

CHAPTER 2

RELATED CONCEPTS, THEORIES AND LITERATURE

In this research, the researcher studied about the existing situation and potential of tourism development in the park. Particular emphasis is placed upon the extent to which plans address aspects of indicators for sustainable tourism in Virachey National Park. The specific challenge of this study is to recommend how to develop tourism planning and to get local people participate in sustainable tourism development in the park in order to reduce poverty through tourism development. Therefore researcher reviewed ideas, theories, plans, policy and related research that underpin this study as follows:

- 2.1 Concept of satisfaction
- 2.2 Concept of perception
- 2.3 Concept of sustainable tourism development
- 2.4 Concept of indicators for sustainable tourism
- 2.5 Concepts of tourism planning
- 2.6 Model for local participation in planning and management of ecotourism
- 2.7 Tourism development policy and plans of Cambodia

2.1 Concept of satisfaction

2.1.1 Defining satisfaction

The word “satisfaction” is derived from the Latin, *satis* (good, enough, sufficient) and *facio* (to do or make). Satisfaction can be defined in the various meanings. The Oxford Dictionary goes on to further describe it as fulfillment, leaving nothing to be desired, to be content or pleased (Lovelock, Patterson and Walker, 2001).

Fornell (1992) defined satisfaction as a customer’s post-purchase evaluation of the overall service experience (processes and outcome). It is an effective (emotion) state or feeling reaction in which the consumers’ needs, desires and expectations during the courses of service experience have been met or exceeded (Lovelock, Patterson and Walker, 2001).

Oliver (1993) gave the meaning of satisfaction as the customer’s fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provide a pleasurable level of consumption-related fulfilment (Zeithmal and Bitner, 2003).

Moreover, when considering consumer satisfaction with their consumption experiences, a major distinction has been made between the consumption of goods and services (Lovelock, 1991). Measures of satisfaction are not the same for these different consumption experiences, largely because of the role of the consumer. It could also be argued that tourism is a special service in that, like recreation or education, it is largely self-produced (William, 1998).

Customer satisfaction is the fulfillment of a customer’s wants and needs. Meeting these expectations is the hospitality professional’s priority. Although quality service is contextually defined by customer expectation, some approaches to service apply almost universally. (Chon and Sparrowe, 2000).

Influencing customer satisfaction, the following four variable play the important roles:

A. Service quality: The standard of service deliver, expressed in terms of the extent to which the customer expectations are met (Palmer, 2001).

B. Product quality: The standard of product, expressed in terms of the extent to which the customer expectations are met (Palmer, 2001).

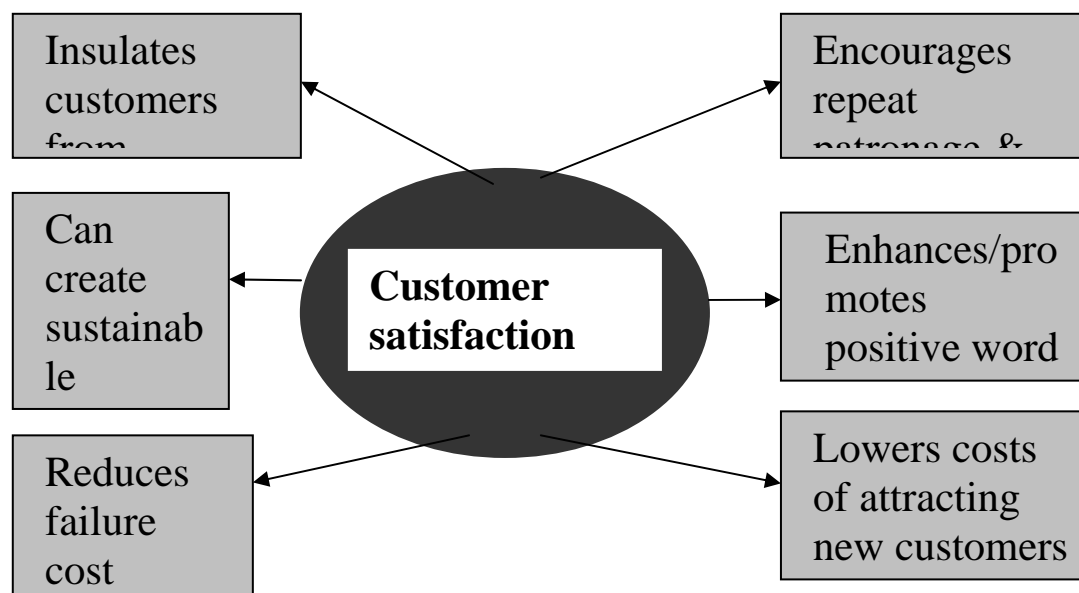
C. Price: The concept of value or relative worth is based upon customer perception. It is fair to say, however, that most customers want quality service at a fair price (Chon and Sparrowe, 2000).

D. Personal factor: Sale promotion strategies that are launch from tourism industry (Lovelock, 1991).

Satisfaction is one important factor helping any business to achieve the goal especially, hospitality industry that are important to server and customer. Swarbrooke and Horner (1999) indicated that satisfying customer is important for three main reasons namely: leading to positive word of mouth recommendation of the product to friends and relatives, which in turn brings in new customers, creating a repeat customer by satisfying them with their first use of the product that brings a steady source of income with no need for extra marketing expenditure, and dealing with complains that is expensive, time-consuming and bad for the organization's opinion.

Whereas, Sukhothaithammatirat University (1996) indicated that importance of customer satisfaction is to assign services characteristic, evaluate services quality and push good quality of life.

Figure 2.1: Benefit of customer satisfaction and service quality



Source: Lovelock, 2001

According to figure 2.1, customer satisfaction is not an end in itself. It is the means to achieving several key business goals and a competitive advantage. Customer loyalty and relationship commitment, positive word of mouth and long-term satisfied customers. So, satisfaction is like an insurance policy against something going wrong, which it inevitably will because of the variability in quality associated with service-delivery procedures. Finally, delighted customers are less susceptible to being seduced by competitive offerings. It is in these ways that achieving high levels of customer satisfaction helps providing a key competitive advantage (Lovelock, Patterson and Walker, 2001).

From all definition of satisfaction above, researcher concluded the meaning of satisfaction as a customer's post-purchase evaluation of the overall service experience, customer expectation about service of the Virachey National Park whether or not the expectation will be fulfilled and lead to apposite feeling.

2.2 Concept of perception

The word “perception” is derived from Latin, *Percepti* (perceive). Perception can be defined in the various meanings. Farlex (2005) has defined five types of perceptions in as follows:

1. Perception- the presentation of what is perceived.
2. Perception- basic component in the formation of a concept.
3. Perception- a way of conceiving something.
4. Perception- the process of perceiving.
5. Perception- knowledge gained by perceiving; “a man admired for depth of his perception” or becoming aware of something via sense.

Whyte (1997) stated that the term “perception” is used rather than attitude. It represents a person’s predisposition and prior knowledge of tourism issues, stakeholders may not necessarily have.

When tourists feel that they are welcome by the host community, they may be more likely to return and recommend it to others. However, at some point the negative impact of too many tourists may cause permanent residents to resent tourists where a growing awareness of tourism lead to a growing opposition of impacts. For example, when monitoring the community reactions to a large cultural event over two years-in year one support was high due to the perceived economic benefits and improvements to local infrastructure as a result of tourism development. In year two however this had changed significantly with the perceived negative impact-in environmental and psychosocial terms were double that of the perceived economic impacts. (QUB, 2005).

