs and community people. Business sector should be encouraged to involve local people in tourism industry and encourage local products, local style and skills.

**3.5.3.8 Do You Have Any More Comments, Suggestions and
Recommendations about Community Participation in
Tourism Management for Sustainable Tourism
Development at Angkor, Heritage Site?**

For community participation in tourism management of Angkor heritage site, they suggested that it is most vital to involve local communities and stakeholders to implement the Cambodia Master plan. They suggested developing infrastructures, local participation, and collaboration among all stakeholders as well as need to develop marketing, promotion and tourism information.

Table 3.12 List of Interviewees

S.N.	Designation	Organization
1	Director general	Ministry of Tourism
2	Director	Department of Tourism Siem Reap Province
3	President	Cambodia Hotel Association
4	President	Cambodia Association of Travel Agents
5	President	Angkor Tourist Guide Association
6	Director (Planning)	APSARA Authority
7	Chief	Nokor Thom Communes
8	Chief	Kork Chak Communes
9	Chief	Preah Dak Communes
10	Chief	Leang Dai communes

CHAPTER 4

SUMMARY

This research aims to study the community participation towards sustainable tourism development at Angkor, Cambodia. The primary quantitative data collected from surrounding community at the above area and the respective secondary data from various related sources were collected to support for evaluate existing management systems and to access local community's opinion with regards to the sustainable tourism development at Angkor. The impact of tourism development on the community and existing status of basic infrastructures at the Angkor Heritage site and surroundings community were examined throughout this study. The suggestions given by the related stakeholders of this study and the SWOT analysis used to setup propose guidelines for community participation in sustainable tourism development at Angkor heritage site.

The objective of this study is to examine the existing circumstance of community participation, to investigate the government measures, to study the impact of tourism development on the community and to propose guidelines for community participation in sustainable tourism development at Angkor, Cambodia.

The sustainability concept in cultural tourism has to be always considered in all kinds of development activities should and must be well incorporated within the heritage tourism development. Participation from local community is the key successful tool to develop such a heritage site in any destination in the world. keeping in mind the above, the researcher has developed guidelines and recommendations with regards to the sustainable tourism development at Angkor.

4.1 Conclusions

There are 380 questionnaires collected from this study as a primary data during the month of December 2007 from the local community surrounding at Angkor through structured questionnaires in order to fulfill the required sample size.

10 other stakeholder categories representing Ministry of Tourism, Department of Tourism in Siem Reap province, Cambodia Hotel association, Cambodia Association of Travel agents, Angkor Tourist Guides' Association, APSARA Authority and chief of communities in surrounding areas of Angkor were interviewed to get qualitative information for the study. The special emphasis was given by the researcher to adopt respective literature included in the study to design the methodologies and respective questioners for the surveys and interviews to cover the research objectives.

The questionnaire for the local community comprised the following three main areas to cover the some objectives of the study.

Personnel Demographic Characteristics:

Demographic data were comprise with gender, age group, marital status, religion, education level, occupation and their income levels, social and tourism related status.

Opinion on the Tourism Development and Management at Heritage Sites:

This study attempted to collect respective information under the following sub areas to cover the study objectives:

- a) Socio-culture benefits
- b) Environmental benefits
- c) Economic benefits
- d) Information gathering
- e) Tourism in Angkor site

Information on Community Participation in Tourism at Angkor Site:

Under the above heading, this study attempts to observe the community impact from tourism development at Angkor with regard to the community participation.

In order to analyze the research data, SPSS version 14.0 software package was applied to analyze the respective data through general statistics such as frequencies, percentages, Mean and statistical techniques such as one-way ANOVA and independent samples T-test. A Likert scale at 1 to 5 was used to assess the level of community opinions' in respective questions.

4.1.1 Demographic Characteristics of Local Community

The findings of demographic characteristics of respondents were as follows. The majority of respondents were identified as female (53.4%), majority was under the age group category "18-30 years old" (38.4%), most of them were "Married" (49.2%), as a religion majority of them were "Buddhist" (92.4%), as an educational level, majority of them were "High school level" (45.3%), as a occupational level, most of them were under the occupational category of "Farming" (22.2%) and "Student" (22.1%) and as a household income, majority were received less than 200,000 Riel per month (37.5%).

And also the study indicated that 64.2% of the local community are not engaged in the tourism related business and from the community who involved in the tourism business are mostly engaged in "Souvenir shops" (22.26%), "Taxi Drivers" (18.98%) and "Guest Houses" (20.24%).

4.1.2 Opinion with Tourism Development and Management at Angkor

There were 27 key indicators mainly focused by this study under the sustainable tourism development at Angkor with regards to the social benefits from tourism, environmental benefits, economic benefits, and information gathering from tourism and the main research findings are indicated that:

Social-cultural Benefits: the study indicated that the local community strongly agreed on the "Preservation of the cultural heritage" and they agreed with "learn and exchange the culture with tourists", "relationships with tourists and other local people "enhance community

pride in unique culture” and “recognized of heritage site among tourists in term of art, traditions and dances etc.”

Environmental Benefits: the result indicated that local community were strongly agreed with “helps to create cleanliness of community” while rating at agree level with “promotes environmental awareness and waste management in the local community” likewise “tourism helps to conserve the conserve the purity of attractions”, “tourism degrades local natural environment” and “tourism helps to preserve heritage properties”.

Economic Benefits: the respondents were strongly agreed that tourism creates “new jobs for local people”, “increase revenue”, and “Quality of their life is enhanced”. And also study indicated that they agreed with “local economy is stimulated and diversified”, “the investors are attracted into community”, “the investors are attracted into community”, “Provides more business opportunity for local people” and “tourism alleviates poverty”.

Information Gathering: the results showed that most of them have neutral opinion for all indicators mentioned under this category such as “involve in training and meeting”, “involve in tourism exhibition”, “public relations through medias” “directly noticed from the responsible person”, and “directly noticed from neighbors”.

