

# Factors Effecting Decision Making of Foreign Visitors to Angkor Wat Temple in Cambodia

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**Abstract:** The purposes of this research were 1) to study the factors that make those decide to visit the Angkor Wat temple in Cambodia and 2) to study the opinion of foreign visitor to ancient Angkor Wat temple in Cambodia. I was the quantitative research. The instrument which used in qualitative research were interview, sampling group were visitors or tourists who come to visit Angkor Wat 51 persons without specification. I use the descriptive analysis to describe the data as following 1) Collate the data interview 51 persons and cut the data keeping all question which is the significant of factors 2) Organize the data in category 3) conclude and interpret by checking the data as triangles, consider on concordance and distinction of data from organizing data to conclude and interpret in description and 4) The conclusion of qualitative research. The result of research showed that (1) the factors that cause them on decision making to visit Angkor Wat in Cambodia based on famous castle, advertisement, long history castles and (2) if they occasionally have time, they would come to visit the castles in Cambodia, they choose to see the ancient castles, they thought that ancient castles have more value than modern castles, they decided to visit ancient castles in Cambodia base on experience, they felt that the ancient castles are like the world's heritage, The ticket should be discount, the manner of ticket sellers should be good and special service and They did not decided to visit the castles in developed country more than underdeveloped country while some visitors said that they did not come to visit because of price and promotion of ticket.

**Keywords:** Factors, Advertisement, Famous Castle, Long history of Castle, Motivation, Needs, Perception, and decision making.

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## 1. INTRODUCTION

Over the last two decades socioeconomic development has been rapid, and tourism is one of the most important industries contributing to economic growth in Cambodia. In 1988, the Cambodian government created a general tourism authority, and the Ministry of Tourism and other departments supported the industry throughout the early 1990s. Cambodia is not alone in regarding tourism as being of major importance. Globally, tourism is one of the largest industries. Governments in both developed and developing countries view tourism as a political economic tool promoting economic development, political legitimacy, and national identity. The Cambodian government put tourism at the top of the priority list of national development planning. After the textile industry, tourism is the second biggest income contributor to the Cambodian people (Chheang 2009: 89). However, the real impact on local communities is still questionable.

Tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (WTO, 2000: 17). Many developing countries believe that tourism can help to develop their economies because the industry does not require much capital investment and tourism products can be created locally. They are convinced that "tourism is perhaps the only sector of economic activity in which the principles of free trade still apply. More important, it is now possible for underdeveloped countries to improve their economies, not by increasing exports via low-cost production, but by tourism" (Naylon 1967: 23, cited in Opperman and Chon, 1997: 16).

Harrison points out that developing countries "are anxious to promote economic growth and tourism – especially international tourism – is one means to this end" (Harrison 1992: 2). According to Jenkins (1998: 52-53), the reasons

behind government support for the tourism industry are (1) Historically, tourism has a higher growth rate than international trade in general (2) tourism provides hard currency for developing countries; (3) there are no tariff barriers to international tourism; (4) it is a labor-intensive industry; (5) there is often an availability of natural and cultural resources for developing international tourist attractions.

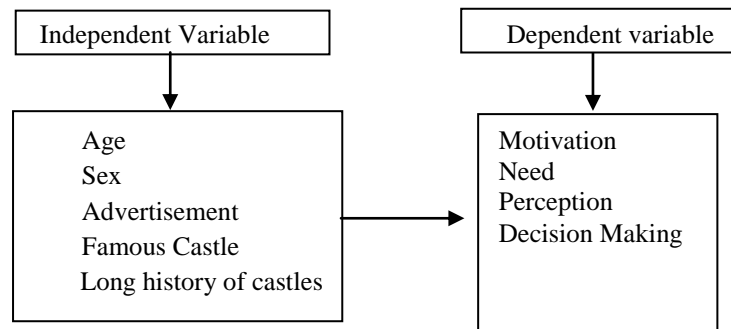
## 2. OBJECTIVE

In order to get the fact and new finding, the research is made in purpose as following:

1. To study the factors that make those decide to visit the Angkor Wat temple in Cambodia.
2. To study viewpoint of foreign visitor to ancient Angkor Wat temple in Cambodia.

## 3. CONCEPTUAL FRAMEWORK

The result of the theories and related research, it comes to the conceptual framework mentioned below.



### *Hypothesis*

The research was assumed that there were three factors (1) famous Castle (2) Advertisement and (3) Long history of Castle effect on Motivation, Need, Perception and decision making on of foreign visitors to Angkor Wat Temple in Cambodia.