Traditional approaches to provide measure for quality of life have used a combination of economic, psychological, and sociological measure. There are many different indicators used by many different cities to help them look at measuring quality of life. The problem however is how

to measure or infer the impacts (both negative and positive) that are directly attributable to tourism. Measuring quality of life can be done through subjective indicators and objective indicators (QUB, 2005). Objective indicators are derived from such area as population, occupation, income, welfare, education etc. The strength of these indicators is that they can usually be well defined and qualified without relying too heavily on individual perceptions. Such objective indicators are regarded as being particularly useful at the neighbourhood, city and country level. Subjective indicators are mostly based on psychological responses, such as life satisfaction and personal happiness and as such are employed more at individual level. They essentially capture experiences that are important to the individual.

In attempting therefore, to distil asset of indicators from literature and theories that could be applied to tourism development strategy, QUB (2005) suggests utilising three of main criteria: emotional, community and material well-being. Within these three fields are a range of indicators, which can help to provide a picture of overall communities' perception as shown in table 2.1.

Table 2.1: Preliminary definition of indicators for measuring impacts on quality of life

Quality of life indicators		Measure Positive/Negative
Emotional Well-being	Access to leisure and creation facilities	
	Access to religious opportunity	
	Ability and opportunity to pursue hobby	
	Personal and family safety	
	Improvements in social relation relationships	
	Increase opportunity for learning and education (including life-long)	

Overall life satisfaction		
Community Well-being	Access to social and cultural facilities	
	Opportunity for cultural exchanges	
	Opportunity for variety of social and cultural activities	
	Improve image of destination	
	Improvement in quality of local environment (built and natural)	
	Increase opportunity for community involvement	
	Well maintained local services (roads etc)	
	Increased congestion/traffic	
	Safety to local area/destination	
	Nuisance or inconvenience caused by visitors	
Overall satisfaction with community		
Material Well-being	Opportunity for employment	
	Cost of consumer goods	
	Access to consumer goods	
	Cost of local services	
	Access to local services	
	Attitudes towards allocation of public funding towards initiatives	
Overall material satisfaction		

Source: QUB, 2005: Indicators for measuring impacts on quality of life

Faulkner and Tideswell (1997) have studied the general perception towards tourism of the community by using the principle components factors analysis in order to enable major dimensions of variation in the responses of households to identified as follows:

Factor 1: Economic and regional development benefits

1. The economic benefits of tourism to the region are overrated.
2. Public funding of tourism promotion and facilities in a waste of the ratepayers' money.
3. The use of public funds for tourism promotion and infrastructure development is justified by the benefits this bring to the community.
4. Tourism benefits only a small proportion of the area's population.
5. Further tourism development will disadvantage the community and should be discouraged.

In general, tourism development brings facilities to the region that improve the quality of life of its residents.

1. Further tourism development is beneficial to the community and should be encouraged.
2. Visitors to the area enrich the culture of community.
3. Overall, tourism reduces the quality of life of local resident.
4. I like to see or meet visitors to the community.

Factor 2: Advertise environmental effects

1. Increase tourism has caused traffic congestion and made it more difficult to find parking space in the commercial areas.
2. Tourism has made the area a noisier and more congested place in which to live.
3. Tourism is the cause of longer queues and delays in the provision of services in shops and restaurants.
4. Tourism has increased the cost of living on the area.
5. Tourism has disrupted the peace and tranquillity of the area.

6. Tourism has result in damage to the natural environment of the area.

7. Tourism has result in increased litter in our street and public places.

Factor 3: Quality of life and employment opportunities

1. Tourism has resulted in local residents having a greater range of choice with regard to shopping facilities, restaurants etc.

2. Tourism has resulted in range of outdoor and indoor recreational facilities being available to local residents.

3. Tourism create employment opportunities for the local resident.

4. Tourism brings important economic benefit to the region.

5. Tourism has resulted in a better standard of services being provided by shops, restaurants and other area of commerce.

6. Tourism has made residents and local public authorities more conscious of the need to maintain and improve the appearance of the area.

Factor 4: Improve community environment

1. The development of tourism facilities has generally improved the appearance of the area.

2. Tourism has increase the pride of local residents in their city.

3. Tourism has contributed to the conservation of our natural assets.

4. Tourism has made the area more interesting and existing place in which to live.

Factor 5: Cultural erosion

1. Servicing visitors from different cultures undermines our own culture.
2. Visitors to the area are an intrusion on our lifestyle.

Factor 6: Crime factor

1. Tourism has contributed to increased level of crime and social problems in the region.

In attempting therefore, to distil a set of local communities' perception from the existing literature and theory that could be applied to sustainable tourism planning and management in Virachey National Park, perception is local community forecasts, wants, needs, thinks, or beliefs about tourism impacts in Virachey National Park or in the community. This study suggests using the positive and negative local communities' perception with regard to tourism development in the park and the community as follows:

- **Positive perception of local communities**

1. Tourism is good for my community
2. I personally benefit from the tourism industry
3. Creates job for local residents
4. Employs local youth
5. Helps the community obtain services
6. Helps stimulate local culture and crafts
7. The community has control over tourism
8. The money spent by tourists remain in the community
9. Level of local people satisfy with tourism development in the park

- **Negative perception of local communities**

1. Raises price for goods
2. Causes rise in crime rates.
3. Stop local from park access
4. Harm moral standards
5. Harm the environment

6. Disrupt local activities
7. Uses natural resources needed by local residents

2.3 Concept of sustainable tourism development

Robert (1985) said that sustainability is impossible to define or measure with precision. Sustainability implies a state of equilibrium in which the activities of the human population coexist in broad harmony with their natural, social and cultural environment. Generally attribute to Brundtland report, sustainability in tourism is an aspiration and a goal rather than a measurable or achievable objective. In nature, of course, the environment is in a content state of change and evolution and sustainability can not, therefore, logically be identified with attempts to prevent change.

World Commission on the Environment and Development (1987) gave the meaning of sustainable tourism development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable tourism embraces development that meets the needs of present tourists and host region while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity, and life support systems. (WTO, 1996). Therefore, sustainable tourism should make optimal uses of environmental resources, respect to socio-cultural authenticity of host communities, ensure and provide viable and long-term economic operations and benefits to all stakeholders (WTO, 2004a).

Walter and Noble, (2000) identified Principle of Sustainable Tourism as follows:

1- Sustainable tourism is informative: Travellers do not only learn about the destination. They learn how to help sustain its character while deepening their own travel

experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

2- Supports integrity of place: Travellers seek out business that emphasizes the character of the local in terms of architecture, cuisine, heritage, aesthetic and ecology. Tourism revenues in turn raise local perceived value of those assets.

3- Benefits residents: Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

4- Conserve resources: Environmentally aware travellers favour businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals and unnecessary night time lighting.

5- Respects local culture and tradition: International visitors learn about and observe local etiquette including using at least a few courtesy words in the local language. Residents learn how to deal with international expectations that may differ from their own.

6- Does not abuse its product: Stakeholders anticipate development pressure and apply limits and management techniques to prevent the “love to death” syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7- Strive for quality, not quantity: Community measure tourism success not only sheer number of visitors, but by length of stay, money spent, and quality of experience.

8- Means great trips: Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing-which provides continuing business for the destination.

Sustainable tourism development required the informed participation of all relevant stakeholder, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and corrective

measures whenever necessary. 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 practice among them.

McKercher (2003) identified the principles for sustainable tourism mainly focus on economic, socio-cultural and environmental sustainability.

Various guidelines have been developed for each.

