



## **Community-Based Tourism Development in Sihanoukville, Cambodia**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of  
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ชื่อวิทยานิพนธ์	การพัฒนาการท่องเที่ยวชุมชนของเมืองสีหนุวิลล์ ราชอาณาจักรกัมพูชา
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### บทคัดย่อ

เมืองสีหนุวิลล์ ซึ่งเป็นเมืองท่าของกรุงพนมเปญ ประเทศกัมพูชาหรือเรียกกันในอีกชื่อหนึ่งว่า “กัมปง โสม” ตั้งอยู่ห่างจากนครหลวงของกัมพูชา ๒๑๔ กิโลเมตร ตามแนวชายฝั่งทะเลอ่าวไทย จากเมืองชายทะเลที่ไม่เจริญในระยะเวลา ๒-๓ ปีที่ผ่านมาแต่ปัจจุบันกลายเป็นเมืองท่องเที่ยวซึ่งนักท่องเที่ยวต่างชาติปรารถนาจะมาเยือนชายหาดอันสวยงามใกล้เคียงกับเมืองเสียมราฐ จากสถิติของเมืองที่บันทึกไว้ในปี ค.ศ.๒๐๐๘ มีนักท่องเที่ยวมาเยือนคิดเป็นจำนวน ๓๘๖,๘๖๖ คน นอกจากนี้อาชีพของประชาชนท้องถิ่นในเมืองสีหนุวิลล์ได้เปลี่ยนจากอาชีพดั้งเดิม เช่น ชาวเรือ ชาวประมง เป็นการประกอบอาชีพเพื่อการท่องเที่ยวมากยิ่งขึ้น

การวิจัยครั้งนี้มีวัตถุประสงค์ เพื่อจะสำรวจการพัฒนาการท่องเที่ยวชุมชนของเมืองสีหนุวิลล์ รวมถึงการศึกษาแผนการพัฒนาการท่องเที่ยวและการจัดการกลยุทธ์การท่องเที่ยวชุมชนชายฝั่งทะเล การวิเคราะห์จุดแข็ง จุดอ่อน โอกาสและอุปสรรคของการท่องเที่ยวชุมชน รวมทั้งเสนอข้อแนะนำในการพัฒนาการท่องเที่ยวชุมชนเพื่อบรรลุเป้าประสงค์การพัฒนาการท่องเที่ยวอย่างยั่งยืนของเมือง

สีหนุวิลล์ต่อไป

ในการศึกษาวิจัยครั้งนี้ผู้วิจัยได้เก็บข้อมูลเชิงปริมาณ โดยใช้แบบสอบถามกับกลุ่มตัวอย่างประชากรที่อาศัยอยู่ในชุมชนจำนวนทั้งสิ้น ๓๕๕ คน และใช้การสัมภาษณ์เชิงลึกกับข้าราชการอาวุโสของหน่วยงานภาครัฐที่เกี่ยวข้องรวมถึงภาคธุรกิจในเมืองสีหนุวิลล์ระหว่างเดือนธันวาคม ค.ศ.๒๐๐๘ ถึง เดือนมกราคม ค.ศ.๒๐๐๙ ด้วย และใช้โปรแกรม SPSS Version 16 ในการวิเคราะห์ประมวลผลข้อมูลเชิงปริมาณที่รวบรวมได้จากการสำรวจ ซึ่งส่วนใหญ่จะเป็นการบรรยายเชิงสถิติพรรณนา t-test และ One-Way ANOVA

ผลการวิจัยชี้ให้เห็นว่าเมืองสีหนุวิลล์มีศักยภาพสูงมากในการที่จะพัฒนาให้เป็นแหล่งท่องเที่ยวของการท่องเที่ยวชุมชน ทั้งนี้ประชาชนท้องถิ่นส่วนใหญ่เห็นด้วยและพอใจกับการ

พัฒนาการท่องเที่ยวชุมชนและการได้รับผลประโยชน์จากอุตสาหกรรมการท่องเที่ยว แต่อย่างไรก็ตามยังมีปัญหาต่อการพัฒนาที่เกี่ยวข้องกับการมีส่วนร่วมอย่างไม่เป็นทางการของชุมชน การวางแผนและการจัดการ กิจกรรมการท่องเที่ยว การขาดการจัดการในเรื่องทรัพยากรมนุษย์ ความปลอดภัย การสนับสนุนจากภาครัฐบาล กิจกรรมใหม่ๆ การประสานงานกับหน่วยงานที่ไม่ใช่หน่วยงานภาครัฐ ระบบสาธารณูปโภคขั้นพื้นฐาน รวมถึงอัตราดอกเบี้ยที่สูง

การศึกษาได้เสนอข้อเสนอแนะสำหรับการพัฒนาการท่องเที่ยวชุมชนและนโยบายการพัฒนาการท่องเที่ยวเพื่อบรรลุเป้าประสงค์การพัฒนาการท่องเที่ยวอย่างยั่งยืนของเมืองสีหนุวิลล์ เพื่อประกอบ

การพิจารณาของรัฐบาลแห่งราชอาณาจักรกัมพูชาคือ ประการแรกประชาชนท้องถิ่นในเมืองสีหนุวิลล์ควรมีส่วนร่วมมากกว่านี้ในการวางแผนและการจัดการการท่องเที่ยว การจัดการกิจกรรมการท่องเที่ยวและวัฒนธรรมซึ่งเป็นจุดดึงดูดแก่นักท่องเที่ยว ผู้บริหารระดับท้องถิ่นควรจัดการอบรมทางด้านการท่องเที่ยวให้แก่ประชาชนท้องถิ่น รวมถึงการสนับสนุนการจัดการด้านการเงิน ทรัพยากรมนุษย์ ความปลอดภัย ระบบสาธารณูปโภคและการตลาดซึ่งเป็นการช่วยลดความยากจนของชุมชนท้องถิ่นผ่านการท่องเที่ยวในเมืองสีหนุวิลล์ ประการที่สองการจัดหาด้านการบริการและผลประโยชน์ด้านสิ่งแวดล้อมควรได้รับการพิจารณาเป็นสำคัญให้อยู่ในขอบข่ายของแนวทางการพัฒนาการท่องเที่ยวอย่างยั่งยืน ลำดับสุดท้ายชุมชนท้องถิ่นในเมืองสีหนุวิลล์ควรมีการจัดเตรียมข้อมูลการท่องเที่ยวที่มีคุณภาพอย่างเพียงพอรวมถึงศูนย์บริการข้อมูลแก่นักท่องเที่ยวทั้งภายในประเทศและจากต่างประเทศ ซึ่งข้อเสนอแนะทั้งหมดนี้จะมีประโยชน์ต่อรัฐบาลแห่งราชอาณาจักรกัมพูชาในการสนับสนุนและผลักดันการพัฒนาการท่องเที่ยวชุมชนของเมืองสีหนุวิลล์ให้ได้ผลดีและเจริญสูงสุด

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### **ABSTRACT**

Sihanoukville, also known as Kampong Som, is a port city located 234 kilometers southwest of the capital, Phnom Penh, Cambodia along the Gulf of Thailand. From a sleepy, laid back coastal municipality a few years back, Sihanoukville is fast catching up with Siem Reap as one of the Cambodia's top tourist destinations, attracting more local and international tourists with its relaxing beaches. During 2008, the Municipality, which was established to serve this local people in Sihanoukville, recorded 386,866 visitors (MOT, 2008). Furthermore, a segment of Sihanoukville's local population is transient, with many sailors, seasonal fishery-agricultural and sport workers involved in developing the tourism industry (SIH, 2008).

This study presents a survey of community-based tourism (CBT) development in Sihanoukville, including tourism development plan and coastal CBT strategic management, undertaking SWOT analysis of CBT, and proposes recommendations for CBT development to achieve sustainable tourism in Sihanoukville.

The data was collected by using questionnaires with 399 respondents from local communities and in-depth interviews with senior officials at the relevant government organizations and tourism businesses in Sihanoukville during the period of December 2008 to January 2009. The quantitative data collected from the survey were analyzed using SPSS version 16, mainly in terms of descriptive statistics, t-test, and One-Way ANOVA.

The results showed that Sihanoukville has very high potentiality to be developed as tourist attraction for CBT. Most of the local communities agreed and were satisfied with CBT development and have derived benefit from the tourism industry. However, the problems faced were related to informal participation, planning and management, and tourism activities, along

with the problems related to the lack of human resource management, security, development support from the government, new activities, coordination among related non-government, and basic infrastructure, as well as high interest rates.

The study proposes recommendations for CBT development and a number of tourism development policies to achieve sustainable tourism in Sihanoukville for the consideration of the Government of Cambodia. Firstly, the local community in Sihanoukville should participate more in tourism planning and management, as well as tourism and culture activities which are very attractive to tourists. Local authorities should lead by providing tourism training courses to all the residents and provide financial, human resource, security, infrastructure, and marketing support, which will help to reduce the poverty of the local community through tourism at Sihanoukville. Secondly, service provision and environment benefits should be considered priority areas in the guidelines for sustainable tourism development. Finally, the local community in Sihanoukville should provide sufficient quality tourism information and a tourism media office for local and international tourists. All of the proposed recommendations are very important for the Cambodian government to promote and push forward the local community-based tourism development in Sihanoukville.

**Keywords:** community-based tourism, community participation, sustainable tourism, Sihanoukville, Cambodia

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## LIST OF ABBREVIATIONS AND SYMBOLS

<b>ADB</b>	Asian Development Bank
<b>BKK</b>	Bangkok
<b>CBT</b>	Community-Based Tourism
<b>GNP</b>	Gross National Produce
<b>FHT</b>	Faculty of Hospitality and Tourism
<b>ICO</b>	International Cooperation Office
<b>MOT</b>	Ministry of Tourism
<b>NGO</b>	Non-Government Organization
<b>PO</b>	Planning Office
<b>SD</b>	Standard Deviation
<b>SIH</b>	Sihanoukville
<b>STI</b>	Statistics and Tourism Information
<b>SMEs</b>	Small and Medium-Sized Enterprises
<b>STD</b>	Sustainable Tourism Development
<b>SWOT</b>	Strengths, Weakness, Opportunities, Threats
<b>TO</b>	Tourism Office
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNWTO</b>	United Nation World Tourism Organization
<b>UNDP</b>	United Nation Development Program
<b>VFR</b>	Visiting Friends and Relatives
<b>VN</b>	Vietnam
<b>WCS</b>	World Conservation Strategy
<b>WTO</b>	World Tourism Organization
<b>WWF</b>	World Wild Fund for Nature
<b>WTO</b>	World Tourism Organization

# CHAPTER 1

## INTRODUCTION

### 1.1 Statement of the Problem

The Kingdom of Cambodia is a beautiful country in Southeast Asia with many tourist attractions. Cambodia is the “Newest Destination” in Asia and home to two World Heritage sites (MOT, 2007). Sihanoukville is a seaside paradise and there are over 2000 archaeological sites situated throughout the country as well as many national parks with abundant wildlife to welcome the tourists. Everywhere one looks, there is a luxurious landscape to admire.

The Government of Cambodia has adopted the “Open the Sky” policy for investments from around the world and has prepared a tourism development strategy for Sihanoukville, which is part of Cambodia’s National Development Plan. The tourism strategy divides Cambodia into four development areas: Sihanoukville, Siem Reap, Phnom Penh, and an area northeast of Phnom Penh, which combines the two provinces of Ratanakiri and Mondulakiri. These four areas have high potential for tourism development.

As a developing country, Cambodia can use tourism as a source for economic development. Tourism creates better living conditions for the local residents, provides tax revenues to the government, creates new tourism jobs and businesses, and keeps rural residents from moving to overcrowded cities (WTO, 2007).

Cambodia’s tourism sector is playing a crucial role and is a key to the country’s development in terms of making significant direct contribution to government revenue and generating employment. In fact, the Ministry of Tourism in Cambodia is looking towards the management of coastal areas and cultural tourism as an alternative sustainable tourism practice to

support investment opportunities for modern tourists (MOT, 2003). According to the Cambodia National Tourism Development Plan, eco-tourism and cultural tourism will be promoted in the southern coastal zone of Cambodia, which includes Sihanoukville, as a means to alleviate poverty and ensure the equitable distribution of benefit accruing from tourism revenue to the local communities. For this reason, many efforts have been taken to protect the coastal natural resources (MOT, 2000).

Sihanoukville is one of the country's major tourist destinations. It is well known for its beautiful beaches and is about a three and half hour drive from Phnom Penh. It is Cambodia's finest beach resort and it offers an exceptionally well preserved natural environment. This tropical beach with pristine clear water and glittering white sand is naturally decorated by splendid rock formations. The warm and tranquil water is perfect for swimming, sunbathing or just relaxing for the jaded tourists. Besides the good beaches, the air in Sihanoukville is fresh and the place is famous for the seafood restaurants serving fresh, mouth-watering seafood cuisines. There are also many secluded islands where one can hire a boat to visit and dive in the lovely underwater environment.

There are 22 islands; 10 of which are open for tourists to visit and stay overnight, plus 119.5 km. of beaches (of which 7 are very high quality). There is one waterfall and one national park (where eco-tourism is being developed with mangroves, birds, fishing village, dolphins, meditation, fishing, and coral reefs). The other attractions are the Angkor brewery, the large international port, and the many business opportunities.

The city is served by Sihanoukville International Airport, which is also known as Kang Keng Airport. The planned flights between Sihanoukville and Siem Reap may encourage visitors of Angkor temples in Siem Reap to extend their stay. Sihanoukville attracts tourists with its laid back beach atmosphere. It is on a small peninsula with beaches and tropical islands off its

south and west coast and the commercial port to the North West. Beaches that line the west contour of the city from north to south are Victory Beach, Lamherkay Beach, Koh Pos Beach, Independence Beach, Sokha Beach, Serendipity Beach, Occheuteal Beach and Otres Beach. The most popular beach is Occheuteal Beach.

However, the fast growing tourism in Sihanoukville suffers from a lack of management. The strategy for tourism development is based on three elements (i) a national plan to develop safe and secure tourism; (ii) development of the beach areas; and (iii) building human resources capacity.

Waste management is seen as the responsibility of the municipal government, which undertakes its functions through private sector contracts. Uncollected solid waste certainly affects the quality of the visitor's experience.

Vendors on the beach are not licensed and hence are easy to evict. They do pay a small fee to the local authorities and do not belong to any association. In addition, there is no local hotel or travel agent association, as all companies are competing for market share. The private sector, however, is encouraged to invest in Sihanoukville and so the department of Tourism is authorized to provide a tourism license for hotels or guest houses with less than 30 rooms (TO, 2007).

A number of authors (Cernea, 1991, and WWF, 2001) claim that along with its growing popularity and rapid growth, there are many reported incidents where forms of "ecotourism", which are not sufficiently community focused, are having a negative impact on the environment and culture, and where indigenous communities are not receiving sufficient benefits.

This problem has already occurred in Cambodia. It would appear that ecotourism is not used to conserve the environment, culture or to benefit the local community and that only a few rich and powerful people seem to benefit from it. Over



the last few years, efforts have been made to decentralize tourism to shift power to the grassroots level. This is one of the government's decentralization plans (MOT, 2000). These plans are to involve the local community in tourism, with a strong belief that their participation is important for sustaining tourism. Sihanoukville, which is targeted for ecotourism development, has responded to the problem by adopting community-based tourism as the main strategy for its sustainable ecotourism development. The strategy for Sihanoukville, with support from the Royal Government of Cambodia, UNDP/ World Tourism Organization Project, is formulated within the framework of the National Tourism Development Plan for Cambodia, which provides the basis for sustainable and integrated tourism development throughout the country.

In this project, the government has chosen a community-based tourism development pilot project for Sihanoukville. Furthermore, a segment of Sihanoukville's local population is transient, with many sailors, seasonal fishery-agricultural workers, and sport workers involved in developing the tourism industry. For the above-mentioned reasons, community-based tourism development in Sihanoukville is very important and necessary for sustainable tourism development in Cambodia. In addition, almost all of the local people have been earning their money based on agriculture, tourism, fisheries, industry, harbor development, and navigation. So, protection as well as development in Sihanoukville is a crucial issue for local governance in order to develop tourism in a sustainable manner.

Up to now, there has been little research conducted in this area. Therefore, this topic motivated the researcher to initiate the community-based tourism development.

In conclusion, the major objectives for community-based tourism development in Sihanoukville, Cambodia are to educate the local community to conserve the natural resources and

strengthen the community participation. Meanwhile, the representative of the community is formed in Sihanoukville to promote tourism in the community and create environmental conservation awareness among local people and visitors who travel to Sihanoukville. Nowadays, Sihanoukville is known mainly for its seaside, the Sihanoukville port and Sihanoukville International Airport. In addition, the objectives of study are to facilitate the improvement of tourism in the community, conserve the local culture, and generate economic benefits to local community.

## **1.2 Related Literature**

Community-based tourism development in Sihanoukville, Cambodia with reviewing literature, theory, idea, policy and plan, and related content to researches are to meet the objectives of this study as follows:

- 1.2.1 Sustainable Tourism Development
  - 1.2.1.1 Sustainability and Sustainable Development
  - 1.2.1.2 Sustainable Development in Coastal Areas
- 1.2.2 Tourism Development
  - 1.2.2.1 Tourism and the Coast Areas
  - 1.2.2.2 Partnership in Tourism Planning
  - 1.2.2.3 Tourism Environment
- 1.2.3 Community-Based Tourism Development
  - 1.2.3.1 Framework of CBT
  - 1.2.3.2 Community Needs
  - 1.2.3.3 Community Participation
  - 1.2.3.4 Destination Stakeholders
- 1.2.4 Tourism in Cambodia
  - 1.2.4.1 Tourism in Sihanoukville
  - 1.2.4.2 Cambodia National Tourism Plan
- 1.2.5 Conceptual Framework

## **1.2.1 Sustainable Tourism Development**

### **1.2.1.1 Sustainability and Sustainable Development**

The United Nations Environment Program (2002) mentions that sustainability principals refer to the economic, environment, and social-cultural aspects of tourism development, and a sustainable balance must be made between these three dimensions to undertake its long-term sustainability:

- To make the best use of natural resources,
- To respect the socio-cultural dependability of the host community
- To ensure possible, long-term economic operations while providing socio-economic benefits to all stakeholders that are fairly distributed.

Sustainability is especially imperative in nature-based tourism sectors. A country's ability to operate in a sustainable manner is universally acknowledged as one of the core criteria of ecotourism in areas. McKercher (2003) defined the principles of sustainable tourism as having 4 pillars: community sustainability, cultural, economic and ecological. The guidelines were developed for local sustainability that is designed to benefit local communities and generate/retain income in communities:

- Control tourism development which the community should maintain.
- Provide quality employment to the community by tourism.
- Encourage businesses to minimize negative effects on local communities and contribute positively to them.

- Create financial benefits throughout the entire supply chain and also ensure an equitable distribution.
- Local businesses enter tourism and provide financial incentives.
- Improve local human resource capacity in all areas.

World Tourism Organization (WTO, 2001) also said that working for the sustainability of tourism development and management in islands is therefore important to ensure that their resources and attractions are used in such that the island's cultural assets, including living traditions and related values, are not unclear for the sake of tourism and tourists. Finally, it is important to ensure that the local peoples are the beneficiaries-from an economic as well as a cultural point of view-of tourism, in terms of productive activities that have a long life, rather than through uncertain or demeaning types of jobs. It is safe to say that the attraction of the islands for tourists will increasingly depend on their ability to develop their own cultural trajectories and a diversified array of supplies that is as well-integrated as possible. It may also explain that this is a condition that must be met if the islands are to be able to distribute the tourism pressure over an extended season and select the most appropriate segments of tourist order for their destinations. To achieve this, it is no longer enough to possess fine beaches and attractive landscapes: visitors are increasingly trying to make contact with nature and with the history, culture and residents of the destination. Furthermore, the report viewed that location, scale, design and operation of tourism ventures are all significant to sustainability. Basic legislation components include planning and land-use, environmental impact assessment, pollution control, resource conservation, and nature conservation. Nature conservation frameworks include national parks, marine parks, endangered species and multilateral environmental agreements. Issues related to funding, management

and recreation capacity in protected areas and other fragile environments are particularly critical.

Inskeep (1991) was interested in environment protection, cultural conservation and sustainable development. The author also reported that, in applying contemporary concepts of tourism development, there are usually one or more policy statements relative to tourism being planned and developed so that the natural environment is not degraded, archaeological and historical sites are conserved, socio-cultural impacts are minimized, desirable aspects of cultural patterns are maintained and, if necessary, revitalized. More generally, a policy may be stated about tourism being developed in a controlled manner in order to achieve sustainability of its resources.

From Knowles, Diamantis, and Mourhabi (2004) focused on the definitions of sustainability or expressions of the indirect issues regarding sustainability. Sustainability's flexible nature was confirmed with the viewpoint that this concept was unavailable in a "transcendent tenet", subject to normal but inexact practice. In contrast, the concept does not necessarily require explaining on the definitional perspective, but rather on the operational one, which is the implication for any given context to which it is applied. In addition, the authors explained more about the issues affecting the concept of sustainability:

#### Nature

- The preservation of resources used, ecological process, and biological diversity (land, water, energy, mineral, wild species, flora, fauna, domesticated species, etc.).
- The individual understanding and the exchange efforts of the various components of the natural resource base and issues of pollution (marine, solid waste, air, climate change, land, soil etc.).

- The meaning of the value recognized to the natural world and the needs/want of non-human groups, responsive or otherwise.
- The application and the degree of co-operation in applied environmental monitoring programmers (environmental audition etc.), in an effort to achieve environmental protection.
- The degree to which a system (ecosystems) viewpoint should be adopted and the importance of maintaining the functional integrity of ecosystems.
- The effective reality of environmental limits to growth

#### Society and economy

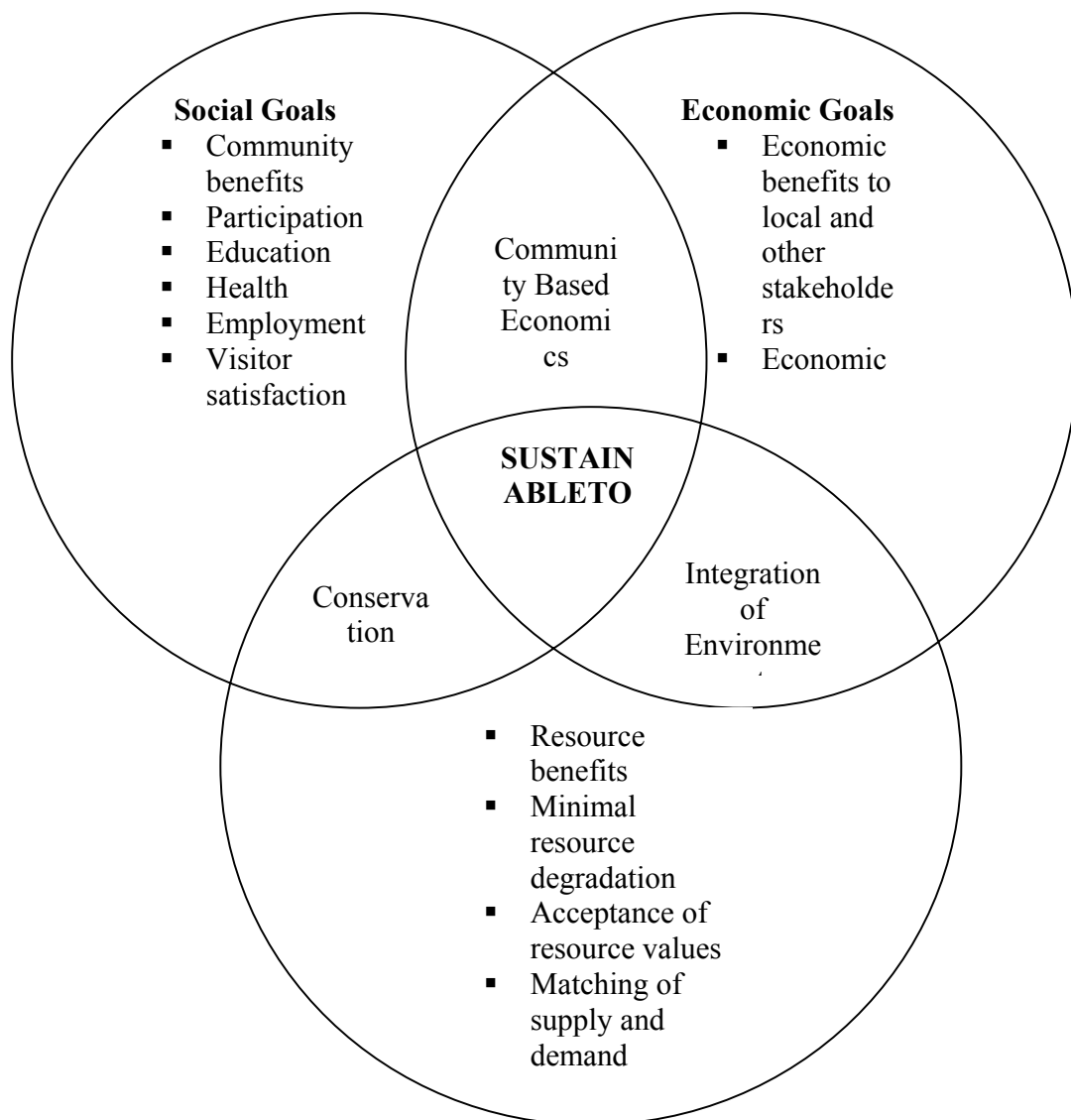
- The use of the term “economic growth” or “development” in promoting human well-being.
- The impact and significance of human population growth.
- The degree of information provision on the environmental effects of economic activity.
- The level of debt, trade, and poverty of the nations.
- The state of human conditions in terms of security, food security, health, urbanization, and in terms of skills, and educational status.

Tourism’s interest in sustainable development is reasonable given that it is one industry that sells the environment, both physical and human, as its product. The integrity and connection of these products have become a major concern of the industry. But more expression of the issues and options needs to be undertaken before the concept of sustainable development can move further toward physical and economic reality. Much of this work has been centered around policy issues, procedures, and implications with fairly little reference to the direct involvement

and needs of the tourism industry and its principal clients: the tourists. Apart from a growing number of convenience-based samples of ecotourism and a few consulting company collection surveys, we do not have a clear picture of the tourists' knowledge of, or commitment to, sustainable tourism development (Theobald, 2005). Moreover, authors have tried to show over the past 20 years or so that tourism has become a major part of the discussion of sustainable development, which is not surprising given the size and rate of development of the industry, the ecological, economic, social and cultural impacts of tourism, and the potential for tourism to help the transition to sustainable development. It can be argued that the concept of sustainable tourism emerged from the understanding of the negative impacts of mass tourism, which emerged from the acknowledgment of the native impact of mass tourism.

This addition is illustrated diagrammatically in Figure 1.1, which shows that there are three goals seen to start combination around community-based economics, conservation with equity, and addition of the environment with the economy. These, in turn, come together in the central goal of sustainable tourism.

**Figure 1.1** A Model of Sustainable Tourism Values



**Source:** William F. Theobald

Lars (2000) stated that there are many concepts of sustainable tourism development that pertain to different



understanding of tourism. The main concept, however, was summarized as follows:

- Might take place if it does not damage the environment and ecology,
- Largely consists of small-scale development and based on the local community,
- Distributes the profits to the local residents rather than one benefactor
- Emphasizes cultural sustainability that is retained in its cultural heritage and cultural architecture.

Sustainable Tourism Development (STD) implies the need to secure the sustainability of tourism's primary resources at the destination level, and is a way of obtaining a balance between the growth potential of tourism and the conservation needs of the resource base. Sustainable tourism strategies have several general aims (Theobald, 2005):

- To meet the needs and wants of the local host community in terms of improved living standards and quality of life,
- To satisfy the demands of tourists and the tourism industry, and
- To preserve the environmental resource base for tourism, surrounding nature, infrastructure, and cultural components.

#### **1.2.1.2 Sustainable Development in Coastal Areas**

Sustainable development of coastal tourism is very important for all of the countries around the world. The sustainable structure of coastal development in Asia and the Pacific is shown by Hall and Page (2001) in the following viewpoints:

- Safe to local people and visitors by the management of coastal
- Preservation of coastal eco-tourism
- Protection of wildlife and local residents
- Maintenance and restoration efforts to beaches
- Continued Preservation of beaches
- Practices and promotes the coastal management

Of all the actions that take place in coastal areas, no one is growing in both level and diversity more than coastal tourism and recreation. Both the lively nature and the sheer magnitude of this sector demand that it be actively taken into account in government plans, programs, and policies related to the coasts and ocean. Health coastal habitats, clean water, safe, secure, and enjoyable environment are clearly fundamental to the success of coastal tourism. Similarly, bountiful living marine are of critical hazards, such as stomas, hurricanes, and the like. This is a requisite for coastal tourism to be sustainable over the long term (Hall and Page, 2001).