## 4. THEORIES AND RELATED RESEARCHES

This research is not perfectly without studying documentary data on theories and related researches that cover and point the finding on the purpose of factors effecting on decision making of foreign visitors to Angkor Wat temple in Cambodia, so the factors refer to motivation, Need and perception with some related research is the independent variable and the decision making is the dependent variable, through all make the conceptual framework above so the detail of the document study as following. (1) Motivation theory (2) Need theory (3) Perception theory (4) Decision making theory (5) Advertisement (6) Famous Castle and (7) Long history of Castle

### *Motivation Theories*

A significant intervention within OD (Organizational Development) and a critical element of quality-of-work-life (QWL) projects, is a direct application of Herzberg's theory and at least an indirect application of Maslow's theory (Burke 1987, 34) so the literature review showed that the overlap of higher level needs and motivators and the corresponding overlap of hygiene and lower order needs. The lower order needs must be met before higher order needs can have any motivational force and higher order needs serve to motivate people and are of an intrinsic nature, "Management by direction and control may not succeed because it is a questionable method for motivating people whose physiological and safety needs are reasonably satisfied and whose social, esteem, and self-actualization needs are becoming predominant, incorporating into reward systems. Satisfying hygiene needs is relatively simple, but the satisfaction is short-lived and these types of needs are not additive in nature. Motivation can be achieved only by satisfying a very limited area of complex needs, which are additive in nature and whose satisfaction results in much more long lasting effect.

### *Needs Theories*

They prefer working on tasks of moderate difficulty, prefer work in which the results are based on their effort rather than on anything else, and prefer to receive feedback on their work. Achievement based individuals tend to avoid both high risk and low risk situations. Low risk situations are seen as too easy to be valid and the high risk situations are seen as

based more upon the luck of the situation rather than the achievements that individual made. This personality type is motivated by accomplishment in the workplace and an employment hierarchy with promotional positions. People who have a need for affiliation prefer to spend time creating and maintaining social relationships, enjoy being a part of groups, and have a desire to feel loved and accepted.

People in this group tend to adhere to the norms of the culture in that workplace and typically do not change the norms of the workplace for fear of rejection. This person favors collaboration over competition and does not like situations with high risk or high uncertainty. People who have a need for affiliation work well in areas based on social interactions like customer service or client interaction positions. People in this category enjoy work and place a high value on discipline. The downside to this motivational type is that group goals can become zero-sum in nature, that is, for one person to win, another must lose. However, this can be positively applied to help accomplish group goals and to help others in the group feel competent about their work.

A person motivated by this need enjoys status recognition, winning arguments, competition, and influencing others. With this motivational type comes a need for personal prestige, and a constant need for a better personal status, the population is dominant in one, two, or all three of these three types of motivation. His subsequent research, published in the 1977 Harvard Business Review article "Power is the Great Motivator", found that those in top management positions had a high need for power and a low need for affiliation. His research also found that people with a high need for achievement will do best when given projects where they can succeed through their own efforts. Although individuals with a strong need for achievement can be successful lower-level managers, they are usually weeded out before reaching top management positions. He also found that people with a high need for affiliation may not be good top managers but are generally happier, and can be highly successful in non-leadership roles such as the Foreign Service (Abraham Maslow, 1970).

### ***Perception Theory***

The cognitive apparatus was created and formed by a long evolutionary influence of external environment which is apparent in its structure and abilities. We learned to extract precisely the information which is necessary for our survival. In accordance with Darwin's assumption, the pressures of the environment caused our receptors to be created and formed so that they became sensitive to relevant stimulus from the environment and they adapted to the environment. Such interpretation of perception is called the ecological one because it attributes the determinative role to the environment and to its influence on the whole process of perception.

The conviction that our perception is determined by optical flows optic arrays, which Gibson regarded as some sort of structures or patterns of light in the environment. The visual terminology he was using is not important since, analogically, it can be used for auditory or tactile components of perception. The human perceives objects (their sensory qualities) in a way by which packets of information arrays determined (structured) by objects, enter his sensors. The beams of light reflect off the surface of objects and thus carry the information about their shape, size, texture, etc. Similarly, our ears are impacted by arrays of vibrating waves or by the influence of tangible objects. These information beams arrays form an extremely broad set of information flows, as in our environment there are billions of beams impacting our receptors from the entire perception field we happen to be in (Gibson, 1979). This is its extent as well as its focus on philosophically oriented aspects of the problem, doesn't claim to be a comprehensive study of perception.