1. Economic sustainability-that is profitable in both the immediate and long term.

- Form partnerships throughout the entire supply chain from micro-sized local businesses to multinational organizations.
- Used internationally approved and reviewed guidelines for training and certification.
- Promote among clients an ethical and environmentally conscious behavior.
- Diversify the products by developing a wide range of tourist activities.
- Contribute some of the income generated to assist in training, ethical marketing and product development.
- Provide financial incentives for businesses to adopt sustainability principles.

2. Socio-cultural sustainability-increase people's control over their lives and is compatible with the culture and values of those affected and strengthens the community identity and designed to benefit local communities and generate or retain income in those communities.

- Tourism should be initiated with the help of broad based community input.
- Education and training programs to improve and manage heritage and natural resources should be established.
- Conserve cultural diversity.

- Respect land and property rights of traditional inhabitants.
- Guarantee the protection of nature, local and the indigenous cultures and especially traditional knowledge.
 - Work actively with indigenous leaders and minority groups to insure that indigenous cultures and communities are depicted accurately and with respect.
 - Strengthen, nurture and encourage the community's ability to maintain and use traditional skills.
 - Educate tourist about desirable and acceptable behaviors.
 - Educate tourism industry about desirable and acceptable behaviors.
 - The community should maintain control over tourism development.
 - Tourism should provide quality employment to community residents.
 - Encourage businesses to minimize negative effects on local communities. and contribute positively to them.
 - Ensure an equitable distribution of financial benefits throughout the entire supply chain.
 - Provide financial incentives for local businesses to enter tourism.
 - Improve local human resources capacity.

3. Environmental sustainability-development that is compatible with the maintenance of essential ecological process, biological diversity and biological resources.

- Codes of practice should be established for tourism at all levels.
- Guidelines for tourism operations, impact assessment and monitoring of cumulative impacts should be established.
- Formulate national, regional and local tourism policies and development strategies that are consistent with overall objectives of sustainable tourism development.

- Institute baseline environmental impact assessment studies.
- Ensure that the design, planning, development and operation of facilities incorporate sustainability principle.
- Ensure tourism in protected areas, such as national parks, is incorporated into and subject to sound management plans.
- Monitor and conduct research on the actual impacts of tourism.
- Identify acceptable behavior among tourists.
- Promote responsible tourism behavior.

Based on the agenda for sustainable tourism set of twelve aims that address economic, socio-cultural and environmental impacts can be articulated. The agenda formulated in this way can then be used as a framework to develop policies for more sustainable tourism that recognizes the two directions in which tourism policy can exert and influence:

- Minimizing the negative impacts of tourism on society and the environment;
- Maximizing tourism positive and creative contribution to local economies, the conservation of natural and cultural heritage and the quality of life of hosts and visitors.

The twelve aims of an agenda for sustainable tourism are as follows:

1. Economic viability: To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.

2. Local prosperity: To maximize the contribution of tourism to the economic prosperity of the host destination including the proportion of visitor spending that is retained locally.

3. Employment quality: To strengthen the number and quality of local jobs created and supported by tourism

including the level of pay, condition of services and availability to all without discrimination by gender, race, disability or other ways.

4. Social equity: To check a wide spread and fair distribution of economic and social benefits from tourism throughout the recipient community including improving opportunities, income and service available to the poor.

5. Visitor fulfilment: To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.

6. Local control: To encourage and empower communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.

7. Community well-being: To maintain and strengthen the quality of life in local communities including social structure and access to resources, amenity and life support systems avoiding any form of social degradation or expectation.

8. Cultural richness: To respect and enhance the historic heritage, authentic culture, tradition and distinctiveness of host community.

9. Physical integrity: To maintain and enhance the quality of landscapes both urban and rural and avoid the physical and visual degradation of the environment.

10. Biological diversity: To support the conservation of natural areas, habitats, wildlife and minimize damage to them.

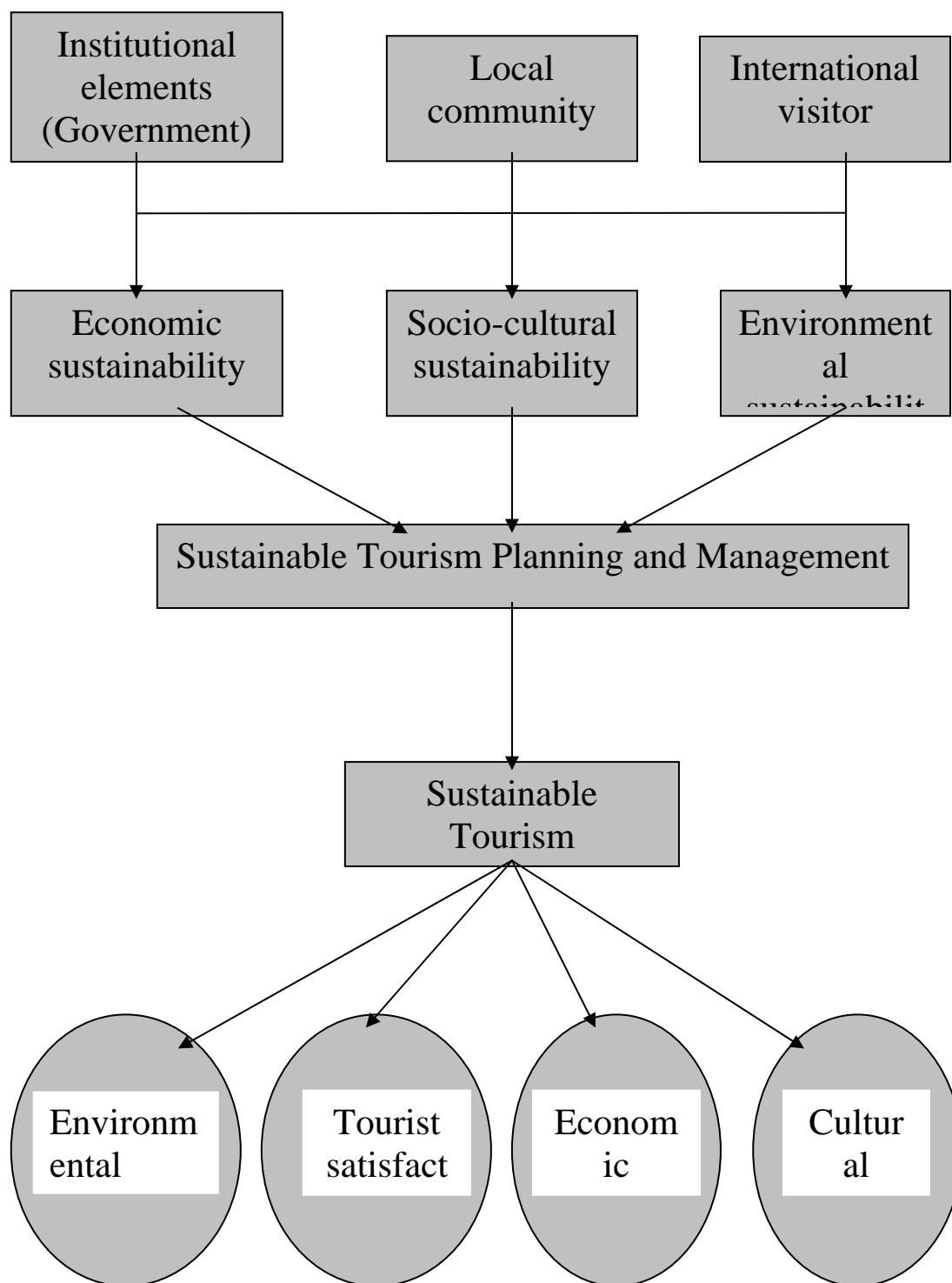
11. Resource efficiency: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

12. Environmental purity: To minimize the pollution of air, water, land and the generation of waste by tourism enterprises and visitors.