The conception of World Tourism Organization (2001) indicated that the island destinations are usually characterized by small populations located on relatively small land areas where the economic base is quite narrow. Sustainable tourism development is often seen as an appropriate strategy for raising income, creating job opportunities and encouraging local entrepreneurship. There are mainly other opportunities for tourism development involving island destinations. The unique culture and hospitality of the local communities and the unspoiled unique natural environments make the islands very popular destinations for international tourists. There are also opportunities to target special segments of the international tourist market, such as adventure tourism, ecotourism, cultural tourism, sports tourism, etc.

Given the environmental conditions and size of the islands, tourism might provide the best opportunity for development and be less disruptive to local communities and ways of life. In addition, sustainable tourism development could contribute to strengthening or revitalizing local culture, including arts, handicrafts and traditions (WTO, 2001).

Conlin and Baum (1995) argued that there are scattered examples of successful and potentially sustainable alternative tourism forms; however, alternative tourism should not be uncritically accepted as a panacea for all the ills of the world tourism. The associated cultural and ecological intrusions and often minor and mal-distribute economic benefits provide no positive sustainability to mass tourism. In fact, a mix of alternative and conventional forms seems to be the most realistic alternative, with the more popular and accessible assets “sacrificed” to provide revenues to support historical preservation, park systems and so on, and thus provide economic participation for locals in more remote areas. Additionally, all the well-known bromides that have been touted for years (that curiously enough make for successful them park tourism) must be seriously considered and meticulously implemented: stringent controls on visitor numbers and behavior, continuous funding for upkeep, long-term local participation in site planning, frequent professional monitoring and enforcement and so on. But most importantly, local residents, guides, tour organizations, policy makers, etc. must identify early on a consensus vision of the shape of the asset/expedition over the next generation that will simultaneously achieve their agreed-on economic, cultural and environmental goals. Without this vision, the untrammled market will continue to erode our natural and cultural patrimony across the globe and jeopardize the economic livelihoods of future low-income generations.

### **1.2.2 Tourism Development**

World Tourism Organization (2001) presented that tourism development in most islands depends on the local community support as they own the land and its resources by law. This is critical and it's probably one of the reasons why there are no large resorts in the islands. Community-based ecotourism remains a key tool for conservation of biodiversity while providing sites and attractions for the destination. Community skills development and empowerment in ecotourism are a complex and lengthy process, but it's a necessary beginning towards sustainability.

Inskeep (1991) explained that the reasons for developing tourism should be stated in the policy. These may include:

- Economic reasons such as earning foreign exchange, providing, employment, income and government revenue, using tourism as a catalyst for development or expansion of other sectors such as agriculture and fisheries (cross-sect oral linkage effects), and using tourism to help pay for infrastructure development;
- Social reasons of encouraging cross-cultural exchange among different groups of people and introducing a country or region and its cultures and environments and sometimes its recent socioeconomic progress to people from elsewhere in the country or world (regional and national prestige reasons);
- For domestic tourism, social reasons of providing opportunities for recreation, relaxation, and education to citizens away from their homes and political reasons of educating citizens about their country and its diversity in order to develop a sense

of national pride and identity (important in some newly developing countries); and

- Using tourism to help achieve environmental and cultural conservation objectives for which resources would not otherwise be available.

Often, there is a combination of reasons for developing tourism, all of which can be beneficial to the country or region.

Moreover, Inskip (1991) also presented that deciding the types of domestic and international tourism and the types of tourist markets to aim for is a basic policy consideration. The types of tourism can range from general interest sight-seeing or large-scale beach or mountain resort-oriented tourism to small-scale special interest tourism related to nature or culture, alternative types of tourism of social and environmental activities, special feature tourism based on theme parks, and gambling. Some potential destinations are now opting for what is often termed “quality” tourism, which relates to controlled development aiming for high expenditure tourist markets. In some islands and coastal areas, the type of tourism will include cruise ship and yachting tourism.

Furthermore, a study by Godfrey and Clarke (2000) claimed that tourism development planning at the destination level is a step-by step process of resource and market evaluation action and review. Its broad purpose is to recognize gaps in the local product or market, identify project ideas to fill those gaps, and recommend actions to put those ideas in place. Often called the “systems approach”, it is driven by long-term goals, where the destination is developed systematically through small actions; each contributing to the end result, piece by piece. However, tourism development is no economic panacea, and getting the most from the industry requires careful planning and management. In some areas, no matter what the capital injection, tourism may not work if ill-planned or mismanaged. In other areas, there may be great local

potential, and all that is needed is a little guidance on how to go about planning in a systematic and organized fashion. However, even where tourism does present a significant development opportunity, a destination may still fail if all the components of good development are not considered.

Again, Godfrey and Clarke (2000) identified that tourism development is an ongoing process. It begins with resource and market assessment, but does not simply end with the plans for implementation. To do so would leave the plan indefensible in terms of meeting its goals and objectives. A critical element of any tourism development process is to measure what has been achieved against what it was designed to do in the first place. Monitoring and review are essential in managing tourism impacts, and in assessing how well different actions have addressed development objectives. It helps to identify problems before they get out of hand, adapt to a changing marketplace, and measure the response to specific initiatives. It is therefore essential that before development takes place, or is further encouraged, a system to monitor and evaluate the effectiveness of actions is set in place.

Conlin and Baum (1995) examined the problems of tourism development: the size of the island means that tourism cannot be allowed to develop indefinitely as tourism is bound to give rise to large number of conflicts. The local population is incapable of challenging the hotel establishments which can pay a higher price for land, local produce and other materials. This unfair competition has led to higher prices on the local market and to a high level of inflation. However, the development of tourism has been assisted by the enterprising local private sector and the latter's willingness to exploit new commercial opportunities. But some of the traditional values are being threatened by both tourism and the media. This is inevitable since contact between hosts and guests are bound to create advantages and disadvantages to the local society. Furthermore, the authors claimed that the narrow

economic base has been diversified and broadened, and reliance on the export of primary resources has been abandoned. The government has successfully diversified into other economic sectors, more particularly the export of manufactures and the development of tourism. One of the main reasons why tourism has been successfully developed can be attributed to the high level of political stability and to the success of parliamentary democracy.

At the same time, Conlin and Baum (1995) have focused on the strength of the private sector is such that the government has been compelled to intervene to curb its power. Although the private sector is generally regarded as having played the pioneering role in initiating tourism development, the colonial government had come to the realization that the economy should be diversified and consequently that tourism should be used for this end. Prior to political independence, it had been recognized that tourism could be developed. Moreover, the authors viewed that tourism has become an important economic plank for development in a large number of small island states. In summary, tourism has become the dominant tool for economic survival as it has emerged as the economic activity.

Page (2003) makes clear that one of the key features inherent in tourism is the tourist's search for something new-a new experience, and a new place to visit or new activity. Part of the innovation development process for businesses is how they evaluate the feasibility of new ideas and potential business ventures or developments. This is usually undertaken in two stages: a business plan that sets out the ideas is constructed, and then a more detailed study of investment of external or large sums of money is involved. The formulation of a business plan generally requires the examination of a fairly standard set of issues.

In addition, Page (2003) also said that there is a tendency to assume that tourism has great potential to stimulate economic development if it is managed well. The basic argument

is that the fledgling new business of today could develop and grow into a large international corporation in the future. For this reason, many governments have avidly supported small business development in tourism, owing to its future employment generating potential. The small business sector (known as small and medium-sized enterprises) does play a major role in most countries, not only for its employment role but also because it is a key element of the industry.

One of the favorite subjects of tourism researchers from developed countries is the development of tourism in non-industrialized countries. Such countries are generally taken as a formless unit by those researchers, who have a tendency to forget that every continent and country has specific characteristics which differentiate it from the others, and that these differences and unique situations can sometimes be found within the borders of a single country (Theobald, 1995).

Fridgen (1991) explained that tourism development is the long-term process of preparing for the arrival of tourists. It entails planning, building, and management of the attractions, transportation, accommodations, services, and facilities that serve the tourists.

Worldwide, many countries, regions, communities, and even neighborhoods encourage tourism development. The reasons behind tourism development are usually quite simple. Like other industries, tourism is seen as a business that provides economic assistance to a community. The following list cites some of the benefits that might be derived from tourism development:

- Increase in employment
- Stimulation of business activity
- Increase in business diversity
- Increase in taxes collected
- Increase in sales of goods and services



- Increase in community pride and concern for community history, culture, attractions, and artifacts
- Enhancement of community appearances
- Conservation or restoration of historic sites or attractions
- Conservation of natural resources as a tourist attraction

### **1.2.2.1 Tourism and the Coastal Areas**

Page (2003) showed that the coastal areas emerged in many countries as the new form of tourism destination for the leisured classes. This was at a time when spas and other inland resorts were still expanding. After this, the coast had been a revered landscape, where religious ideals, cultural attitudes and tastes had not encouraged visiting-in fact the coast was considered an environment to avoid due to the forces of nature and evil. However, the impact of poets, artists and romanticists led to the beach and coastline being discovered as a site for pleasure-a place for spiritual fulfillment and a site for tourism as bathing slowly developed as a social and leisure activity.

A number of key landmarks in the early history of coastal tourism can be recognized, including:

- Treatise on the use of seawater for health reasons as well as bathing
- The popularization of sea-bathing by government support
- The inclusion of health as one of the reasons for visiting with pleasure and fashion
- The rise of social interest for more exclusive and undiscovered destinations
- The rise of resorts with a wide range of social and ancillary services to meet the needs of visitors (e.g.

reading rooms, accommodation assembly rooms, promenades, excursions and entertainment).

The early support by the superior classes soon encouraged growing access to coastal recreation and tourism as transport technology made resorts accessible. A social differentiation in coastal resorts also existed, where developers, municipal authorities and businesses positively attracted certain types of visitors.

Inskeep (1991) viewed that coastal and marine characteristics to be surveyed include types of coastline with the location and characteristics of beaches, reefs, and offshore islands identified, tidal range and high and low tide lines along the shore, any erosion or deposition taking place noted, and underwater sea life of coral formations, fishes, and so forth, described. Any existing conservation problems such as reef damage and endangered species should be investigated. In some marine areas, for example, reefs have been seriously damaged by mining of the coral for use in construction, dynamiting of the reef areas by fishermen to kill fish, pollution from on-shore fertilizer and waste discharges, and sedimentation resulting from on-shore erosion problems; or there may have been reef damage resulting from uncontrolled tourist use. Underwater topography also may be important to know. The marine areas should be examined for any hazards they present, such as strong currents and undertows that are dangerous for water recreation.

Besides this, Inskeep (1991) explained more about beaches and associated marine areas for sunbathing, swimming, boating, wind and board surfing, water skiing, parasailing, snorkeling as scuba diving, sport fishing, and other water recreation activities that are major attractions in many places in the world. These features attract both general interests who are seeking relaxation and recreation as well as special interest tourists who engage in such activities as scuba diving and sport fishing. In

addition, the author said that the cruise ship tourism is important for coastal areas, and it is also a technique of opening up new tourism areas.

#### **1.2.2.1.1 Key Success Factors for Public/Private-Sector Partnerships in Island Tourism Planning**

Conlin and Baum (1995) focused on the reasons behind the creation, success and failure of various forms of tourist authorities and the impact of these authorities on tourism planning and marketing. A growing number of islands, countries and regions around the world are now adopting this type of organization structure for direction of the future development and marketing activities of their tourism industries, particularly since traditional sources of funds (i.e. governments) are no longer as readily available.

The essence of a tourist authority is a private/public-sector partnership, often taking the form of a board of directors with representation from both sectors. Key benefits commonly derived from the creation of such an authority are:

- Reduced antagonism between the public and private sectors,
- More effective use of resources (money and time),
- New sources of funds and
- Additional profits, jobs and tax revenues.

This approach to governance of a country or region's tourism industry is rapidly becoming essential for being competitive in today's global tourism industry. It is particularly relevant to island destinations, given their relatively isolated

situation and often smaller financial resources, to overcome many of the unique challenges they face from mainland and cruise destinations.

#### **1.2.2.1.2 Relevance to Islands**

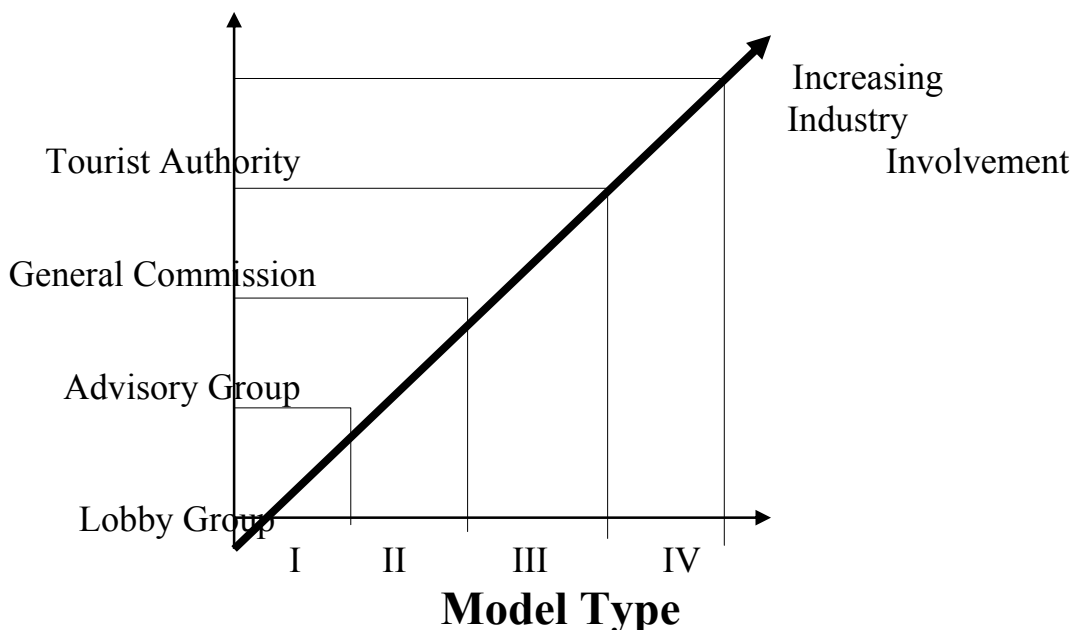
Islands have particular difficulty in this competitive environment because typically they face a number of inherent disadvantages. These include difficult access (often by air only), fragile ecosystems, undiversified economies and difficulties in offering a comprehensive range of products. Difficult air access implies that travelers must make an extra effort to visit a particular destination. Given the decision-making criteria of today's travelers that extra effort will need to be met with additional value in the form of an island's tourism products. Second, fragile ecosystems may require that islands place further constraints on travelers, in that they may not be able to do all of the activities that they could do at some other destinations. Thus, protecting the ecosystem, a key component of any island's tourism product, makes it potentially more difficult to satisfy the traveler's sense of value. Third, islands that have one-industry or two-industry economies typically do not have the ability to make substantial investments in tourism marketing or in the creation of a more comprehensive range of products. Again, these factors impact their ability to compete with the thousands of other destinations trying to attract travelers.

Thus, islands face even greater challenges than most mainland destinations in attracting and retaining travelers. Their lack of resources, specialized tourism products and justifiable environmental concerns in the face of increasingly strong competitive forces make tourism industry development a daunting task (Conlin and Baum, 1995).

### 1.2.2.2 Partnerships in Tourism Planning

Willing and active co-operation between the public and private sectors is often difficult to achieve due to fundamentally different operating philosophies. As a starting point, it is useful to examine briefly the various types of partnership models which are currently used. The following diagram illustrates the typical range of approaches for the co-operation between the public and private sectors. The model divides the approaches into four categories as follows:

**Figure 1.2** Partnership Models



**Source:** Collin and Baum (1995:56)

Model I through IV represent increasing levels of industry involvement and control over planning for tourism development and marketing.

#### **1.2.2.2.1 Characteristics**

- Type I Lobby Group: A Type I governing structure, where the private sector provides input through a lobby group which it has formed, is the traditional form of government. The government sets and implements tourism policies and the private sector often finds itself in a position where it must lobby for change usually through a somewhat antagonistic process.
- Type II Advisory Group: A Type II relationship is usually characterized by the participation of the private sector in an advisory council. In this case, the government still sets and implements the policies but actively seeks advice from the private sector. This advice may or may not be followed.
- Type III General Commission: The private sector gains some degrees of formal control over the strategic decision-making process. A general commission is often made up of prominent members of the community and is charged with overseeing the strategic planning function for a country or region's tourism industry. Decision making by the Commission is at the broad, strategic level only.

- **Type IV Tourism Authority:** A tourism authority is typically controlled through a board of directors and is a distinct entity, separate from the government. Board composition is usually some mix of business people drawn from the tourism industry and government officials. The board takes responsibility for carrying out strategic planning at a more detailed level than commonly found in a Commission.

For the purposes of presentation only, the Type IV (Tourism Authority) example will be discussed as this is the organizational structure which goes furthest towards establishing such partnerships. In the following sections, selected countries with tourism authorities in place are evaluated with respect to the degree to which they are reaping the benefits inherent in private/public-sector co-operative efforts. First, however, a fuller discussion of these inherent benefits is necessary (Conlin and Baum, 1995).

#### **1.2.2.2.2 Benefits of Private/Public-Sector Co-operation**

Collin and Baum (1995) showed that there are five major potential benefits of having a tourist authority in place in a particular country or region. These are:

1. **Reduced antagonism:** Because a tourist authority by definition brings all stakeholders together to make key strategic decisions, policies which are decided upon meet significantly less controversy and oppositions. Of course, the tourist authority decision-making process itself may not be easy since there will be many different points of view around the table, however, given a strong base of facts and a clear sense of direction for a particular objective,

difficult decisions can surprisingly often be reached with unanimous consent.

2. **Avoiding duplication:** Again, because all of the various tourism industry stakeholder organizations (e.g. hotels, restaurants, government departments, attractions, etc.) are ideally represented on the board of directors for the tourism authority, channels of communication between these organizations are enhanced. When these representatives make decisions as part of the tourism authority board, they carry the rationale for these back to their own organizations. Thus the overall tourism authority strategy will act as a guide when setting objectives and priorities for their own organizations. Conflicting actions between stakeholder organizations are therefore less likely to occur.
3. **Combined areas of expertise:** One of the key benefits from bringing together private and public partners is the creation of a powerful pool of expertise. The private sector brings a sound understanding of market and customer needs, as well as efficient operating methods and a demand for accountability, to the table, while the public sector is best suited for matters such as guiding infrastructure development and ensuring that economic benefits to the country as a whole are maximized.
4. **Increased funding potential:** Additional resources will result from the creation of an effective tourism authority for two reasons. First, the reduction in duplication of effort among the variety of tourism stakeholders ensures that existing resources will be spent more effectively (item 2, above). Second, as the private sector gains a voice in how money is



spent to benefit their tourism industry, it will be more willing to contribute, either directly or, more likely, indirectly: through new taxes. The key is that accountability, with respect to how this money is spent, must be presented.

5. Create a “win/win” situation: In a tourism authority, both parties win through more effective investment of more money or other resources: the private sector wins through more profits and the public sector wins through increased tax revenue and a stronger economy. Bearing in mind array of potential benefits inherent in tourism authority partnership arrangements, we now turn to a discussion of selected examples of tourism authorities in operation around the world.

In conclusion, this discussion has shown the challenges specifically facing islands and all destinations in general. An increasing number of destinations are actively promoting themselves to much more discerning travelers. Thus, more resources need to be dedicated to tourism development and marketing for any one destination to stand out “above the crowd”. At certain times, governments, particularly island governments, are finding that they do not have these additional resources to do this. Closer partnership efforts, between private-and public-tourism sector interests, are an answer to this dilemma and tourist authorities appear to be the organization of choice for these efforts.

To summarize, the key success factors from creating a successful tourist authority include the followings:

- a significant degree of private-sector control over how the authority spends its money,
- an understanding of the need to accommodate public-sector objectives in order to gain the appropriate match between marketing and the

development of tourism products, the existence of a dedicated revenue stream for use by the tourism authority which is not subject to annual government control,

- strong accountability as a key ingredient in obtaining private-sector funds for investment in the tourism industry, as a whole, either through a membership system or increased taxes, and finally
- a broad, integrated, mandate encompassing all function critical to the development of a strong tourism industry, including marketing, education and training, research, infrastructure development and much more.

Those destinations who wish to be leaders in the competitive world-wide tourism industry must address all of these key success factors. Destinations which act first will gain a competitive edge will rise ahead; those who wait will fall behind (Collin and Baum, 1995).

### **1.2.2.3. Tourism Environment**

Inskip (1991) noted that specific environmental impact control measures that are applied during the planning process are meant to prevent environmental problems, and can also be applied as remedial techniques to lessen or eliminate existing problems. These techniques are also important in maintaining or improving overall environmental quality. Moreover, the establishment places control over:

- Collection of live sea shells, coral, turtle shells, and ornamental fish by tourists and by local persons for sale to tourists as souvenirs;
- Spear fishing;

- Mining of beach sand and coral formations for construction purposes;
- Use of boat anchors in coral-bottom bays and harbors;
- Collection of scarce species of plants and animals by tourists or for sale to tourists;
- Cutting of tree for use as firewood in camping and trekking areas; and
- Feeding of wild animals.

Of the socioeconomic impact control measures, some specific measures that can be applied to lessen negative impacts and reinforce positive ones include the following:

- Maintain the authenticity of local tradition
- Provide financial incentives, training, and other techniques for local ownership, management, and operation
- Make certain that residents have convenient access to tourist attractions, facilities, and services
- Apply visitor organizations and control measures to prevent overcrowding of tourist attractions
- Measure and find whether most residents cannot afford to use the existing commercial tourist facilities
- Educate residents about the concept, benefits, and problems of tourism and the current development policies and plans for tourism in the area
- Design hotels and other tourist facilities to reflect local architectural styles
- Control the types of tourist attractions through the techniques of selective marketing
- Train local residents to work effectively in all levels of tourism

- Apply strict control on drugs, crime, and prostitution (Inskeep, 1991)

World Tourism Organization (WTO, 2001) explains that the tourism industry had forgotten that when visitors arrive on the island, they do not just bring their purchasing power and cause facilities to be set up for their use. They also bring a different type of behavior, which can profoundly transform local social habits by removing and upsetting the basic and long established values and patterns of behaviors of the host population. In addition, most of the resorts often acquired the local beach where children used to play. The reef that islanders used as a source of leisure was also acquired. As it turns out, no prior consultation of island communities had taken place. They cannot visit the resorts and therefore feel more like foreigners in their own country. Other problems occurred, such as the room attendants and tour guides arranging commissions. This hope for raised material standards changed the values of the locals and also of the tourists.

Environmental impact assessments are well established in the tourism management, so they will be mentioned in accordance with the project. They are prominent at the national or even the international level, and attempts are sometimes made to assess the role of national tourism strategies across a variety of conservation and socially oriented criteria. In many events, they should be carried out to ensure that tourism development on islands does not have negative environmental effects in the project area, or that if such effects take place, they can be assessed, avoided or controlled. They should also be carried out at regular intervals to monitor environmental change as tourism develops. An actually harmless development-the building of a jetty to enable passengers and cargo to be transferred-may have a major effect on tidal flow, which can in turn have impact on the island's beaches. On the other hand, the removal of ground cover nearby to the

beach may also have unsuccessful consequences, and destroying mangrove will lead to a decline in fish stocks (WTO, 2001).

Lastly, WTO (2001) also discussed that these are not issues that arise primarily from an imperative to be politically correct. Rather, they are considerations that must be taken into account if the island destination is to be maintained over future generations. If attractions are destroyed or damaged, the tourist product itself is damaged, and then there will be neither sustainable tourism nor sustainable tourism development. The same argument applies to any analysis of the social impacts of tourism development on those who live and/or work in the destination area. Normally, presentations about the socio-cultural impacts of tourism are situated within wider debates about the ethics of different kinds of tourism. The position taken here is much simpler: if you do not have workers and local residents on your side, the tourism industry will take a far greater endeavor, and in some places more than others.

Theobald (1995) discussed that the social-cultural effect has varied considerably, according to the cultural and economic status of the regions involved. Furthermore, the effect of mass tourism from other countries of a similar socio-cultural background has been small accepted eco-nominally. The desire to encourage tourism has led to more investment in tourist amenities and attractions. Many of these have resulted in the enhancement of natural attractions: improved services in national parks, development of sea areas rich in natural life, walking and climbing facilities in mountain regions etc., but others have been based on the construction of artificial environment.

Moreover, Fridgen (1991) said that social impacts can be simple or complex, short-term or enduring. Social impacts can be thought of as change in the lives of people who live in destination communities which are associated with tourism

activity. The residents and tourists are also affected by the social impacts of travel and tourism. The tourist meets new people and encounters unique social behaviors. The resident experiences a broad range of behaviors as tourists from around the country or even the world venture into their community. Both the positive and negative impacts of tourism have been an issue throughout the history of tourism. A modern day example might be the resentment felt by local residents as they cope with summer tourists flooding the beaches and shops. But tourism has its benefits. Tourism has persistently reduced social barriers as different groups of people encounter each other. Lastly, the author showed the four basic characteristics tend to limit the quality of the interaction between tourists, providers, and hosts. Limitations happen because tourism social interactions are:

1. Transitory
2. Bound by spatial and temporal constraints
3. Lacking in spontaneity
4. Unbalanced, less than equal

The author also mentioned that the cultural impacts refer to more than the social exchange between people; they also consider changes in the arts, artifacts, customs, rituals, and architecture of a people that result from tourism activity or development. A summary of social and cultural impacts is described as the followings:

**Table 1.1** Summaries of Social and Cultural Impacts

<p><b>Social interactions</b></p> <ul style="list-style-type: none"> <li>- Dissolve social barriers</li> <li>- Generate cultural understanding and awareness between societies</li> <li>- Reduce social conflicts between members of other societies</li> <li>- Depersonalize relationships, commercialize relationships</li> <li>- Generate resentment due to social comparison with tourists</li> <li>- Modify the rates of diseases and changes in health</li> <li>- Enhance international understanding and peace</li> </ul> <p><b>Morality and religious norms</b></p> <ul style="list-style-type: none"> <li>- Change sexual norms of behavior</li> <li>- Changes in crime rates, prostitution, theft, gambling</li> <li>- Add new norms of behavior to moral codes of community</li> <li>- Shift in importance of traditional religious practices</li> </ul> <p><b>Social Norm</b></p> <ul style="list-style-type: none"> <li>- Shift in dress and behavior to reflect that of the tourist</li> <li>- Weaken family structures and shifts in family behaviors</li> <li>- Changes in gender or family role behavior and expectations</li> <li>- Generate conflicts within community</li> <li>- Shift in response to strangers and outsiders (hospitality)</li> <li>- Generate conflicts between tourists and residents</li> <li>- Development of new social norms of behaviors (e.g., dress)</li> <li>- Sharing national holiday or regional celebrations with tourists</li> <li>- Develop stereotypes of tourists-positive, negative, inaccurate</li> </ul>	<p><b>Cultural ways and activities</b></p> <ul style="list-style-type: none"> <li>- Increase awareness of cultural history and customs</li> <li>- Increase appreciation of cultural artifacts and architecture</li> <li>- Breakdown of traditional cultural activities and customs</li> <li>- Change in role of traditional foods and languages among residents</li> <li>- Opportunities for cultural and educational exchanges</li> <li>- Change in the role of handicrafts and folkways within the community</li> </ul> <p><b>Day-to-day activities</b></p> <ul style="list-style-type: none"> <li>- Increase in the pace of life</li> <li>- Experience rapid change within the community</li> <li>- Activity patterns determined by tourist flows</li> <li>- Project positive impressions of destination to outsiders</li> <li>- Awareness by community that they are part of a larger world</li> <li>- Increased congestion and crowding</li> <li>- Competition for local resources-beaches, restaurants, museums</li> <li>- Changes in entertainment opportunities within the community</li> <li>- Shift in work patterns and methods (farming, service, etc.)</li> </ul>
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**Sources:** Joseph D. Fridgen (1991: 98)

Environmental impacts are usually measured by degree. To the extent that tourism generates revenue to develop better roads and sewer systems, it is positive. But to the extent that tourism causes roads to fall into disrepair, or strains the waste management system beyond capacity and threatens public health, tourism is negative. Just as increased tourism may result in increased litter and damage, it may also generate the kind of community pride and concern that can remove or reduce litter and damage. National parks and preserves attract tourists who spend money in the surrounding communities. Here, the effects of tourism are indirect. Table 1.2 lists various positive and negative consequences tourism can have for the environment (Fridgen, 1991).