A thorough understanding of perception (of its origins, determinants and expressions) assumes deep and widespread study from many areas of scientific and philosophical exploration, which is impossible in this type of text. This work is a sort of vade mecum an introduction into the problem of perception, an attempt to problematize the subject. For this reason you will find no specific analysis of technical or functional details describing the process of perception, which would enable deeper understanding of problems and functional connections of perception. I suppose a reader interested in such knowledge may find more specific studies. Recommended literature at the end of each chapter encourages such search. In this sense The Perception Theories (as most theories usually are) are an invitation to further research rather than an answer to various questions. It is an invitation indicating areas we should (or shouldn't) study in more detail. Because to look and to see is not the same just as to see and to know (why and) how I see what I see are two completely different types of understanding.

### ***Decision Making Theory***

Many social scientists other than psychologists try to account for the behavior of individuals. Economists and a few psychologists have produced a large body of theory and a few experiments that deal with individual decision making. The

kind of decision making with which this body of theory deals is as follows: given two states, A and B, into either one of which an individual may put himself, the individual chooses A in preference to B (or vice versa). For instance, a child standing in front of a candy counter may be considering two states. In state A the child has \$0.25 and no candy. In state B the child has \$0.15 and a ten-cent candy bar. The economic theory of decision making is a theory about how to predict such decisions (Ward Edwards, 1954).

The purpose of this paper is to review this theoretical literature, and also the rapidly increasing number of psychological experiments (performed by both psychologists and economists) that are relevant to it. The review will be divided into five sections: the theory of riskless choices, the application of the theory of riskless choices to welfare economics, the theory of risky choices, transitivity in decision making, and the theory of games and of statistical decision functions. Since this literature is unfamiliar and relatively inaccessible to most psychologists, and since I could not find any thorough bibliography on the theory of choice in the economic literature, this paper includes a rather extensive bibliography of the literature since 1930. For a long time, economists and others have been developing mathematical theories about how people make choices among desirable alternatives.

These theories center on the notion of the subjective value, or utility, of the alternatives among which the decider must choose. They assume that people behave rationally, that is, that they have transitive preferences and that they choose in such a way as to maximize utility or expected utility. The traditional theory of riskless choices, a straightforward theory of utility maximization, was challenged by the demonstration that the mathematical tool of indifference curves made it possible to account for riskless choices without assuming that utility could be measured on an interval scale. The theory of riskless choices predicted from indifference curves has been worked out in detail. Experimental determination of indifference curves is possible, and has been attempted. But utility measured on an interval scale is necessary (though not sufficient) for welfare economics.

#### ***Advertisement Theory***

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002).

The model may be seen by many as the strongest advertising theory, but has along with the others been criticised by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioural responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioural phases (Brierley, 2002).

The models that are based on the hierarchy of effects theory (Mackay, 2005) can be very helpful but are not conclusive. There are several factors that these models do not take in consideration. (1) Not all buyers go through all stages (2) The stages do not necessarily occur in hierarchical sequence and (3) Impulse purchases contract the process. (Smith & Taylor, 2002, p. 97) The researcher has come to the conclusion that some of the theories and models discussed in this study seems to be out of date and therefore of low relevance to the market today. They can still be applied to advertising in a very good way and if brought up to date, they could be applied to the market in a better way. As the authors Hackley (2005) and Jobber (2004) says: To put advertising within strict frames of models is not right. Advertising is about creativity and not about following a model with strict steps. As Munoz (2002) says in his article, there is no definite way to say how advertising works and the hierarchy of effects only offers some direction.

#### ***Famous Castle Concept***

Famous or celebrated, renowned, notorious refer to someone or something widely known, famous is the general word for a person or thing that receives wide public notice, usu. favorable: a famous lighthouse, celebrated refers to a famous person or thing that enjoys wide public praise or honor for merit, services, etc.: a celebrated poet, renowned usu. implies wider, greater, and more enduring fame and glory: a renowned hospital, notorious means widely known and discussed because of some bad or evil quality or action: a notorious criminal (Famous. (n.d.), 2011).