Many of the aims related to a combination of environmental, economic and social issues and impacts (United Nation Environmental Programme and WTO, 2005).

In relation to all the concepts of sustainable tourism above explained by many scholars, researcher concluded sustainable tourism planning and management in Virachey National Park that require all relevant stakeholders including public sector, local community, visitors, which leads to management of all resources in such a way that economic, socio-cultural, environmental sustainability and needs can be filled while maintaining cultural value, environmental quality, economic success and visitor satisfaction as shown in Figure 2.2

Figure 2.2: The concept of sustainable tourism planning and management in Virachey National Park



2.4 Concept of indicators for sustainable tourism development

In 1999, the World Tourism Organization (WTO) began an initiative to develop indicators of sustainable tourism for global use, which was tested through pilot projects in local destinations in four countries, namely Canada, Mexico, Netherlands, and U.S.A (WTO 1992-95). Based on empirical experience in these destinations, the task force then produced a report on indicators use and development, entitled “What Tourism Managers need to Know: A Practical Guide to the Development and Use of Indicators of Sustainable Tourism” (WTO, 1996). In 2004, a major Guidebook Indicators of Sustainable Development for Tourism Destinations was prepared, building on what was learned from practical application and summarizing best practice worldwide in the use of indicators for sustainable tourism destinations. The WTO indicators programmes designed to enable tourism planners and managers worldwide to better control the interface between tourism and the environment and reduce the risks both to the industry and the destination it uses.

An indicator can be defined as measure of the existence or severity of current issues, signal of upcoming situation or problems, measure of risk and potential need of action, and mean to identify and measure the result of our action. Indicators are information sets which are formally selected to be used on a regular basis to measure change that are of importance for tourism development or management (**WTO Guidebook Indicators of Sustainable Development for Tourism Destinations**, 2004b. p8). Indicator can become key management tools to measure performance which supply essential information both to the managers and to all of the stakeholders in tourism.

At each tourism destination, there exists certain data and information that can serve as sustainability indicators if their relevance is understood. Tourism professionals work

regularly with indicators. The most commonly use and understood indicators are of economic aspects like tourism revenues and expenditures, tourism based line data and statistic like tourist arrivals, overnight spend, and accommodation capacity. These are referent point for business decisions. There are many existing indicators that can be used as sustainability indicators. For example, the number of tourists and a baseline figure indicator when it related to known limits of capacity. As part of tourism carrying capacity assessment or investigation of limits to acceptable change, tourism numbers, particularly in peak use figures can be related to the sustainable use of natural resources that could indicate potential value of stress on the system. When these same tourist numbers are compared with the number of local residents, a ratio is formed that can serve as an indicator of potential social stress or indicator of socio-cultural tourism.

If applicable, good indicators will provide benefits to all stakeholders such as better decision-making that will lower risk and costs, identification of emerging issues that will allow prevention, identification of impacts that will support corrective action when needed allowing corrective action when needed, performance measurement of the implementation of plans and management activities that would enhance evaluating progress in the sustainable development of tourism and reduce risk of planning mistakes to identify limits and opportunities.

In relation to the study of sustainable tourism planning and management in Virachey National Park, some indicators from A Guidebook of World Tourism Organization, 2004 (Indicators of Sustainable Development for Tourism Destinations) were selected to access the tourism development under sustainable tourism planning and management approach as follows:

1. Environmental impact indicators
 - Indicators for Drinking water quality (WTO 3.8.4 baseline)

- Indicators for Waste treatment (WTO 3.9.2 baseline)
- Indicators for Destination planning and control (WTO 3.11 baseline)
- 2. Socio-cultural impact indicators
 - Indicators for local community satisfaction (WTO 3.1.1 baseline)
 - Indicators for Visitors satisfaction (WTO 3.4 1 baseline)
 - Indicators for visitor health and safety (WTO 3.5.1 baseline)

All of these indicators could be considered to reflect the notion of sustainable development. The essence of the indicator program of WTO is risk management. Better information through indicators provides the ability to define risk to key assets, to communities, to the value most important to the communities and visitors, and the level of preparedness of destinations in the event of problems or as a means to anticipate and prevent them. In the context of risk management, the **WTO Guidebook Indicators of Sustainable Development for Tourism Destinations** (WTO, 2004b) addressed the explicit use of indicators to help in the planning and management of respond to unpredictable and unforeseen events. Section on climate change, public security, and damage to natural resources and tourism assets provide discussion on how contingency planning and management can help to reduce damage or mitigate effects. Indicators are proposed which show among other things:

1. Level of planning and preparedness.
2. Extent of risk to key assets and infrastructure.
3. Percentage of the industry which may be considered vulnerable.
4. Degree of response of the tourism industry to potential risk.

Relating to the local community and visitor satisfaction for sustainable tourism planning and management, many publications and research focusing on tourism planning and management were considered with issues relating to planning, management and sustainability. The concept of sustainability emerged from ideas on sustainable development (Fennel, 1999; Holden, 2000). One of the more influential statements came at the World Conference on Environment and Development (WCED) in 1987 in which it was stated that sustainable development is to meet the goals of the present without compromising the ability of future generations to meet their own need (WCED, 1987). Hence five goals of sustainable tourism could be identified as to develop greater awareness and understanding of the significant contribution tourism to environment and economy, to promote equity and development, to improve the quality of life of the host community, to provide a high quality of experience for the visitor, and to maintain the quality of the environment.

From the review of indicators necessary to sustainable tourism planning and management, the researcher adapted three concepts of maintaining the quality of the environment, improving the quality of the host community and providing a high quality of experience for the visitors for tourism destination of Virachey National Park.

To study the satisfaction level and perception of local communities and visitors on the tourism development in Virachey National Park is essential for sustainable tourism is to satisfy not only the local communities but also the visitors.

2.5 Concepts of tourism planning:

The concept in tourism planning is that tourism should be viewed as an inter-related system of demand and supply factors (see figure 2.2). Chisawat (2004) explained that demand factors include international and domestic tourist markets and residents' use of tourist attraction, facilities and services.

Other elements also related to supply factors. To make the facilities and services usable, infrastructure is required. Tourism infrastructure includes transportation (air, road, rail, water, etc.), year-round road access, water supply, electric power, sewage and solid waste disposal, and telecommunication. Provision of adequate infrastructure is also important in protecting the environment and maintaining a high level of environmental quality especially for poverty reduction through the development of tourism project which complies with the policy of Cambodian National Tourism Development Plan.

The underlying approach now applied to tourism planning as well as to other types of development is that of achieving sustainable development. This approach implied that the natural, cultural and other resources of tourism are conserved for continuous future use while still benefiting present society. Since the early 1980s, the concept of sustainable development has received considerable international attention although tourism plans prepared even that period were often concerned with the conservation of tourism resources.

The sustainable development approach to planning tourism is important. Because most tourism development depends on attractions and activities related to the natural environment, historic heritage and culture. If these resources are degraded or destroyed, the tourism areas can not attract tourists and tourism will not success.

Generally, most tourists seek destination that has a high level of environmental quality. They like to visit places that

are attractive, clean, and not congested. It is also essential that residents of the tourism area are impacted by social problems and a deteriorate environment. One of the important benefits of tourism is that if to develop tourism under the concept of sustainability, it can greatly help justify and pay for the conservation of an area's natural and cultural resources. Thus, tourism can be an important means of conserving areas that might otherwise be incompatible of achieving environmental protection and conservation objectives.