**Table 1.2** Selected Impacts of Tourism on the Environment

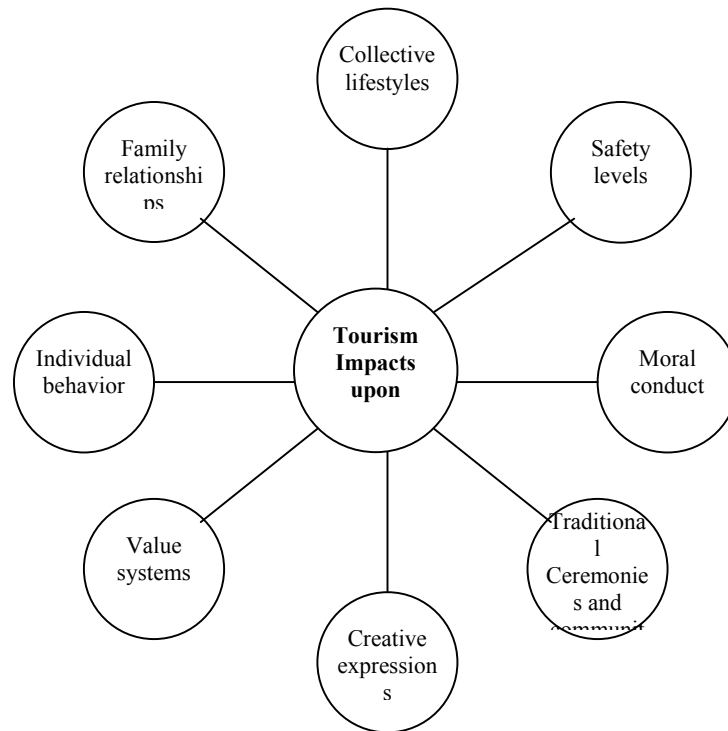
<b>Positive</b>	<b>Negative</b>
<ul style="list-style-type: none"> <li>- Historic preservation</li> <li>- Biological preservation</li> <li>- Improved road systems</li> <li>- Improved infrastructure</li> <li>- Creation or preservation of parks, nature preserves</li> <li>- Development of public spaces</li> <li>- Improved level of development</li> <li>- Better use of marginal lands</li> <li>- Improved waste management</li> <li>- Generated concern for the environment</li> </ul>	<ul style="list-style-type: none"> <li>- Loss of historic sites</li> <li>- Loss of habitat</li> <li>- Littering, vandalism</li> <li>- Degradation of parks and preserves</li> <li>- Loss of parks and open space to tourism – development</li> <li>- Wear and tear on infrastructure, extensive resources consumption</li> <li>- Extensive development</li> <li>- Negative changes in land use</li> <li>- Excessive waste generation</li> <li>- Water and air pollution</li> </ul>

**Sources:** Joseph D. Fridgen (1991: 172)



Page (2003) highlights that tourism can emerge as a source of conflict between hosts and visitors in destinations where its development leads to perceived, and actual impacts. There has been a success of studies of the social and natural impacts by anthropologists and sociologists, embodied in the influential studies. The attitudes of residents towards tourism represent an important way in which this stakeholder group contributes to policy and public support for, or opposition towards tourism. At a simplistic level, resident attitudes may be one barometer of an area's ability to attract tourists. However, the analysis of tourism's social and cultural impacts is related to the way in which it affects or induces change in a number of elements (see Figure 1.3).

**Figure 1.3** The Social and Cultural Impacts of Tourism



**Sources:** Stephen J. Page (2003: 319)

Regarding the environment impact of tourism, Page (2003) established a scale to measure the nature of environmental problems induced by mass tourism at major tourist sites, and produced guidelines on how such problems were to be addressed. The study pointed to a need to maintain the resource base for tourism activities. As part of the study, common problems resulting from tourism were identified, including wear and tear on the urban structure, overcrowding, and social and cultural impacts between the visitors and local communities. Moreover, he said that some authors have portrayed tourism-environment impacts as

running along a continuum where the effects may be positive in inside city environments that benefit from tourism-led regeneration, ranging to more negative impacts in other tourism environments (e.g. coastal areas, rural areas, and upland and mountain environments). Discussing this dependent relationship between tourism and the environment, some authors argued that in the absence of an attractive environment, there would be little tourism. Ranging from the basic attractions of sun, sea and sand to the undoubted appeal of historic sites and structures, the environment is the foundation of tourism.

Inskeep (1991) asserted that the negative impacts of water pollution if a proper sewage disposal system has not been installed for hotels, resorts, and other tourist facilities, there may be pollution of ground water from the sewage. Or if a sewage outfall has been constructed into a nearby river, lake, or coastal sea water and the sewage has not been effectively treated, the effluent will pollute that water area. This is not an uncommon situation in beach resort areas where the hotel has constructed an outfall into the nearby water area that may also be used by tourists for swimming. Surface water pollution in rivers, lakes, and sea waters can also result from recreational and tourist transportation motor boats spilling oil and gas and cleaning their bilges into the water, especially in enclosed harbors and places where natural water circulation is slow.

### **1.2.3 Community-Based Tourism Development**

WWF (2001) mentioned that CBT is a measurement of ecotourism where local empowerment is the major center of attention of CBT. Furthermore, CBT involves management, community development, tourism businesses and some forms of cultural replace where tourists meet with local community and views the different sides of their lifestyle. The meaning of

“community-based” is to include anything that involves actual community participation and benefits. Moreover, WWF portrayed that CBT as a visitor-host relation that has meaningful participation by together, and generates economy and conservation benefits for local communities and environment. The difference between ecotourism and community-based ecotourism is that ecotourism emphasizes environment while community-based focuses on community participation. The author said that many government agencies and conservation organizations have used community-based tourism as a main strategy to achieve their goals because community-based tourism gives benefits and incentives to local people from their conservation incentive.

The importance of community based advance to tourism has come about through the massive impacts that tourism developments on host communities and community worries about protecting the natural and cultural environments of their area, collectively with the growth in order to visit these areas (Wearing, 1996).

MOT (2008) presented that community-based tourism has been the most common form of tourism intervention for poverty improvement. In this context it commonly refers to impoverished communities, often isolated rural villages, which engage in ‘front line operations’ that incorporate direct interface with tourists. Such direct interaction includes home-stays and lodges; small eco-tours; guide and porter services for local tours/treks; cultural performances for fee paying visitors; teahouses, refreshment kiosks and restaurants; and souvenir outlets. These will generally be co-located within the residential boundaries of a community, or in nearness to the community. Many of these activities will be initiated in advance of tourism to the area and will be based on the development of local resources as attractions or as direct services to tourists. By definition, they will tend to be small and medium-sized enterprises (SMEs) owned

either by the community on a cooperative basis, or by families or individuals within the community.

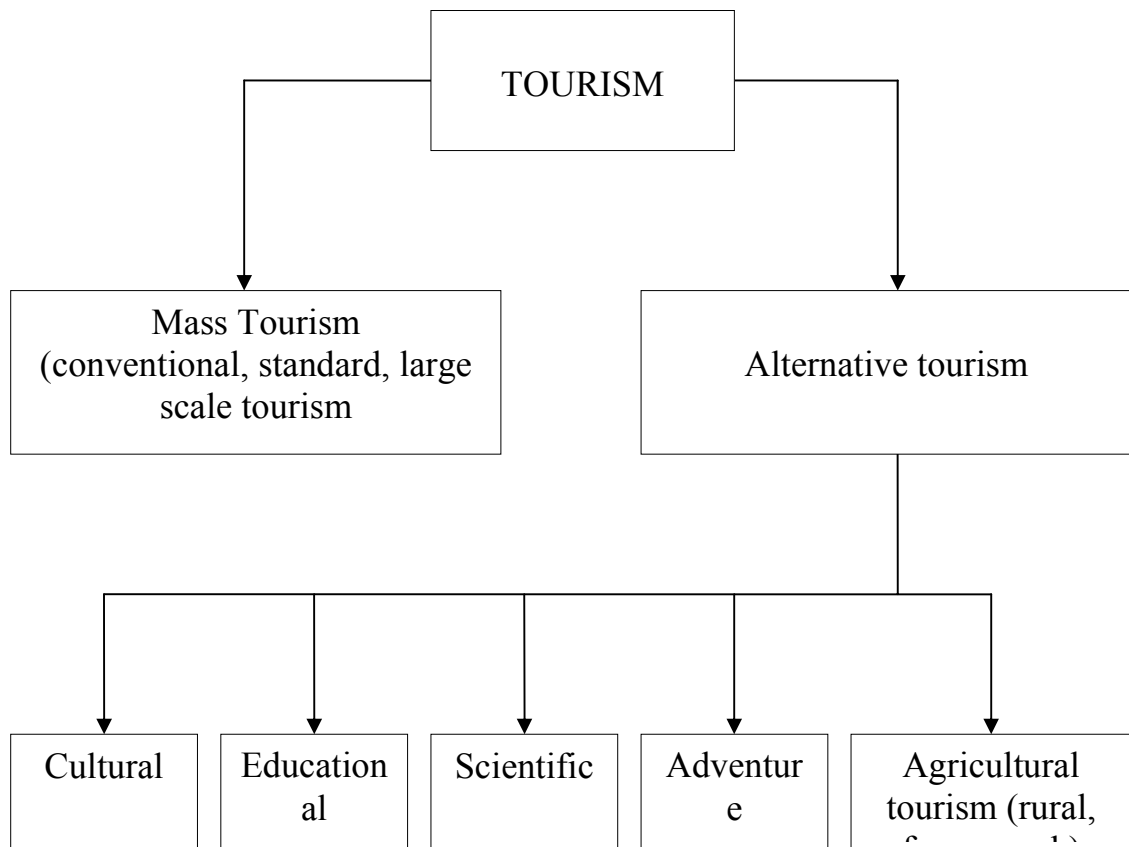
A second set of activities relate to the value chains of tourism operations and the capacity to harness community resources and labor to provide goods and services for existing tourism businesses, including mass tourism. In such instances, with the exception of the provision of labor for tourism businesses not operated by the community, the community may not interact directly with tourists and may be physically distant from tourist operations. The community income from such activities will be dependent in whole or in part upon the tourism industry at large, but the relations with tourists is indirect, mediated by those who occupy the front line sector. In such indirect cases it would be more accurate to use the term 'Communities Benefiting through Tourism' or CBT. While CBT will always refer to small operations, CBT offers possibilities of tapping into mass tourism with economies of scale that have the potential to make very significant contributions to poverty improvement and on a level that will tend to be much greater than more traditional CBT activities (MOT, 2008).

(WTO, 2001) presented that there are many community-based projects recognized around the island, like one in Sihanoukville wherein a house required a new roof. Because the community did not have enough funds, one of the local residents came up with the idea of inviting tourists to a community meal prepared and served in Sihanoukville with proceeds going towards the cost of the roof. They approached some of the nearby resorts and asked if they could display flyers advertising the event. Furthermore, WTO reported that sustainable tourism should also be community-based, giving full and fair participation to local people throughout the tourism planning and development process. According to this concern, and an increasing concern over environmental and social responsibility in tourism and

sustainability, CBT is earning popularity by being integrated into strategies for conservation and development.

Wearing and Gartrell (2000) presented that the ecotourism is fundamentally a community-based activity. Community members are concerned in all aspects of management of the resources that are the focus of tourism, as well as management of their own life. CBT is derived from ecotourism, and then CBT is not the same as ecotourism, though it is an overlapping concept. Community-based ecotourism is a form of ecotourism where the local community has control over, and is involved in its development and management with a major share of the benefits remaining within the community. The following figure 1.4 is a theoretical drawing that shows how CBT fits against other forms of tourism and how it sits on a philosophical spectrum.

**Figure 1.4** The Alternative Tourism



**Nature tourism or Ecotourism**

**Source:** Mieczkowski

### 1.2.3.1 Framework of CBT

Wearing (1996) observed that a community-based approach is motivated and directed by the community, and the approach will ensure that the development of tourism is able to:

- Make sure seasonable input from a wide cross section of the community,
- Think about all the different issues raised by the various community member and groups,
- Meet a variety of user needs,
- Have the active commitment of community and tourists, and
- Encourage responsibility of the host communities.

On the other hand, he explains that the adoption of this approach results in tourism that the community desires and is more likely to be happy. Thus it is more likely to create an environment that is friendlier to tourists. He also adds that the possibility of community-based tourism also depends on certain essential elements such as:

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



Lash (1997) presented eight categories to be measured when implementing CBT projects. They include the social and political structure of the community, the physical location of arrangement and neighborhoods, community infrastructure, economic opportunities, training and education, marketing, environment and monitoring and evaluation.

In addition, Wearing (1996) claimed that community tourism is not just ideas, values and aspirations for a better world. It concerns itself with how tourism in destination areas can be used to support, and enhance the local community. He argues that this form of tourism will come up against the power and influence of large developers who are attempting to promote economic rationalism and exploit the host community resources utilizing the legal system or even intimidation to achieve these ends. The author also warned that while the focus of CBT is primarily at the community and local level, for CBT to be successful it is important for there to be incorporate critical linkages with other scales and sectors of operation. Furthermore, community-based tourism cannot be seen, and should not be planned, in isolation from sectors and stakeholders. Additionally, CBT works in five dimensions: social, cultural, economic, political and ecological, all of which must be measured when working on CBT projects at both community and individual levels.

Kutay (1990) added that it's not feasible for local people to benefit from nature tourism, the more they will help in preserving natural areas and wildlife. However, the author argued that it is important to note that CBT objectives are not always focused around natural resource conservation and connection with economic development. Cultural conservation, community and gender empowerment, poverty alleviation and income generation are also primary purposes in many cases. Furthermore, community-based tourism has a duty to the visitor to provide a

socially and environmentally responsible product. A number of authors discussed the need to expand the scope of CBT objectives in order to efficiently implement community-based projects. In addition, the author stated that CBT is also involved with issues such as land tenure, equitable access to resources, cultural integrity, gender sensitivity and community-based resource management.

Wearing (1994) claimed that difficulties for local communities and ecotourism stem from a number of sources such as a lack of knowledge about the provision of a product market, a lack of skills in business, technology and management and a lack of resources, both capital and human, to initiate projects. Moreover, community-based tourism projects are abandoned when political pressures assert themselves, jealousies arise, or the heralded “eco tourists” do not arrive. Furthermore, the author said that the common objectives of CBT are around conservation and economic enhancement of the local community. So, conservation aims to ensure the continuing use of living resources for the benefit and employment of mankind, keeping in mind the ethical imperative expressed in the belief that "we have not inherited the earth from our parents, we have borrowed it from our children" (Lucas, undated). Many international conservation organizations have used ecotourism as a strategy to achieve their goals while working with local community because ecotourism gives incentives to local people in preserving their environment. For example, WWF has established and funded many community-based ecotourism projects throughout the world.

The World Wild Fund for Nature (WWF, 2001) has developed some general guidelines for developing community-based ecotourism projects, which can be adapted and applied to the Cambodian situation. The first guideline is considering whether ecotourism is an appropriate option. Secondly, the planning of ecotourism should involve communities and other stakeholders.

Thirdly, in order to develop a viable community-based ecotourism project, quality products need to be proposed, ensuring market realism and effective promotion. Fourthly, benefits to the community and the environment will need to be strengthened by managing their impacts, providing technical support, obtaining the support of visitors and tour operators, monitoring performance and ensuring continuity of the projects. Moreover, the author has shown five key areas for policy action: 1) create 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 eco-tourism market, and 5) develop institutions, mechanisms and skills.

### **1.2.3.2 Community Needs**

Chayan (1995) reported that through all times, community has largely been powerless, marginalized, and always neglected, exploited or victimized by the powerful people. Therefore, the author claimed that they are in extreme need of basic health care, food, security, literacy and infrastructures. In this study, Maslow's ladder of human needs was adopted to identify Sihanoukville community needs, and the role of tourism in meeting these needs was explored.

Young (1991) mentioned that tourism must become sensitive and responsive to the needs of the community, and that it supports the whole community and not just those who gain direct economic benefits. Wearing and Larsen (1996) reported that ecotourism has the potential to provide employment and income to local communities. The authors also found that ecotourism is a form of sustainable development because it can provide a viable economic alternative to the exploitation of the environment.

World Commission on the Environment and Development, (1997) viewed that development that meets the needs of the present without compromising the ability of future generations can be effectively used to meet their own needs. One of the most commonly used approaches to categorizing human needs is by grouping them into five broad headings: basic needs (e.g. food, water, air, clothes), safety needs (e.g. protection, security, order), social needs (e.g. affection, love, friendship, belonging), ego needs (e.g. self-respect, status, prestige), self-actualization (i.e. self fulfillment). Some needs are more urgent, but not more important than others. In the case of Coastal in Sihanoukville, most of the population consists of indigenous people.

### **1.2.3.3. Community Participation**

Cernea (1991) asserted that community participation requires giving people more opportunities to participate successfully in developing activities. He added that participation means empowering people to organize their own capacities, become social actors rather than passive subjects, 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. He thought that participation takes place at many levels: benefits sharing, planning, implementing, operating, decision-making and managing, monitoring and evaluating. Brandon (1993) presented that involving local people in ecotourism is important because they can be empowered to manage their resource and have a stake to improve the chances that tourism will be responsive to their needs.

Timothy (1999) mentioned that if local residents are to benefit from tourism, they must also be given opportunities to participate in, and gain financially from tourism. Sproule (1995) said that in many developing countries, tourism benefits are concentrated in the hands of a few at the expense of those with existing disadvantages, such as those with small land holdings, low incomes, and poor housing. Moreover, Brandon (1993) summarized that a lack of involvement in tourism means that tourism is much more likely to have negative social and economic impacts. Paul (1987) asserted that the sustainability of an ecotourism project depends upon its acceptance and support by local community. They said that local involvement in all phases of planning, development and management is the key strategy to ensure sustainability; socially, environmentally and economically.

The importance of community participation in ecotourism and development was further investigated by Brandon (1993) and Cernea (1991). They argued that ecotourism can only achieve its goal (sustainability) if local communities are actively involved in all the development processes. Cernea (1991) thought that a lack of involvement meant that tourism is much more likely to have negative social and economic impacts. He reported that there is ample evidence that projects which focus on generating economic benefits without effectively encouraging local participation in the identification, design, implementation, or evaluation of development activities are less likely to provide widespread community benefits. In contrast, Drum (1998) claimed that active local participation in planning processes and in operations management can achieve the conservation and sustainable development goals of ecotourism. In addition, Wearing and Larsen (1996) presented that it can help managers avoid decisions that might cause conflict with the local community, provide a more authentic experience for tourists and can serve to educate the community about the benefits of the project, thereby

increasing their support and helping them to attain their minimum basic needs.

However, Timothy (1999) viewed that there are some difficulties which exist in involving the local community in tourism planning because the community lacks experience and knowledge in the industry, with community involvement in decision-making processes being a new concept, and traditional practices not easily changed (Jacobson, 1992). Education and training were an important prerequisite for allowing local people to more actively participate in the economic benefits of the tourism system. Young (1991) showed that the community in tourism planning at the local level has revealed that the lack of knowledge and capacity of the community can present a barrier to effective participation. Education has been put forward as both the cause of and solution to the problem of getting the community involved in tourism planning. Asian Development Bank (ADB) (2001) reported that capacity can be defined as the abilities, skills and knowledge that enable organizations, groups, and individuals to achieve their objectives and to perform their tasks in an effective manner.

WTO (2001) claimed that this means adopting a bottom-up approach, encouraging communities to play a key role in the planning, development and management of tourism. The most significant benefit is perhaps the wisdom of ownership that can come about through participation that makes the whole planning process more sustainable as well as easier to implement. It can enable communities to make informed decisions about their natural and cultural environment and lead to a reduction in practices that degrade the world's natural resources. There are many ways in which community participation in tourism can be encouraged and supported. Furthermore, the authors viewed that its effectiveness as a conservation tool is illustrated by the active enlistment of community cooperation in the management of a

protected area. Its impact on the community's sense of empowerment is exemplified by the community's substantial economic benefits, growing sense of pride in their achievements, renewed confidence in their ability to reach their goals, acquisition of technical skills, spontaneity in expressing their ideas and sentiments, and manifestation of enthusiasm and creativity in their activities.

In addition, Brandon (1993) mentioned that some issues need to be looked at before when involving local community: who to involve, why they need to be involved, and how to involve them. He argued that in order to answer the first question, "who to involve", one needs to look at the objectives and roles of participation to see whether local people are empowered and greater benefits remain in the community. In the "why to involve" question, he argued that involving the local community in the process is essential as they can benefit from tourism as well. And the "how to involve" element pertains to the process of how to identify suitable community leaders, how to bring about change and how to identify the site-specific conditions that are important to evaluate whether ecotourism is leading to eco-development.

Paul (1987) suggested that the results of a participatory approach to development projects includes increasing project effectiveness, increasing the capacity of beneficiaries to take responsibility for project activities, and facilitating cost sharing through local contributions of land, money, or labor.

#### **1.2.3.4 Destination Stakeholders**

Cambodia promoted the role of local authorities to manage recourse and environment. Sihanoukville environmental

management action plans are now finished such as rebuilding Hotel Independent in Independent beach, and another hotel in Lumhelkay beach.

World Tourism Organization (2001) showed two points for key stakeholder strategies of tourism development:

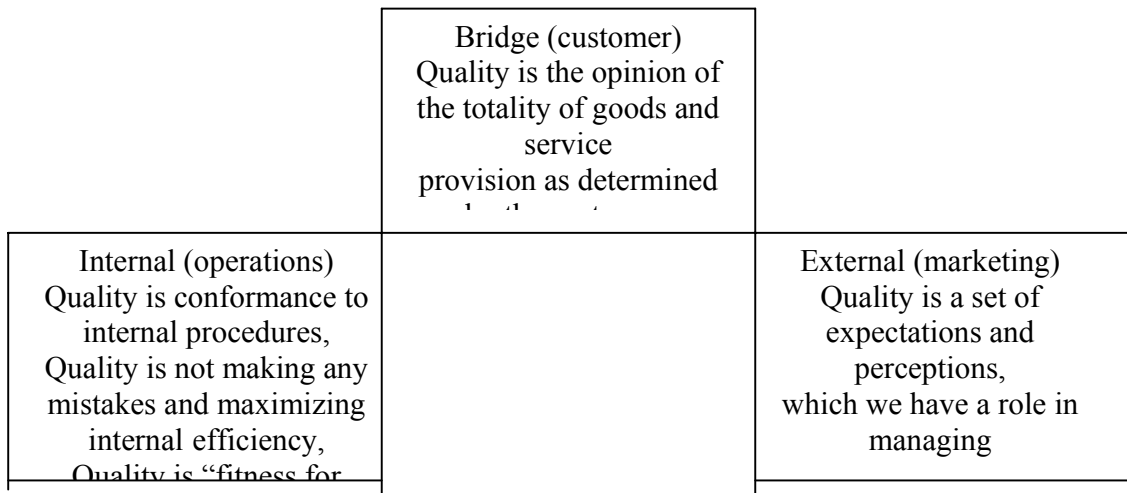
- A multiple stakeholder development approach was adopted to widen involvement and minimize conflicts among and between players. Sharing of roles and resources was promoted among stakeholders throughout the entire tourism development process.

- Areas for stakeholder involvement and support were identified: policy enactment, planning and enforcement, tendril and resource access rights, marketing and promotions, community organizing and education, as well as institutional linkages.

Moutinho (2000) discussed that before a tourism company can do business- before they can market their tourism product- they must first plan their strategy. Furthermore, the problem for the manager is that it is very difficult to design systems that will deliver a suitable strategy for their unique situation. Despite this proliferation of definitions, there is a set of well-used definitions that can be applied to facilitate the tourism manager in developing an enhanced definition of quality; both for paid-up and potential customers. Initially, definitions can be focused internally and therefore be the prerogative of the operations function, or focused externally and be in the domain of the marketers. Success lies not in choosing one of these routes, but in the combination of the two. Quality as a subject area functions as a bridge between these two views as shown in Figure 1.5.



**Figure 1.5** Bridge Model



**Source:** Moutinho (2000:

Moutinho (2000) also viewed that the strategic approach to quality is to take care of quality strategy in one of four ways:

- As a functional strategy: recognizing the need for a quality management function within the organization which can plan and optimize the use of its own resources, yet have influence on the operation as a whole,
- As a single competitive strategy: focusing on the need for both relative levels of quality and absolute levels of quality to establish customer perception of the company and its products and hence deliver higher differentiated value to customers
- Quality as one dimension of competitive strategy: treating the quality performance as one of a number of strategic variables,

- Quality as an organizational culture: appropriate to any competitive strategy, by having a quality orientation or quality thinking, management decisions are made which will reflect on the need for both internal and external perceptions of quality.

## **1.2.4 Tourism in Cambodia**

### **Introduction to Tourism in Cambodia**

Cambodia is situated in South-east Asia, which is one of the world's fastest tourism growth regions, according to the Cambodia National Tourism Development Plan for 2001-2005 (MOT, 2000). The Plan describes the country as a new potential tourism market with a wide variety of tourism resources such as the world-renowned Angkor Watt complex, warm weather, beautiful and tranquil rural scenery and unpolluted seas, lakes and beaches, friendly people and vibrant cultures. The Plan claims that the country's main tourist attractions are Siem Reap, Phnom Penh, Sihanoukville and identifies Ratanakiri as a province with high ecotourism potential for the country and has designed the province for ecotourism development in order to diversify the tourism product of the country while catering to an existing specialized and growing international market for ecotourism.

Due to its attractiveness (and after more than a decade of peace), tourism in Cambodia has grown rapidly, particularly in the last few years. It has experienced significant tourism growth, receiving 1,700,041 international visitors in 2006 and 2,015,128 in 2007.

For the first eight months of 2008, visitor arrivals to Cambodia were 1,398,557, and had a 10.11% increase compared to the same

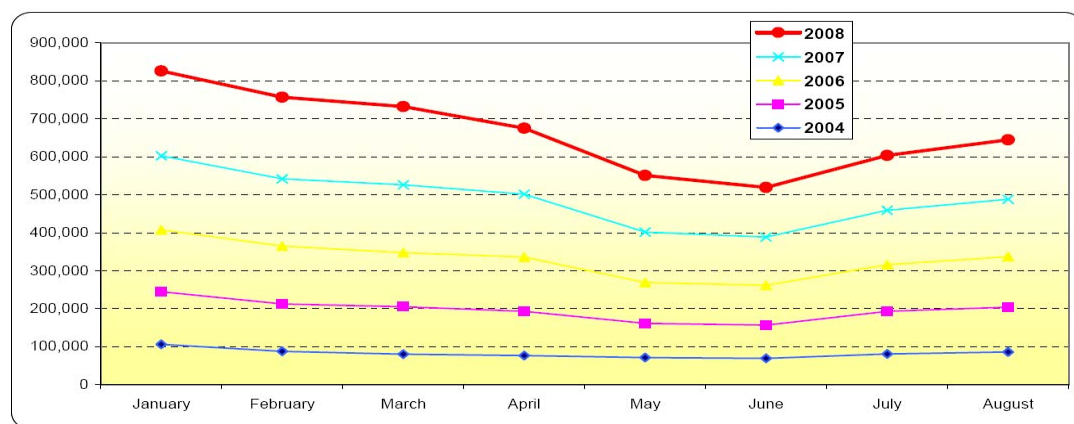
period of 2007, as shown in Figure 1.6. Longer term projections predict that the number of visitors to Cambodia could reach 3.1 million by 2010 and 5.4 million by 2015 (MOT, 2008).

As shown in Figure 1.7, from January to August 2008, South Korea visitors maintained their position, being at the top with (14.42%) of the market share. Other key markets included Vietnam (10.09%), Japan (7.50%), the United States of America (7.03%), and China (6.20%). Visitor arrivals from Thailand (+34.60%), France (+12.21%), United Kingdom (+14.76%), Taiwan, China (-22.25%), and Australia (+23.94%). Growth from long haul markets, including the United States of America, the United Kingdom and France, remained, while Australia was in the top 10 market arrival countries. The Ministry of Tourism (MOT) claims and forecasts that the present and future tourist markets of Cambodia will be for business, leisure and visiting friends and relatives (MOT 2006, MOT 2007, MOT 2008).