Tourism in Our Heritage Site: the results indicate that the community agreed with the factor “I personally benefit from the tourism industry” and they commented their level of opinion as for the factors “I participate in the tourism planning activities”, “I participate in decision making of tourism management”, “I have a participation in tourism activities” and “I gain the benefit through tourism participations”.

4.1.3 General Information from Community People about Tourism and their Involvement

This section summarizes the findings obtained under the general information about tourism development within the community, and knowledge level of local people regarding tourism and tourism with regards to the local communities considered from 4 communes around Angkor and the same are describe as follows:

Under this section the majority of the community highlighted that there are many tourists visit to their villages and also like to involve tourism related activities (61.4%) as well. Moreover, study highlighted that, the local community does not sell or provide any tourism related services or products (57.9%) in the tourism business; do not receive any jobs or direct economic benefits from tourism (66.3%). The note-worthy feature is that there is no encouragement and cultural programs to preserve local culture as per the community opinion (56.6%).

According to the community opinions the study found that community participation in Angkor provide benefits to tourism development, the community participation helps to develop infrastructures at the area, there are community approaches for handicrafts productions, demonstrations and sales, but they have lack resources to cell their products and perverse them.

Furthermore, study identified that the community have not participated in tourism management activities such as planning, implementing and evaluation (31.1%) and they did not undertake any types of tourism roles in their villages (70.5%). The study also found that the majority of the community does not have any right, duties and responsibilities or contributions over APSARA Authority (70%).

In addition to that, providing home stay to the visitors is not popular in this Angkor area (87.4%). Though the community participation is so important to sustainable development of any form of tourism especially cultural tourism, community based tourism, majority of the local community highlighted that there are no community participation programs in there villages level (40.3%) while some responded as “No Opinion level” (30.8%). Note-worthy feature is majority of the community do not know any tourism related organization exists in the Angkor area.

Nearly 41% of the local community responded that there are no capacity enhancement and skill development program for community and tourism at Angkor and majority of them were understood sustainable tourism development, as “it is environmental, economic, social-cultural development of tourism to benefit both present and future generation (41.1%).

4.1.4 Statistical Analysis

Statistical comparisons of key indicators between and among the various demographic characteristics were as follows:

The study found that, the indicators “promotes environmental awareness and waste management in the local community”, “quality of life is enhanced” and “public relations through Medias” were statistically significant difference at 95% confidence level as per independent sample t-test.

Interestingly, young group rated at “strongly agree” for the indicators “learn and exchange the culture with tourists”, “preservation of the cultural heritage”, “promotes environmental awareness and waste management in the local community”, “local employment”, “increase revenue”, “quality of life is enhanced” and “provides more business opportunity for local people” while indicating majority of young people were concerned about tourism development and management. Note-worthy feature is that all age groups indicated that tourism provides both benefits and costs.

Similarly, “learn and exchange the culture with tourists”, “preservation of the cultural heritage”, “recognized of heritage site among tourists in term of art, traditions and dances etc.”, “promotes environmental awareness and waste management in the local community”, “local employment”, “increase revenue”, “quality of life is enhanced”, “provides more business opportunity for local people” “tourism alleviates poverty” indicated statistically significant difference among the marital groups. Interestingly, single and divorced group rated the highest “strongly agree level” which proved that singles and divorced were more concerned for these indicators.

Significantly the indicator, “preservation of the cultural heritage” of Buddhism group rated the highest “strongly agree” (Mean=4.30) and the indicators “quality of life is

enhanced”, “local economy is stimulated and diversified”, “provides more business opportunity for local people” of Christianity group also rated highest “strongly agree”. At the same time indicators, “directly noticed from neighbors” and “I have a participation in tourism activities” of other group also rated at “strongly agree” level and statistically significant difference among the religious groups with the highest Mean score at 95% level of significance.

About house hold monthly income, p-values in 19 key indicators were showed statistically significant difference with relationship among groups. But different Mean levels showed that particular group had focus and concern in particular indicators. And other 9 indicators had no statistically significant difference among the group, it showed that respondents were not interest about those 9 indicators resulted, that there was very weak participation.

However, “preservation of the cultural heritage”, “helps to create cleanliness of community”, “tourism helps to conserve the purity of attractions”, “local economy is stimulated and diversified”, “provides more business opportunity for local people” the respondents who had highest income more than 100,000 Riel group rated the highest Mean “agree level” for these 5 indicators showed that there were very strong participation because they might be benefited from tourism.

In addition to the above, the family members who are working in hospitality and tourism industry indicated higher Mean than non family members working in the same industry. It proved that they are very much concerned towards tourism and its sustainable development as well.

4.1.5 Results of Interview with Various Tourism Stakeholders

The interviewees from different institutions suggested various suggestions. They mention that Angkor is a unique and world famous historical and archeological site designated by UNESCO hence this is very important site to attract international and domestic visitors.

All stakeholders commented that there is not much co-operation between respective stakeholders in the development at Angkor and suggested that to more focus on to their major roles in connection with the development of Angkor. They suggested that a participatory

approach of managing and community friendly rules and regulations could manage heritage site in a more sustainable way.

On the other hand, majority of the above respondent category were fully fulfilled with existing management and development programs of this site. They were highly concerned about the importance of this world heritage site, because they felt that if this site loses its outstanding value it would lose heritage value as well and they suggested that to get more community participation for sustainable development of this heritage site.

Further, they suggested that a certain amount of income gained from heritage site should be allocated to the development of local community regularly. In order to illuminate difficulties of existing situation at Angkor, government should play leading role to set up participatory policies and strategies while getting assistance from the respective stakeholders on the development of Angkor.

The respective Tourism Development Master plans for the tourism attraction areas should be implemented as soon as possible for the development of tourism in Cambodia since it will resolve many problems with regards to the tourism. Finally they highly recommended that, respective professionals in the tourism and hospitality industry should be involved especially in managing the tourism industry in Cambodia rather than allocating political leaders on that.

4.2 Discussions

This section will discuss the research findings as per the research objectives by using related literature by objective wise as follows.

