CONTENTS

Page	
Contents	ix
List of Tables	xiii
List of Illustrations	xiv
List of Abbreviations and Symbols	XV
Chapter	
1. Introduction	
1.1 Background	1
1.2 Importance of the study	2
1.3 Objectives of the study	3
1.4 The benefits of the study	2 3 3
1.5 Scope of the study	4
1.5.1 Scope of information sources	4
1.5.2 Scope of study issues	4
1.5.3 Period of the study	4
1.6 Definition of key terms	4
1.7 Research conceptual framework	6
2. Related Concepts, Theories and Literature	
2.1 Concept of satisfaction	7
2.1 Concept of satisfaction2.2 Concept of perception	10
	15
2.3 Concepts of sustainable tourism development2.4 Concept of indicators for sustainable tourism	22
	22
development 2.5 Concept of tourism planning	25
2.5 Concept of tourism planning	
2.6 Model approach for local participation in planning and managing of ecotourism	28
2.7 Tourism development policy and plans of Cambodi	ia 36
2.7.1 Cambodian National Tourism Development Pl	
2.7.2 Tourism Development Plan of Ratanakiri and	
Mondulkiri provinces	5(
2.7.3 The Management Plan for Virachey	37
National Park	51

Policy 39	
3. Methodology 3.1 Population of interest for the study	43
Group 1: Representative of local community	44
Group 2: The international visitors to the park	46
Group 3: The officers of Biodiversity and Protected	47
Areas Management Project 3.2 Data collection	48
3.2.1 Secondary Data3.2.2 Primary Data	49 49
3.3 Data analysis	49
3.4 Research limitation 4. Results	59 60
Section1: SWOT analysis of current situation for sustainable tourism planning and management	60
Section 2: Data analysis of local communities' perception with regard to tourism development	
in the park as well as in the community	75
4.2.1 Demographic profiles of respondents	75
4.2.2 Overall local communities' opinion on park tourism development	77
Section 3: Analysis of visitor satisfaction with the Park 4.3.1 The results and data analysis of the survey	89
questionnaires with visitors to the park	89

2.7.4 Virachey National Park Pricing and Fee Collection

4.3.2 Demographic profiles of respondents 4.3.3 Visitors' behavior and activities to the park	90
91	
4.3.4 Overall visitors' satisfaction with the park	98
Section 4: The existing situation of current tourism	
levelopment plan and management in Virachey	
National Park	107
4.4.1 The potentiality and existing situation of tou	ırism
development and management in Virachey	
National Park	107
Factor 1: Physical conditions	110
Factor 2: Management in the park	114
Factor 3: Operation of natural and cultural tourism	n116
Factor 4: Organization and Participation of local	
community	117
4.4.2 The results and data analysis of interviews v	vith
officer group of Biodiversity and Protected Areas Manageme	ent
Projects (BPAMP)	119
4.4.2.1 Visitors' health and safety	119
4.4.2.2 Negative impacts of environment	119
4.4.2.3 Destination planning and control	120
5. Conclusions and Recommendations	
122 5.1 Conclusion	122
5.1.1 Existing situation of tourism developme	nt in
Virachey National Park	122
5.1.2 Existing tourism development plan	and
management strategy of the park	123
5.1.3 Local communities' perception with rega	rd to
tourism development in the Virachey National Park	126

5.1.4 Visitors' opinion with regard to the Vira	•
National Park	127
5.2 Discussions of significant findings	128
5.2.1 The existing situation of tourism	
development in Virachey National Park	128
5.2.2 The existing tourism development plan management strategy of Virachey National Park	and 130
5.2.3 Local communities' perception with regar	d to
tourism development in Virachey National Park and in	their
community	132
5.2.4 Visitors' opinion with the park	134
5.3 Appropriate indicators of sustainable tou	ırism
development for the Virachey National Park	134
5.4 Guidelines for sustainable tourism developmen	ıt in
Virachey National Park	140
5.4.1 Recommendations for Kok Lak Commune	140
5.4.2 Recommendations for authority of	
Ratanakiri province	144
5.4.3 Recommendations for authority of Virachey	
National Park	144
5.4.4 Recommendations for poverty reduction thro	ough
the development of park tourism	148
5.5 Recommendations for future research	151
Bibliography	153
Appendices	156
A: Interview questionnaires with director of the park	157
and officers of Biodiversity and Protected Area	
Management Project	
B: Interview questionnaires with representative of	169
local communities	
C: Interview questionnaires with international visitors	173

D: The current staffing for Virachey National Park	and
total populations of Kok Lak Commune	178
E: Background of Virachey National Park	180
F: Map of Virachey National Park	183
G: Picture Photograph of Selected Park Sites and Data	184
Collection Events	
Vitae	193

LIST OF TABLES

Table		Page
2.1	Preliminary definition of indicators for measuring	
impacts on quality of life		12
2.2	Virachey National Park pricing policy and fee for	
service	es	41
3.1	The Number of head of commune, commune council	
	committee, heads or deputy heads of villages tribal	45
	chief, and village rangers	
3.2	Tourists visiting Virachey National Park in the	
	year 2005 classified by calender month	46
3.3	The officer group of interest for the study	47
4.1	Demographic profile of respondent	76
4.2	Overall local people opinion on park tourism	
	development	80
4.3	Demographic profile of respondents	90
4.4	Visitors' motivation for visiting the park	91
4.5	The visitors like the most about the park	92
4.6	Kind of services should be available in the park	93
4.7	Types of accommodation should be available in	
	the park	94
4.8	Visitors' s expectation about the trips to the park	95
4.9	Local guides' ability	96
4.10	Visitors' average length of stay in the park	97

	community in park tourism LIST OF ILLUSTRATIONS	150
Figure 2.1 2.2	Benefit of customer satisfaction and service quality The concept of sustainable tourism planning and management in VNP	Page 9 21
2.3	The tourism system	27
2.4	Stage of model of local participation in planning and management ecotourism	29
2.5	Stage of Model of local participation in planning and management ecotourism	30
4.1	The famous places for visiting in Ratanakiri province	65

Overall visitors' satisfaction with the park

tourism planning and management in Virachey National Park 108

Analysis of the potentiality and existing situation of

Action to enhance economic participation of local

4.11

4.12

5.1

101

LIST OF ABBREVIATIONS AND SYMBOLS

BPAMP: Biodiversity and Protected Areas Management Project

CPAs: Community Protected Areas

ETU: Eco-Tourism Unit

GDP: Gross Domestic Product GMS: Greater Mekong Sub-region MOE: Ministry of Environment

MOT: Ministry of Tourism

NGOs: Non-Government Organizations

UNEP: United Nation Environmental Program

VNP: Virachey National Park

WCED: World Commission on Environment and

Development

WHC: World Heritage Convention

WHS: World Heritage Site

WTO: World Tourism Organization

PAs: Protected Areas