**Figure 1.6** International Visitor Arrivals to Cambodia 2006-2008

### International visitor arrivals to Cambodia

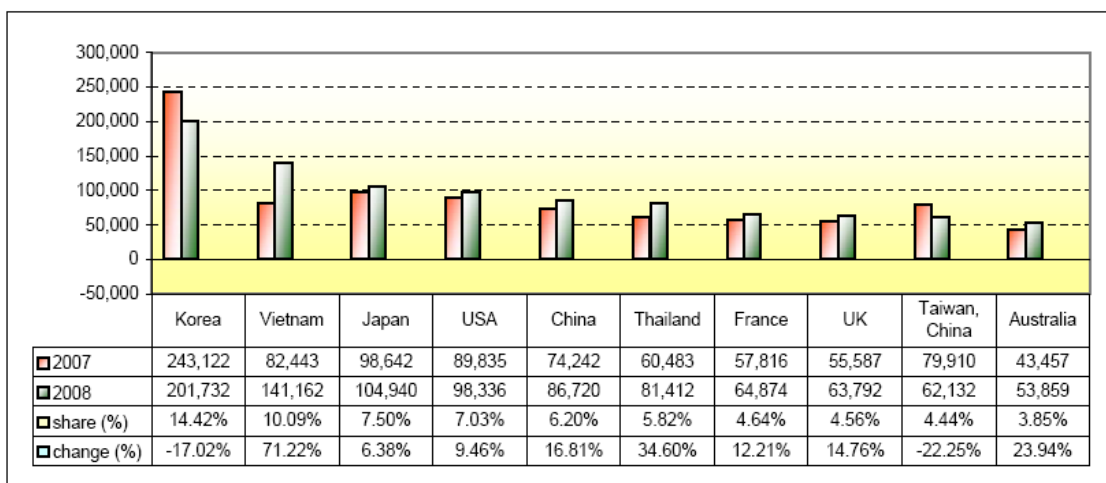
Destination	Months	2004	2005	2006	2007	2008	change(%) 2008*/07
<b>Cambodia</b> <i>(all means of transportation, include same-day visitors)</i>	January	106,200	138,718	163,047	194,932	223,581	14.70%
	February	87,795	125,326	151,821	177,130	214,902	21.32%
	March	80,765	124,626	142,437	178,751	205,722	15.09%
	April	77,105	116,219	143,069	165,347	173,903	5.17%
	May	71,486	90,314	107,720	132,512	149,275	12.65%
	June	69,595	87,228	105,298	126,677	130,853	3.30%
	July	81,223	112,116	123,047	143,310	144,223	0.64%
	August	86,450	117,943	132,792	151,478	156,098	3.05%
	September	71,209	93,158	114,781	137,027		
	October	86,121	116,382	138,296	160,235		
	November	113,195	138,293	163,068	194,646		
	December	124,058	161,292	214,665	253,083		
	<b>Total</b>		<b>1,055,202</b>	<b>1,421,615</b>	<b>1,700,041</b>	<b>2,015,128</b>	<b>1,398,557</b>



**Source:** Ministry of Tourism, Statistic Annual Report, 2008

**Figure 1.7** Top ten Markets Arrivals to Cambodia from Jan-Aug in 2008

III. Top ten markets arrivals to Cambodia from Jan - Aug in 2008



**Source:** Ministry of Tourism, Statistic Annual Report, 2008

The National Tourism Development Plan (2001-2005) estimated that there are about one million domestic visitors per year. The Plan indicated that the domestic market has grown rapidly, and this growth has encouraging potential for Cambodia's economy. The plan claimed that domestic tourism has played an important role in poverty reduction in the rural areas because local tourists tend to buy local products, eat local food, and stay in accommodation owned by local people. Therefore, there is less economic leakage than with international tourism. However, since it does not earn foreign exchange and produces overall smaller amounts of spending than with international tourism, domestic tourism is one segment of the market that is often overlooked in Cambodia. The policy makers and tourism planners should pay more attention to domestic tourism in order to encourage poverty reduction.

No figures are currently available for domestic tourism, but tour operators reported that visitor arrivals began to increase significantly following the election of 1993, when the tourism sector was identified as a major potential economic growth sector. Thereafter, the Cambodian government adopted an open-door policy in order to attract foreign investment for the development of the tourism infrastructure. Now, local people are traveling more frequently for the purposes of tourism. As in neighboring Viet Nam and Laos, recent years have also seen a steady growth in the market for overseas package tours aimed at Cambodian tourists.

In 1995, income from tourism stood at just US\$100 million, but by 2003 the sector was generating US\$526 million, creating jobs for over 100,000 people; in 2004 tourism generated US\$777 million, creating jobs for over 180,000 people, and in 2007 tourism generated US\$578 million to 1,400 million, creating jobs for over 300,000 people which supported perhaps 15% of

local produce. Currently, tourism accounts for around 50% of Cambodia's GNP (MOT, 2008).

### **1.2.4.1 Tourism in Sihanoukville**

#### **Introduction of Sihanoukville**

Sihanoukville is designated as one of the three economic development areas in Cambodia. It is the site of the country's only deep sea water port; serving as a commercial getaway to local and international trade sharing about 435km of the Gulf of Thailand. Sihanoukville's water is teeming with life, and its bays and estuaries abounding with fishery resource. The coastal resource of Sihanoukville has provided significant livelihood opportunities in fishery production, trade services, industrial tourism and eco-tourism.

Sihanoukville is also considered one of the most popular tourist destinations in Cambodia. It has a great potential for eco-tourism, with its unspoiled beaches and nature-based tourism activities in Ram National Park and the island. A number of tourist facilities and services already exist, accommodating a rapidly increasing number of tourists annually. Because of this, a long-term plan must be developed to respond to the increasing pressure the industry faces on the coastal environment of Sihanoukville.

#### **City Basic Profile**

- **Total Population:** 180,287
- **Total Land Area:** 1,283km<sup>2</sup>
- **Density (Pers/ km<sup>2</sup>):** 141/km<sup>2</sup>
- **Total of District/Khan:** 3
- **Total of Commune/Sangkat:** 22
  - Urban Commune/Sangkat: 5
  - Rural Commune/Sangkat: 17
- **Total of Villages:** 94
  - Urban Villages: 19
  - Rural Village: 75
- **Total of Coastal line:** 119.50km
- **Area code (s):** KH-18
- **Established year:** 1964
- **Administrative type:** City and Provincial Municipality
- **Major Ethnic Groups:** Khmer, Cham, Thai and Vietnamese
- **Religion:** Buddhism (85% of the population)
- **Income Sources:** Agriculture, forestry, tourism, fisheries, industry, harbor development, navigation, nature conservation and oil exploration
- **Living Condition:** High level 10%, Medium level 40%, Low level 50% (ICO, 2008).

### **Background of Sihanoukville**

The city Sihanoukville, formally “Kompong Som”, was founded in 1964 to be the only deep water seaport in Cambodia (in part due to the waning power of the French who were tightening their control over the Mekong Delta and hence restricting river access to Cambodia) and second largest municipality. It’s beaches

have also made it popular as a tourist destination. The city is named after King Norodom Sihanouk.

As in the other countries of the former French Indochina, tourism began to develop in Cambodia during the early years of the 20th century, reaching a peak during the Sangkum Reastr Niyum ('Popular Socialist Community') period of 1955-1970.

After two decades of war and instability, Cambodia reappeared on the international tourist map in the wake of the Paris Peace Accord of 1990, initially as an 'adventure destination'.

The City was created as a port between 1956 and 1959, when the recently independent country determined a need for direct port access to the area. It is located on the Gulf of Thailand, 226km by road (National Road No.4) south-west of the Capital of Phnom Penh of Cambodia, as shown in Figure 1.8. The City of Sihanoukville is strategically important in the Royal Government's planned recovery for the economic development of Cambodia.

The City, which was previously planned as a tourism and industrial center, is central to the planned economic recovery of Cambodia. Development plans being discussed at present provide for the rebuilding of the tourism and industrial base as well as expansion of the port facilities.

The City and its environs have all of the attributes to attract recreational tourists. Sihanoukville is favored for the establishment of an industrial center because of its deep-water port. Development of a deep-water port is being considered for its importance not only for Sihanoukville and Cambodia but for the whole of the Southeast Asian region.

Long-term prospects for Sihanoukville are good and efforts will be made to develop a second strong industrial growth pole there as it is an ideal place for the development of export-oriented industries adding value to imported materials (MOT, 2008).



The municipality is composed of three districts with a total population of 180,287 people, including Sihanoukville City (the Capital of City) with 79,434 population, Steung Hav district with 13,446 inhabitants and Prey Nup district with 87,407 residents, as shown in Table 1.3. The total land area is 1,283km<sup>2</sup> in the Capital City, 134,90 km<sup>2</sup> in Stung Hav district and 109,47 km<sup>2</sup> in Prey Nup district (PO, 2008).

**Table 1.3** Statistic of Population in Sihanoukville, 2008

District	Population		Family	Total
	Female	Male		
<b>Mittapheap</b>	39,840	39,594	17,051	79,434
<b>Steung Hav</b>	6,553	6,893	2,690	13,446
<b>Prey Nup</b>	43,916	43,491	17,446	87,407
<b>Sum-Total</b>	<b>90,309</b>	<b>89,978</b>	<b>37,187</b>	<b>180,287</b>

**Source:** Planning Office of Sihanoukville, 2008

**Figure 1.8** Map of Cambodia (Sihanoukville)



**Source:** Ministry of Tourism, Statistic Annual Report, 2008

An urban hierarchy categorizes centers according to their importance in terms of the function that they provide. Functional importance is reflected in the range and amount of services and facilities. Understanding the operation of the present hierarchy allows planners to plan for the future. Ideally, sufficient land for expected facilities can be reserved. Departments can be coordinated for infrastructure and service provision and budgets can be drawn up.

### Coastal and Southern areas

The coastal area of Cambodia covers of 17,237 square kilometers with 440 kilometers long ranging from Kep

Municipality, Kampot province, Sihanouk Ville Municipality and to Koh Kong province. Sihanoukville covers 30% of the total length of the coastline of Cambodia. The coastline of Sihanoukville lies 128km out of the total 435km. All the provinces and municipalities lie along the southwestern part of the country. Sihanoukville is the mid point of the coastal area; about 232 kilometers from Phnom Penh. It is also where the international sea port operates, and is a major tourism attraction in the country for sun, sand and sea tourist market. The coastal area of Cambodia provides a different tourist experience from the other regions in the country because of its natural uniqueness. Along the coast, there are many tourist attractions such as beautiful beaches with clear water and white sand, many small beautiful 60 islands, many different marine lives, varieties of mangrove, national parks and local culture. The topography of the coastal area includes mountainous areas, plateaus, plains, coasts, the seaside and the gulf. In addition to these, palm oil, rubber, coconuts, pepper, durian and other crops are grown in this area.

The city is served by the Sihanoukville International Airport. They plan all flights between Sihanoukville and Siem Reap. Furthermore, it has the most popular beaches; namely Occheuteal, Sokha, Independence, Victory and Lumherkay. Tourists can take water taxis to the nearby islands for diving, snorkeling, and fishing game.

Ochheuteal Beach, the longest and therefore less crowded beach, is lined with pine trees, grass umbrellas, rental chairs and little drink huts. There are lots of high quality restaurants and bars at the beach. One can travel to the south side of the beach if seeking some privacy.

Sokkha Beach, is a sand beach that is located on a bay between the sea and the fresh water resource making it an important source of ecological system.

Independence Beach, named after the old Independence hotel. There is a selection of the usual food stalls set just off the beach with plentiful shade. Although the beach has a few rocky spots, its long stretch of clean sand makes it a great spot for relaxing, feasting and swimming. This beach is a favorite with the locals.

Victory Beach is located south of the port, and is overlooked by the weather station hill. The beach was the original backpacker beach and is still popular with budget travelers. It offers narrow sand area and a view on the port, but it is a great place to party or to watch the sunset. The southern side is also very lovely.

Lumherkay (Hawaii Beach) is usually very quiet. Protected from the wind by Snake Island, it is a good place to hide out if the wind is high. As it is very shallow, it can be a good place if you have kids.

The town centre is located on a hill roughly in the centre of the peninsula and is seen as a distinct area for tourism promotion Sihanoukville. It contains the banks, bus station, the market, and the post office (although the post office is some distance from the port).

Tourism in Sihanouville is increasing with remarkable growth according to the potential of its natural environment, such as the gorgeous beaches and the other natural attraction sites, and also the obvious focus of the town authority on building the infrastructure and safety management with increased security from day-to-day. The tourism market in Sihanoukville consists of around 70% domestic tourists who visit and relax in Sihanoukville as a family, or come here with their relatives at the weekends mostly by their own cars. Their purpose is to relax at the beach, eat seafood, visit the Kbal Chhay Water Fall and also for their work trip. As for international tourists, approximately 30% are mostly backpacker tourists that are independent tourists in parties of one

or two come from Phnom Penh and Koh Kong by bus and speed boat for the purpose to relax, go swimming, visit some islands at Riem National Park, and the rest mainly come to Sihanoukville for official business. The main international tourists' source visiting Sihanoukville included France, China, America, England, and Japan etc. Also, Sihanoukville received 288,428 international and domestic visitors in 2006, increased 42,67% of 2005, and 379,688 in 2007, increased 31,64% of 2006, and 386,866 from January to August 2008, increased 52,05% of 2007, as shown in Table 1.4. According to the Tourism Department of Sihanoukville, some 386,866 tourists visited Sihanoukville. There were approximately 280,692 international tourists and 106,174 domestic tourists (TO, 2008).

**Table 1.4** Visitor Arrivals to Sihanoukville

<b>Visitor types</b>	<b>2006</b>	<b>2007</b>	<b>2008 Jan- August</b>	<b>Change% 2008*/07</b>
International	63,556	93,469	106,174	76.49
Domestic	224,872	286,219	280,692	51.49
<b>Total</b>	<b>288,428</b>	<b>379,688</b>	<b>386866</b>	<b>52.05</b>

**Source:** Tourism Office of Sihanoukville, 2008

Currently, Sihanoukville consists of 44 hotels, which totals 1,677 rooms. The number of guest houses totals 110, equaling 1,513 rooms. As for other facilities, there are 77 restaurants, 8 massage parlors, 8 sporting clubs, 4 souvenir shops, 3 casinos, 5 travel agencies, 8 bus companies, 130 taxies, 2 royal boats and 9 tourist boat services to islands, as shown in Table 1.5.

**Table 1.5** Statistics of Tourism businesses in Sihanoukville, 2008

<b>Hotel number-</b>	<b>Questhouse number-</b>	<b>Restaurant number-table-</b>	<b>Massage number-</b>	<b>Bus company-</b>
--------------------------	-------------------------------	-------------------------------------	----------------------------	-------------------------

<b>room</b>	<b>room</b>	<b>chair</b>	<b>bed</b>	<b>bus</b>
44-1,677	110-1,513	77-1,029- 4,504	08-41	08-23

**Source:** Tourism Office of Sihanoukville, 2008

An average cost of hotels and accommodations service in Sihanoukville for various types are as follows:

Large hotel	50	USD per night
Medium size hotel	20-30	USD per night
Guest house	5-10	USD per night

The revenue from the license given to the hotel, guest house, and restaurant totaled 7.885.000R (Seven thousands eight hundred eighty five Riels only) (TO, 2008).

#### **1.2.4.2 Cambodian National Tourism Development Plan**

Cambodia National Tourism Development Plan (2001-2005) shown that the Cambodia 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 feasible plan and in a manageable manner. The plan is established based on sustainable tourism principles proposed by the United Nations as well as the World Tourism Organization. These principles include:

- Poverty alleviation and achieving gender and social equity within a social planning and development context.

- The protection of heritage in all its dimensions (natural and cultural heritage as well as the traditions and value of the Cambodian people).
- Revenue captured by the local community.
- Effective monitoring to ensure that community goals as well as national policy objectives are met.
- Local involvements in both planning as well as economic activities are ensured. Capacity building and the creation of mechanisms for the support of small and medium enterprises will be explored whenever appropriate.
- Emphasis on formulating strategies that will create opportunities within the more disadvantaged areas of the country.
- Insurance 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 stakeholders to be involved in decision-making and resource allocation.

The Plan also states that if there is to be sustainable tourism development in Cambodia, the stress on numbers and statistics has to be complemented by a corresponding emphasis on understanding the qualitative and economic impacts of tourism and how the poor and other segments of Cambodian society can be seen to profit from increased tourism activity. Many of the strategies and actions (in this plan) call for a different approach to tourism planning. They stress, as an essential element in the overall decision-making in tourism planning, the encouragement of both public as well as private participation in tourism. It also stresses ensuring that the disadvantaged groups of Cambodian society profit from tourism.

It is important to remember, however, that there is nothing inevitable about tourism development. Tourism, if properly managed and planned, can avoid many of the negative impacts that have arisen through poorly planned tourism development. It is not inevitable that there will be positive impacts of tourism unless the necessary steps and regulations are put in place, according to the National Tourism Development Plan of 1996 (MOT, 1995).

The Plan says that a pro-poor tourism policy implies a change in direction from objectives concerned with increasing overall tourist numbers and revenues to one that stresses forms of tourism that are of beneficial to the poor. These forms of tourism can be labor-intensive, include support for a role for the informal sector in tourism development, should be based on tourism assets that are available to the poor and direct tourism development to areas where the poorest people live. This form of tourism should also be concerned with ensuring that tourism development does not exacerbate the problems of the poor by increasing pollution, making land more expensive and decreasing access to natural and cultural opportunities (MOT, 1995).

The National Tourism Development Plan of 1996 also says: adopting pro poor tourism policies requires more than simply inserting the word poverty in various government policies and strategies. It requires a fundamental shift in thinking about the forms of tourism development that will benefit the poor. Given the multi-jurisdictional nature of tourism, it is also important that development planners and managers working in a number of sectors are aware of the importance of tourism as a potential source of poverty reduction. A pro-poor tourism policy will help to ensure that tourism dimensions are incorporated in general community plans and regional economic development strategies.

While there can be no argument that well planned and managed tourism can provide social and cultural benefits for the



poor, it must also be recognized that accomplishing that task will be complex and difficult. The nature of this complexity can be understood by examining the barriers the poor face as they try to improve their condition. These barriers include:

- Lack of education and training
- Lack of financing credit
- Lack of organization
- At times relatively poor access to tourism infrastructure and assets
- Lack of market knowledge and power
- Regulations and red tape
- Inadequate access to available as well as potential tourism markets
- Lack of government program targeted to the informal sector (MOT, 1995)

All of these barriers will be particularly pertinent in Sihanoukville where indigenous people are involved with tourism.

### **Tourism Development Policy and Strategy in Sihanoukville**

The tourism development policy and strategy are comprised of several elements, and strategies and plan recommendations are formulated within the document's framework. The National Tourism Development Plan for Cambodia and the urban master plan are also prepared for Sihanoukville. The tourism policy and strategy of the Sihanoukville area provide the framework for more detailed planning and development to be carried out at the urban and resort levels.

### **Tourism Development Policy**

The tourism development policy for the Sihanoukville area is summarized in the following statements:

The Sihanoukville area including the offshore islands will be developed on a sustainable basis as a major beach and marine resort area and major tourist destination.

- Tourism will also be based on the national parks and other natural features in and near Sihanoukville; the areas which pertain to the overall scenic character of the region.
- Tourism will be developed for both international and domestic tourists and business and conference/meeting tourism will be developed along with holiday tourism.
- Undesirable forms of tourism that create social problems and a bad image for the area will be discouraged.
- Tourism development will be integrated into the total development patterns of the area, including the role of Sihanoukville as an important port and industrial centre.
- Beach and marine resort development will be of good quality and cater to both international and domestic tourist markets.
- Utmost consideration will be given to controlling environmental problems including deforestation and water pollution, and improving the overall environmental quality of the area.
- Emphasis will be given to improving the air access, infrastructure and community facilities and services of the area for the benefit of both tourism and residents.
- Priority will be given to improving the human resource based for tourism through education and training programmers.
- Emphasis will be given to strengthening the capabilities of the local tourism office and the application of

appropriate standards and regulations for tourist facilities.

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

### **Tourism Development Strategy**

The tourism development strategy has been formulated within the framework of the urban master plan for Sihanoukville so that tourism is integrated into the overall development of the area. So, this reduces the plan map taken from the master plan document and then sets forth proposed sub-decrees, which describe the zoning plan for Sihanoukville that has been extracted from the master plan document. The national strategy relative to the area is that Sihanoukville will be developed as a major destination in the country, offering beach resort tourism to complement urban tourism in Phnom Penh, and historic/cultural tourism in Siem Reap. These three places form the tourism triangle of the country for development during the short and medium term period. At the same time, smaller-scale tourism will be developed elsewhere. During the longer-term, as the tourist markets are developed, other places such as the northwestern coastal and island area can develop larger-scale tourism (MOT, 2007).

### **Coastal Strategy in Sihanoukville**

Coastal areas in many parts of the world, especially in the tropics, are popular tourist destinations. Attractive sandy beaches, coastal waters and coral reefs have the potential for several tourist activities such as sun bathing, water skiing, snorkeling, scuba diving, kayaking, etc. Natural surroundings also offer scope for bird watching, fishing and boating. Coastal zone tourism caters to a variety of tourists such as families, and young

tourists who are looking for relaxation, excitement and good weather. However, the coastal environments are highly fragile and coastal activities are highly dependent on the seasons. Therefore it is important to carefully plan and manage coastal areas.

Although the coastal areas of Cambodia have the potential resources for developing tourism, they are fairly untapped due to issues of access, pollution, security and lack of tourism facilities. The activities of port and harbor construction, mining and mineral processing, etc. have polluted the beaches, and the coastal waters are a strong deterrent in tourism development of the area (MOT, 2000).

The coastal strategy in Sihanoukville is viewed as follows:

- **INFORM** and **EDUCATE** stakeholders of their rights and responsibilities, and the issues concerning the coastal and marine environment to ensure their involvement and active participation in the development and implementation of marine and coastal management programs,
- **PRESERVE** and **RESTORE** ecological, cultural and social values of Sihanoukville for the benefit and security of present and future generations,
- **PROTECT** the health of the ecosystem and the well-being of the people, and **MITIGATE** environmental damages caused by various human activities such as pollutant discharges, uncontrolled exploitation of resources, habitat destruction, and unregulated development,
- **SUSTAIN** the important ecological, social and economic benefits that marine and coastal resources provide to present and future generations, and
- **DEVELOP** opportunities for socio-economic advancement for the people of Sihanoukville while

ensuring that the environmental integrity of the coastal area is never compromised (ICO, 2007).

### **1.3. Objectives**

- 1.3.1 To study the tourism development plan and coastal strategic management in Sihanoukville.
- 1.3.2 To investigate the current situation of community-based tourism development in Sihanoukville.
- 1.3.3 To make recommendations for the community-based tourism development to achieve sustainable tourism in Sihanoukville.

### **1.4 Significance of the Study**

- 1.4.1 This study is the method as the development and promoting community for long-term sustainable tourism in Sihanoukville.
- 1.4.2 It will highlight the importance of co-operation and collaboration for developing community-based tourism to be sustainable in Sihanoukville.
- 1.4.3 The motivation of this research was not only for academic purpose but also to provide broader ranges of practical measures for successful implementation of community-based tourism development in a sustainable manner in Sihanoukville.
- 1.4.4 It will create coastal strategy for community-based tourism development in Sihanoukville, Cambodia.

## **1.5 Limitation of the Study**

The study has some limitations as well. Some outlined limitations are:

- 1.5.1 The research was carried out within limited time and financial constraints. Data was collected from 27 November 2008 to 4 January 2009.
- 1.5.2 It was be difficult to frequently visit the proposed sites in Cambodia from Phuket, Thailand.

## **1.6 Definition of Key Terms**

- 1.6.1 Community-based tourism is defined as tourism in the area where the local people participate and get involved in all processes of tourism development and operation, while the tourism expenditures are expected to distribute within the destination.
- 1.6.2 Community participation is defined as the local residents' involvement and cooperation in participation of activities for sustainable tourism development. Participation activities include inventory, planning, decision-making, problem solving, implementation and evaluation of tourism activities by the local residents.
- 1.6.3 Sustainable tourism development is defined as the development of tourism in tourism that creates optimal use of environmental resources, respects the socio-cultural authenticity of the host community, and provides economic benefits to all stakeholders.

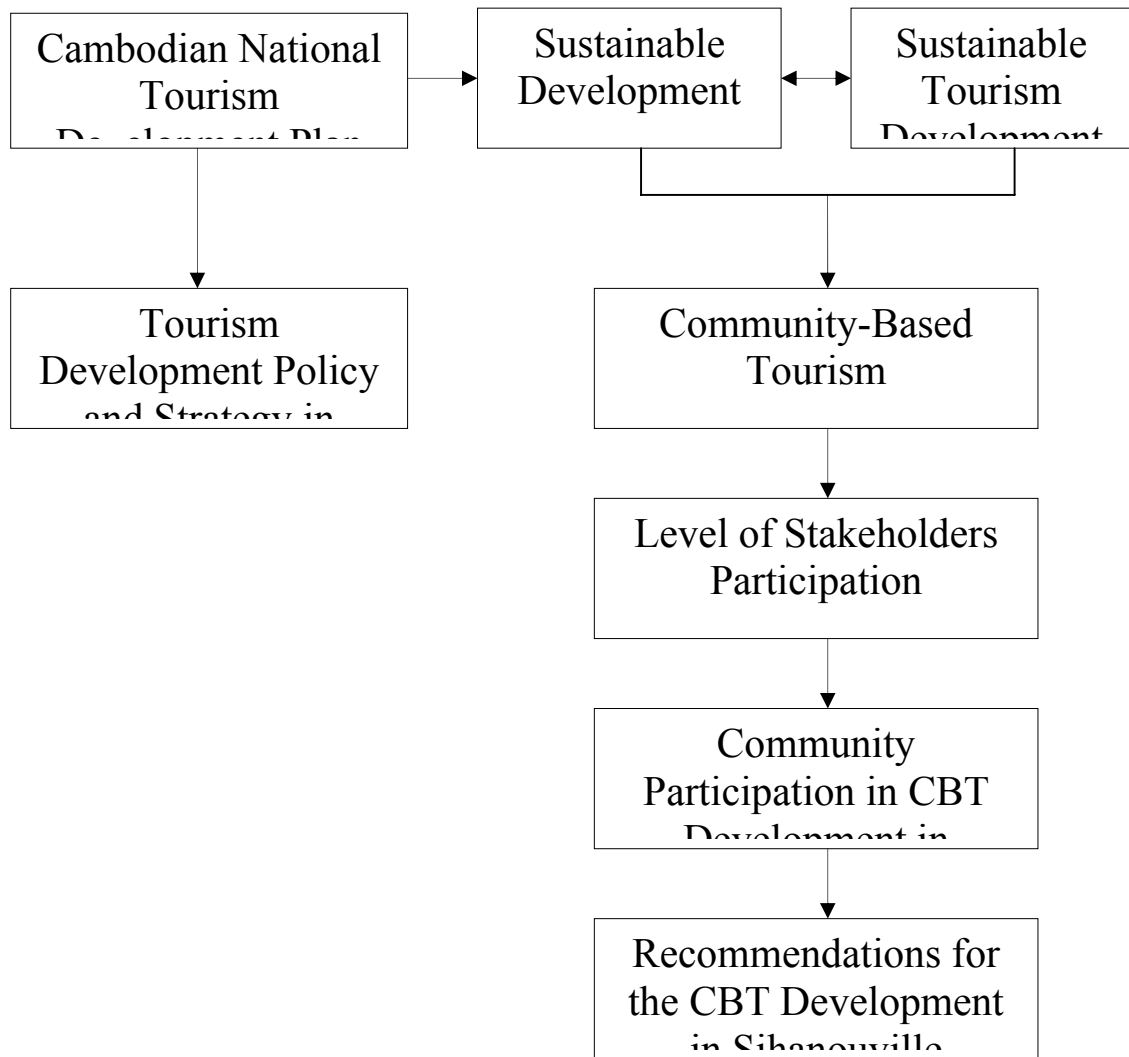
- 1.6.4 Sustainability is defined as the important ecological, social and economic benefits that marine and coastal resources provide to present and future generations. Moreover, it surveys major islands and assesses environmental and social-economic characteristics, basic infrastructures, logistic connectivity with the main land, and the development potential. It defines the functional use (protection, tourism development, etc.) of islands under the framework of coastal use, zoning plans, and development action plans for island protection and sustainable economic development activities, such as tourism.
- 1.6.5 Pro-poor tourism is defined as a form of sustainable tourism, and it is increasingly recognized by governments and international development agencies as an effective tool for poverty alleviation. Tourism activity often occurs in areas where poverty exists and the sponsors enable local communities to maximize benefits from this activity.
- 1.6.6 Sustainable tourism can be described as tourism that ensures the tourism opportunities for the coming generations as well as the fulfillment of the needs of current visitors and local communities. It promotes the conservation of the cultural and natural environment of the tourist destinations and keeps balance of the economic sustainability of the tourism industry of that particular country.

## **1.7 Conceptual Frameworks**

After reviewing the related literature, the researcher developed the conceptual framework to guide throughout the thesis. The conceptual framework is shown as below (Figure 1.9):



**Figure 1.9** Research conceptual



## **CHAPTER 2 METHODOLOGY**

### **2.1 Population, Sampling group and Sampling method**

#### **2.1.1 Population**

Research was conducted on the population in Sihanoukville, which can be classified into 3 groups of respondents as shown in the following lists.