4.2.1 Objective 1: To Examine the Existing Circumstance of Community

Participation in Sustainable Tourism at Angkor

Angkor is one of the most important archeological sites in Southeast Asia and largest religious monument in the world. It was inscribed in 1992 as a world's heritage property. Angkor is being managed by the APSARA Authority on 19 February 1995 by the government with the assistance of the international community, to conserve and develop the archeological and

historical site of Angkor with emphasis on tourism. In order to combine the conservation management together with tourism management, APSARA has established two key departments, the Culture and Monument Department in liaison with the MOCFA and the Tourism Development Department in liaison with MOT and CANTA.

In order to preserve the values for which a cultural site is placed on the World Heritage List, the World Heritage Convention requires that a nominating nation submit a management plan for its nominees. Such plan should consider the proper level of visitor access and tourism at the site. Conservation plans are best prepared by impartial experts with a broad knowledge of management issues related to protecting the site's value. As part of this effort, it is important that governments include World Heritage sites within their national land-use planning process and recognize their global importance. At the local level, the site manager must monitor development decisions and their implementation at the site and However, Angkor Heritage Site in Cambodia has not yet been developed a management plan.

As a result, with the assistance from international community, the Royal Government of Cambodia created the Authority for the protection of the site and Development of the Angkor region (APSARA) in 1995 in order to protect and develop the historical site of Angkor, with emphasis on tourism associated with culture. However, what APSARA has overlooked is a lack of involvement of local communities in its management framework.

Tourism plan for the World Heritage site is most important, including: transportation to and from, as well as within the site; the full range of guest services-accommodation, food, toilet facilities etc. and site tours, training and licensing guides, provisions of travel information and interpretation; Museum installations, visitor's paths, information signs, admission kiosks and sales outlets for film, postcards, stamps and souvenirs.

However, the surrounding Angkor heritage site does not have enough infrastructure such as road or other transportation, water supply, energy, home stay, village guide and local communities lack of education and awareness. Moreover, this heritage site has insufficiency of specialization in term of sustainable tourism knowledge in the local community. Therefore, local community unawareness does not help sustainable tourism planning and management.

As a result, lifestyle activities may directly affect the environment. On the other hand, this area has insufficient human resource development with good foreign language skills, especially English.

Participation of local community is the most important thing to support sustainable tourism planning and management in Angkor heritage site. At Angkor, local communities participating in tourism planning and management give the advantage to stimulate local community to preserve cultural identity.

Local communities have to pay more importance and attention to their community and resolve all problems, preserve cultural heritage, nature, the environment, maintain cultural in an around the Angkor area by themselves.

Tourism should improve economic relations whenever possible and appropriate, local citizen should participate in and benefit from increased tourism. This can occur in various ways. There were not sufficient community involvement program conducted in Angkor.

Community development plan was lacking in Angkor. Furthermore, a certain amount of income from Angkor heritage site should provide regularly to community. Government must play leading role to set up participatory policies and all stakeholders should play the roles in order to solve the difficulties of existing situation.

4.2.2 Objective 2: To Investigate the Government Measures for Sustainable Tourism Development at Angkor in Cambodia

Siem Reap Angkor is the major cultural tourism development in Cambodia. It continues to get support from UNESCO, Japan, France and international communities through international Coordinating Committee (ICC) for the conservation and development.

Therefore, Angkor cultural heritage site is a large focus of tourism promotion of Cambodia. The Royal Government of Cambodia has tailored Cambodia as a leading cultural and natural tourism destination. As a result, tourism development policy was formulated to develop cultural tourism in sustainable manner so as to would provide both economic and social benefits for conservation and presentation of Cambodia's distinctive culture and heritage.

a. Construction of Master Plan for Sustainable Tourism Development is necessary under the theme of poverty alleviation in the context of sustainable tourism.

b. Marketing, Promotion and Tourism Information

- Stimulate the formation of tourism marketing and promotion board in order to enable private sector to participate in marketing and promotion.

- Endeavor to improve the current tourism homepage quality.

- Install Tourism Information Office at the International port of entry and international airports

- Endeavor to promote tourism via internet and domestic and international televisions.

As the result, MOT have been updated the MOT website and additionally created other webpage in Japanese language.

c. Establishment of Cambodian Poverty Reduction Tourism Working

Group: In order for the Ministries and the entire country understand the important role that tourism can play in poverty reduction; it is recommended that an inter-ministry working group be established by MOT. This Working Group (WG) seeks to work with other ministries who have common objectives in reducing poverty. The WG would be responsible for determining priority action, obtaining funding and monitor the development in order to be in position to determine what works most effectively within the local situation. MOT must set up the WG and provide it with sufficient fund for its initial operations.

d. Handicraft Development:

A handicraft council is established with the specific objectives of establishing quality control mechanism over the production of handicraft as well as to help in the development of new markets and the promotion of existing one. It is vital that woman and the poor are actively involved in the process. The sale of handicraft souvenir that used illegal culture patrimony must be prohibited. Cambodia must begin to position itself in a much more professional way in terms of its handicraft offerings. It is clear that encouraging

handicraft development is one way that local communities can profit from tourism and in many cases contribute to poverty reduction. The emphasis should not only be on helping to further the skill of present artisans, but to encourage young people to consider handicraft production as a viable Mean of earning a living.

- **Establishment of Cooperatives at the National Level** with the specific role of ensuring quality control. Benefit from the cooperative allows an increase of employment opportunities and income within the communities. The national handicraft cooperatives could in effect be an umbrella group for a number of small or locally based cooperatives who seek to provide support as well as marketing and promotion expertise. There are a number of initiatives that the handicraft cooperatives could undertake:

- **Creation of a Handicraft Village Based Program** with the specific objective of promoting handicraft production from various communities.

- **Enhance the Skill and Knowledge of Local Community Cooperative in Product Development** in order to assist them in meeting the demands from both domestic and international markets.

- **Ensure Sustainable Marketing for Handicraft Products.** This involves conducting market research on local handicraft production.