Inskeep (1991) said 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.

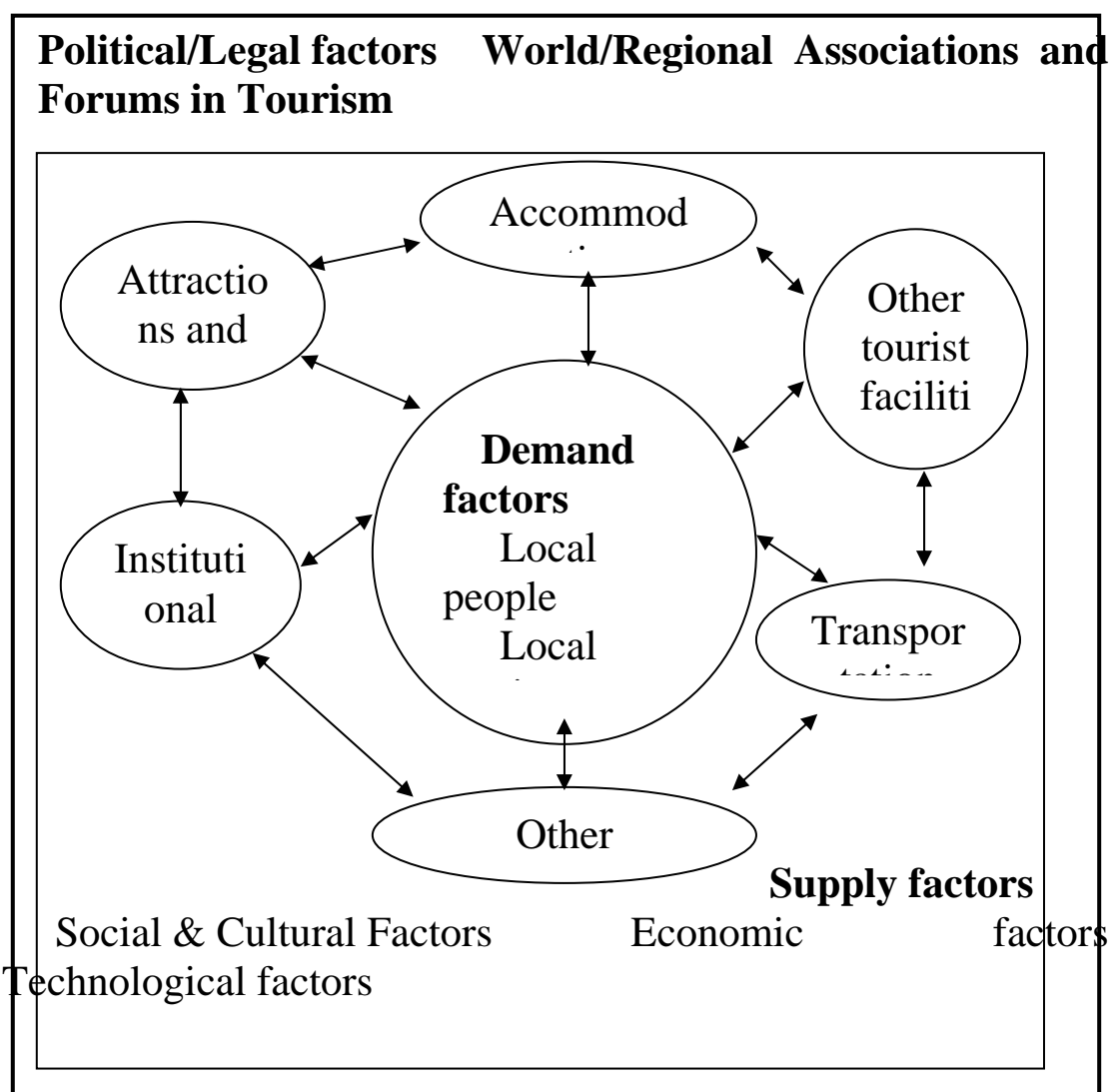
To establish a comprehensive national or regional tourism plan, the essential elements that should be included in the tourism planning process are tourism development objectives, general background analysis of country or region, infrastructure, attraction, economic and environmental analysis and recommendations.

From the review of the concepts and theories related to tourism planning methodologies, the researcher proposed some models for the study of sustainable tourism planning and management in Virachey National Park. In order to develop Virachey National Park as the centre-piece or eco-tourism icon in the region, the very important thing to develop the park tourism is the development of basic infrastructure. Access to basic infrastructure is also one of the primary aims of

programmes for fighting poverty. The basic infrastructure that are considered essential include transportation (year-round road access), electricity, water treatment system (drinking water), telecommunication, medical services and school (Primary and secondary school).

This infrastructure brought about by tourism development, represent a vital means of poverty reduction for the local populations, provided that they can connect to them and afford to use them effectively.

Figure 2.3- The tourism system



Source: Chaisawat, M. (2004)

There are many reasons why it is in the interests of the Virachey National Park or government to build active and effective relationship with community, some of these are:

- Improve the quality of policies and services

When the government includes diverse groups in decision-making process and service deliver, planners benefit from their first-hand understanding of the issues. They gain new perspectives which enable the government to test our assumptions and serve as a really check.

- Help solve complex problems

Social, economic and environmental problems are always complex. By bringing different networks together, the planner gains new sources of information. Built a sense of joint purpose, and increase the possibility of finding sustainable solutions.

- Built trust and understanding

By building active relationships, the government can reduce the sense of “the government” and “local communities”. People develop confidence in the park, government or NGOs that invite participation and genuinely listen. This can built a foundation of trust which is valuable when tough decisions need to be made.

- Support active local people

By actively encouraging local people, they are honoring their right to participate in decisions that affect them. The government can encourage a participatory democracy in which every one recognized that they have a stake or and a part of play.