Group I: The Local Community (representatives of the local community aged over 18 years).

Group II: The Tourism Businesses including hotels, travel agencies, restaurants, etc.

Group III: The Government Officials, from the central government (Ministry of Tourism in Phnom Penh), and from Sihanoukville Officials (Tourism Office, Sihanoukville City Hall and offers stakeholders) as shown in Table 3.12.

#### **2.1.2 Sampling Group and Sampling Method**

For this study, the researcher determined the sample size from the total local community in Sihanoukville by Statistics of Department of Planning in Sihanoukville, 2008 as figured in Table 2.1. The researcher used as follows:

1. The sampling is to calculate a sample size of a target group from the total number of local community only. Government officials and tourism business sampling methods were selected by using purposive sampling.
2. Yamane formula is employed to identify appropriate total samples from the local community.

This formula is reliable up to 95%, and the deviation factor is less than 5%. 61

$$n=N/[1+N*e^2]$$

Where

n= Sample size or respondents for this research

N= Size of population

e= The level of precision,

(A 95% confidence level and 5% precision levels were assumed)

Formulation

$$n= 180,287/[1+180,287(0.05)^2]$$

**n= 399 Local Community**

**Table 2.1** Calculation of Sample Size in Each District

Districts	No. of Population	Percentage	Sample size
Mittakpheap	79,434	44.07	175
Steung Hav	13,446	7.45	30
Prey Nup	87,407	48.48	194
Total	<b>180,287</b>	<b>100</b>	<b>399</b>

**Source:** Planning Office of Sihanoukville, 2008

The community respondents were selected using a stratified convenience sampling method. Purposive sampling was used in the case of tourism businesses and government officials.

## 2.2 Type of Research

In this research, mixed approaches of quantitative and qualitative methods were applied. Therefore, it could be interpreted

both ways in number and in depth of feelings, and meanings of the respondents.

### **2.2.1 Quantitative Research Method**

The specific target group was focused on to get the data through the questionnaire and structured interview as a primary data collection initiative. This was carried out alongside the on site observation. Local communities in Sihanoukville were asked to provide their information in questionnaires about their activities in tourism development, planning, and their management strategies in the Sihanoukville coastal area.

### **2.2.2 Qualitative Research Method**

A qualitative data collection through semi-structured in-depth interviews method with government officials and tourism businesses was applied as a descriptive support to quantitative data. This semi-structured interview covered the current state of policy, condition of rules and regulations, environmental awareness of health hazards, and other related sectors. In-depth, open-ended interview would be conducted here-in.

### **2.2.3 Research Design**

Firstly, the researcher defined required information and principles, theories and related studies and literature which were relevant to community-based tourism and sustainable tourism development in the coastal area. After that, the researcher collected secondary data and studied general information of the coastal area from the authorities in Sihanoukville. After collecting and

reviewing the secondary data, the researcher surveyed the coastal destination and designed question lists for government officials, local community and tourism businesses. Furthermore, the questionnaires were distributed to respondents in the Sihanoukville coastal area to get all primary data analyzed.

## **2.3 Research Instruments**

### **2.3.1 Questionnaires were used to study the opinions of the following samples:**

The local community, there are 2 types of questions: Multiple choices and Open-ended and rating.

### **2.3.2 The questionnaires consisted of four parts**

The questionnaires were divided into four parts:

1. Personal information
2. Local community's opinion towards community-based tourism development in the coastal area in Sihanoukville.
3. Local participation in community-based tourism development in Sihanoukville
4. Local community's suggestions

### **2.3.3 Interviews were used to study the opinions of the following samples:**

1. Government officials

## 2. Tourism businesses in Sihanoukville.

The topics of the interviews included questions related to sustainable tourism in Sihanoukville, the roles and obstacles to community-based tourism development, the roles of private and public sectors, SWOT analysis and rating of the importance of different elements within community-based tourism development in Sihanoukville, Cambodia.

### **2.4 Data Collection**

The researcher used a cross-sectional approach for collecting data for the scope of the study. The dividing of questionnaires and interviews were handed out and conducted within population, which could be classified into 3 groups of respondents, as shown below.

#### **2.4.1 Primary Data**

Questionnaires were employed to get the primary data from the following groups of informants:

1. Local community and in-depth interviews with structured questions divided into Groups
2. Tourism businesses and groups
3. Government officials in Sihanoukville

#### **2.4.2 Secondary Data**

The researcher investigated the Cambodian National Tourism Plan from other resources such as related research,

internet, text books, and local newspapers, the Tourism Development Policy and Strategy in Sihanouville as well as the supportive related literature necessary for the study.

## 2.5 Data Analysis

The data from questionnaires was analyzed by using SPSS program version 16 as a tool, including sample frequency analysis that showed basic features of data collection in many variables. The manual tabulation analysis was used for variable open-ended questions, and suggestion and recommendations; this was done in order to obtain essential information. The results from direct interview municipality officers were analyzed by using content analysis.

The interest levels indicated the extent of their desire to participate in CBT development. They were ranged into 5 levels from the very high to very low level as follows:

<b>Interval Scale</b>	<b>Mean Scores</b>	<b>Interest Levels</b>
<b>of Participation</b>		
5	4.21 - 5.00	Very high
4	3.41 - 4.20	High
3	2.61 - 3.40	Medium
2	1.81 - 2.60	Low
1	1.00 - 1.80	Very low

## **CHAPTER 3**

### **RESULTS**

The chapter presented the results using qualitative to quantitative methods. The primary data was collected by observation, from interviews with government officials and tourism business, and from questionnaires amongst the local people. The questionnaires and interviews were developed and translated into the local language to collect primary quantitative data from surrounding community.

The results from the research of “community-based tourism development in Sihanoukville, Cambodia” were presented by using various descriptions and tables. SPSS 16.0 windows facilitated data analysis.

The results were divided into several specific sections concerning with the site opinion of people who answered, plus the observations. Significant results and discussions were as follows:

1. Personal Information
2. Local Community’s opinion towards CBT development in the Coastal area in Sihanoukville.
3. Local Participation in CBT development in Sihanoukville
4. Local Community’s suggestions.
5. Interviews with government officials in Sihanoukville.
6. Interviews with tourism businesses in Sihanoukville

#### **3.1 Personal Information**

The personal information of respondents was analyzed individually into frequency and percentage. There were gender, age, marital status, religion, household monthly



income, and members who work in hospitality industry. The personal information could be described as follows:

### **1. Gender**

67

Female respondents were 51.6% or 206 total persons, and the rest of 48.4%, or 193 persons were male. This result was in line with the general information of the Sihanoukville area in Cambodia, which stated that the majority of local residents were female.

### **2. Age group**

Most respondents' age was in the age range of 26-40 years old, 157 persons or 39.3%, followed by 110 persons or 27.6% of respondents whose ages were 41-45 years old, 96 persons or 24.1% were 18-25 years old, and the last 36 persons or 9.0% of respondents were over 55 years old. In this case the result viewed that most of the local presidents tried to answer all parts of the questionnaires that the researcher divided amongst them because they were interested to participate in CBT development in Sihanoukville.

### **3. Education level**

The majority of the respondents had reached secondary school, 155 persons or 39.3%, high school, bachelor's degree and master's degree, 212 persons or 53.1%, primary school, 27 persons or 6.8%, the smallest group of non-education, 5 persons or 1.3% of total respondents. The majority of respondents had basic education in secondary and high school, reading and writing, and they thought it was sufficient

for their occupation in tourism business or agriculture and fishermen.

#### **4. Marital status**

The majority of respondents were married- this comprised of 197 persons or 49.4%, followed by single, 157 persons or 39.3%, widowed, 33 persons or 8.3%, and divorced, 12 persons or 3.0%, single respondents, which proved that this society is modernizing.

#### **5. Religion**

The majority of respondents were Buddhist- this totaled 357 persons or 89.5% and there were 27 persons or 6.8% Christian respondents, followed by 15 persons or 3.8% Islamic peoples. It is shown that very few of Christian and Islam religious groups people live in the surrounding village of Sihanoukville.

#### **6. Personal monthly income**

The majority of respondent's personal incomes were 30,000 - 50,000 Riels (75-125USD) per month, 142 persons or 35.6%. This was compatible with the majority of occupations that were fishermen and tourism business. The second largest range income was 200,001-300,000 Riels (50-75USD), which earned by 104 persons or 26.1%, and 82 persons or 20.6%, earned 500,001-1,000,000 Riels (125-250USD) per month. The personal monthly income was less than 200,000 Riels (50USD) per month, 27 persons or 6.8%. Only, 44 persons or 11.0% earned over 1,000,000 Riels (250USD) and most of them were self-business groups and working in the Sihanoukville port. This indicates that people depend largely on fishery, tourism business, and agriculture.

## 7. Working in Hospitality

The majority of residents were working in the hotel industry. There are 239 persons or 59.9% of the local respondent population, and 160 persons or 40.1% of the residents were not working hospitality and tourism.

From the total of 399 respondents in Sihanoukville, the majority of respondents were in restaurant and guesthouses, accounted for 54 persons or 13.5% and 47 persons or 11.8%. However, there were 64 persons or 16.4% of the total respondents who work for other kinds of jobs, such as, hotels and massage. Likewise, 30 persons or 7.5% taxi boat, 25 persons or 6.3% souvenir shops, 12 persons or 3.0% local tour guide, and 7 persons or 1.8% water sports.

**Table 3.1** Personal Information of Community

Personal Information	Frequency	Percentage
<b>1. Gender</b>		
Male	193	48.4
Female	206	51.6
<b>Tot</b>	<b>399</b>	<b>100.0</b>
<b>2. Age group</b>		
18-25 years	96	24.1
26-40 years	157	39.3
41-55 years	110	27.6
Over 55 years	36	9.0
<b>Tot</b>	<b>399</b>	<b>100.0</b>
<b>3. Education</b>		
Non-education	5	1.3
Primary school	27	6.8

Secondary school	155	38.8
Others (High school, Bachelor,	212	53.1
<b>Tot</b>	<b>399</b>	<b>100.0</b>
<b>4. Marital status</b>		
Single	157	39.3
Married	197	49.4
Widowed	33	8.3
Divorced	12	3.0
<b>Tot</b>	<b>399</b>	<b>100.0</b>
<b>5. Religion</b>		
Buddhism	357	89.5
Islam	15	3.8
Christian	27	6.8
	<b>399</b>	<b>100.0</b>

Table 3.1 (Continued)

Personal Information	Frequency	Percentage
<b>6. Personal monthly income</b>		
<200,000Riels	27	6.8
200,001-300,000Riels	104	26.1
300,001-500,000Riels	142	35.6
500,001-1,000,000Riels	82	20.6
>1,000,000Riels	44	11.0
<b>Total</b>	<b>399</b>	<b>100.0</b>
<b>7. Working in Hospitality</b>		
No	160	40.1
Yes	239	59.9
<b>Total</b>	<b>399</b>	<b>100.0</b>
7.1 Water sport	7	1.8
7.2 Guesthouse	47	11.8

7.3 Restaurant	54	13.5
7.4 Local tour guide	12	3.0
7.5 Souvenir shop	25	6.3
7.6 Taxi boat	30	7.5
7.7 Others	64	16.0

### **3.2 Local Community's opinion towards Community-Based Tourism development in the Coastal area in Sihanoukville**

Analyzing the opinion of the local community towards a community-based tourism development project in Sihanoukville, the questionnaires were divided into seventeen questions. The issues were mainly about environmental and socio-cultural benefits from tourism, economic benefits, environmental benefits, participation level within the tourism activities, and adverse effects from tourism. They ranged into 5 levels from strongly agree to strongly disagree.

In the Table 3.2 showed that 197 persons or 49.4% of the respondents strongly agreed, and 146 persons or 36.60% agreed that tourism is good for their community (mean = 4.35). Only 56 people or 14.0% of the respondents neutrally trusted that the tourism would be good for their community.

From the three statements which are “I personally benefit from the tourism industry”, “create jobs for local residents”, and “employs local youth”, first, they rated at the agree levels of the first two statements making up 225 persons or 56.4% with (mean = 4.12 and 3.92), and 203 persons or 50.9% agreed with the last statement (mean = 3.83). Secondly, 111 persons or 27.8% strongly agreed that they got benefits from the tourism industry. 96 persons or 24.1% strongly agreed that CBT employs the local youth and creates jobs for local residents. Thirdly, they rated the neutral levels of three statements as follows: 63 persons or 15.8%, 43 persons or 10.8%, and 52 persons or 13.0%. Finally, for disagree and

strongly disagree levels they had only the last two statements that answered. Disagree levels by 20 persons or 5.0% and 34 persons or 8.5%, and strongly disagree levels by 15 persons or 3.8% and 14 persons or 3.5%.

The opinion from respondents, 185 persons or 46.4% (mean = 3.46%) said that the community could obtain service which rated at the neutral level, while the other 131 persons or 32.8% rated at the agree level, only 45 persons or 11.3% rated at 'strongly agree'. There are only 38 persons or 9.5% rated at disagree level expected that community could obtain service.

The majority of respondents, 186 persons or 46.6%, believed that tourism helps revitalize local natural and craft (mean = 3.93), for 105 persons or 26.3% who strongly agreed with this benefit, and 83 persons or 20.8% in the neutral levels, only 25 persons or 6.3% disagree with this part.

The importance of respondents, 182 persons or 45.6%, rated at the neutral level, and also showed that the community has power to take control over tourism (mean = 3.36), while the others 132 persons or 33.1% rated at the agree level, and then 39 persons or 9.8% rated at strongly agree. There are only 27 persons or 6.8% rated at disagree level, and the last 19 persons or 4.8% rated at strongly disagree level.

So, the majority of respondents, 151 persons or 37.8%, rated at the neutral level, and also trusted that the money spent by visitors remains in the community (mean = 3.37), and other 122 persons or 30.6% rated at the agree level, only 57 persons or 14.3% rated at strongly agree level. After this, 49 persons or 12.3% disagree, but 20 persons or 5.0% of the respondents rated at strongly disagree level.

The level of local community satisfy with tourism development in Sihanoukville, the special respondents, were 194 persons or 48.6% (mean = 3.83) rated at the agree level, while the others 105 persons or 26.3% rated at the neutral level, and 79 persons or 19.8% rated at strongly agree. There are only 21 persons or 5.3% rated at disagree level.

Lastly, the majority of the respondents, 228 persons or 57.1% rated at the agree level, and were interested in overall community-based tourism development in Sihanoukville, which brings benefits to the local people (mean = 3.88). The others, 86 persons or 21.6% rated at the neutral level, and 70 persons or 17.5% rated at strongly agree. An exception: 15 persons or 3.8% had the disagree level about community-based tourism development in Sihanoukville brings benefits to the local people.

On the contrary, the main distribution of respondents' opinion with tourism raising the prices for goods rated at the agree level which accounted for 174 persons or 43.6% (mean = 3.43), 162 persons or 40.6% have been given the neutral level, and 26 persons or 6.5% rated at strongly agree level. But, 19 persons or 9.8% rated at the disagree level, only 18 persons or 4.5% who do strongly disagree level expected that tourism raise price for goods.

The majority of respondents, 217 persons or 54.4% who rated at the neutral level expected that tourism will cause rise in crime rate (mean = 3.28), while the other 92 persons or 23.1% rated at agree level, and 43 persons or 10.8% rated at strongly agree level. There are only 28 persons or 7.0%, who rated at the disagree level, and another 19 persons or 4.8% who were at the strongly disagree level on tourism, which causes a rise in crime rate.

The main distribution of respondents, 182 persons or 45.6% rated at the neutral level and thought that tourism stops locals from park access (mean = 3.24), while the other 103 persons or 25.8% rated at agree level, but 56 persons or 14.0% rated at the disagree level, only 41 persons or 10.3% rated at strongly agree level. Another 17 persons or 4.3% expressed strongly disagreed level tourism stops local from park access.

Besides, the majority of respondents, 188 persons or 47.1% rated at the neutral level that tourism harms the environment (mean = 3.17), then 126 persons or 31.6% rated at the agree level, while the other 55 persons or 13.8% rated at the

disagree level, only 14 persons or 3.8% rated at the strongly agree level. The next, 16 persons or 4.0% rated at the strongly disagree level that tourism harms the environment.

For the main distribution of respondents, 192 persons or 48.1% rated at the neutral level that tourism harms moral standards (mean = 3.21), while the other 124 persons or 31.1% showed their opinions at the agree level, for 51 persons or 12.8% rated at the disagree level, only 19 persons or 4.8% rated at the strongly agree level. 13 persons or 3.3% rated at the strongly disagree level that tourism harms moral standards in their area.

To begin with, tourism disrupts local activities. The opinion from respondents, 191 persons or 47.9% rated at the neutral level (mean = 3.21), while the other 131 persons or 32.8% rated at the agree level, and the respondents 15 persons or 3.8% rated at the strongly agree level, following this 15 persons or 3.8% also rated at the strongly disagree level, because the respondents thought that tourism disrupts local activities in their area.

Moreover, the majority of respondents, 209 persons or 52.4% rated at the neutral level and believed that tourism uses natural resources needed by local residents (e.g. fish, water) (mean = 3.21), after this 95 persons or 23.8% rated at the agree level, and the other 45 persons or 11.3% rated at the disagree level, only 33 persons or 8.3% rated at the strongly agree level. But then, the respondents 17 persons or 4.3% rated at the strongly disagree level, because the residents considered that tourism uses natural resources needed by local residents.



**Table 3.2** Local Community's opinion towards Community-Based Tourism development in the Coastal area in Sihanoukville

Factors	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Mean	
	F	%	F	%	F	%	F	%	F	%		
<b>Positive effects</b>												
1. Tourism is good for my community	197	49.4	146	36.6	56	14.0	43	10.5	-	-	-	4.35
2. I personally benefit from the tourism industry	111	27.8	225	56.4	63	15.8	41	10.2	-	-	-	4.12
3. Tourism creates job for local residents	96	24.1	225	56.4	43	10.8	20	5.0	15	3.8	-	3.92
4. Tourism employs local youth	96	24.1	203	50.9	52	13.0	34	8.5	14	3.5	-	3.83
5. Tourism helps the community obtain services	45	11.3	131	32.8	185	46.4	38	9.5	-	-	-	3.46
6. Tourism helps revitalize local natural and crafts	105	26.3	186	46.6	83	20.8	25	6.3	-	-	-	3.93
7. The community has power to control over tourism	39	9.8	132	33.1	182	45.6	27	6.8	19	4.8	-	3.36
8. The money spent by visitors remaining the community	57	14.3	122	30.6	151	37.8	49	12.3	20	5.0	-	3.37
9. I am satisfied with tourism development in SIH	79	19.8	194	48.6	105	26.3	21	5.3	-	-	-	3.83
10. Overall, CBT development in SIH brings benefits to the local people	70	17.5	228	57.1	86	21.6	15	3.8	-	-	-	3.88
<b>Negative effects</b>												
1. Tourism raises price of goods	26	6.5	174	43.6	162	40.6	19	4.8	18	4.5	-	3.43
2. Tourism causes rise in crime rate	43	10.8	92	23.1	217	54.4	28	7.0	19	4.8	-	3.28
3. Tourism stops local from park access	41	10.3	103	25.8	182	45.6	56	14.0	17	4.3	-	3.24

4. Tourism harms the environment	14	3.5	126	31.6	188	47.1	55	13.8	16	4.0	3.17
5. Tourism harms moral standards	19	4.8	124	31.1	192	48.1	51	12.8	13	3.3	3.21
6. Tourism disrupts local activities	15	3.8	131	32.8	191	47.9	47	11.8	15	3.8	3.21
7. Tourism use natural resources needed by local residents	33	8.3	95	23.8	209	52.4	45	11.3	17	4.3	3.21

### **3.3 Local Participation in Community-Based Tourism development in Sihanoukville**

The local participation in community-based tourism development in Sihanoukville was explained by comparing the interest level of respondents in the factors of participation of inventory, planning, decision-making, problem-solving, implementation, evaluation, and tourism activities. The interest levels presented the extent of their interest to participate in community-based tourism development.

#### **3.3.1 The Interest Level of the Local Participation in Community-Based Tourism development in Sihanoukville**

All of the respondents presented their interest level of participation in the issue of inventory, planning, decision-making, problem-solving, implementation, evaluation, and tourism activities for community-based tourism development in Sihanoukville.

As a result (Table 3.3) shows that among the 7 factors in local participation, the respondents showed high interest in decision-making, implementation, and tourism activities. Also, the respondents showed medium interest in the study of backgrounds, planning, problem-solving, and evaluation for community-based tourism development.

The majority of the respondents had high interest in decision-making, implementation, and tourism activities. The respondents thought that an increase to the benefits of their communities was the most advantageous reason for their participation. Of course, the participation in decision-making needed skill, experience, and special knowledge, compared with the respondents, had high interest in those components.

On the other hand, the opinion of the respondents had medium interest in study of backgrounds, planning, problem-solving, and exact evaluation. Respondents think that those issues of participation required strong knowledge, skill, and experience, so the respondents thought unclearly in weighing the benefits from those issues of their participation. In this case, local people showed the medium level of interest in those components of participation.

**Table 3.3** Local Participation in Community-Based Tourism development in Sihanoukville

Factors	Very high		High		Medium		Low		Very low		Mean	Level of Interest
	F	%	F	%	F	%	F	%	F	%		
1. Study of backgrounds	4	1.0	28	7.0	81	20.3	4	1.0	-	-	3.34	Medium
2. Planning	-	-	13	3.3	26	6.5	1	0.3	-	-	3.35	Medium
3. Decision-making	-	-	37	9.3	45	11.3	-	-	-	-	3.46	High
4. Problem-solving	4	1.0	22	5.5	53	13.3	3	0.8	-	-	3.31	Medium
5. Implementation	1	0.3	46	11.5	53	13.3	1	0.3	-	-	3.41	High
6. Evaluation	1	0.3	28	7.0	48	12.0	3	0.8	-	-	3.33	Medium
7. Tourism activities	1	0.3	32	8.0	34	8.5	-	-	-	-	3.48	High

### **3.3.2 Statistical Comparisons of Factors between “Gender” and “Local Participation in Community-Based Tourism development” in Sihanoukville**

The mean scores of respondents were to identify the interest level in participation activities for community-based tourism development divided by their genders. The importance in the test results of independent samples t-Test, and p-value (statistically significant difference) were used to show the statistically at 95% significant level ( $p < 0.05$ ) of difference between gender and factors.

The volume number of male had high interest in planning was at 3.60- the highest mean score among factors. Similarly, the female also had high interest in planning at 3.64 as the highest mean score among factors. Besides, the lowest mean scores of male were in problem-solving at 3.32, or in medium interest among factors. And also, the lowest mean score of female was in problem-solving at 3.30, or in medium interest among factors.

In addition, their p-value among 7 factors was over 0.05. The interest level in participation did not show any statistic significant difference among gender of local community. Similarity, male and female had the same interest level of medium interest in all participation activities for community-based tourism development (Table 3.4).

**Table 3.4** Statistical Comparisons of Factors between “Genders” and “Local Participation in Community-Based Tourism development” in Sihanoukville

Factors	Genders (Mean)		t-Test	
	Male	Female	t-value	p-value
1. Study of backgrounds	3.35	3.33	0.278	0.781
2. Planning	<u>3.60</u>	<u>3.64</u>	-0.872	0.384
3. Decision-making	3.45	3.47	-0.366	0.714
4. Problem-solving	3.32	3.30	0.323	0.747
5. Implementation	3.39	3.42	-0.702	0.483
6. Evaluation	3.36	3.31	1.190	0.235
7. Tourism activity	3.47	3.49	-0.517	0.605

**Remarks**

1. t-value = Independent-Samples t-Test (computed) value
2. p-value = Level of statistically significant difference. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
3. The underlined numbers showed the factors with the highest mean score within a group

**3.3.3 Statistical Comparisons of Factors between “Age groups” and “Local participation in Community-Based Tourism development” in Sihanoukville**

Eventually, the comparison of mean score of the respondents indentified the interest level in local participation activities for community-based tourism development divided by their age groups. The test result of t-value and p-value of one-way ANOVA (statistically significant difference) were used to show the significant difference between their age groups and factors.

The highest mean scores of each 4 sub-groups among 7 factors were interested as follows. There are the respondents who were 18-25 years old, 26-40 years old, 41-55, and over 55. They had highest mean scores in planning. Their mean scores at 3.58, 3.67, 3.57, and 3.68 or high interest in planning among factors.

The lowest mean scores of respondents, 18-25 years old, were in problem-solving at mean scores 3.28, or medium interest in participation. For respondents, 26-40 years old had mean scores at 3.33, or medium interest in evaluation as the lowest mean scores in its age group. Respondents, who were 41-55 years old, had mean scores of 3.19, or medium interest in problem-solving as the lowest mean scores among factors. Other respondents, who were over 55 years old, had mean scores at 3.31, or medium interest in implementation as the lowest mean scores among factors.

The p-values of the age groups for only the problem-solving factors were not over 0.05. Therefore, the interest level in problem-solving showed the statistically significant difference among age groups of respondents. In addition, the respondents in different age groups viewed the different level of interest in problem-solving. Moreover, the older respondents showed the high mean score higher than younger respondents for participation in

community-based tourism development in Sihanoukville (Table 3.5).

**Table 3.5** Statistical Comparisons of Factors between “Age groups” and “Local Participation in Community-Based Tourism development” in Sihanoukville

Factors	Ages groups (Mean)				ANOVA	
	18-25	26-40	41-55	> 55	F-value	p-value
1. Study of backgrounds	3.31	3.34	3.35	3.37	0.150	<b>0.930</b>
2. Planning	3.58	3.67	3.57	3.68	0.148	<b>0.217</b>
3. Decision-making	3.55	3.41	3.41	3.54	2.303	<b>0.077</b>
4. Problem-solving	3.28	3.39	3.19	3.36	2.740	<b>0.043*</b>
5. Implementation	3.48	3.41	3.36	3.31	1.445	<b>0.229</b>

6. Evaluation	3.39	3.33	3.28	3.37	0.895	<b>0.444</b>
7. Tourism activity	3.49	3.52	3.41	3.47	1.374	<b>0.250</b>

### Remarks

1. F-value = One Way ANOVA (computed) value
2. p-value = Level of the statistically significant difference. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
3. The underlined numbers showed the factors with the highest mean score within a group

### 3.3.4 Statistical Comparisons of Factors between “Education Levels” and “Local Participation in Community-Based Tourism development” in Sihanoukville

In this case, the comparison of mean scores of the respondents was to show the interest level in local participation activities for community-based tourism development divided by their education levels. For, the test result of F-value, and p-value of one-way ANOVA (statistically significant difference) were used to show the significant difference between education levels and factors.

The highest mean scores of the 4 sub-groups among 7 factors were as follow. The first group of respondents, whose education levels were in non-education level, had mean scores at 3.32, or high interest in problem-making. The last 3 groups, respondents whose education levels was in primary school, secondary school, and others (High school, Bachelor, and Master)-their mean scores were 3.72, 3.57, and 3.66 or high interest in planning.

The lowest mean scores of the first group, respondents whose were in non-education level, had mean scores at 3.12, or



medium interest in tourism activities. The second group, respondents whose education level was in primary school, had mean scores at 3.16, or medium interest in study of background. The third group, respondents whose education level was in secondary school level, had means scores at 3.24, or medium interest in study of background as well. Additionally the group of respondents whose education were in High school, Bachelor, and Master had mean scores at 3.32, or medium interest in problem-solving.

The p-values of study of background, planning, implementation, and tourism activities were not over 0.05. Eventually, the interest level in participation showed the statistically significant difference among the education level of respondents in the study of background, planning, implementation, and tourism activities. The respondents in different education levels showed the differing levels of interest in these about factors (Table 3.6).

**Table 3.6** Statistical Comparisons of Factors between “Education Levels” and “Local Participation in Community-Based Tourism development” in Sihanoukville

Factors	Education Levels (Mean)				ANOVA	
	Non-education	Primary school	Secondary school	Others (High school, Bachelor, and Master)	F-value	p-value
1. Study of backgrounds	3.28	3.16	3.24	3.43	5.826	<b>0.001*</b>
2. Planning	3.24	<u>3.72</u>	<u>3.57</u>	<u>3.66</u>	2.669	<b>0.047*</b>
3. Decision-making	3.20	3.43	3.41	3.50	1.623	<b>0.184</b>
4. Problem-solving	<u>3.32</u>	3.27	3.29	3.32	0.091	<b>0.965</b>
5. Implementation	3.16	3.34	3.33	3.47	3.191	<b>0.024*</b>
6. Evaluation	2.96	3.40	3.33	3.34	1.182	<b>0.316</b>
7. Tourism activity	3.12	3.54	3.42	3.52	3.285	<b>0.021*</b>

### Remarks

1. F-value = One Way ANOVA (computed) value
2. p-value = Level of statistically significant difference. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
3. The underlined numbers showed the factors with the highest mean score within a group

### **3.3.5 Statistical Comparisons of Factors between “Marital statuses” and “Local Participation in Community-Based Tourism development” in Sihanoukville**

The comparison of mean scores of the respondents was to show the interest level in local participation activities for community-based tourism development divided by their education levels. Test results of F-value, and p-value of one-way ANOVA (statistically significant difference) were used to show the significant difference between their marital statuses and factors.