- **Establishing Network with International Organizations:**

Since budgets are always seen as a constraint in implementing any project, the cooperatives could be involved in establishing Network with International Organizations. These networks must assist in obtaining funding or assist in marketing and production development, training and promoting joint public/private sector cooperation.

e. Infrastructure Development

It is clear that one of the major impediments to the development of tourism especially in the emerging areas is the lack of infrastructure. The infrastructure itself must be appropriate to the type of tourism being developed and the numbers being considered from a visitation perspective. In certain instances tourism development can take place almost immediately if the niche market selected conforms to the nature of the infrastructure development. It is important in looking at the need for infrastructure that appropriate levels are

chosen not only to support tourism actively but also to respect the natural, social and cultural environments.

The Royal Government of Cambodia has paid much attention investing in infrastructure development such as road, ports, airport, water and electricity especially focusing on the prime destination:

Siem Reap Airport has been improved, electricity connected from Thailand and has sufficient powers for consumption, water supply, wastewater system management, provincial road improvement, detours and being developed etc;

National road 6 from (Poi-Pet- Siam Reap) has been actively being reconstructed which will expectedly complete its construction in June 29, 2009.

f. Tourism Events

Cultural Tourism Festivals: MOCFA and NTOs may consider selecting several festivals among of annual local festivals which they think that those festivals have high potential as cultural tourism products. After being developed, they must be adequately funded and promoted to attract more and more international as well as domestic tourists. The following are festivals and ceremonies considered the most popular and attractive both domestic and international visitors:

- Boat Racing Festival (Water Festival), November 24-26
- Khmer New Year Festival, April 13-15
- Royal Plowing Festival, May 6
- Religious Phachum Ben ceremony, October
- Religious Kathen ceremony, November
- Kite Festival

Cultural Tourism Events: Other than festivals considered as a potential magnet to draw more visitors, especially international tourist that distribute much foreign exchange in to Cambodia's economy, MOCFA, NTOs and concerned ministries could work coherently to stage other cultural events. These staged events are not only aimed at increasing the visitor number and making international visitors to participate in any deep cultural experience, but also at revitalizing traditional customs lost of forgotten.

Currently, Ministry of tourism organized 2nd Angkor International Tourism Exchange (AITEX'07) and also participated in organization of national traditional and ASEAN boat races. Furthermore, MOT cooperated with Sofitel Phokeethra Country Club in organizing and Asian International Golf-Johnnie Walker Cambodia open 2007.

In conjunction with the National Olympics Committee, the MOT organized 11th Half-marathon in Siem Reap Angkor which was attended by 38 countries. The Ministry operated with the Saigon Department of tourism organized Road shows in Phnom Penh and Siem Reap; and also organized a Familiarization Trip (FAM Trip) of the Tong Ming Tour Company from Shanghais; organized a host and preparation for the Media Corp TV from Singapore.

g. Cooperation with private sector

MOT have always held regular public-private sectors meetings on cooperation between public sector and private sector; and solved private sector-mentioned issues as well as discover main strategic key for the development of Cambodia tourism.

h. Human Resource Development

Besides domestic and overseas training, MOT has planned to conduct training on hospitality and services aimed to strengthen quality of services at tourist destinations nationwide. With in this plan, MOT conducted Regional tour guide training was held in Siem Reap which was attended by 565 trainees including other 56 provincial tour-guides. However, strategic tour-guide training plan has not yet been done.

Siem Reap Angkor is a core destination which is the prime fundamental cause of trainings and improvements of hospitality and services given that quality of tour-guide and sanitation and hygiene are the core issues. In 2007, in cooperation with the provincial Department of Tourism and private sector, MOT has conducted two week trainings.

In conjunction with the International Trade Center (ITC), MOT has conducted two trainings on Train-the-Trainer on Community-based Tourism Development Management in the objective of reducing poverty.

In Siem Reap Angkor, there are private universities, colleges and institutes which provide tourism professional training and educations but still in needs of professional tourism schools.

4.2.3 Objective 3: To Study the Impact of Tourism Development on the Community at Angkor Heritage Site

Tourism is a growing industry, offering economic, social & cultural and environment benefits to the local communities in tourism development areas. The following research findings were obtained from the local community at Angkor in order to determine their impact on tourism development under the economic, social & cultural and environmental benefits. Under the positive impacts of social & cultural benefits, this study indicates that majority of the local community highly believe that tourism helps to “preserve the cultural heritages” and “enhancement the quality of life of the people”. With regard to the economic benefits, local community highly believes that tourism “increase the employments and revenue” for the local community with positive impact to “create cleanliness of the community”. However, the study identified that, majority of the local community responded as a “neutral level” for the factor “personally benefit from the tourism industry” while 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 at Angkor *area* though the majority of local community responded that they like to have this kinds of programs. This is one of the noteworthy features that the respective authority for the tourism development at Angkor should pay more attention on the training and awareness programs which the authority should offer for the local community. By offering this kind of programs to the community, it will strengthen the skills and also create more awareness on the tourism development at Angkor, thereby creating a perception and a sense of belonging for the ownership and management of this site. As a negative impact, two-thirds (2/3) of the local community highlighted that they have not received any jobs or direct economic benefits from tourism in Angkor area in terms of economic benefits from tourism.

In terms of community participation the study found that, majority of the local community rated at “neutral level” for the attributes “I participate in the tourism planning activities”, “I participate in decision making of tourism management”, “I have a participation in tourism activities” and “I gain the benefit through tourism participations”. Hence the above results reflected that there is no sufficient community participation contributed by the respective local community at Angkor.

Community participation in tourism can take various forms depending on the tourism resources and social circumstances such as rural tourism, cultural tourism, agro-tourism, etc. These forms of tourism are all expanding as tourist markets become specialized and more tourists wish to have contact with local cultures and the natural environment.

Planning in community-based tourism should be built from an awareness of community and their needs in order to guide more locally appropriate tourism development that fits with other needs, ideas, and opportunities of that community. Pinel (1999) had proposed the Model of Community-Based Tourism Planning (CBTP) that emphasized the need for catalyst from events or individuals to start an assessment process, and keeping the process through tasks that stimulate co-operation, trust, tourism awareness, and links with the broader community development context.