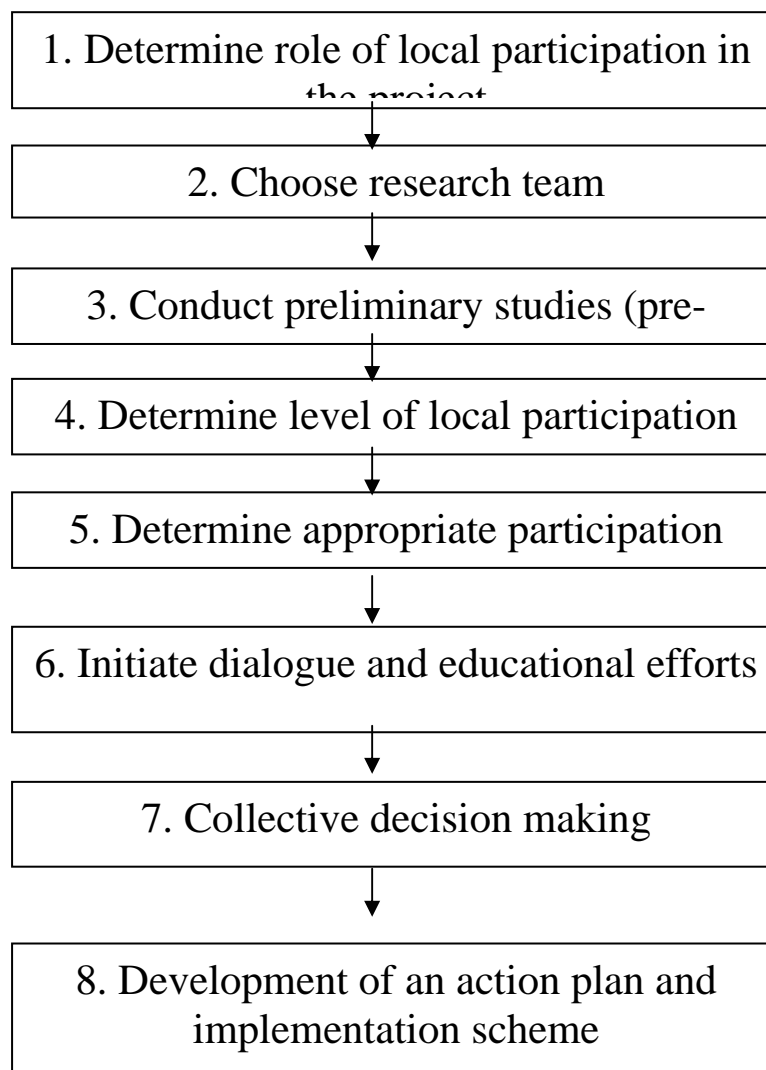
- Help create an inclusive society

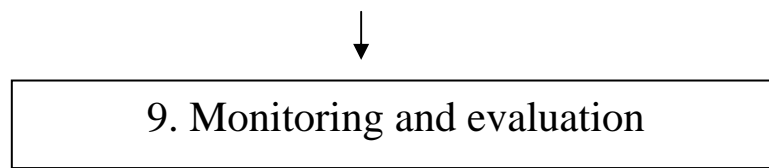
When the park or government acts in co-operation with diverse communities, people feel more powerful, more fairly treated and more value. Creating an environment in which local people can solve their own problems encourage self-reliance and innovation.

2.6 Model approach for local participation in planning and managing of ecotourism

Drake (1991) suggested a nine-stage model of local participation in ecotourism projects (see figure 2.4). This section presents a revision of Drake's model, taking into account the lessons for good practice. However, it is clear that the applicability of this approach is limited neither geographically to the EU Atlantic Areas. Further detailed of the MRTA projects are provide in Garrod et la (2001) Figure 2.5 summarizes the eight steps of a proposed revised model approach to incorporating local participation into planning and management of ecotourism.

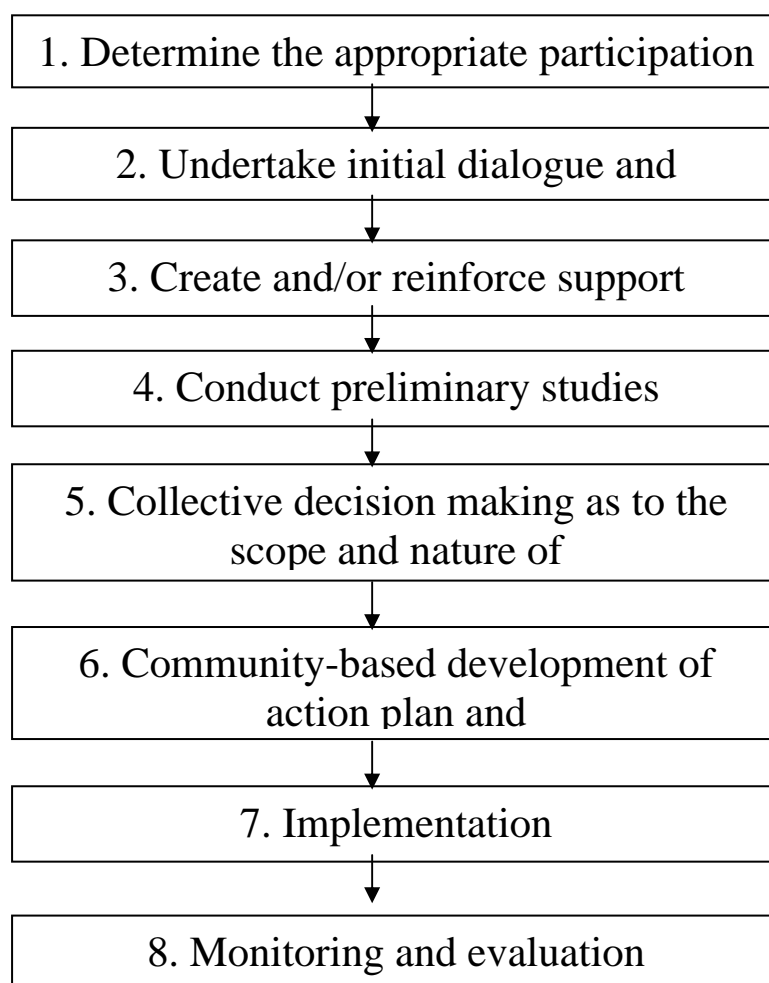
Figure 2.4 Stage of model of local participation in planning and management ecotourism





Source: derived from Drake (1991)

Figure 2.5 Stage of a revised model of local participation in planning and management ecotourism



Source: Garrod et al. (2001)

The difference and the similarity of the two models are discussed as below:

Stage 1: Determine the appropriate participation mechanisms

Drake's model approach begins by determining the role of local participation in the project and does not consider the issues of how local people might participate until much later on (following the establishment of the research team, the carrying out of preliminary studies and determining the appropriate level of local community participation). However, it is clear from practical experience of ecotourism development project that local participation. The revised approach suggested here therefore begins by taking local participation for granted from the very outset of the ecotourism project. The relevant first step then becomes determining how such participation in development projects. These range from the use of community maps, whereby local people are encouraged to express their concerns aspirations. It is clear, however, that the most appropriate mechanism for local participation is taking place. It will also depend on the nature of existing organizations and the characteristic of the local community (e.g. how far they are used to participating in planning and management process relating to the use of the natural environment).

From stage 1, Drake's model approach begins by determining the role of local participation in the project and does not consider the issues of how local people might participate until much later on. Similarly, the revised model approach for facilitating local participation in ecotourism projects also begins by determining the appropriate participation mechanisms but the important thing is to tailor the mechanism for local participation to local circumstance, rather than to impose preconceived ideas on the local community.

Stage 2: Undertake initial dialogue and educational efforts

This stage of the local participation process occupied the same relative position in Drake's model as it does here.

Effective local participation requires a building up a high degree of consensus among local people regarding all of the basic principles of planning and managing ecotourism in a participatory manner. If local people do not agree on whether and how the local community should participate in the processes involved in ecotourism planning and management. This is important, since it ensures that the local community is involved from the outset in determining who is going to make decisions about how ecotourism is to be planned and managed in their local areas. Similarly, preliminary studies of the local ecosystem and the local community are often carried out before local participation is initiated.

From stage 2: Drake's model begins by choosing research team and the revised model approach for facilitating local participation in ecotourism projects also begins by undertaking initial dialogue and educational mechanism. In this stage, the local participation process undertakes the same relative position in Drake's model. Because the issue of determining the appropriate mechanisms for local participation is advanced up the order in this revised model approach. Community participation can be seen as the mechanism of sustainable development, as it creates a sense of belonging and ownership among community members. It empowers the community to solve their own problems and stimulates self-reliance among the community.

Stage 3: Create and/or reinforce support mechanisms

This stage is not included in Drake's nine-stage model approach, yet it is important to recognize that effectiveness both of the previous two stages of local participation will depend to a considerable extent on the quality of the support mechanisms that are made available to the local community. This is because it is through these media that community participation is expected to take place. If these are weak they will act as a constraint to the participatory process. It is therefore important to establish, ideally in conjunction with

the local stakeholders, a set of support mechanisms to facilitate local participation in the decision-making processes involved, along with a resource base that can serve to underpin whatever support mechanism are set in place.