The highest mean scores of each of the 4 sub-groups among 7 factors were as follows. The first 3 groups, respondents who were single, married, and widowed, had high interest in planning. Their mean scores were 3.64, 3.62, and 3.64 respectively. The last group was the respondents who were divorced, and they had mean scores at 3.53, or high interest in the study of backgrounds factor.

In the lowest mean scores of respondents who were single, the mean scores were at 3.33, or medium interest in study of backgrounds. The respondents who were married had mean scores at 3.27, or medium interest in problem-solving. The other respondents who were widowed had mean scores at 3.25, or medium interest in evaluation. The last group of the respondents who were divorced had mean scores at 3.10, or medium interest in implementation respectively.

Next, their p-values of the implementation were not over 0.05. So, the interest level in implementation showed the statistically significant difference among marital status of respondents. Similarly, the respondents in different marital status showed the different level of interest in implementation for community-based tourism development (Table 3.7).

**Table 3.7** Statistical Comparisons of Factors between “Marital statuses” and “Local Participation in Community-Based Tourism development” in Sihanoukville

Factors	Marital status (Mean)				ANOVA	
	Single	Married	Widowed	Divorced	F-value	p-value
1. Study of backgrounds	3.33	3.32	3.44	<u>3.53</u>	1.166	<b>0.322</b>
2. Planning	<u>3.64</u>	<u>3.62</u>	<u>3.64</u>	3.42	0.887	<b>0.448</b>
3. Decision-making	3.49	3.42	3.55	3.33	1.123	<b>0.340</b>
4. Problem-solving	3.38	3.27	3.25	3.08	1.885	<b>0.131</b>
5. Implementation	3.48	3.38	3.33	3.10	3.179	<b>0.024*</b>
6. Evaluation	3.37	3.31	3.27	3.40	0.774	<b>0.509</b>

7. Tourism activity	3.50	3.48	3.41	3.37	0.717	<b>0.543</b>
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### Remarks

1. F-value = One Way ANOVA (computed) value
2. p-value = Level of statistically significant difference. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
3. The underlined numbers showed the factors with the highest mean score within a group

### 3.3.6 Statistical Comparisons of Factors between “Religions” and “Local Participation in the Community-Based Tourism development” in Sihanoukville

In fact, the comparison of the mean scores of respondents was to explain the interest level in participation activities for community-based tourism development divided by their religion. The test results of F-value and p-value of one-way ANOVA (statistically significant difference) were used to view the significant difference between religions and factors.

The highest mean scores of the respondents who were Buddhist had mean scores at 3.63, or high interest in planning. The respondents who were Islam had mean scores at 3.57, or high interest in planning too. The other respondents who were Christian had mean scores at 3.59, or high interest in decision-making

Among the lowest scores of the respondents who were Buddhist, they had mean scores at 3.30, or medium interest in problem-solving. But, the respondents who were in Islam had mean scores at 3.19, or medium interest in evaluation. The last group of respondents who were Christian had means scores at 3.30, or medium interest in problem-solving.

Furthermore, their p-values among 7 factors were over 0.05. In this case, the interest levels in local participation did not present any statistically significant difference in the religions of respondents. The more importance, the same reason of respondents in different religions viewed their interest in different participation activities but under the same level of high interest for local participation in community-based tourism development in Sihanoukville (Table 3.8).

**Table 3.8** Statistical Comparisons of Factors between “Religions” and “Local Participation in Community-Based Tourism development” in Sihanoukville

Factors	Religions (Mean)			ANOVA	
	Buddhi sm	Islam	Christi an	F-value	p-value
1. Study of backgrounds	3.33	3.37	3.47	1.132	<b>0.323</b>
2. Planning	<u>3.63</u>	<u>3.57</u>	3.58	0.249	<b>0.780</b>
3. Decision-making	3.45	3.45	<u>3.59</u>	1.065	<b>0.346</b>
4. Problem-solving	3.30	3.44	3.30	0.395	<b>0.674</b>
5. Implementation	3.41	3.25	3.39	0.779	<b>0.460</b>
6. Evaluation	3.33	3.19	3.44	1.296	<b>0.275</b>
7. Tourism activity	3.48	3.43	3.47	0.119	<b>0.888</b>

### Remarks

1. F-value = One Way ANOVA (computed) value
2. p-value = Level of statistically significant difference. The bold numbers showed the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
3. The underlined numbers showed the factors with the highest mean score within a group

### 3.3.7 Statistical Comparisons of Factors between “Personal Monthly Income” and “Local

### **Participation in Community-Based Tourism development” in Sihanoukville**

The comparison of the mean scores of respondents was to explain the interest level in participation activities for community-based tourism development divided by their personal monthly income. The test results of F-value and p-value of one-way ANOVA (statistically significant difference) were used to view the significant difference between personal monthly income and factors.

The highest mean scores of 5 sub-groups among 7 factors were as follows. The first group was respondents whose monthly income was less than 200,000 Riels (50USD); they were at 3.80, or high interest in decision-making. The last 4 groups of respondents whose monthly incomes were 200,001-300,000 Riels (50-75USD), 300,001-500,000 Riels (75-125USD), 500,001-1,000,000 Riels (125-250USD), and over 1,000,000 Riels (250USD) had mean scores of 3.71, 3.60, 3.58 and 3.62, or high interest in planning.

The lowest mean scores of 5 sub-groups among 7 factors were as follows. The respondents whose monthly income was less than 200,000 Riels (50USD) was 3.26, or medium interest in problem-solving, while the other respondents whose monthly income was 200,001-300,000 Riels (50-75USD)- their mean scores at 3.32, or medium interest in the study of backgrounds, respondents whose monthly income was 300,002-500,000 Riels (75-125USD) was 3.29, or medium interest in implementation, and respondents whose monthly income was 500,001-1,000,000 Riels (125-250USD)- their mean scores at 3.23, or medium interest in problem-solving. The last monthly income group was the respondents whose monthly income was over 1,000,000 Riels (250USD). They had mean scores at 3.29, or medium interest in problem-solving.

Their p-values of decision-making were not over 0.05. Therefore, decision-making showed the statistically significant difference in personal monthly income of respondents. Similarly, the respondents in different personal monthly income showed the different level of interest in decision-making for community-based tourism development (Table 3.9).

**Table 3.9** Statistical Comparisons of Factors between “Personal Monthly Income” and “Local Participation in Community-Based Tourism development” in Sihanoukville

Factors	Personal Monthly Income (Mean)					ANOVA	
	<200,000	200,001-300,000	300,001-500,000	500,001-1,000,000	>1,000,000	F-value	p-value
1. Study of backgrounds	3.34	3.32	3.30	3.38	3.42	= 0.724	<b>0.576</b>
2. Planning	3.60	<u>3.71</u>	<u>3.60</u>	<u>3.58</u>	<u>3.62</u>	1.167	<b>0.325</b>
3. Decision-making	<u>3.80</u>	3.43	3.42		3.49	3.686	<b>0.006*</b>
4. Problem-solving	3.26	3.36	3.33	3.23	3.29	0.722	<b>0.577</b>
5. Implementation	3.43	3.37	3.39	3.44	3.49	0.608	<b>0.657</b>
6. Evaluation	3.32	3.41	3.29	3.34	3.31	0.854	<b>0.492</b>
7. Tourism activity	3.49	3.54	3.44	3.45	3.48	1.012	<b>0.401</b>

### Remarks

1. F-value = One Way ANOVA (computed) value
2. p-value = Level of statistically significant difference. The bold numbers showed the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )



3. The underlined numbers showed the factors with the highest mean score within a group

### **3.3.8 Statistical Comparisons of Factor between “Working in Hospitality” and “Local Participation in Community-Based Tourism development” in Sihanoukville**

The comparison of mean scores among respondents was to identify the interest level in participation activities for community-based tourism development divided by their working in hospitality. The test results of independent samples t-Test, and p-value (statistically significant difference) were used to view the significant difference between working in hospitality and factors.

The highest mean scores of each 2 sub-group among 7 factors were as follows. The respondents who were not working in hospitality and respondents working in hospitality had highest mean scores in planning. Their mean scores are 3.61 and 3.63, or high interests in planning.

The lowest mean scores of each 2 sub-groups among 7 factors were as follows. The respondents who were not working in hospitality and respondents working in hospitality had lowest mean scores in problem-solving. Their mean scores are 3.30 and 3.31, or medium interest level.

Their p-value of decision-making was not over 0.05. Then, decision-making presented the statistically significant difference in working in hospitality of respondents. Similarly, the respondents in different working in hospitality showed the different level of interest in decision-making for community-based tourism development (Table 3.10).

**Table 3.10** Statistical Comparisons of Factors between “Working in Hospitality” and “Local

Participation in Community-Based Tourism development” in Sihanoukville

Factors	Working in Hospitality (Mean)		t-Test	
	No	Yes	t-value	p-value
1. Study of backgrounds	3.33	3.35	-0.377	0.706
2. Planning	<u>3.61</u>	<u>3.63</u>	-0.494	0.621
3. Decision-making	3.53	3.41	2.480	0.014*
4. Problem-solving	3.30	3.31	-0.202	0.840
5. Implementation	3.44	3.38	1.224	0.222
6. Evaluation	3.36	3.32	0.887	0.375
7. Tourism activity	3.46	3.49	-0.496	0.620

### Remarks

1. t-value = Independent-Samples t-Test (computed) value
2. p-value = Level of statistically significant difference. The bold numbers showed the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
3. The underlined numbers showed the factors with the highest mean score within a group

### 3.4 Local Community’s suggestions

The local people in Sihanoukville were asked to show their own opinions for tourism development in their community. The main suggestions were as follows:

1. What is your main concern regarding tourism development in your community?

From the question, the main concern is regarding tourism development in the community. The majority of respondents believed that if the number of tourists were increasing, they would get more economic benefits from tourism. The community arrangement of the right and willing people could influence the participation, increasing more participation in socio-culture benefits by local residents. And the other respondents hoped that tourism would help to create jobs for local residents and employ local youth. Some respondents thought that the groups' establishment of a clear objective role and responsibility can organize structures and regulations. The rest of the respondents hoped that the conservation of the environment was the major interest for their community, and they should encourage the community's participation in cleaning the beach. In addition, they believed that their socio-culture will not be harmed by tourism, and then they get more knowledge from tourism.

Moreover, the respondents were concerned that the local in their community has too little knowledge about tourism, and the English language. Tourism may change or stop them from coastal area access and verbal and broken language. The respondents suggested that the government should provide good English teaching to local people. The more foreign tourists come, the more local people get benefits from tourism. On the other hand, most of the tourists do not pay close attention to the traditional culture of local community.

2. How do you want the government to support you in the community-based tourism development in your community?

Local communities' suggestions for the government are as follows: the government should develop the basic infrastructures in and around Sihanoukville such as roads, electricity, water, school, and a health center. The respondents also needed government support in establishing a community visitor information center which can provide culture and products. Moreover, the various human resource development programs such as training, orientation, and skill development are needed to build local capacity. They ordered that the government should solve the problem of a lack of accommodations such as village home stays and public-private partnerships programs. They also needed national and regional industry standards and certification programs for quality assurance. The respondents requested that the plans and policies have to be followed up by action and regular control.

So, the government project should create a good image to the public, controlling price of goods to tourists when festivals take place, stopping sexual behavior with children and women, reducing taxes for local people, controlling quality of food, and increasing tourism activities. The government should have "Big Cleaning Day" and the cooperation of all those concerned, increase the amount of toilets to keep clean environment, and provide security to protect tourists' properties. Next, respondents ordered that the government should protect wildlife in this area, and manage the coastal area in Sihanoukville to be more beautiful.

3. How can you ensure that local communities get benefit from community-based tourism development in Sihanoukville?

Local communities' perception on benefits from community-based tourism development in Sihanoukville for their community are as follows: Encourage people to participate in traditional entertainment and activities, advise local people to follow the government's role, facilitate accommodations for tourists, attract them to stay longer in their community, increase the relationship with other organizations, and provide local guides. Some of the respondents thought that they should have enough home stay in the communities, train local people how to perform cultural show, increase community participation in community-based tourism development, and alleviate poverty and ensure the equitable dividing benefits of tourism revenue to local communities. They also strongly believed that the government should support local communities to sell their product to the tourists. Sihanoukville had potential aspects to develop in the area such as: the sea side, the islands, waterfalls, mountains, and Sihanoukville's port.

### **3.5 Interview with Government Officials**

#### **Part1: Questions**

In-depth interview was one of the main qualitative methods that has been used for collecting data. The interviews were conducted with questions responsible for different government officials and tourism businesses who were interested with tourism industry. The issues for the interview already existed

for community-based tourism development in the situation of Sihanoukville Cambodia. The list of interviewers is below in Table 3.13. The respondents who were interviewed responded the questions as follows:

1. Brief introduction of tourism situation in Sihanoukville

All of the interviewers presented that Sihanoukville are warm and inviting Kampong Som, well-known for its many unique qualities. It is warm all year long. Sihanoukville is 226-kms by highway from Phnom Penh and easy to access to the best inter-provincial roads in the country. It is not only a commercial outlet seaport, but also a famous area for its sea viewed tropical beaches, with 119.5 km. of beaches, and majority place of petroleum offshore production. Some local people and tourism business representatives were not fully decisive on exiting tourism management in area. Moreover, tourism in Sihanoukville was developing and increasing from tourists who have been visiting the area every year, since 2003. Nowadays, this province received 386,866 from January to August 2008, increased 52.05% of 2007, as a statistic of huge tourist arrivals, foreign investors and international workers flowing to Sihanoukville, a large number of accommodations, food and beverage enterprises were established to serve this new market in the tourism industry, and also to increase in the infrastructure systems.

2. What is community-based tourism development in your view?

The respondents always think that community-based tourism development is very important, while the others provided more advantage to local communities, such as: job opportunities,

income, experiences, and relationship between tourists and local community. Furthermore, they said that CBT was established to local people, and education to local people in their communities. It helped them to preserve of culture and customs, and to increase values in GDP group domestic production. The last they said that CBT should develop by each part in areas, enhancing the advantage in towns and other provinces.

### 3. SWOT analysis of community-based tourism development in the coastal area in Sihanoukville

They think that SWOT is the process of analysis for the development of the provinces, and it is not only development, because it is the method that also showed each of the advantages and disadvantages before implementation as well as after implementation. Moreover, they viewed that coastal areas in Sihanoukville were SWOT like this:

#### Strengths:

Sihanoukville remains and keeps culture and nature. Extensive mostly undeveloped white sandy beaches on the mainland and offshore island, combined with a warm tropical climate. Moreover, the area is the economic zone (Sihanoukville port), generally good port facilities which are planned to be further improved, and potential for developing cruise ship tourism. This area also has good infrastructures that are important for tourism industries, good in facilities for domestic and international tourists, good for security government, and beneficial for most of the people in Sihanoukville; specially the people who are living along the sea side who pay much attention to the participation in community-based tourism development.

#### Weaknesses:

Sihanoukville has seen limited skillful human resources to work for tourism, and there is not enough information being provided to local communities. Sihanoukville is very noisy and has uncontrolled traffic and environment. In addition, Sihanoukville has a limited amount of local participation in community-based tourism, inconsistent management of the tourists' activities, and financial crisis's. All of these issues are the main considerations for the government of Cambodia.

#### Opportunities:

The government has set up the Sihanoukville coastal strategy for developing in this area, and the Ministry of Tourism is to oversee development of the tourism industry. The government, local authorities, and tourism businesses have cooperated with tourism targets for promoting the local products and increasing more jobs for local people, especially the increasing of development in community-based tourism. The good quality beach resort facilities can be developed through investment, so the local people have good opportunities to sell their product and share experiences with tourists. Therefore this area can generate income to local residents.

#### Threats:

The land encroachment and deforestation may be allowed to continue and water pollution allowed taking place, thus degrading the environment. Accidental oil spills from shipping operations may result in temporary water and beach pollution, and other problems such as designing tourism industries with unfruitful roles, and mass tourism.

If the strengths are capitalized on, the opportunities taken advantage of, the weaknesses overcome and the treats averted, the Sihanouville area can become one of the premier beach resort destinations in Southeast Asia.



4. Plans and policies of private sector concerning community-based tourism development in the coastal area at Sihanoukville

Most of them mentioned that, while private sectors had budgets, the community had resources. So, they need to participate together in community-based tourism development. And other respondents said that the policies of the private sectors to CBT should include building roads to local community, training them to design local product, and improving tourism development in Sihanoukville by potentials of nature and types of tourism destinations that had already potential.

5. What are supporting factors and the barriers for community-based tourism development in the coastal area at Sihanoukville?

For supporting factors and the barriers for CBT development in the coastal area at Sihanoukville, the most supporting factors are advantageous; community well-being, security, and tourism management. However, the barriers for CBT are: impact to health, destruction of the environment and irregulars planning for development. Some of them also think that the barriers for CBT are investment's companies. For the coastal area at Sihanoukville, the businesses should be allowed by tourism's rule and policies (umbrella, restaurant along the sea side, and home stay's fishery).

6. In Sihanoukville, what are the most important for community-based tourism development that needs to be improved very urgently? (1, 2, 3, 4, 5)

They discussed that the most important and urgent things to improve for CBT are: first, the lack of human resources, followed by finding the ways for participation, quality of tourism management area, security management, maintaining mountainous areas and infrastructures (train road not yet under reconstruction), training local people to make more tourism products and home stay when tourists arrive. Lastly, the local authorities should be more controlling over the area and over the management of tourism development planning.

#### 7. Measurements of natural change protection

They mentioned that informal development always met changes. Furthermore they should organize hauling the range salt water that flowed to water areas that people do agriculture.

#### 8. How important is the tourism industry for Sihanoukville, from your viewpoint?

The officials pointed out that the tourism is very important for developing Sihanoukville, because it has the highest potential for the tourism sector than other sectors and enhances income to Sihanoukville and the country. In addition, it is playing an important role in developing Sihanoukville's tourism industry as it is largely dominated by accommodations, tourism resorts, enterprises and factories. This sector, while providing jobs for Sihanoukville more than other large firms, is also a major source of investors' of foreign currency. It is strongly believed that this sector will continue supporting greater livelihood opportunities to all people in this area.

#### 9. What are your suggestions for community-based tourism development in the coastal area in Sihanoukville?

The majority of proposals for community-based tourism development in the coastal area in Sihanoukville, suggested that the CBT development brought benefits to local communities. Moreover, they provided vision to CBT development in the coastal area. Furthermore, the quality of information services provides local participation, and conserves the environment in the coastal area. The local authorities should educate local people about tourism benefits and sustainable management infrastructures systems.

10. What do you think of local participation in community-based tourism development at Sihanoukville?

They believed that all of the area should have local participation, because it is the local people who establish communities, host resources, and share visions for tourism development. What's more important is that local participation in CBT is very special and beneficial for local communities. What is more, it provides entertainment to tourists, knowledge about the environment and culture histories, and improves knowledge and new technologies to communities.

11. How will you solve those problems, if you were authorized as the tourism planning officer?

The interviewers mentioned that what is important is the relationship and carrying out by the government before providing land that the private sector should consider. All the problems should be solved with clear management strategy plans and in cooperation with other related sectors, by the government. The tourism products should be sustainable and make more attraction to tourists.

12. The role and responsibility of the private sector toward community-based tourism development

The government officials should play the role to improve the performance for private sectors, direct the rules and regulations, protection and conservation resources of nature tourism, and aim for eco-tourism. The private sectors should participation more in the local community and provide ideas to them for the meaning of community-based tourism development. For immigration regulation and rules should be making tourism friendly and need to find out the ways how do lengthen the stay of the tourists in Sihanoukville.

13. According to your idea, what are the methods or strategies to develop and promote Sihanoukville as a community-based tourism destination?

From their ideas, they think that the development plan should be created and should provide information services to all residents, and provide tourism benefits to local communities. They mentioned that the government should manage nature tourism areas for services of domestic and international tourists, and then the government should provide jobs to them in selling their products. The products should keep their cultural characteristics. Moreover, local people can learn more experiences from local authorities or stakeholders. After that, they can get more knowledge, and they can take care and preserve their environment. This can also help to reduce poverty in local communities.

14. Other suggestions?

For local participation in community-based tourism development in Sihanoukville, they suggested that it is the most important and urgent to develop tourism management and strategies in the coastal area, Sihanoukville. The most important factors suggested within local participation are collaboration among all tourism businesses as well as the development of local and international markets that can quickly promote tourism in Cambodia.

**Part 2: How important are the following elements of CBT to achieve Sustainable Tourism Development in Sihanoukville?**

In this part, in order to explain the importance difference factors between community-based tourism development at Sihanoukville, and government officials' opinion. The important level among the divided group of respondents were in the factors of economic viability, local prosperity, employment quality, social equity, visitors fulfillment, local control, community wellbeing, natural richness, biological diversity, resource efficiency, and environmental purity. The numbers 1, 2, 3, 4, 5 are used to rate the importance of the factors as: (5= Very important, 4= Important, 3= The neutral, 2= Not so Important, and 1= Not at all Important).

The importance of each factor individually analyzed the number, percentage and mean of each of the factors in Table 3.11. The result indicated that “Economic viability” shows the very important factor and elements of community-based tourism to achieve sustainable tourism development in Sihanoukville (mean = 4.86), followed by “Local prosperity” and “Environmental purity” (mean = 4.59), “Community wellbeing” (mean = 4.48), “Local control” (mean = 4.45), “Visitors fulfillment” and “Natural richness” (mean = 4.41), “Resource efficiency” (mean = 4.34), and other “Biological diversity” (mean = 4.31). Moreover,

“Employment quality” and “Social equity” (mean = 4.28) presented as very important factors for elements of community-based tourism to achieve sustainable tourism development.

**Table 3.11** How important are the following elements of CBT to achieve Sustainable Tourism Development in Sihanoukville

<b>Factors</b>	<b>Mean</b>	<b>SD</b>	<b>Level of Importance</b>
1. Economic viability	4.86	0.351	very important
2. Local prosperity	4.59	0.628	very important
3 Environmental purity	4.59	0.628	very important
4. Community wellbeing	4.48	0.688	very important
5. Local control	4.45	0.632	very important
6. Visitors fulfillment	4.41	0.568	very important
7. Natural richness	4.41	0.568	very important
8. Resource efficiency	4.34	0.769	very important
9. Biological diversity	4.31	0.660	very important
10. Social equity	4.28	0.702	very important
11 Employment quality	4.28	0.591	very important

### **3.6 Interview with Tourism Businesses**

#### **Part 1: Questions**

1. Brief introduction of tourism situation in Sihanoukville

Most of the tourism businesses presented that the government of Cambodia should build more tourism infrastructures, such as hotels, restaurants, and transportation services to attract foreign direct investment in order to build up the

capacity of the tourists as needed. Moreover, they mention that Sihanoukville is good in nature, environment, and facilitation. The elements of CBT can help Sihanoukville to be developed very soon.

## 2. What is community-based tourism development in your view?

The interviewers were concerned that they need more education to communicate with tourists and know how to take care of the tourists. They knew that Sihanoukville is the most important town for economic growth and human resources.

## 3. SWOT analysis of community-based tourism development in the coastal area in Sihanoukville

The tourism businesses viewed that the main points of SWOT analysis are as follows:

### Strengths:

General scenic beauty of the city environmental setting, and particularly the scenic setting, are offshore islands. The government and tourism businesses pay much attention for development in area, and the area also has good security by government. Furthermore, Sihanoukville's strengths, such as water-based recreational facilities for local people along the coastal area, make tourists attractions. The local community is interested in community-based tourism development, and in increasing the tourist markets in Sihanoukville.

### Weakness:

Limited quality of other infrastructures of water supply, electric power, waste management and telecommunications are the greatest concern in Sihanoukville. Sihanoukville is a very limited

beach resort development and existing facilities which are not on par with international standards, and it is generally of inconsistent quality for tourist facilities elsewhere in the area. In addition, funds, human resources management, support by government and NGO are still limited. Some places have been lacking sufficient tourism information to provide to visitors, lacking of local tourism markets in the local areas, and limiting in human resource based on working in hospitality industries.

Opportunities:

Infrastructure and public services in Sihanoukville can be improved through investment, and human resources can be improved through education and training to local people. The investment laws are open and the free market is available for investors. The town closes the sea side that is easy to visitors, so this is a good opportunity to promote tourism products, increase jobs for local people, share experiences with tourists, and provide facilities for tourism.

Threats:

Insufficient management of markets such as the tourism businesses along the seaside, obvious plan for land use for toilets, store building, and the space for relaxing are big issues for this area. Moreover, Sihanoukville currently lacks the quality products and services for tourists, and high prices will lead to the bad image of the sea side- resulting in the decrease in visitors. Furthermore, the pollution (water, waste, air) is the cause for the number visitors to decrease.

4. Plan and policies of private sector concerning community-based tourism development in the coastal area at Sihanoukville.

From their opinion, the private sector must cooperate with local communities, the government, and the international



partners. They said that most of the master plans should come from the government. Private sectors run the business from the government policy.

5. What are the supporting factors and the barriers for community-based tourism development in the coastal area at Sihanoukville?

They are fully concerned about the support from government, NGO to the local communities, and cooperation between Sihanoukville and related institutes to investors or communities.

6. In Sihanoukville, what are the most important barriers for community-based tourism development that needs to be improved very urgently? (1, 2, 3, 4, 5)

For the most important barriers for community-based tourism development, they explained that laws in Cambodia are still very open, but local people are still poor in knowledge. They pointed out that the main points for important barriers are as follows:

- a. Clean water
- b. Electricity
- c. Resort development
- d. Creating some project/ tourism activities
- e. Sanitation a long the beaches/ resorts

## 7. Measurements of natural change protection

In this question, they would like to present that most of the islands or beaches hand over the investment company, but still slow activities to develop the master plan. Furthermore, it should set up some training courses to protect the environment and keep cleaned beaches, resorts, and save trees.

## 8. How important is the tourism industry for Sihanoukville from your viewpoint?

The last question, most of the tourism businesses suggested that the government should get rid of the poverty and increase more jobs for the young generation of Cambodia. They also emphasized that Sihanoukville is very important to attract tourists and it will be the third more attractive place in the country. Moreover, it can raise people's standards of living, and exalt the image of Sihanoukville.

## **Part 2:** How important are the following elements of CBT to achieve Sustainable Tourism Development in Sihanoukville?

This part explains the importance of the differing factors between community-based tourism development at Sihanoukville, and tourism businesses' opinion. The important level among the divided group of respondents lies within the factors of economic viability, local prosperity, employment quality, social equity, visitors fulfillment, local control, community well-being, natural richness, biological diversity, resource efficiency, and environmental purity are shown as the following. The numbers 1, 2, 3, 4, 5 are used to rate the importance of the

factors as: (5= Very Important, 4= Important, 3= the Neutral, 2= Not so Important, and 1= Not at all Important).

The results indicate that “Economic viability” appeared as the very important factor to elements of community-based tourism to achieve sustainable tourism development in Sihanoukville (mean = 4.86), followed by “Local prosperity” (mean = 4.79), “Environmental purity” and “Community wellbeing” (mean = 4.52), “The neutral richness” and “Biological diversity” (mean = 4.48), “Employment quality” and “Visitors fulfillment” (mean = 4.45), only “Resource efficiency” (mean = 4.34). The last “Social equity” and “Local control” (mean = 4.31) viewed as very important factors to elements of community-based tourism to achieve sustainable tourism development.