4.2.4 Objective 4: To Propose Guidelines for Community

Participation in Tourism Management for Sustainable Tourism Development at Angkor, Cambodia

In order to improve community participation at Angkor area for sustainable tourism development, there must be community participation guidelines that mainly implement by the local residents.

The relation between cultural heritage management in the planning development and preservation of cultural heritage sites has become very important subject in cultural tourism. Several experiences have shown that the successful management of cultural heritage always involves local communities. If these communities directly benefit from tourism activities within and around heritage sites, themselves will take care of and protect those sites.

In public policy area, there are many approaches to handle an administrative issue. Firstly, an issue could be solved through “command and control” or imposition of “rules and regulations”. Secondly, the use of “benefit-cost analysis” could be used to evaluate pros and cons and decide on how public investment is done. Thirdly, believing in the power of the market, one could use “economic incentives” to manipulate demand and supply through the work of market mechanism. Fourth, with justification “externally” to society, an issue could be handled by using the “fiscal strength” of the government. And finally, an issue could be handled by “Community participation process”.

The choices among these five approaches are open at the very least, for economists working on the real world research questions.

By definition, “community participation” is a partnership between government and its key stakeholders including the business sector, industry, academia, policy research institutions, and interest groups within the community”. The most fundamental form of effective participation is “awareness” of the local people.

As an example, in many places, there are not enough officials to work with the growing size of tourists. Therefore, the option of using local people participation approach seems to be more practical, not only for the sake of development on a democratic basis but also for the purpose of being efficient. Since the local people are normally the ones who receive the strongest impacts, they are naturally the group of people who are more suitable for monitoring as well as evaluation of changes in cultural tourism than anyone else. Without planning and programming, the communities will most likely receive some benefits, especially in the form of employment. However, if a policy is adopted for community participation and this participation is carefully programmed, then much greater community benefits will accrue.

Therefore, the following guidelines in programming community participation at Angkor needs to be considered.

1. Involve the local communities in the planning and tourism development at Angkor from its inception by holding meetings with the community leaders and residents. Through these meetings, policies and strategies can create best measures that the communities can benefit from the project.

2. Formulate and adopt a strategy and action program for community participation in the operation at Angkor.
3. Adopt an employment policy that gives priority for employment to local people at Angkor by offering necessary training to qualify them to undertake employment and such a program should encourage women's participation in tourism business.
4. APSARA Authority and respective authorities should provide some community improvements where needed as part of the development at Angkor area such as improvements to access and roads, schools, medical clinics, water supply and sanitation facilities, electricity, waste management and other community facilities and services. Typically, the responsible authorities should pay for making these improvements but the cost of use and maintenance should be mostly the continuing responsibility of the communities.
5. Provide assistance of technical and credit advice local community to develop tourism related business such as restaurants, shops under the SME. Business advisory services may need to be provided on the management and operation of tourist facilities and services.
6. Provide assistance to develop skill of the local community based on their culture and tradition in Angkor area such as crafts, dance and music performances, etc.
7. Establish policies and programs for protection and conservation of the environment and historical and cultural heritage sites, including the overall appearance and character of the area, that are important for attracting and sustaining tourist market.
8. APSARA Authority and respective authorities should help local community to develop supplementary income generating activities at Angkor area.

SWOT Analysis of Tourism Management and Development at Angkor

From the analysis of primary data from interview with stakeholders and study of secondary data about community around Angkor and its existing circumstance of community participation in sustainable tourism at Angkor, strengths, weaknesses, opportunities and threats SWOT of tourism management and development at Angkor Heritage Site in Cambodia could be mentioned as follows:

Strengths

The Kingdom of Cambodia possesses a historical, cultural, natural, and recreative tourist sites of 2,603 of which two hundred temples are located in Siem Reap Province. With the cultural potential, ancient heritage, and enormous natural resources, Cambodia becomes a world cultural and natural tourism destination.

Due to the above cultural and natural potential, the Royal Government of Cambodia has adopted a policy on national tourism development as cultural and natural tourism, and considered tourism as one of the six top priorities for the Cambodian economic development.

The strongest strength of Angkor is a world heritage site listed by the UNECSO, having the unique and world famous Angkor historical and architectural resources. It is rich in culture and art with important archaeological attractions, a cultural hub; a safe destination to visit; and a country where smiling, friendly, modest and truthful people are living.

- Culture and history

Khmer culture can also be highlighted, with Cambodia's historical heritage as the Khmer Empire, which once controlled a large part of continental Southeast Asia for over 600 years from the 9th to the 15th century. At its peak, it was the most extensive and powerful force in the region with Angkor as the administrative, cultural and religious center. The culture is rich and deep, as reflected in Angkor Wat, one of the wonders of the civilized world, which was built by its talented people.

- Traditions Music, Dance Drama, Architecture and Lifestyles

The Angkor area has a variety of classical and folklore dance, music and drama and especially APSARA dances are of much interest to tourists. Even if there were no tourists, the traditions would continue live on. Traditional architectural styles are seen in the villages and are

of tourist interest as are traditional village activities, customs, and agricultural and fishing techniques.

- **Handicraft**

Siem Reap has a tradition of silverwork, silk textile weaving and basket making. Crafts can be of much interest to tourists and an important source of income for residents, including the villagers.

- **Festivals and Events**

This heritage site already has to organize a large variety of events both in terms of scale and type. This is attested to be the myriad event offerings in recent years like Water Festival, the Khmer Food fair, Ramayana Festival, International Art Exhibition, “Angkor and 10 Centuries of Khmer Art”, Royal Plowing Ceremony, Bonn Chaul Chhnam and numerous concerts by famous names.

Weaknesses

The main weakness of this heritage sites were mass poverty among the local community with lack of awareness, not well developed tourism sector around the area, limited tourism management capacity and cultural maintenance and environmental protection. This site is also lacking in the quality of goods and services, loss of environment and culture. The infrastructure is not well developed such as water supply, sanitation and garbage management systems. Indeed, community participation is low. The information and communication facilities also needs to be improved.