From stage 3: Drake's model begins by conducting preliminary study (pre-design stage) and the revised model approach for facilitating local participation in ecotourism projects also begins by creating or reinforcing support mechanism, it is not included in Drake's nine-stage model approach, that it is important to include members with experience from both sides of the participatory planning approach.

Stage 4: Conduct preliminary studies

In Drake's model, this phase is also called the "pre-design stage". In this revised model, however, much of the design of the planning and management process will have already taken place, so the term is clearly not as relevant. Drake suggests that a range of research techniques is appropriate at this stage. These might include community surveys, interviews with the local "movers and shakers" and focus groups with residents and/or practitioners. Key task might include determining the perceived needs and wants of the local community.

From stage 4: Drake's model begins by determining level of local participation, similarly Garrard begins by conducting preliminary studies which in Drake's model at stage 3 is so called pre-design stage. The purpose of this stage is to seek to appropriate more completely the economic, political and social situation in which the local community presently finds itself. This is important, as it will determine the extent to which local community participation can be effective in a particular context, particularly in terms of how local people perceive the participatory process and the constraints put upon it by the extant political, economic or cultural forces at work.

Stage 5: development Collective decision making as to the scope and nature of ecotourism

This is the stage in the project cycle when local participation activity is usually at its most intense, and the effectiveness of this stage will depend to a great extent on how well local participation has been planned for and achieved in the previous stages. The project team (if one is being used) should first present their report to the local representatives for their reactions. Generally speaking, the greater the level of local participation that can be achieved at this stage, the more effective it will be in enhancing the outcomes of the ecotourism planning and management process.

From stage 5: Drake's model begins by determining appropriate participation mechanism which revised model begins at the first stage. However, in stage 5 the revised model begins by collective decision making as to the scope and nature of ecotourism development. At this stage, the local development process, basic measure for implementing the development project includes such techniques as participatory planning and creative thinking through workshop, open discussion and development forum such as seminar as well as informal meeting should proceed. The most important thing of all is to start a process which activate the mental and physical resources of the local community on a broad scale and which finally leads to join action. The successful participation of local communities and the project team of ecotourism planning and management can be achieved at this stage

Stage 6: Community-based development of action plan and implementation scheme

In this phase of the project cycle, the project team, along with the local community representative, develops an action plan based on the decisions made at the previous stage in respect of the desired scope and nature of ecotourism development in the local area in question. A plan may need to strengthen existing institutions or to create new ones for the

purposes of implementing the ecotourism project that has been decided upon.

From stage 6: Drake's model begins by initiating dialogue and educational efforts which the revised model begins at the second stage. However, in stage 6 the revised model begins by community-based development of action plan and implementation scheme. Community-based development gives consideration to the right, roles, and responsibilities of communities to manage and control tourism development in order to maximize benefit for local people. Hence, local participation in action plan and implementation scheme could be one of the critical components of success. Community-based development could be one of the mechanism to empower local people to make their decision for their development. This stage the revised model approach for facilitating local participation in the planning and management of ecotourism implements the action plan (or plan) can then be worked up into an implementation scheme.

Stage 7: Implementation

An important principle that has already been noted in this study is that implementation of ecotourism projects must seek to establish and maintain strong linkages between the economic benefits of ecotourism and the conservation of the resource based upon which ecotourism ultimately depends while this is implicit in Drake's model, the revised model seeks to emphasis it and make it more explicit. Simply put, many ecotourism-related development projects in the past have failed because their implementation fail to make this linkage, or fails to make the linkage strong enough.

From stage 7: Drake's model begins by collective decision making which revised model begins at the fifth stage. The implementation of ecotourism project must maximize and maintain strong linkages between the economic benefits of ecotourism and the conservation, preservation and protection of the resource based upon which ecotourism ultimately depends.

To achieve this objective the partnerships between the government, non-government organization, private sectors as well concerned sectors are vital to carrying out task such as educating the public, monitoring the ecological health of visiting areas, and implementing restoration and habitat protected plans.

Stage 8: Monitoring and evaluation

The final stage of the local participation process is often neglected, yet is of considerable importance since it ensures that the loop is closed between plans, the implementation of those plans, and the outcomes that are evidenced as a result. Drake's model approach also ends with this stage. The role of monitoring and evaluation is to assess the performance of the project at regular intervals, and to identify areas where the project's implementation might be sharpened or redesigned in order to meet its objectives more effectively in the decision making-making process. In practice, sadly, this is rarely done.

From stage 8: Drake's model begins by the development of an action plan and implementation which revised model begins at the sixth stage. However, this is the last stage of revised model approach for facilitating local participation in planning and managing Eco-tourism.

Conclusion

There are many reasons why local participation should be encouraged in the decision-making process involved in planning and managing ecotourism. As both Brandon (1993) and Cater (1994) acknowledgement, there is the moral issue. If ecotourism 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 full say in how (and indeed whether) ecotourism is developed in their location area. Then there are economic reasons for encouraging a participatory approach to help planning and management of

ecotourism. If local people are to buy in to the development of ecotourism in their local area, they must achieve genuine and long last benefits from it. If, on the other hand, the benefits of tourism flow quickly out of the local areas, so that the local community is not involved in receiving them, support for the principles of ecotourism will also ebb away. Without the support of local people in changing their existing behavior and supporting the ecotourism management process, such activities can not hope to have a long term future in that area. There are also good environmental reasons for encouraging local people participation in the planning and management of eco-tourism, not least the possibility that without sufficient participation of local community ecotourism will eventually destroyed its own resource base.

2.7 Tourism development policy and plans of Cambodia

2.7.1 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 its 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 involved in decision-making and resource allocation.

2.7.2 Tourism Development Plan of Ratanakiri and Mondulhiri provinces:

The Cambodian National Tourism development Plan builds upon the government's desire to promote eco-tourism in northeast Cambodia as means of alleviating poverty and ensuring the equitable distribution of benefit of tourism revenue to local communities. It promotes the use of a destination management planning model for northeast Cambodia as an eco-tourism destination bringing together government, communities, NGOs, and businesses to stimulate economic linkage and local participation and partnership. It also sees village or Community

Based Eco- tourism (CBET) including homestay as a means of supplementing traditional economies and livelihoods and for traditional handicrafts to be developed and promoted as a new market.

The Master plan for Tourism Development in Ratanakiri and Mondulkiri has some recommendations which are well considered and culturally appropriate. These include the development of elephant-based tourism (trekking) in Ratanakiri and Mondulkiri as well as establishing vehicle touring routes into the Mondulkiri plateau (Lumphat Wildlife Sanctuary), organizing familiarity tour with business, travel press, tour operator and investors, the establishment of original tourism planning committees to facilitate good communication between private sector and provincial authorities and to foster communities involvement in ecotourism business and the establishment of tourism centres at Banlung and Sen Monorom. The plan boldly projects massive revenues generation based on its implement action over 5-10 years, however these projections are based on a series of optimistic assumptions and just how useful these shorts of crude analyses are, remain a point of conjecture. No such cost benefit analysis is conducted as part of this study because of the lack of reliable tourism data and many other extraneous, uncontrollable factors which make such an exercise futile (MOT, 2003).

2.7.3 The Management Plan for Virachey National Park

Regarding the Management Plan for Virachey National Park (2003-2007), (Ministry of Environment, 2003) has a vision which pulls together the objectives listed under the Tourism Development Program chapter which include:

- To establish appropriate tourism
- To improve marketing and dissemination of quality and tourism information,

- To improve visitor orientation and interpretation services and facilities,
- To diversify and expand tourism activities, products and facilities compatible with the environment,
- To increase community participation in tourism development and management, and
- To establish and implement eco-tourism procedures and regulations

The plan also aims to establish regional trans-boundary tourism to facilitate cooperation and movement of visitors within the region and across borders into Laos PDR and Vietnam. The eco-tourism strategy for Virachey National Park outlines a three-stage process for implementing eco-tourism development in VNP over the 5 year period (2005-2009) and beyond.