*Long History of Castle Concept*

The ruins of Angkor are located amid forests and farmland to the north of the Great Lake (Tonlé Sap) and south of the Kulen Hills, near modern-day Siem Reap city, in Siem Reap Province. The temples of the Angkor area number over one thousand, ranging in scale from nondescript piles of brick rubble scattered through rice fields to the magnificent Angkor Wat, said to be the world's largest single religious monument. Many of the temples at Angkor have been restored, and together, they comprise the most significant site of Khmer architecture. Visitors approach two million annually, and the entire expanse, including Angkor Wat and Angkor Thom is collectively protected as a UNESCO World Heritage Site. The popularity of the site among tourists presents multiple challenges to the preservation of the ruins. (Suthea kong, 2010).

**5. METHODOLOGY**

This paper is a quantitative research aim to study the factors effecting on decision making of foreign visitors to Angkor Wat temple in Cambodia, using the structural interview, by the data from documentary study on theories and related research and others, make the structural interview to collect the data from visitors who come to Angkor Wat temple, there are 4 research processes like (1) Population and Sampling (2) Research tool (3) Data collection and (4) Data analysis, this is the detail as following:

*Population and Sampling*

The interviewers are chosen in the area without setting which one are the goal but it not specify, so all interviewers had given the cooperation as shown in chart below.

**Gender of interviewers chart**

Gender	Amount	Percentage
Man	29	57%
Woman	22	43%

*Research Tool*

The tool that used in the research was structural interview with 37 question which asking about: the Country that they are from, Age, Last educational level, Status, Monthly Income (USD), Total monthly income in family, How often do you come to Angkor Wat Temple within 5 years?, Which province do you visit in Cambodia?, Which ancient castle do you visit, How do you pay to buy ticket for visit the ancient castles?, If you occasionally have time to visit castles in Cambodia, you will choose to visit ancient castles or new castles?, Ancient castles have more value than modern castles, Castles that sell expensive ticket price must have great view, I always choose to visit the castles in developed country more than underdeveloped country, Advertisement make me choose to visit ancient castles in Cambodia, You decide to visit ancient castles in Cambodia base on your experience, When you decide to visit ancient castle, you consider on famous castles, Ancient castles in Cambodia are like or great as ancient in other countries, Visiting Ancient castles should make you image, You first consider on ticket price before make decision to visit ancient castles in Cambodia, You first consider on promotion of ticket price before you decide to visit ancient castles in Cambodia, The statement of discount price affection on choosing to visit the ancient castles in Cambodia, You first consider on manner of ticket sellers before you make decision to visit ancient castles in Cambodia, Special service like convenient object, food and drink which make you decide to visit ancient castles in Cambodia, Which object that you think they are the ancient castles?, Why do you choose to visit ancient castles in Cambodia?, Have you searched for information before you choose to visit ancient castles in Cambodia?, Which channel have you researched to visit ancient castles in Cambodia?, In case you have never researched for information before you choose to visit which is the main cause to make you decide to visit ancient castles in Cambodia?, Which is your main antecedent before you choose to visit ancient castles in Cambodia?, Which province that you think it's the best ancient castles that make you looking good and valuable?, Which province that you think it's low quality of ancient castle? And asked them to give score from 1-10, Which 1 is less score following by 10 which is top score: (1) Interesting on ancient castle which you have visited....Score, (2) Most beautify of ancient castle in Cambodia....Score, (3) Satisfaction on ancient castle in Cambodia....Score, (4) You are proud of visiting ancient castle in Cambodia....Score, (5) Service after visiting ancient castles in Cambodia....Score.

### ***Data Collection***

The data that I had in hand about the visitor, I had interviewed myself and my assistance to interview instead of me: All those visitors that I have collected about age most of their age between 26-30 about 14 people, More than 41 about 13 people, between 36-40 about 10 persons, between 31-35 about 7 persons, between 20-25 about 6 people and Less than 20 just 1 person.

### ***Data Analysis***

Researcher analysis the data by using descriptive analysis factors effecting decision making of foreign visitors to Angkor Wat Temple in Cambodia through hard interviewing, it made the finding that most of visitors graduated in bachelor degree, while the status was difference only one person but monthly income is highest and total monthly income for family is also highest too with their first tour to area. The province that they decided to visit is Siem Reap province more than other which they said they want to see Angkor Wat temple the most and pay via cash for the tour. If they occasionally had time to visit castles in Cambodia, they would choose to visit ancient castles. For the ancient castles have more value than modern castles in their opinion but they didn't agree on ticket price anyway they didn't choose to visit the castles in developed country more than underdeveloped country but they choose to visit because Advertisement and the experience also make them decide to visit and the castles that they choose to visit according to famous castles. The opinion on the castles were great as ancient in other countries anyway ancient castles didn't make their image but they didn't first consider on ticket price before make decision to visit ancient castles in Cambodia anyway they wanted to discount the price and they need lovely manner of ticket sellers too and they also needed special service like convenient object, food and drink. They got the information on website of Angkor Wat and the the best ancient castles that make you looking good and valuable are at Siem Reap with high quality of ancient castle, they have satisfaction on ancient castle, interesting on ancient castle, most beautify of ancient castle and they are proud of visiting ancient castle and good service after visiting ancient castles in Cambodia.