Opportunities

The main opportunity of heritage tourism is that the tourism is the largest economic sector in the world. Furthermore, the trend of tourism is deviated towards heritage, sustainable and community tourism. This site has multi image such as its popularity for religious, architectural and village tourism. It becomes a good instrument and an opportunity for local

people to start small business and earn extra income. The geographical location, especially being located near Thailand, is the one of the potential opportunity of this site. The support of UNESCO for heritage has potentiality for heritage, pilgrimage and general tourism in the country. In addition, the friendly hospital local people, their multi culture, peace and security system and promote tourism policy by government and immigration systems are the positive things of this destination at Angkor.

Threats

This site also has some threats, including loss of environment and culture and rich people from outside the community buying the land. Local people are being replaced that results in the loss of local cultures, traditions and economic benefits to the locals. Outsider do not respect community and without active community leadership in all dimension of management can result in the danger of un-sustainability. Seasonality, tourism situation and economic crisis are also being faced. Furthermore, there are the threats of quality standards, challenges to generate income for locals and building strong collaboration among the stakeholders.

4.3 Recommendations

After analysis the data collection, the recommendations from these findings to the all tourism stakeholders of Angkor are as follows:

4.3.1 Community Participation

The research showed that there is lacking of local community participation for sustainable tourism planning and management at Angkor. Therefore, preference should be given to community participation.

Local communities should take leading role to make participatory framework by amending existing laws and rules and make participators environment for all stakeholders.

The success of community participation depends on the economic benefits to community from tourism local people. Therefore, they should conduct tourism business industries. Importantly, government should provide certain fund for community tourism business. Such as: Micro financing or various kinds of soft loans.

The local authority and local agencies should provide the opportunities of running private tourism business employing community people, 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 nearby major attraction features such as archeological/historic sites, in a manner that generates economic benefits to the communities and encourage their support for conservation of the natural or cultural features. 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, then be employed in management and operation of the attraction feature. Often, these local communities will require assistance in the form of loans, training and technical advice to be able to participate in tourism.

Respective government authorities should develop a certification process that could encourage visitor to buy local products rather than the exported goods and encourage community people, to offer home stay.

Communities should protect traditional dresses, rituals, art handicraft and foods as tools for attracts to visitors and capture economic gains to the community in this regard local government and APSARA should facilitate them about cultural management.

Community people need to have resources for investment, rights for decision-making with defined responsibilities of implementation, which will increase local social welfare; reduces poverty in the host communities. Local authority should provide resources to community in different ways.

Local authority should reform decision-making systems in tourism sector, which should develop, best fit with livelihoods. Participation by the poor in decision-making enhances local priorities to influence tourism development.

4.3.2 Education and Training

The local tourism should provide more in the areas of education and training local residents because they receive less benefit from participation. However, the various activities done by the departments towards tourism are appreciable.

The education and training should focus on tourism knowledge, English skills for tourism, and being a good host community to tourists, and to provide more awareness and understanding of sustainable tourism development to local community. In this regard they must teach the sustainable habits to local people.

In addition to that, having awareness on English language is becoming a necessary factor among the people who are involved in the tourism industry. So the opportunity of taking language courses should be provided to all levels of people who are involved in tourism business and should facilitate them with a chance to work and interact with people in industry by the respective authorities responsible for tourism at Angkor.

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

Local community should be aware of the importance of conservation and preservation of the cultural heritage site and tourism site. The leaders of the communities should work seriously and fairly in order to get the co-operation and trust from local residents to be a unique community.

Local tourism such as private and civil society must play their vital role towards the help of local community to explore awareness program. Public hearing programs in the presence of all stakeholders may be the one of the best options to feel the responsibility.

4.3.3 Preservation and Conservation

Local communities should be educated on the history culture, heritage and to protect the natural environment at the heritage site including the benefits to the community on preservation and conservation programs by the respective government authorities.

Knowledge and information about world heritage and sustainable tourism are necessary to motivate local people to preserve the original cultures, traditions and styles as tourism products, which are very captivating to visitors.

Community should be aware at all levels of decisions and to get regular benefit to preserve the cultures. Therefore, APSARA Authority should have a system to involve community in all kinds of decisions.

It would be appropriate to develop a code of conduct for the heritage site Angkor area that could help in the improvement in quality of residence, travel, entertainment that provides knowledge, skills, education and awareness. It helps to learn best habits to all stakeholders.

Environmental awareness programs can produce dual benefits; it can reduce leakage by encouraging using local products services, and reducing waste, garbage, and environmental degradation.

4.3.4 Infrastructure Development

Local authority should play a vital role in developing local infrastructure such as: transportation, telecommunication and medical services, water supply and sanitary system, schools for different levels and university etc.

In order to make air services simple, efficient, safe, and reliable the improvement of Airport is necessary. Local authority should pay attention towards the aviation policies.

Angkor airport should make international standard airport to make the site accessible. Like wise, there is also a need to increase and improve the of quality transportation services.

Local authority in tourism at Angkor should ensure in providing benchmarks for minimum infrastructures and services such as water supply and sanitation, sewerage system, toilet facilities, places for rest to the tourists, tourist shops, waste management system, etc.

This study recommends to built tourist information centres, necessary signage boards to facilitate tourist to provide necessary information to the tourists. In order to enhance the infrastructure the local authority and private sector should be involved with an agreed shared strategy.

In order to provide a more secure environment to the tourists visiting Angkor area, tourist police station could be introduced and deployed in the site by the respective authorities.

4.3.5 Site Management

A community visitor information center may provide cultures and products of local people, this will support the sale of handicrafts, supply goods and services to visitors directly which will immensely benefit the local community as their presence is very important for site management.

Local authority should provide informative signage in the and around the site of Angkor and local business sector needs to be encouraged for the benefit of the visitors. Various visitors' friendly information's should be provided

Internet communications provides a low-cost and efficient mechanism for both promotion and development of heritage site; it needs to be complemented with other communication strategies. The tourism master plan and local site management plan should be developed and implemented.

It would be made compulsory to administer the study of heritage site in Cambodia in terms of community participation level. This study may provide various insights and understanding for future and reciprocal Sustainable Heritage Management in Cambodia.