**Table 3.12** How important are the following elements of CBT to achieve Sustainable Tourism Development in Sihanoukville

<b>Factors</b>	<b>Mean</b>	<b>SD</b>	<b>Level of Importance</b>
1. Economic viability	4.86	0.351	very important
2. Local Prosperity	4.79	0.412	very important
3. Environmental purity	4.52	0.738	very important

4. Community wellbeing	4.52	0.688	very important
5. Natural richness	4.48	0.738	very important
6. Biological diversity	4.48	0.738	very important
7. Employment quality	4.45	0.572	very important
8. Visitors fulfillment	4.45	0.572	very important
9. Resource efficiency	4.34	0.769	very important
10. Social equity	4.31	0.660	very important
11. Local control	4.31	0.604	very important

**Table 3.13** List of Interviewees

<b>No.</b>	<b>Designation</b>	<b>Organization</b>
1	Government Officials	Ministry of Tourism
2	Government Officials	Municipal Hall of Sihanoukville
3	Government Officials	Tourism Office of Sihanoukville

4	Government Officials	Environmental Department of Sihanoukville
5	Government Officials	Department of Labor and Vocational Training of Sihanoukville
6	Government Officials	Sihanoukville Port
7	Government Officials	APSARA Authority of Siem Reap Province
8	Government Officials	Department of Agriculture Forestry and Fisheries of Sihanoukville
9	Managerial Staff	Cambodia Association of Travel Agents
10	Managerial Staff	Cambodia Association of Hotel
11	Managerial Staff	Cambodia Association of Guide
12	Managerial Staff	Cambodia Association of Press

## **CHAPTER 4**

### **SUMMARY**

This chapter presents the conclusion and recommendations of the research and identifies the limitations of the study. First, it discusses the main results of the survey from local communities, official government and tourism businesses in Sihanoukville, Cambodia. Secondly, it discusses the findings in terms of the three objectives of the research, which are to investigate the obstacles impeding the development of community-based tourism (CBT) in Sihanoukville and to identify participation and opportunities that support their growth. Finally, it gives recommendations for community-based tourism development to achieve sustainable tourism in Sihanoukville.

#### **4.1 Conclusion**

The main objective of the research was to investigate the obstacles impeding the community-based tourism development in Sihanoukville. The obstacles are examined through community survey, interviews of government officials and tourism businesses, and the results are summarized as follows:

##### **4.1.1 Community Survey**

###### **Personal Information**

The main respondents in Sihanoukville are females mostly in the 26-40 years age group with secondary school education. Most of them are married, professed the Buddhist religion, and earn 200,001 -500,000 Riels per month, an income compatible with their jobs. Those involved in hospitality are

working in restaurants or hotels and guesthouses. The respondents who are not working in hospitality or tourism industry are self employed, or engaged in the fishery, agriculture, and government jobs.

### **Local Community's opinion towards CBT development in the Coastal area in Sihanoukville**

From the results of the survey, the attitudes of the local communities in Sihanoukville towards CBT development in the coastal area are varied. The positive effects include: "Tourism is good for my community"; "I personally benefit from the tourism industry"; "Tourism creates jobs for local residents"; "Tourism employs local youth"; "Tourism helps the community obtain services"; "Tourism helps revitalize local natural and crafts"; "The community has power to control over tourism"; "The money spent by visitors remain in the community"; "I am satisfied with tourism development in Sihanoukville"; and "Community-based tourism development in Sihanoukville brings benefits to the local people".

The negative effects include: "Tourism raises price of goods while; "Tourism causes rise in crime rate"; "Tourism stops locals from park access"; "Tourism harms the environment"; "Tourism harms moral standards"; "Tourism disrupts local activities"; and "Tourism uses natural resources needed by local residents (e.g. fish, water)".

In this part, 18 key indicators are used to assess the response to community-based tourism development in the coastal area in Sihanoukville. More than half of the local communities strongly support tourism. Most of them believe that tourism is good for their community and tourism supports their livelihood by creating jobs for the local residents and employing local youths. In addition, tourism helps to keep and conserve the nature and the

culture of the local communities in the coastal area. The respondents say that tourism helps to revitalize local natural and crafts and contribute to poverty alleviation through community-based tourism development in the coastal area. However, some of the local communities express their concerns with regards to the negative impacts of tourism in their coastal area.

### **Local Participation in CBT development in Sihanoukville**

From the results, the respondents from the local communities have keen interest in tourism activities, decision-making, and implementation. They express interest in being involved planning, study of background, evaluation, and problem-solving in community-based tourism development. The interest of respondents differs with regards to each community-based tourism development activities, which tend to correspond to their educational level, age group, and occupation.

### **Local Community's suggestions**

The local communities believe that increasing number of tourists would bring them more economic benefits. Besides this, some of respondents feel that local communities have no knowledge about tourism.

The local communities suggest that the government should develop the basic infrastructures and services in and around Sihanoukville, including road, electricity, water, school, health center, and tourism information center. There is also recognition of the more importance of human resource development programs, and the need to take action, control and follow up on all plans and policies. Furthermore, the local communities see that increased community participation in CBT development could help to



alleviate poverty and bring about equitable distribution of benefits from tourists revenue to the local communities.

#### **4.1.2 Interview with Government Officials**

From the interviews, many of the government officials recognize that Sihanoukville has high potential for development, given its seaport with a commercial outlet, picture-postcard tropical beaches, eco-tourism community, 119.5 km. of beaches, and a major offshore petroleum production. Sihanoukville has been receiving increasing number of tourists every year, since 2003. To achieve sustainable development of this coastal area community, local participation is the most important condition and tourism benefits must accrue to the local communities. Some issues that need to be urgently addressed are: human resources, quality of tourism management area, security management, mountain area and infrastructures. However, the advantage friendly, tourism impact to health, destroy environmental and irregulars planning for development.

In the SWOT analysis, the following points are highlighted: Sihanoukville has strengths in culture and nature, infrastructure, and good security government; weaknesses in providing information, human resources, environmental, and participation; opportunities in partnership between communities and investors, and security; and threat in air pollution, tourism industry that is incompatible with the environment, land encroachment, and the global financial crisis.

They mention that the government should increase the management of nature tourism areas for domestic and international tourists, and provide jobs for them to sell their products. Most of them point out the importance of local participation, collaboration among all tourism businesses as well as developing the local and

international market, which are to be followed by promotional strategies in Cambodia as soon as possible.

### **4.1.3 Interview with Tourism Businesses**

The respondents involved in tourism businesses see the need for more tourism infrastructures and foreign investment to build up the capacity of the tourism industry because Sihanoukville has high potential for development. For CBT to be effective, more education should be provided to the communities to ensure they benefit from tourism. In the SWOT analysis of CBT undertaken among the respondents, the findings are as follows: strength in the high potential for developing this area, weakness in the lack of funds and human resources, opportunity in adopting investment laws and free market access, and threat in the lack of management and markets for promoting local products. In addition, there is the need for the private sector to cooperate with the local community, government and international partners.

Besides, they mention the need for the most important weakness for CBT to be urgently addressed, that is, the poor knowledge of the local people. Some of the other constraints include the lack of clean water and electricity, resort development, creating some project/tourism activities, and sanitation along the beaches/resorts. The island or beach was handed over to the investment company. However, they recognize that the tourism industry in Sihanoukville presents a good opportunity to reduce poverty and increase the number of jobs for Cambodian youths.

## **4.2 Discussion**

The discussion of this section is based on objectives of the study as follows:

#### **4.2.1 Objective 1: To study the Tourism development plan and Coastal strategic management in Sihanoukville**

The study investigates the tourism development plan and coastal strategic management in Sihanoukville and proposes strategies for CBT development. While Sihanoukville has high potential for CBT, it is weak in some aspects particularly in the coastal area and the management of local participation in communities.

##### **4.2.1.1 Government plan and Tourism development plan and Coastal strategic management in Sihanoukville**

Sihanoukville has the highest potential for tourism development because it ranks third as the priority destination after Phnom Penh and Siem Reap (MOT, 2008). CBT development for sustainable tourism in this area is the only means for the local people to benefit from tourism in the long term. This result is consistent with the previous findings- in 2005, Theobald had tried to show that, over the past 20 years or so, tourism has become a major part of the discussion of sustainable development. It can be argued that the concept of sustainable tourism emerged from the understanding of the negative impacts of mass tourism. Moreover, Timothy (1999) mentioned that if local residents are to benefit from tourism, they must also be given opportunities to participate in, and gain financially from tourism.

The study reveals that the government of Cambodia has paid much attention to the coastal development in Sihanoukville as

one of the important tourism development zones. According to the report on tourism recapitulation of year 2007 and Action Plan for year 2008, the Royal Government of Cambodia has taken action toward developing and improving of the CBT, infrastructure and security, tourism facilities and service such as clean water, water system, electricity, road, health center, accommodation, and the main components of tourism attraction and basic infrastructure for the future development of tourism in this province. The findings of this study indicated that no one is growing in both development and diversity more than coastal tourism and recreation. Both the lively nature and the sheer magnitude of this sector demand that it is actively taken into account in government plans, programs, and policies related to the coasts and the ocean. This is a requisite for coastal tourism to be sustainable over the long term (Hall and Page, 2001). Chayan (1995) also reported that the community of the coastal areas is in extreme need of basic health care, food, security, literacy and infrastructures. In this study, Maslow's ladder of human needs was adopted to identify Sihanoukville community needs, and the role of tourism in meeting these needs was explored.

Meanwhile, the interview results show that the government has tried to support Sihanoukville by attracting tourists through creating tourism activities (very important in attracting tourists) such as arranging exhibitions and cultural festivals, handicraft fairs, and music concerts. In addition, Wearing (1996) claimed that community tourism should also concern itself with other concepts besides culture- for example, how tourism in destination areas can be used to support, and enhance the local community.

Moreover, Sihanoukville municipality has paid much attention on the improvement of this coastal area to meet the vision of its development plan and strategic management and to make Sihanoukville a clean and healthy tourist destination. The

development plan of coastal area is in the process of being implemented to improve the situation of the coastal area. This plan intends to reduce the environmental threat to this coastal via the improvement of the waste management system, moving the huts into the right places to enhance the beauty of the coastal areas and removing the pressure on the beaches and sands. Visitor impacts are also to be effectively managed. These measures meet the expectations of most visitors to the coastal area since they bring them close to nature, enable them to enjoy the landscapes, and enhance the livelihood of the local people. Inskeep (1991) noted that specific environmental impact control measures that are applied during the planning process are meant to prevent environmental problems, and can also solve existing problems.

The coastal area needs a comprehensive regulatory plan, which includes the conservation site plan, a comprehensive land and use plan, a community tourism plan and an a roadmap for coordinating conservation. Both conservation and tourism management depend on utilities and services such water, electricity, and security protection. The tourism plan included all those provisions and is being implemented. Page (2003) notes that tourism can emerge as a source of conflict between hosts and visitors in destinations where its development leads to negative impacts, which have been studied over the years by anthropologists and sociologists. As it has been found, resident attitudes may be one barometer of an area's ability to attract tourists. However, the analysis of tourism's social and cultural impacts is related to the way in which it affects or induces change in a number of elements (see Figure 1.3).

#### **4.2.1.2 The Current development of tourism in the Coastal area, Sihanoukville**

Notably, the number of visitors to Sihanoukville has been increasing remarkably. The visitors who visited Sihanoukville in January-August, 2008 were 386,866. The international visitors were 106,174 and the domestic visitors were 280,692 (TO, 2008). The study found that there are varieties of factors that contributed to growth of visitors to Sihanoukville: the unique characteristic of the coastal and limited access to other regions, the service quality and good hospitality of the products and services, the popularity of the coastal area, and the increasing awareness about the environmental impacts among the tourism businesses and local people. Fridgen (1991) said that the increasing population leads to a rise in both the positive impacts (ie: reducing social barriers) and negative impacts (ie: making locals feel restricted from enjoying their country) of tourism, which have been an issue throughout the history of tourism. Theobald (1995) discussed that the social-cultural effect has varied considerably, according to the cultural and economic status of the regions involved. Furthermore, the effect of mass tourism from other countries of a similar socio-cultural background has been accepted eco-nominally. The desire to encourage tourism has led to more investment in tourist amenities and attractions, which in turn has resulted in the enhancement of natural attractions which, as Page (2003) argues, is the fundamental attraction for tourists.

As a result of the positive perception of the local community towards community-based tourism development in the coastal area in Sihanoukville, the respondents are of the opinion that tourism development in the coastal area is good for their communities which could benefit from the tourism industry, creates job for local residents, employs local youth, and helps revitalize local natural and crafts. The local communities felt satisfied with tourism development in Sihanoukville, and overall, believe that CBT development in Sihanoukville brings benefits to the local people, helps the community obtain services, provides the

community power to control over tourism, and the money spent by visitors remain with the community. However, a study by Godfrey and Clarke (2000) claimed that tourism development is no economic panacea, and it should be implemented carefully. Also, WWF (2001) mentioned that many government agencies and conservation organizations have used community-based tourism as a main strategy to achieve their goals because community-based tourism gives benefits and incentives to local people from their conservation incentive.

Due to this, it is said that the coastal area in Sihanoukville possesses unique features compared to the other provinces. Sihanoukville is considered as a popular coastal in Cambodia among both international and domestic visitors. The special and unique features of this coastal play an important role in attracting visitors to experience the natural beauty. Product development is one factor that contributes to the increasing number of visitors to this area. In response to the increasing number of visitors, the tourism facilities have also increased to meet their needs. There are many new tourism products offered to the visitors, especially water-based recreational facilities such boats, jet skies and tires for swimming. To attract the tourists, the home stay local community and the design and decoration of the stores along the beach have been improved. In addition, the service and product providers are committed to provide the quality products and services to tourists. Fridgen (1991) said that social impacts can be simple or complex, short-term or enduring. The resident are affected by the broad range of behaviors they encounter as tourists from around the world venture into their community. And the main reason they come, as Page (2003) makes clear, is from a desire for a new and unique experience. From this, businesses have learned that part of the innovation development process is how they evaluate the feasibility of new ideas and potential business ventures or developments. This is usually undertaken in

two fairly standard stages: a business plan that sets out the ideas is constructed, and then a more detailed study of investment of external or large sums of money is involved.

Sustainable tourism development could also contribute to strengthening or revitalizing local culture, including arts, handicrafts and traditions (World Tourism Organization, 2001). The WTO (2001) explains that the tourism industry had forgotten that when visitors arrive on the island, they do not just bring their purchasing power; they also bring a different type of behavior which can profoundly disrupt the host community's traditions.

The lifestyle of the local residents, the popularity of the coastal areas among domestic and international visitors, and the natural and cultural resources make up the tourist attractions, and are the main aspects that bring together tourists and local communities during their holiday. Shinoukville has to increase the participation of local community in CBT while encouraging them to preserve the natural and cultural environment. Yet, Page (2003) identified many of the common problems resulting from tourism in part of his study, such as the wear and tear on the urban structure, overcrowding, and social and cultural impacts between the visitors and local communities. Conlin and Baum (1995) examined that some of the traditional values are being threatened by both tourism and the media. Furthermore, the authors claimed that the narrow economic base has been diversified and broadened, and reliance on the export of primary resources has been abandoned.

Moreover, Inskip (1991) presented that deciding the types of domestic and international tourism and the types of tourist markets to aim for is a basic policy consideration, and takes into account the different types of tourism. This ranges from general interest sight-seeing or large-scale beach or mountain resort-oriented tourism to small-scale special interest tourism related to nature or culture, alternative types of tourism of social and environmental activities, special feature tourism based on theme



parks, and gambling. Some potential destinations are now opting for what is often termed “quality” tourism, which relates to controlled development aiming for high expenditure tourist markets.

The main tourism activities in the community will be increased and developed together for making a strong and stable local economic condition. One famous strong community will be set up amongst the other communities, such as one at O’cheu Teal beach. The information about this coastal would socially spread to the other visitors. Page (2003) showed that the early support by the superior classes soon encouraged growing access to coastal recreation and tourism as transport technology made resorts accessible. This also led to increased attraction of outside visitors.

The increasing awareness of the environmental impacts might lead to behavioral changes among the local people and tourism businesses at the coastal area. It is said that they now better understand about the relationship between the environment and their business. They have to keep their local communities and stores clean in order to attract the visitors to use their products and services. For example, rubbish bins are placed in their areas which show local participation and support towards CBT in region.

However, the moderate level of local participation may be due to the lack of capacity in tourism industry, as well as tourism planning and management in all the concerned sectors. All of these problems lead to irrelevant management and development. For instance, waste management is not only the responsibility of tourism business or the private company which is given the task of waste removal from the coastal, but the responsibility of all interest groups in this area, including the local people, the tourism developers, government agencies, and visitors. Wearing (1994) claimed that difficulties for local communities and ecotourism stem from a number of sources such as a lack of knowledge about the provision of a product market, a lack of skills in business,

technology and management and a lack of resources, both capital and human, to initiate projects. Conlin and Baum (1995) emphasized that the essence of a tourist authority is a private/public-sector partnership. Key benefits commonly derived from the creation of such an authority are: reduced antagonism between the public and private sectors, more effective use of resources (money and time), new sources of funds and additional profits, jobs and tax revenues.

This approach to governance of a country or region's tourism industry is rapidly becoming essential for being competitive in today's global tourism industry.

If the coastal area is better managed, it will enable the area to receive more tourists and investors. The coastal in Sihanoukville has moderate score for management toward environmental management in the coastal area and management and participation of local community in tourism planning. This may be due to the lack for effective tourism planning and management from the governors and investors.

#### **4.2.1.3 Challenges to Tourism development plan and Coastal strategic management in Sihanoukville**

Tourism development everywhere faces challenges that require resolution. The challenges of tourism development in Sihanoukville can be classified into limited security of the visitors, limited capacity of the local people, limited capacity of tourism developer in visitor impact management, issues relating to human resource and solid waste and waste water management, competing interests among the tourism, problems of seasonality, inflation and fluctuations in the prices of products and service.

Security does not only refer to human physical security but the security of the properties. It might be a result of the limited

capacity of the local authority or the limited human resources to deal with this issue.

Ability to speak a foreign language may be the most important tool for communication with the international visitors. Some local people or tourism businesses might have limited knowledge of foreign languages, which makes them difficult to deal with the tourists.

Limitation of the local people and tourism businesses to understand about the development plan is the main challenge that leads to indecisiveness or hesitation to participate in the development plan.

The food and beverage, and recreational service providers are not clearly aware of the plan that is being developed in coastal area. This would lead to misunderstanding and their unwillingness to express their comments, ideas and concerns on the development plan. With the absence of local people and business owners participating in the meeting with the local authorities, tourism developers and other stakeholders, the local people might not have much power in decision making during the meetings. Conlin and Baum (1995) noted that the various tourism industry stakeholder organizations are ideally represented on the board of directors for the tourism authority.

Furthermore, the privatization of the other coastal areas should encourage business operators in Sihanoukville to express their ideas or comments on the development plan. The factor accounting for this is due to the big gap between the tourism developer and the tourism business. They have not developed a close relationship with the tourism development in Sihanoukville. The development might be undertaken smoothly if all local people and tourism business were to work closely and cooperatively within a good environment. The findings of this study indicated that countries with tourism authorities in place are evaluated with respect to the degree to which they are reaping the benefits

inherent in private/public-sector co-operative efforts (Conlin and Baum, 1995).

The result from research indicates limited collaboration between the local communities and tourism businesses in the coastal area. They seem to work individually on their own tasks and assignments. This could possibly pose a challenge for project effectiveness. In addition, the lack of the mutual understanding between the local communities and the tourism developers can place the development project in jeopardy.

The result of investigation in this part shows negative perception of local community toward community-based tourism development in the coastal area in Sihanoukville. The respondents say that tourists causes the rise in the prices of goods and crime rate, stops local from park access, harms the environment, harms moral standards, disrupts local activities, and uses the natural resources required by the local residents.

The study shows that local communities are ready for participation through CBT development in the coastal area where tourism could be promoted. Local communities wish to be involved in tourism activities and get benefits to reduce poverty. Moreover, all of them support the tourism activities and CBT but they are still poor in human resources. Most importantly, some of local people were very hopeful that after this research they will get more tourists coming to visit in their area. Besides this, they wanted to request the government and non-government organizations to help them economically and develop the coastal area in Sihanoukville. In this regard, the CBT development is planning to work on new market for Sihanoukville and has taken steps toward the standardization of tourism service. Paul (1987) suggested that the results of a participatory approach to development projects includes increasing project effectiveness, increasing the capacity of beneficiaries to take responsibility for project activities, and facilitating cost sharing through local

contributions of land, money, or labor. World Tourism Organization (2001) showed two points for key stakeholder strategies of tourism development: A multiple stakeholder development approach was adopted to widen involvement and minimize conflicts among players, and the different areas for stakeholder involvement and support were identified.

World Tourism Organization (2001) explained the unique characteristics of the islands that make them such popular destinations for international tourists. There are also opportunities to target special segments of the international tourist market. Furthermore, a study by Godfrey and Clarke (2000) claimed that tourism development planning at the destination level is a step-by-step process of resource and market evaluation action and review. This “systems approach”, is driven by long-term goals.

#### **4.2.2 Objective 2: To Examine the strengths, weaknesses, opportunities and threats of Community-Based Tourism development in the Coastal area in Sihanoukville**

From the results of primary data, interviews with officials and tourism businesses and secondary data on the coastal area, a SWOT analysis was performed.

##### **4.2.2.1 Strengths**

The majority of local people in Sihanoukville recognized the support from government. According to the report on tourism recapitulation for year of 2007 and action plan for 2008, the Royal Government of Cambodia would pay much attention on CBT development and improvement of infrastructure and basic tourism facilities such as electricity and clean water. It plays an important role in attracting the tourists to visit the major

tourist attractions in Sihanoukville. This area might benefit directly from this support. Furthermore, the coastal area in Sihanoukville has paid much attention to the improvement of this area to meet the vision of its development plan of developing CBT and tourism. The development plan of CBT in the coastal area is in the process of implementation in accordance to the master plan prepared by Cambodia Development Consult. The findings of the study showed that most of the local communities have interest in tourism development in their areas. Inskeep (1991) was interested in environment protection, cultural conservation and sustainable development. The author also reported that, in applying contemporary concepts of tourism development, there are usually one or more policy statements relative to tourism to minimize negative impacts of tourism. Fridgen (1991) also explained that tourism development is the long-term process of preparing for the arrival of tourists. Like other industries, tourism is seen as a business that provides economic assistance to a community.

#### **4.2.2.2 Weaknesses**

The findings indicated that there are some weaknesses faced by CBT development. First, the waste management was poor due to the lack of cooperation between tourism businesses and local communities, especially the lack of attention on packaging the rubbish which made it difficult for the rubbish collector to carry out their work effectively. In addition, there are not enough rubbish bins within the area. There is limited environmental awareness among domestic tourists. There is not enough signage for the tourists to pay more attention to environmental problems in this area. Moreover, there is the problem of flowing waste water from accommodation facilities, households, and toilets and bathrooms of the stores along the coastal area that drain directly into the sea. This untreated water could strongly affect the quality

of water, marine life and sand of the coastal area. Furthermore, bad smell of the water from sewage directly affects the experience of tourists and would lead to bad word-of-mouth reports by tourists. If there is no government intervention into this problem, the image of CBT in coastal area in Sihanoukville will soon be adversely affected.

Inskeep (1991) also observed the negative impacts of water pollution. If a sewage outfall has been constructed into a nearby river, lake, or coastal sea water and the sewage has not been effectively treated, the effluent will pollute that water area. Surface water pollution in rivers, lakes, and sea waters can also result from recreational activities from tourists.

The second weakness is related to the poor management of the tourists' activities. There was no demarcation between the place where people swim and the place where jet skis and boats are driven, which can be dangerous for swimmers. The area looks messy.

The third weakness is the issue of poor human resources. Some local people or seller behaved impolitely to tourists because they lack knowledge on hospitality. They have low education and never been trained on the skills related to hospitality. Hence, they do not care about their customers. Also, the services such as the serving of food and beverage are slow and poor. Though this is not a serious problem, if it happens often enough this could make the tourists feel dissatisfied and result in falling arrivals.

Finally, there is a problem with the price and quality of service and products. Sometimes, the price becomes very expensive, especially during some special events and festival, which is the big problem for tourists visiting there. The prices are not standardized. It depends on the price quoted by the sellers, and this may scare off tourists and create a bad image of the local communities or sellers in Sihanoukville. In addition, the study

stated some weaknesses points in CBT development such as: limited support by government and NGOs, limited local participation in CBT, lack of human resources in tourism industry, lack tourism information, and lack local tourism markets. Therefore, these weaknesses can be considered as setbacks faced by CBT. Conlin and Baum (1995) examined the problems of tourism development: the size of the island means that tourism cannot be allowed to develop indefinitely as tourism is bound to give rise to large number of conflicts that the local population is incapable of enduring, and this could lead to other negative impacts, such as high market prices and inflation.

#### **4.2.2.3 Opportunities**

Sihanoukville is considered one of the three most popular tourist destinations in Cambodia, along with Phnom Penh, the commercial center, and Siem Reap, which has the cultural attraction of the temples. Together, the three form the tourism triangle of Cambodia (TO, 2008). Moreover, the government of Cambodia has investment laws that support open and free market. The government is involved in the development and conservation of CBT development in the coastal area in Sihanoukville. In addition, the Sihanoukville has a coastal strategy and high potential for natural and cultural development. In this case, the local people in CBT in the coastal area have good opportunities for increased jobs and local products promotion. There is the need to prevent the negative environmental and social impact of tourism, share experiences and friendliness with tourists, and provide the utilities and facilities for tourism. Of course, the increase in arrivals of tourists to Cambodia can result in the redistribution of local communities or tourists businesses along the coastal area. MOT (2008) presented that Community Based Tourism has been the most common form of tourism intervention for poverty



improvement. In this context it commonly refers to impoverished communities, which engage in ‘front line operations’ that incorporate direct interface with tourists (i.e.: home-stays and lodges; small eco-tours; guide and porter services for local tours/treks; teahouses, refreshment kiosks and restaurants; ect). MOT (2008) also presented relations with the tourists that are indirect, and in such cases it would be more accurate to use the term ‘Communities Benefiting through Tourism’ or CBT.

#### **4.2.2.4 Threats**

Sihanoukville’s coastal resources and environment face various threats from different sources. The key threats facing the CBT development are that there is no obvious land use plan for toilets, store building, and place for relaxing. The lack of security had resulted in some tourists losing their personal belongs, which create the bad image and may lead to a decrease of the number of the tourists here. Sometimes there are quarrels among the drunken tourists, which annoy and frighten other tourists, especially international tourists. The high price of products and services also lead to the bad image of the coastal area. There are also complaints about the quality of products and services. The water, waste and air pollution may cause the number of the tourists to decrease. Meanwhile, the study shows that more outsiders are buying land from local residents and there are problems for the local community to generate income, mass tourism impacts nature and culture (demonstration effect), and competition among stakeholders over funds and human resources arise. Moreover, there is the issue of the dense fishing communities and human activities along the coastal area and land encroachment and habitat conversion (mangroves and forest). The lack of commercial institutions, budget, and financing for development, the lack of

investment in infrastructure, roads, transportation, and dam, the lack of capacity and resources for management by local authority, and the lack of awareness, information, and management are also the major threats and obstacles for CBT development in the coastal area in Sihanoukville. Knowles, Diamantis, and Mourhabi (2004) focused on the preservation of resources used, ecological process, and biological diversity (land, water, energy, mineral, wild species, flora, etc.). Also, World Tourism Organization (2001) presented that tourism development in most islands depends on the local community support as they own the land and its resources by law.

Accordingly, the above SWOT analysis shows that the CBT development is achievable through close cooperation and coordination among the local community, tourism businesses and government. The strengths, weaknesses, opportunities, and threats are summarized in the following Table 4.1:

**Table 4.1** SWOT Analysis of CBT in the Coastal Area in Sihanoukville

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Master plan prepared by CDC</li> <li>- Development in area and CBT</li> <li>- Good security</li> <li>- Rich in nature and culture</li> <li>- High value for money destination</li> <li>- Different means of transportation</li> <li>- Some water-based recreational facilities</li> <li>- The feature of coastal attractions</li> <li>- The image and popularity of the coastal</li> <li>- Sihanoukville as the economic system port</li> <li>- Price of products are acceptable to tourists</li> <li>- Increasing the tourist numbers</li> <li>- Local communities interested in CBT</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Inconstant management of the tourists' activities</li> <li>- Waste management</li> <li>- Limited support by government and NGOs</li> <li>- Lack of local tourism markets</li> <li>- Limited tourism environment protection</li> <li>- Limited local participation in CBT</li> <li>- Limited human resources in tourism industry</li> <li>- Lack of tourism information</li> <li>- Limited standard prices and services</li> <li>- Lack of investment in infrastructure</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Investment laws are open and support free market</li> <li>- Sihanoukville coastal strategy</li> <li>- MOT to oversee development of tourism industry</li> <li>- High potential for natural and cultural development</li> <li>- The sea side very close to the city</li> <li>- Government attention and support</li> <li>- To promote local products</li> <li>- Tourism Network Market</li> <li>- To increase more jobs for local people</li> <li>- Generate income</li> <li>- To prevent environmental and social impact</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>- No obvious plan in lands use</li> <li>- Land encroachment and habitat conversion</li> <li>- Quality of products and services,</li> <li>- Pollution (water, waste, and air)</li> <li>- Mass tourism</li> </ul>

<ul style="list-style-type: none"> <li>- Share experiences and friendliness with tourists</li> <li>- Provide the utilities and facilities for tourism</li> <li>- Important targets for government</li> <li>- Increase of development in CBT</li> </ul>	
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### 4.2.3 Recommendations

The final objective of this study is to propose recommendations for the community-based tourism development to achieve sustainable tourism in Sihanoukville, Cambodia. Therefore, all of the parts are recommended for the consideration of local communities, tourism businesses, and government officials.