Stage 1, This stage covers the period of 2005-2006. The strategy will focus initially on developing and marketing a limited range of professional ranger guide tour. Trails will be constructed and well marked with moderate levels of comfort and infrastructure such as viewing platforms, sleeping platforms, and pit toilets. Tour development will focus on interpreting natural and cultural heritage and improving the performance of ranger guides in order to build a reputation for professionalism and reliability. Local community members will assist specialist VNP eco-tourism rangers with tours, and partnership with NGOs will be established to deliver long-term capacity building programs with identified communities around the park. Marketing will promote the genuine involvement and benefit sharing initiatives with local communities. Overnight accommodation at ranger stations and selected outpost will be developed to allow greater access to the park and improved revenue collection opportunity.

Stage 2 (3-4years, 2006-2008) of the strategy's implementation plan will build upon the success in stage 1 with an expanded range of products and services. These will be overnight boat tours and more extended walking opportunities linking ranger outposts and utilizing sections of the famous Ho Chi Minh Trail. Most importantly, stage 2 will see important partnership with private sector to operate under license taking tour into the park. A further and critical part of stage 2 will see the development of Commercial Opportunity Prospectus (COP). This will identified potential development sites and describe development guideline for advertising via an "Expression of Interest" (EOI) process inviting development proposals from the private sector to form partnerships and to construct and operate major eco-tourism accommodation infrastructure in the park. This process will ensure transparency, equity, healthy competition and best eco tourism practice and international standard facilities. This stage will, also include plans to finalize revenue and benefit sharing arrangements within Ministry of Environment (MOE) framework.

Stage 3 (5-10 years, 2008-2012) will see the investigation of further eco-tourism potential in identified areas of the park as well as the construction of major infrastructure projects. The project will be designed to ensure maximum commercial viability and attractiveness for private investment and may include a range of innovative eco-tourism activities such as vulture restaurant, fly fishing and elephant trekking. They will also engage Non Government Organization (NGOs) as project partners for mediation, monitoring and ongoing research and technical support purpose, as well as trading on their international reputations and integrity.

This private sector investment in the development of commercial facilities and services will be managed and regulated through concessions and contracts which will guarantee returns to government and local communities as well as ensuring minimal impact. These concessions will provide

further opportunities for local community involvement and employment, with additional opportunities for cultural performance and handicraft sales. Contractual arrangement needs to apply reasonable constraints and guideline to guarantee developments that are sustainable, designed in sympathy with the local environment, and use appropriate materials and technologies in accordance with best practice “eco-design”. This critical development stage may require oversighting by an independent management agency or NGOs to ensure that development is consistent with government policies and legislation. (Virachey National Park: Eco-tourism strategy, 2005-2009).

2.7.4 Virachey National Park Pricing and Fee collation policy

Ministry of Environment entrance fee policy

According to Ministry of environment (MOT) entrance fee policy, the following articles apply to all Cambodia Protected Areas (PAs):

Type 1: Tourist vehicle entrance fees

(2-5 seats) - 2,500 Riels

(6-24 seats) - 4,000 Riels

(More than 24 seats) - 5,000 Riels

Type 2: Tourist entry fees

Foreign tourist 20,000 Riels or US\$ 5

Type 3: Residents inside national parks and government vehicles entering Protected Areas (PAs) on official business may enter at no cost.

Type 4: Motorbike and bicycle 1,000 Riels

(Note: US\$ 1= 4,000 Riels)

Virachey National Park fee classification

Standard base fee for all visitors are compulsory and include the park entrance fee, the eco-tourism guide fee and the community benefit levy.

Additional optional fee are for optional services such as accommodation at ranger stations and fire of camping equipment. There may more optional products and fees in the future to meet the demands of visitors.

Revenue sharing arrangements

Ministry of Environment policy determines the distribution arrangement for the park entry fee component which is currently 50% return to the Ministry of Environment to cover ranger salaries across all Protected Areas (PAs) in Cambodia. 30% return to Virachey National Park for operating costs, and 20% to provincial authorities to support essential public services.

It is important for this policy to clarify arrangements regarding the distribution of revenues outside Ministry of Environment policy guidelines such as the guiding fee, community benefit levy and additional fees selected products. This policy proposed that:

- Guide fee revenues over and above the payment of eco-tourism ranger per diems (\$ 3/day) and community guide fee (\$2/day) will be available for supporting the ongoing management of Virachey National Park in accordance with guideline developed by the park director in consultation with Unit team leader and Ministry of Environment Department of Nature Conservation. It is important to note that this policy allows approved discount and incentives to be deducted from the guide fee component.

- Optional service and additional fee for selected products will be distributed to communities on a monthly basic according to the Virachey National Park benefit sharing and distribution policy once it is developed. As an interim arrangement, distribution will be via the respective commune and Community Protected Areas (CPAs) committee with agreement from the Virachey National Park director.

• Optimal fees collected by Virachey National Park Eco-tourism Unit (VNP ETU) for services provided by local communities in partnership with the VNP eco-tour program (such as home stay and walks at Yorn village) will be returned to respective communities in accordance with arrangement and procedure developed by the Eco-tourism Unit (ETU) in consultation with the communities.

Table 2.2: Virachey National Park pricing policy and fees for services

Standard based rate for all tours-compulsory	Number of days	Total amount
Park Entrance Fee:		
International visitors \$5 per person: payable once only per trip Cambodian nationals 1.000 Riels per person.		
Ranger Tourism Guide Fee:		
VNP safety policy: 1 ranger for 1-3 people & 2 rangers for 4-10 people. International visitors \$5 per person per day whilst in the park. Cambodian National 6,000 Riels per person per day.		
Community Benefit levy		
International visitors \$ 2 per person per day: first 2 day only Cambodian nationals 4.000Riels per person per day: first 2 days only.		
Additional optional services - availability at ranger station		
Accommodation at ranger station \$ 2 per person per night		
Hire of camping equipment: including rain coat, hammock, mosquito		
leach socks: \$1 per person per night		

Additional cost for selected products		
Siem Pang district tours		
<p>1. 1 day, 2 days and multiple day walking tour Boat cost (approx \$ 12) shared between group.</p> <p>2. 1 day boat tour to park and Sekong river Boat cost (approx \$ 26) shared between group.</p>		

Table 2.2: (Continued)

Veunsai district tours		
<p>1. 1 day, 2 days and multiple day walking tours Motor hire for eco-tourism ranger to get to outpost - optional if visitors choose to walk to outpost (approx \$10/day) shared between group.</p> <p>2. Kok Lak commune 1 day tours (when available) Park entrance fee replaced available by an additional community guide fee (to be determined in consultation with communities).</p>		
Taveng district tour		
<p>1. 1 day, 2 day and multiple-days walking tours in Taveng Leu Boat cost (approx \$26) shared between group.</p> <p>2. 1 day, 2 days and multiple-days walking tour in Taveng Krom. Park entrance fee replaced available by an additional community guide fee (to be determined in consultation with communities) Boat cost (approx \$ 12) shared between group.</p>		

Yorn community activities		
\$2 per person per night home stay and village guide fee (\$3) per day.		
Sub total		
Grand total		

Source: Ministry of Environment: Vivachey National Park
Pricing and fee collection policy, 2004