4.3.6 Marketing and Promotion

Marketing and promotion programs of the site should be positioned as a prime destination globally, so it should be mobilized nationally and internationally.' Tourism Diplomacy' and the role of foreign missions of Cambodia consulates should be involved in promotion of the Angkor.

This study recommends the implementation of a cultural tourism marketing program that can be integrated into overall tourism marketing strategy and program for the country or region through the respective government authorities.

Positioning Angkor as a capital of ancient archeology and religious tourism destination would give more impact to the tourism development at Angkor. Furthermore, make a sustainable religious tourism hub by developing, promoting and necessary brandings by respective government and other stakeholders in the tourism industry.

In order to eliminate seasonality problems in tourism industry, this study recommends more promotion of new tourism products and areas such as special interest tourism (SIT), for example Agro-tourism, Heritage tourism, Youth tourism, etc. by intruding newly design tourism packages to the tourists.

The image of this site should be promoted in order to give clear picture to tourists and promote tourism business in sustainable way.

4.3.7 Human Resource Management

Various human resource development programs by all stakeholders can fill the gap of demand of skill workforce locally.

Therefore, by looking at the potential, this study recommends training tourist guides for tourism industry for Natural, archeological, religious, cultural and historical places by getting assistance from relevant training institutions, NGO's, etc. from the local community.

Priority should be given on training for local people and heritage site managers and needs to monitor service delivery and products quality to ensure expectations to the visitors. Local authority and private sector could do it jointly.

4.3.8 Collaboration among Stakeholders

In order to get benefits for all sectors from tourism as well as for sustainability, establishment of a good partnership among all stakeholders is necessary that could reinforce local traditions, products and separate identity. Government should facilitate and accordingly coordinate the role of all the stakeholders.

Local authority should formulate a collaboration strategy in the airlines sector to fulfill the gap of lack development of air service as well as shortage of air seats. Enabling the Private Sector to promote foreign and regional investment in airlines and encouraging entrepreneurs in facilitating regional airlines operation with safety and standards precautions.

All stakeholders have a role to play. It is particularly important to engage business, and to ensure that initiatives are commercially realistic and integrated into mainstream operation.

Working together should be an agreed strategy in the creation of a vision and strategies for the development of community-based tourism products for sustainability.

Private business should favor employing locals, and propose that the government should establish the legal framework of protection of the local community.

In addition to that respective government authorities should take initiatives to collaborating with the relevant government agencies and tourism industry, coordinate closely with local communities on formulating strategies, programming actions and implementation.

For the overall enhancement strategies, there is a need to establish collaboration linkages between the tourism industry and the relevant government agencies, with these parties working closely together in detailing the strategy and implementation programs.

Respective authorities should take initiatives to designate key individual positions, for example, the local coordinator of a community-based project. Sometimes, the success of a program will depend on one or a few dynamic and committed individuals.

Respective authorities should take initiatives to designate specific respective responsibilities involved in implementation by the various agencies and levels of government, private sector and local communities. For some programs, especially community-based programs, NGO's can perform an important role.

4.3.9 The Poverty Reduction and Income Generating Programs

The management plan and cultural tourism strategy for Angkor heritage site should be able to reduce the poverty level of the community.

Various income generating programs should be launched with the collaboration and participation of related stakeholders. The surrounding communes should get certain percentage of income from tourism in Angkor. Collaborating strategy could also resolve shared and individual problems.

Poverty reduction in the community would be possible through the development of tourism projects that directly benefit the community. Maximum involvement in economic gain makes poverty reduction possible. Further, pro-poor tourism program enhances the benefits to poor people (Local resident living surrounding the Angkor area) from tourism, and increase their participation in managing the tourism products.

If more tourism can be developed in the Angkor Park as well as in the community, particularly in way that involve high local participation in decision and enterprise development.

The cultural heritage or community tourism products, often involving small-scale operation and culturally- based, can be conducive to a wider participation.

The responsible authorities in tourism in Cambodia should mobilize the organizational, technical, regularity and financial resources required such as credit facilitation and advisory services to implement tourism SME programs.

Tourism development in Angkor should also bring a range of other benefits to the area, such as infrastructure development. However, development of Angkor heritage site its challenges, economic and logistic issues such as quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors must be carefully considered.

Tourism development in the Angkor area can generate four different types of local cash income wages from formal employment earnings for selling goods, services, or casual labor, Dividends from profits arising from locally owned enterprises.

Collective income: this may include profits from a community run enterprise, dividends from private-sector partnership and land rental paid by an investor.

In order to reduce poverty through the development of cultural tourism, the stakeholders from private and public sectors should immediately put into place a public relations and information campaign designed to make decision-maker as well as the general public, awareness of key role that sustainable tourism development can play in alleviating poverty and generally improving the quality of life in Siem Reap Angkor.

And also this study recommends the respective government authorities in tourism in Cambodia to apply Pro-Poor tourism strategies to alleviate poverty in Angkor area through tourism development as mentioned bellow.

1. Capacity building, training and empowerment
2. Mitigation of the environmental impact of tourism on the poor and management of competing demands for access to natural resources between tourism and local people
3. Address competing use of natural resources
4. Improved social and cultural impacts of tourism
5. Improved access to services and infrastructure: health care, security, water supply and sanitation, transport, etc.

Home stay

Respective government authorities should support the local communities, authorities to promote Home Stay at Angkor areas in order to reduce the poverty level among communities. In this regard, the government should support the local communities to implement “Home Stay” by getting assistance from NGO’s, SME’s and financial institutions to facilitate awareness training, capacity building programs and credit facilities for local community.

4.4 Limitations and Suggestions for Further Study

4.4.1 Limitations

The limitation of the study is described as follows:

1. As a limitation only local community and few stakeholders were considered as a sample though there are many stakeholders who are involved in the tourism at Angkor. This was due to the shortage of time availability allocated to this research study. Though the foreign tourists play a major role in the development of Angkor, the researcher was unable to include tourists to Cambodia as a stakeholder due to time constraints.
2. This research study completely avoided the seasonality effects with regards to the Angkor during data collection.
3. The researcher was able to interview 10 stakeholders due to limited time availability.