Coastal areas attract tourists, and tourism is the world's biggest and fastest growing industry. Sihanoukville recognizes the natural and cultural significance of the coastal area, particularly for the tourism industry. In order to enhance CBT development in Sihanoukville to achieve sustainable tourism, there must be CBT recommendations that are mainly implemented by the local residents. The recommendations identify the components for enhancing the effectiveness of CBT in implementing the tourism plan for sustainable tourism development. It is composed of four parts: inputs, processing, outputs, and improvement (Figure 4.1).

The nature of CBT in the tourism plan was often seen as no more than a form of collective participation. Likewise, the decisions or directions of decisions had already been prepared by government or non-government organizations and showed to the local communities for their consideration. Although, there are some local communities at Sihanoukville that had individual participation, and there are many who have watched this on the

sidelines. Most of the respondents have interest in decision-making, implementation, and tourism activities. So, the local communities at Sihanoukville recommend the ways to enhance their participation for CBT development. In addition, the respondents recommend that government, non-governmental organizations, and province authorities should provide and support more participation of the local communities and provide more public relations with the local communities in Sihanoukville.

The CBT development is aimed at achieving sustainable tourism in Sihanoukville. The following recommendations constitute the framework for assessing the level of interest and participation as well as providing recommendations from the researcher and local communities in Sihanoukville.

**Figure 4.1: Proposed Recommendations for the Community-Based Tourism development to achieve Sustainable Tourism in Sihanoukville**

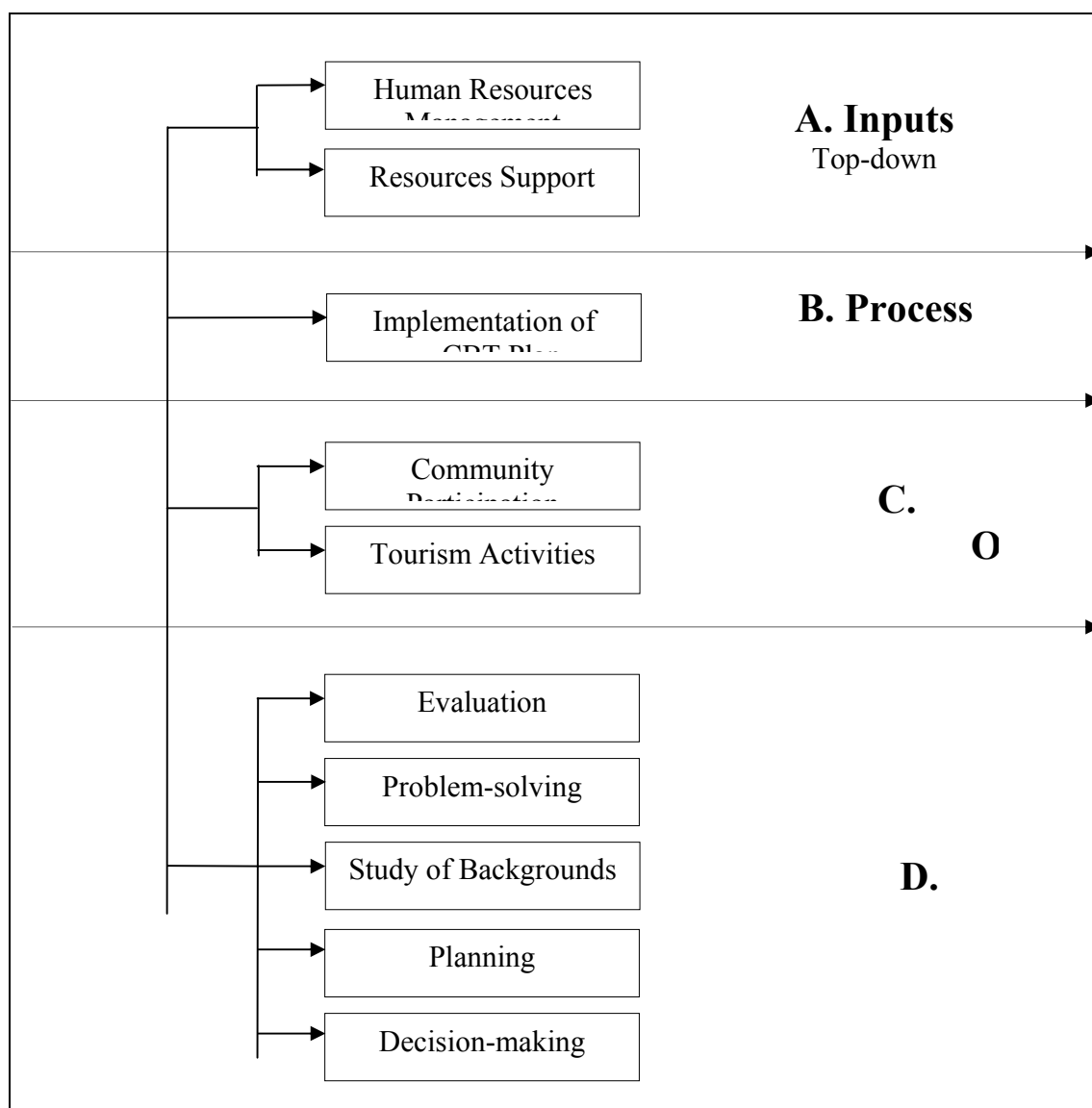


Figure 4.1 shows the four parts of the recommendations for CBT to achieve sustainable tourism in Sihanoukville. The four parts are inputs, processing, outputs, and improvement of CBT.

### **Part A: Inputs**

In this part, the researcher examines the human resource management and resources support for CBT in

Sihanoukville. Since the coastal area in Sihanoukville has the highest potential for tourism development, the researcher managed all the important elements and related them to each other for supporting this area. The figure above explains that human resources should be based on top-down management. Local authorities and private sectors should manage and attend to these factors since they will help to increase the level of local participation in Sihanoukville. Furthermore, the local authorities and the private sector are the prime movers in these factors, and by exercising leadership they contribute to the development of their communities.

### **1. Human Resources Management**

The reason obtained from the local communities in Sihanoukville for weak participation in CBT was their lack of human resources. Most of them recognize the value of CBT and sustainable tourism and the importance of having tourism skills or knowledge in preserving the benefit and reducing the negative tourism impacts in their area.

The representatives from every district of Sihanoukville residents, such as local people, tourism businesses, and government officials see importance for human resource enhancement. Most of the respondents express interest in participating in the tourism industry than other businesses because they view Sihanoukville as being mainly a tourist destination. The leaders in this area should provide the best qualified educators from outsource expertise and local institutes for the local people in Sihanoukville. For the training course, the trainers should use a simple method that is easy for the local people to understand because the majority has secondary level education.

The human resource training should focus on CBT, and also tourism benefits, tourism products, and tourism hospitality.

The local people should know about tourist attractions and the provision of services, the potentials for natural and cultural development in the area, market trends, and tourism information. There is a problem among some respondents who would not participate in CBT because they thought that tourism has not created jobs for the local residents and local youth, but rather, raised the prices of goods and increased the crime rate. In this case, they should be exposed to the benefits of tourism to counter their negative opinion on CBT development in Sihanoukville. The local communities should also understand the current situation in order to participate effectively in CBT development decision-making, tourism activities, and implementation. In addition, participation activities such as planning, study of backgrounds, evaluation, and problem-solving should be emphasized.

With stronger human resource input, the local residents will be able to participate more effectively during the meeting to achieve sustainable tourism in Sihanoukville. The local community, tourism businesses, and government should undertake human resource training in Sihanoukville as follows:

1. Training programs that are related with the orientation, tourism and hospitality management, tourism exhibitions, and tourism activities.
2. Tourism training course should be given to local people, particularly those who are living near the seaside in Sihanoukville
3. Training in different languages for local guides
4. Providing special tourism course to the travel media
5. Providing the opportunities for the local community to learn more about the culture and nature protection in their area
6. Conducting meetings with the local community for the exchange of ideas to support the CBT process



7. Teaching them how to designing and package their local products to make them more attractive to tourists

## **2. Resources Support**

From the research results, the support of resources is regarded as very important for local participation in CBT development in Sihanoukville. Most of them suggest that the government or non-government organizations should provide more support in terms of financial resources, human resources, and infrastructure. The local authorities should respond by budgeting adequately and transparently to support the successful implementation of the CBT development plan.

In implementation and problem-solving, the local communities need to participate in CBT planning for sustainable tourism. The local communities in Sihanoukville need to improve the quality of human resources, particularly among the leaders from all of the districts in Sihanoukville. However, the respondents have keen interest in implementation but they require good skills pertaining to specific tourism activities. Through training and education, they will better understand how to manage and preserve nature and culture for the benefit of tourism in their area.

### **Part B. Process**

Every tourism destination needs processing, which is part of implementing the CBT plan for sustainable tourism. The local communities indicate a 'medium' interest level in participating in implementation. So, the processing is bottom-up management. The local people want to have more tourism in their community, but most of them have education level up to secondary school which is somewhat constraining. They suggest that they

need the methods and right to implement the plan, and are ready to take the responsibility. Local authorities should make arrangements for people who have good skills to the direct activity and lead the plan.

In addition, the processing factor needs cooperation among the local community, government sector, international sector, and private sector, who are the main actors for the processing and management of CBT plan in Sihanoukville.

### **Part C: Outputs**

After accomplishing the processing part, the local communities can participate in implementation and tourism activities. In addition, the social-culture and environment benefits of the outcome help people to understand more about the tourism benefits. The outputs are the participation by local communities in Sihanoukville and the equitable sharing of tourism income.

#### **1. Community Participation**

The view of the study is that local participation forms the core of CBT development. So, the output begins with participation of all the local communities in Sihanoukville, and the local authority should lead and explain to those who are the important tourism players in their area. If they understand the importance of their participation, the achievement of CBT development will be enhanced. Furthermore, the local authorities should use the method for evaluating the level of participation in the CBT plan for sustainable tourism. Since Sihanoukville is the area with high potential for tourism development, the more practical the tourism plan, the higher will be the chance of success in its implementation.

Local participation in the CBT in Sihanoukville is important in order to achieve sustainability. The local community, tourism business, and government officials should take the leading role to structure the participatory framework by amending existing rules and strategies.

1. All of these sectors should divide the tourism benefits equally to the community
2. They should reform decision-making system in CBT
3. Visitors should be encouraged to be environmentally sensitive and support the local produce
4. To design and promote tourism's local product and market.
5. To encourage local community to offer home stay
6. To encourage visitors to join tourism activities by providing the certificatory process.

## **2. Tourism Activities**

The CBT development in Sihanoukville is on the right track. The communities manage and control tourism in their area. Tourism activities and participation are important to each other because the tourism activities attract participation in the CBT plan implementation. Tourism activities can generate more activities and further participation towards creating sustainable tourism. The tourism activities created in the CBT plan should feature the annual local festivals, cultural tourism activities, and seasonal fishery. These activities constitute tourism product that will help to support the livelihood of local participants. In drawing up more activities in the area, the local authorities must explain the rationale for them, thereby avoiding the potential conflicts that might occur as well ensuring a 'medium' level of participation among the local players.

## **2.1 Social-cultural Benefits**

The respondents believed that their culture and tradition will be of interest to tourists. They are keen to develop their social-cultural tourism products, and therefore the local authorities must provide support while keeping in mind the considerations about environmental, economic, and social-cultural benefits.

1. The management rules pertaining to the interaction between local people and tourists should be strictly practiced
2. Proposing the rules of tourism businesses for those who are directly involved and those who are not
3. Local people should influence and create more participation in social and cultural activities
4. The local authorities should may arrange tourism activities for all local communities
5. Creating the public relations with their local community
6. Convincing the local community in Sihanoukville to take pride in their culture and traditions
7. Creating more attractions out of the traditional fishing villages such as Tumnok Rolok near Hun Sen beach, Koh kchong in Prey Nup, and Toek Thla near Kampot province

## **2.2 Environmental Benefits**

The local community, together with the representatives from the sectors, should forward the idea especially to those involved in the tourism businesses near the seaside to pay attention to the conservation of their areas. They should try to explain more about rules and the negative impacts to the environment. Moreover, the number of visitors and carrying capacity of the area must also be an important consideration because Sihanoukville's riches lie in its abundant and diverse natural resources. So, the recommendations should be used for tourism development with local people in Sihanoukville as follows:

1. The local people should keep the clean surroundings of their community
2. There should be many places for storing waste water from sewage or it should be treated before letting it flow into the sea, which pollutes the water and sand
3. There should have more rubbish bins along the beach because it is easier for waste disposal.
4. They should understand the need for a systematic organization of the physical environment
5. There should be larger space for visitors to relax along the beaches; that is, the stores along the beach should be moved backwards.
6. Toilets should be more comfortable and not be built everywhere, that is, the standardization should be emphasized
7. Tourism attractions should be conserved, including the marine fisheries, aquatic species (Marine Dolphin), water bird, benthic flora, and forest.

### **2.3. Economic Benefits**

Tourism is the main activity for Sihanoukville and one of the means of financially supporting community conservation and

community development. The economic conditions in CBT can be improved in the following ways:

1. The Ministry of Tourism of Cambodia should intensify promotion of the coastal area in Sihanoukville
2. Sihanoukville should attract tourists by tourism activities, natural-cultural environment, and ecotourism
3. The conservation of the environment should not be overlooked
4. Stronger support for the management of arts and local products
5. Support local employment and improve the quality of life

## **Part D: Improvement**

### **1. Evaluation and Problem-solving**

The local communities were satisfied and had participated in evaluation and problem-solving. The local people in Sihanoukville expressed the need for bringing together the proper course of action, and willing people who participate in meetings for planning, decision making, evaluation and problem-solving as well as getting feedback and explanations from the local authority.

For success in this part, the local authorities should adopt the bottom-up management approach. The local communities, who need to participate in the processing part, were the evaluators. During all the process, they must evaluate themselves and find the best way for developing their community. So, the CBT development in Sihanoukville should be evaluated in terms of all of the parts in the recommendations. The ‘inputs’ part should be evaluated in terms of the general knowledge of tourism

that is used in the implementation and the equitable distribution of tourism benefits. In the 'processing' part, they should evaluate the practicality of the CBT plan and the other problems that emerge in tourism activities. In the last part, 'output' should be evaluated in terms of tourism benefits and community participation.

To sum up, local authorities and representative from other private sectors in Sihanoukville should make suggestions and find the formulas that would best solve all of the problems, after evaluating different parts of the CBT plan. Therefore, the local authorities should call for meetings and brainstorming with private sectors.

## **2. Planning, Study of Backgrounds, and Decision-making**

Planning, study of backgrounds, and decision-making are the parts for supporting the recommendations of the CBT plans. After evaluation and problem-solving, the local people in Sihanoukville should continue participation in these parts in order to prepare the plan and study of backgrounds for improving the CBT at Sihanoukville. Most of them expressed interest in planning and the study of backgrounds but particularly so in decision-making. Likewise, they need to strengthen their human resources and raise the issue of the need for tourism education and meetings to provide planning inputs. The activities of planning should in the form of meetings. Despite the 'high' interest level of the local people in decision-making, they also commented that if the local authority had more training in tourism education and provided more support, there would be more participation. It follows that the local authorities in Sihanoukville, which had

power in CBT, should provide them with more encouragement to make decisions.

It is important that this part should blend both the top-down and bottom-up management. So, the local people, private sectors, and government participated in every part of the guideline, and the local authorities, which have authority in decision-making for improving CBT, should appreciate inputs, provide for the equitable distribution of tourism benefits, manage more planned tourism activities, and use an approach that creates a conducive environment for the local participants to be happy, confident, and participate more in their area. This will enable the recommendations to be successfully implemented under the CBT development concept, and help Sihanoukville to achieved sustainable tourism in the near future.

## **2.1 Infrastructure Development**

The transportation, telecommunication and medical services, water supply and sanitary system, and educational institutes are the basic of infrastructure needs in Sihanoukville. Therefore, the local communities and other sectors suggested more access to basic infrastructure as follows:

1. Improve the quality of transport services by air, land, and water
2. Manage the place for visitors to rest, especially along the seaside
3. Increase telecommunication and medical services near the tourism sites
4. Manage education institutes for hospitality and tourism management
5. Support the electricity and water treatment system (drinking water)



6. Sanitary and management of toilet, drainage system and well, and pump well
7. Management of dam, and agriculture hydraulics
8. Management of fishery places for servicing tourists area
9. Increase the building and qualities of tourism industries
10. Increasing and quality of tourism information centers and tourism media systems.

## **2.2 Marketing and Promotion**

In order to sell Sihanoukville as a key tourist destination globally, tourism marketing and promotion strategy should be developed for the local community, tourism businesses, and government.

1. Promotional strategy to attract domestic and international tourists
2. Seasonality problems should be reflected through promotion of new products
3. They should have active online marketing and policy with tourism stakeholders
4. Development of physical infrastructure and human resources in the coastal areas
5. Set up more the local tourism markets (culture, and fin-fish and shell-fish)
6. They should have a clear concept for promotion and development implementation

## **4.4 Limitations and Suggestions for Further Study**

The study focuses on the interest level of local participants in CBT development in Sihanoukville, Cambodia. The local community, tourism businesses and government officials were interviewed using a questionnaire during the high tourist season, from 27 November 2008 to 04 January 2009. However, the CBT development in Sihanoukville may not be the only element needed for their participation. There are other components that merit further study. The suggestions are as followed:

1. Study the changes that are needed so that the CBT for the coastal area in Sihanoukville can maximize the benefits for the host community. This type of tourism would encourage the participation from local people in the study of backgrounds, planning, decision-making, problem solving, implementation, evaluation, and tourism activities.

2. Study the suitable and specific practices for tourists, when they travel and stay at Sihanoukville in terms of the sustainability concept since rapidly growing tourism arrivals tend to be associated with crowdedness as well as air and noise pollution, in order to determine the suitable number of tourists on a particular coastal area.

3. Study the cooperation of the local community, tourism businesses, and government officials in CBT development in Sihanoukville, Cambodia.

4. Study economic sustainability which is one of the most important factors for the poor society. Therefore, a poverty improvement principle for CBT should be prepared so that it could be practiced in all less developed countries.

5. Study on the comparison of CBT development in Sihanoukville, Cambodia and other countries for propose to sharing experiences.

These studies are to be combined with community-based tourism in order to implement positive, successful and

sustainable tourism in the region. Once this has been done, the populace will have started down the road towards what has been proven to be the most fruitful and beneficial course; both for the residents and visitors in the beautiful and thriving Sihanoukville, Cambodia.

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## Appendix A

No.....



### Interview Questions with Government Officials Community-Based Tourism Development in Sihanoukville, Cambodia

Dear Government Officials,

You are an important part of a study about “Community-Based Tourism Development in Sihanoukville, Cambodia”. This study is conducted by **Mr. Peng Ponna (William)** for a Master of 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 collective data will be most usefulness for the beneficial to Sihanoukville and the communities in and around the area for future developmental considerations:

**Part 1: Questions**

1. Brief introduction of tourism situation in Sihanoukville
2. What is community-based tourism development in your view?
3. SWOT analysis of community-based tourism development in the coastal area in Sihanoukville
4. Plan and policies of private sector concerning community-based tourism development in the coastal area at Sihanoukville
5. What are the supporting factors and the barriers for community-based tourism development in the coastal area at Sihanoukville?
6. In Sihanoukville, what are the most important for -based tourism development that needs to be improved very urgently? (1,2,3,4,5)
7. Measurements of natural change protection
8. How important of tourism industry is for Sihanoukville from your viewpoint?
9. What are your suggestions for community-based tourism development in the coastal area in Sihanoukville?
10. What do you think of local participation in community-based tourism Development at Sihanoukville?
11. How will you solve those problems, if you were authorized as the tourism planning officer?
12. The role and responsibility of private sector toward community-based tourism development
13. According to your idea, what are the methods or strategies to develop and promote Sihanoukville as a community-based tourism destination?
14. Other suggestions?



**Part 2:** How important are the following elements of community-based tourism to achieve sustainable tourism development in Sihanoukville.

Please rate 1, 2, 3, 4, 5 for each aspect:

5 = Very Important, 4 = Important 3, = Neutral, 2 = Not so Important and 1 = Not at All Important

Elements of Sustainable Tourism Development	Assessed level				
	5	4	3	2	1
1. Economic Viability	5	4	3	2	1
2. Local Prosperity	5	4	3	2	1
3. Employment Quality	5	4	3	2	1
4. Social Equity	5	4	3	2	1
5. Visitors Fulfillment	5	4	3	2	1
6. Local Control	5	4	3	2	1
7. Community Wellbeing	5	4	3	2	1
8. Natural Richness	5	4	3	2	1
9. Biological Diversity	5	4	3	2	1
10. Resource Efficiency	5	4	3	2	1
11. Environmental Purity	5	4	3	2	1

Thank you very much for your contribution

## Appendix B

No.....



### Interview questions with Tourism Businesses

## **Community-Based Tourism Development in Sihanoukville, Cambodia**

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**Dear Tourism Businesses,**

You are an important part of a study about “Community-Based Tourism Development in Sihanoukville, Cambodia”. This study is conducted by **Mr. Peng Ponna (William)** for a Master of 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 collective data will be most usefulness for the beneficial to Sihanoukville and the communities in and around the area for future developmental considerations:

### **Part 1: Questions**

1. Brief introduction of tourism situation in Sihanoukville
2. What is community-based tourism development in your view?
3. SWOT analysis of community-based tourism development in the coastal area in Sihanoukville
4. Plan and policies of private sector concerning community-based tourism development in the coastal area at Sihanoukville
5. What are the supporting factors and the barriers for community-based tourism development in the coastal area at Sihanoukville?
6. In Sihanoukville, what are the most important for community-based tourism development that needs to be improved very urgently? (1,2,3,4,5)
7. Measurements of natural change protection.
8. How important is tourism industry for Sihanoukville from your viewpoint?

**Part 2:** How important are the following elements of community-based tourism to achieve Sustainable Tourism Development in Sihanoukville. Please rate 1, 2, 3, 4, 5 for each aspect:

5 = Very Important, 4 = Important, 3 = Neutral, 2 = Not so Important and 1 = Not at All Important

Element of Sustainable Tourism Development	Assessed level				
	5	4	3	2	1
1. Economic viability	5	4	3	2	1
2. Local Prosperity	5	4	3	2	1
3. Employment quality	5	4	3	2	1
4. Social equity	5	4	3	2	1
5. Visitors fulfillment	5	4	3	2	1
6. Local control	5	4	3	2	1
7. Community wellbeing	5	4	3	2	1
8. Natural richness	5	4	3	2	1
9. Biological diversity	5	4	3	2	1
10. Resource efficiency	5	4	3	2	1
11. Environmental purity	5	4	3	2	1

Thank you very much for your contribution



## Appendix C

No.....
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### Questionnaires with Local Community Community-Based Tourism Development in Sihanoukville, Cambodia

**Dear Local Community in Sihanoukville,**

You are an important part of a study about “Community-Based Tourism Development in Sihanoukville, Cambodia”. This study is conducted by **Mr. Peng Ponna (William)** for a Master of Business Administration in Hospitality and Tourism Management (International Program) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the flowing questions. All individual information will be kept confidential. The collective data will be most usefulness for the beneficial to Sihanoukville and the communities in and around the area for future developmental considerations:

The questionnaires were divided into four parts:

1. Personal Information
2. Local Community’s opinion towards Community-Based Tourism development in the Coastal area in Sihanoukville.
3. Local Participation in Community-Based Tourism development in Sihanoukville
4. Local community’s suggestions

**Part 1: Personal Information**

1. **Gender:**  a. Male  b. Female
2. **Age:**  a. 18-25 years  b. 26-40 years  
 c. 41-55 years  d. More than 55 years
3. **Education:**  a. Non-education  b. Primary school  
 c. Secondary school  d. Others (High school, Bachelor, Master)
4. **Marital status:**  a. Single  b. Married  
 c. Widowed  d. Divorced
5. **Religion:**  a. Buddhism  b. Islam

c. Christian

d. Others (Please specify.... )

6. Personal monthly income (In Riels):

- a. Less than 200,000 Riels     b. 200,001-300,000 Riels  
 c. 300,001-500,000 Riels     d. 500,001-100,000 Riels  
 e. More than 1,000,000 Riels

7. Do you or your family members work in hospitality or tourism industry?

- a. No                       b. Yes

If yes, what kind of work?

- a. Water Sport     b. Guesthouse     c. Restaurant     d. Local tour guide  
 e. Souvenir shop     f. Taxi boat     g. Others (Please specify...  
 )

Part 2: Local Community's opinion towards Community-Based Tourism development in the Coastal area in Sihanoukville

What is your opinion about the community-based tourism development in the coastal area in Sihanoukville on the following aspects? Please rate 1, 2, 3, 4, 5 for each aspect:

5=Strongly agree, 4=Agree, 3=Neutral, 2=Disagree, and 1=Strongly disagree

Aspects	Assessed Level				
	5	4	3	2	1
1. Tourism is good for my community					
2. I personally benefit from the tourism industry					
3. Tourism in my community cause the following impacts :					
a. Creates job for local residents					
b. Employs local youth					
c. Raises price of goods					
d. Helps the community obtain services					
e. Causes rise in crime rate					
f. Stops local from park access					
g. Harms the environment					
h. Harms moral standards					
i. Disrupts local activities					
j. Helps revitalize local natural and crafts					
k. Uses natural resources needed by local					

residents (e.g. fish, water)					
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Aspects	Assessed Level				
	5	4	3	2	1
l. The community has power to control over tourism					
m. The money spent by visitors remains in the community					
4. I am satisfied with tourism development in Sihanoukville					
5. Overall, community-based tourism development in Sihanoukville brings benefits to the local people					

Part 3: Local Participation in Community-Based Tourism development in Sihanoukville

Please rate 1, 2, 3, 4, 5 for each aspect: 5= Very high, 4= High, 3= Medium, 2= Low, and 1= Very low

Local Participation in CBT	Assessed Level				
	5	4	3	2	1
<b>Community-Based Tourism Planning</b>					
<b>1. Study of Backgrounds</b>					
1.1 Identify the organization and its roles					
1.2 Identify constraints and opportunities					
1.3 Establish the terms of reference					
1.4 Carry out the study					
1.5 Organize the study activities					
<b>2. Planning</b>					
2.1 Study preparation					
2.2 Determination of objectives					
2.3 Survey of all elements					
2.3.1 Survey of the area					



characteristics					
2.3.2 Survey of institutional elements					
2.3.3 Survey of existing and potential tourists attractions and activities					

Local Participation in CBT	Assessed Level				
	5	4	3	2	1
2.3.4 Survey of socio-cultural patterns					
2.3.5 Survey of environmental characteristics and environmental quality					
2.4 Analysis and synthesis					
2.5 Policy and plan formulation					
2.6 Formulation of other recommendations					
<b>3. Decision-making</b>					
3.1 Assign the plan or project					
3.2 Set up the rules and regulations					
3.3 Assign the solution to the problems					
3.4 Arrange persons to work					
3.5 Select the tourism activities					
<b>4. Problem-solving</b>					
4.1 Investigate the cause of problems					
4.2 Survey and collecting data					
4.3 Analyze the problems					
4.4 Possibility study of the problem solving					
4.5 Cooperate with other related sectors					
<b>5. Implementation</b>					
5.1 Involving in committee team					
5.2 Involve in tourism activities					
5.3 Follow the development Plan					
5.4 Persuade other people to involve					
5.5 Cooperate with other related sectors					
<b>6. Evaluation</b>					
6.1 Evaluate the tourism development					
6.2 Evaluate the committee's performance					

6.3 Evaluate the problem in development					
6.4 Create the method to improve the performance					
6.5 Direct the rules and regulations					

Local Participation in CBT	Assessed Level				
	5	4	3	2	1
<b>7. Tourism Activities</b>					
1. Produce the crafts and agriculture products					
2. Invest in tourism services for serving the tourists					
3. Being the local tour guide					
4. Sell the souvenirs to tourists					
5. Sell the products from their farms to the restaurants					

Part 4: Local Community's suggestions

1. What is your main concern regarding tourism development in your community?

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2. How do you want government to support you in the Community-Based Tourism Development in your community?

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3. How can you ensure that local communities get benefit from Community-Based Tourism Development in Sihanoukville?

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Thank you very much for your contribution  
**VITAE**

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**List of Publication and Proceeding**

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