## **6. RESULTS**

This research is a qualitative research making to know the cause that make those visitors decide to visit the Angkor Wat temple and the viewpoint of foreign visitor on ancient castles of Angkor Wat temple by making the interview among 51 visitors around the world who come to visit Angkor Wat temple from 15-31 January, 2016 with structural interview. The result showed that the visitors give me cooperation about 51 people with bachelor degree the most, male was more than female, their personal income was high and the family income is highest too but it's their first tour to the area. They visited in Siem Reap province more than other which they said they want to see Angkor Wat Temple the most and paying via cash for the tour, if they occasionally had time to visit castles in Cambodia, they would choose to visit ancient castles. The ancient castles have more value than modern castles in their opinion but the didn't agree on ticket price anyway the didn't choose to visit the castles in developed country more than underdeveloped country but they choose to visit because advertisement and the experience also make them decide to visit and the castles that they choose to visit according to famous castles.

The opinion on the castles were great as ancient in other countries anyway ancient castles didn't make their image but they didn't first considered on ticket price before make decision to visit ancient castles in Cambodia anyway they wanted to discount the price and they need lovely manner of ticket sellers too and they also needed special service like convenient object like food and drink. They got the information on website of Angkor Wat and the best ancient castles that make a look good and valuable at Siem Reap province with high quality of ancient castles, they satisfied on ancient castle and interested on ancient castles because they are most beautiful of ancient castles and they were proud of visiting ancient castles and good service.

## **7. FINDING**

The result of the study on factors effecting decision making of foreign visitors to Angkor Wat Temple in Cambodia based on the purpose of the study showed that:

1) To study the factors that makes visitors to decide to visit Angkor Wat temple in Cambodia.

The result showed that: Three main factors that made them decide to visit Angkor Wat temple (1) Famous castles (2) Advertisement and (3) Long history castles.

2) To study opinion of foreign visitor to ancient Angkor Wat temple in Cambodia.

The result showed that: According the the finding in purpose 1 made them the motivation, the need, perception and the decision making is made at the end, it meens made them to decided for visiting in Cambodia and if they have occasionally have time to visit the castles in Cambodia, they come to Cambodia because to see the ancient castles, ancient castles are more value than modern castles, they decided to visited ancient castles in Cambodia base on experience, they felt that the ancient castles are like the worlds, the discount, and the manner of ticket sellers and special service anyway the ticket price should be discounted but they did not decided to visit the castles in developed country more than underdeveloped country anyway they did not come to visit because of price and promotion of ticket.

## **8. CONCLUSION**

This research is a research in Angkor Wat temple, Cambodia. Its data to test the concept and theories come from the interview of visitors around the world who came to visit Angkor Wat temple, anyway this is just a survey and see the viewpoint of visitors, next step it's the duty of the one who's concern in the field, i strongly recommended that it's the exact finding from the research that make benefit to increase the tourism system in Cambodia widely, especially in the provinces which ancient castles were build in and make more satisfaction to visitors and also give them most convenience.

## **9. RECOMMENDATION**

This paper that study about the factors effecting decision making of foreign visitors to Angkor Wat Temple in Cambodia, this is a qualitative reaserach that used the structural interview within 15 days (15-31 January, 2016) in Angkor Wat temple, Cambodia. I have interviewed 51 people which they were from 15 countries most of them from Australia, they have much salary even in the family.

Finally, I found that famous castle which was knewn worldwide and also the world's heritage (2) advertisement which mean the Angkor wat temple website and (3) long history castles tourism, these factor is one of the best channel that make the domestic GDP to the country so it's necessary to give the concentration on tourism and this paper also one of the fact finding from hard study that can help to develop the domestic economic via tourism by making many channel of advertisement and make sure that the price of ticket is in proper standard, I hope that the next title of research should be study on satisfaction and transportation on their tour too.

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