4.4.2 Suggestions for Further Study

This research focused on existing circumstance of community participation, to investigate the government measures, to study the influence of stakeholders that promotes the community participation and to propose guidelines for community participation in sustainable tourism development at Angkor, Cambodia. However, the sustainable tourism development at this site may not only need the community participation. There are various components that should be concerned for the sustainability.

1. To study the attitudes of communities surrounding areas of the heritage site and monitor the impacts of tourism in order to make tourism sustainable.

2. To study carrying capacity of Angkor Heritage Site and the surrounding community in order to determine the number of tourists that might be allowed to come in the future.

3. The participation of all tourism stakeholders in sustainable tourism at Angkor Heritage Site, including the private sector, government, tourist, and other related agencies.

4. There is inadequate research studies carried out by which focuses on tourism development at Angkor especially with regard to identifying the market segments, the new tourism products, the environment issues and economic impacts, this study recommends necessary research studies should be carried out periodically in order to develop tourism at Angkor by the respective government authorities with the assistance of all other stakeholders in the industry

5. Take initiatives to apply these strategies to other tourism viable places in Cambodia.

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QUESTIONNAIRE

No:



QUESTIONNAIRE WITH LOCAL COMMUNITIES
COMMUNITY PARTICIPATION FOR SUSTAINABLE TOURISM IN HERITAGE SITE
THE CASE OF ANGKOR, SIEM REAP PROVINCE, CAMBODIA

Dear Community member!

The purpose of this questionnaire is to collect data and information for a research of the Business Administration in Hospitality and Tourism Management (International Program) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions. All individual information will be kept confidential. The data collected will be beneficial to further development of Angkor and the communities in and around.

Thank you for your kind consideration!

Kang Santran

Researcher

Part 1: Personnel demographic characteristics:

1. Gender:

- a. Male b. Female

2. Age:

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

3. Marital status:

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

1.	Socio-culture benefits				
	1.1 Learn and exchange the culture with tourists				
	1.2 Relationships with tourists and other local people				
	1.3 Enhance community pride in unique culture				
	1.4 Preservation of the cultural heritage				
	1.5 Recognized of heritage site among tourists in term of art, traditions and dances etc.				
2.	Environmental benefits				
	2.1 Helps to create cleanliness of community				
	2.2 Promotes environmental awareness and waste management in the local community				
	2.3 Tourism helps to conserve the purity of attractions				
	2.4 Tourism degrades local natural environment				
	2.5 Tourism helps to preserve heritage properties				
3.	Economic benefits				
	3.1 Local employment				
	3.2 Increase revenue				
	3.3 Quality of life is enhanced				
	3.4 Local economy is stimulated and diversified				
	3.5 The investors are attracted into community				
	3.6 Provides more business opportunity for local people				
	3.7 Tourism alleviates poverty				
4.	Information gathering				
	4.1 Involve in training and meeting				
	4.2 Involve in tourism exhibition				
	4.3 Public relations through medias				
	4.4 Directly noticed from the responsible person				
	4.5 Directly noticed from neighbors				
5.	Tourism in our heritage site				

	5.1 I personally benefit from the tourism industry					
	5.2 I participate in the tourism planning activities					
	5.3 I participate in decision making of tourism management					
	5.4 I have a participation in tourism activities					
	5.5 I gain the benefit through tourism participations					

Part 3: General informative questions of community participation in tourism Angkor heritage site. Please respond to the following questions by Tick out (✓) in the box.

1. Are there any tourists visiting your village?
 a. No. b. Yes
2. Do you or your family sell your products/services to tourists or tourism business?
 a. No. b. Yes
3. Do you or your family, receive any tourism related trainings? (Cook, guide, languages)
 a. No. b. Yes
4. Are you or your family involved in any tourism trips or exhibitions?
 a. No. b. Yes
5. Are there any important places surrounding your village which you want to preserve?
 a. No. b. Yes (please specify)..... c. Don't know
6. Do you want to be involved in tourism activities? (Hotel, travel, guides etc.)
 a. No. b. Yes (Please specify)
7. Does community participation in Angkor provide any benefit to tourism development?
 a. No. b. Yes c. Don't know
8. Does community participation help to develop infrastructures at the area?
 a. No. b. Yes c. Don't know
9. Have you participated in tourism management activities?
 (Planning, implementing evaluation etc.)
 a. No. b. Yes
10. Are there any community participation programs in this village?
 a. No. b. Yes c. Don't know

11. Have you undertaken any types of tourism roles in your village?
 a. No. b. Yes (please specify).....
12. Do you have any right, duties and responsibilities or contributions over APSARA Authority?
 a. No. b. Yes
13. Do you provide a home stay to tourists?
 a. No. b. Yes
14. Do you receive jobs or direct economic benefits from tourism in the community?
 a. No. b. Yes
15. Are there any tourism related organizations in your village?
 a. No. b. Yes (please specify)..... c. Don't know
16. Who conducts community development programs, in the tourism sector?
 a. Government b. Non-Government organization
 c. Private sector d. Business Enterprise e. Don't know
17. Is there any community participation related to environmental activities program in your village?
 a. No. b. Yes c. Don't know
18. Is there any capacity enhancement and skill development programs for community and tourism stakeholders?
 a. No. b. Yes c. Don't know
19. Is there any systematic management of local market for local products?
 a. No. b. Yes c. Don't know
20. Are there any encouragement and cultural program to persevere local traditions?
 a. No. b. Yes c. Don't know
21. Do you know about sustainable tourism development?
 a. No. b. Yes (go to question 23)
22. In your understanding, sustainable tourism development is:
 i) It is long term development
 ii) It is environmental, economic, social- cultural development of tourism to benefit both present and future generation.

- iii) It means not to bring large group of people to area
- iv) It is a development of local economy and reduction of environmental degradations
- v) Any others (please define).....

23. Do you have any suggestions and recommendations regarding community participation for tourism activities at Angkor in the village?

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Thank you for your kind consideration!