

# National Heritage and Development of Tourism in Cambodia

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**Abstract:** Cambodia where one of ASEAN tourists' destinations is creating her own famous tourism sites especially architectural complex such as Angkor Wat, Museums, Royal Palace and broadcasting to the world through tourists who come to visit and mass media, and this tourism is considered as a non-smoking industry which playing a key role in making Cambodia economic growth. the arrivals of international tourists have increased for these decades to indicate that this sector is setting up a main potential of economic development for Cambodia. It has an emerging economy with relatively high economic growth and political stability. Tourism is fast becoming Cambodia's second largest economic pillar generated a good revenue of over 3 billion US dollars which made up approximately 29.9% of country's GDP after the garment industry. It plays as a crucial factor in facilitating the country's political and economic development and has been working hard to make capacity of consuming goods and services, boosting other industries to develop, bring back traditional festivals, crafts, and music and dance to survive long last. In addition, it helps boosting economic restructuring of the whole country and each locality, expanding exchange among regions and foreign countries, ensuring security, national defense and social order. Tourists arrivals in Siem Reap province only is close up 2.5 million people to see world heritage, cultural and historic architectures and the number of these tourists is expected to go up yearly because of government policy and ASEAN integration. After ASEAN integration in the end of year 2015, tourists thinking of this region and shifted away from western countries towards Asia and ASEAN. The tourists from Vietnam, South Korea, China, Thailand, France, US and other European countries are the major source of tourism sector for Cambodia. According to a data released by Ministry of Tourism recently in the first semester of 2016, Cambodia still receive international arrival grow up to 6% and the Ministry of Economic and Finance of Cambodia and ADB forecasted Cambodia economic still grow up to 7.2% to make momentum and remain robust, as tourism participates partly to this result. The tourism sector is increasingly important for economic development, and the determinants are crucial for tourism promotion policies. This project develops a dynamic panel model to shed light on the determinants of international tourists in Cambodia. The conservation of heritage and cultural remains is important to attract tourists while natural parks need to be developed and maintained. Cambodia tourism can also increase its market share quickly if the country works more closely with its neighboring countries that have cultures, heritages, and tourism objective in common to promote its destinations. Moreover, its government has to implement an open foreign cooperation to attract foreign and local investment to produce the facilities for tourism destination and development of tourism infrastructure. Tourism products are lacking, because of the visitors continue to grow up year to year, so all accommodations were not enough to meet the tourists demand.

**Keywords:** architectural tourism, cultural tourism development, tourism supply, tourism market, tourism site, economic growth, GDP.

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## 1. INTRODUCTION

Cambodia is officially known as the Kingdom of Cambodia and once known as the Khmer Empire, located in the southern part of the Indochina Peninsula in South East Asia. It is 181,035 Square Kilometers in area, bordered by Thailand to the northwest, Laos to the northeast, Vietnam to the east, and the Gulf of Thailand to the southwest. Cambodia has a population of over 15 million in 2014. She is considered as a developing Country depending on four

main economic sectors for GDP growth. Among the four main sectors, Tourism is the second largest one to share dramatically country development. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. Cambodia, as long as, was a prominent tourist destination in the Southeast Asian region. Due to protracted periods of civil war, insurgencies, and especially the genocidal regime of the Khmer Rouge, Cambodia's tourism industry was reduced to being virtually non-existent. Since the late 1990s, tourism is fast becoming Cambodia's second largest industry, just behind the garment manufacturing. Tourism noticeably, in 2004, increased most highly up to 50.5%, then after global financial crisis in 2010 it was up from 1.7% in 2009 to 16%. In 2013, tourism arrivals increased by 17.5% year on year, with business travelers increasing 47%. So to attest that tourism which is one of the most important sectors driving Cambodia's economy grow healthy. Cambodia received International Tourist arrivals by 6.1% in 2015 generated more than US\$3 billion. Government has a policy to attract tourism grows up to 7 million international tourist arrivals by 2020 with working hard to promote tourism through international broadcasting media such as CNN, BBC, PSB, TTR Weekly (Thailand Website), est. visa exemption grant to ASEAN member states, a three-year multi-entry visa valid for Chinese, South Korean and Japanese tourists, cooperating with Thailand to offer a two-country visa applied last year, and Tripadvice, international famous website of tourism, released data about most attractive places in the world itself which Angkor Wat (Cambodia) ranking in number 3 of the world most attractive place and number 1 in Asia. Cambodian tourism will be expected to be up in 2016 as Ministry of Tourism's Statistics and Information Department director, Kong Sopheareak has said tourist arrivals inched up during the first quarter of the year 2016 but a bit slowdown. To attest this, here is report of tourism data from January to June provided by Ministry of Tourism to clarify the Cambodia tourism increase in this year, 2016 as below figure:

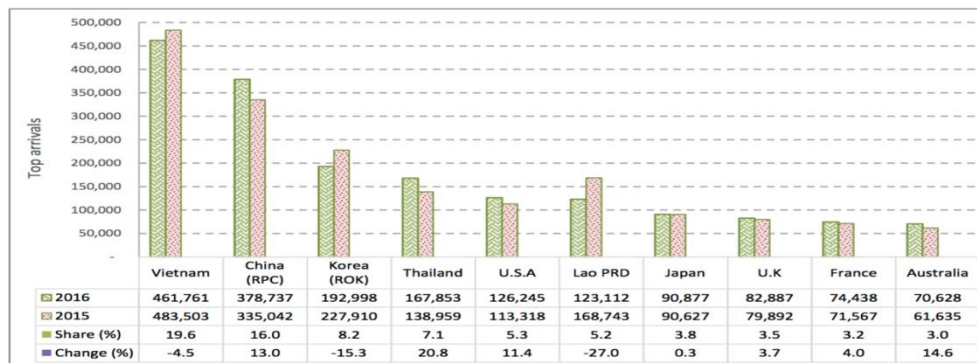
**CAMBODIA: TOURISM STATISTICS REPORT IN THE FIRST SEMESTER 2016**

**I. INBOUND TOURISM**

**1. International tourist arrivals in January - June 2016**

	Inbound tourism		Share (%)		Change (%)
	2015	2016	2015	2016	2016*/15
<b>Air</b>	<b>1,230,897</b>	<b>1,304,826</b>	<b>53.5</b>	<b>55.3</b>	<b>6.0</b>
Phnom Penh Int'l Airport (PNH)	511,626	559,329	22.2	23.7	9.3
Siem Reap Int'l Airport (REP)	719,271	741,671	31.2	31.4	3.1
Kong Keng (KOS)		3,826		0.2	
<b>Land and Waterways</b>	<b>1,071,093</b>	<b>1,056,106</b>	<b>46.5</b>	<b>44.7</b>	<b>-1.4</b>
Land	999,044	969,444	43.4	41.1	-3.0
Waterways	72,049	86,662	3.1	3.7	20.3
<b>Total</b>	<b>2,301,990</b>	<b>2,360,932</b>	<b>100.0</b>	<b>100.0</b>	<b>2.6</b>

**2. Top ten markets arrivals in January - June 2016**



Source: Statistics and Tourism Information Department, MOT

**The significance of study** on this sector can make us determine how the tourism is, then report to government to make a policy and tourism development with sustainable way. **The objective of this study** is exploring the external environmental factor of the architectural sites and its development in Cambodia 2015. The study is conducted with the three important points namely: architectural protection, architectural development and management, infrastructure and tourism marketing. Here some are following spots talking about main objectives in this study.

1. To study the existing architectural situation of tourism sites in Cambodia
2. To understand about differences of increasing international tourists in the year of 2015
3. To find out information from tourist arrivals to the architectural tourism sites in Cambodia

4. To propose guidelines for sustainable cultural tourism planning and management that could be applied in the future growth of architectural tourism destinations in Cambodia.

This study contributes to the background information for the development of TAC (Tourism Authority of Cambodia) which is intended to improve the management of tourism sites. The study is very important tools for understanding exact knowledge own related to the topic that is worked. Therefore, after the study finished, it will be gotten more benefits about architectural tourism field in Cambodia as following:

1. To develop and manage architectural sites in Cambodia under sustainable tourism development and management approaches.
2. To understand better in positive and negative impacts of this tourism sites development in the community.
3. To apply the possible results of the study and use of the experience gained from tourism business to build up the sustainable tourism development model to facilitate, sustain the tourism development in the national protected areas of Cambodia and improve more knowledge for own-self in cultural tourism development in the present and future.

**The main scope of the study** focuses on the government and UNESCO's policies on the architectural tourism sites and the key stakeholders who involved in this sector, engaging in the implementation of the policies. The researcher is attempting to involve the opinions from a few organizations including UNESCO, Apsara Authority, Ministry and department of tourism, and Ministry of Land Management, Urban Planning and Construction (MLMUPC) and civil society working in the relevant architectural sector. **The outcome of the study** would be useful information to enhance my knowledge in the good ways of cultural tourism development which is effectively increase the number of tourists and revenue. Moreover, it could be helpful data for involving ministries and international and national organizations to develop and manage. Additionally, this study could be also beneficial information for furthering beautiful and cultural tourism sites in the future.

## 2. LITERATURE REVIEW AND RESEARCH

The purpose of this chapter is to compile and organize information about the variable integral to this research. This includes references that link theory to practice the related operative definitions. In this regard, qualify concepts such as groupthink and turnover as well as the definition of the main operation in order to get better understanding.

The term of tourism used in this study and their definitions as follows:

- **Tourism** is a tertiary industry providing people with a service away from home. Can take many forms
- **Tourists** people who travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure or business.

The term of architecture is both the process and the product of planning, designing, and constructing buildings and other physical structures. Its works are often perceived as cultural symbols and as works of art. Architecture can mean:

- **A general term** to describe buildings and other physical structures
- **The art and science** of designing buildings and some non-building structures
- **The style of design and method** of construction of buildings and other physical structures
- **Knowledge** of art, science, technology and humanity

The three areas were going to be conducted the architectural tourism by studying population, land area and density as below table:

Name	Population	Area (km <sup>2</sup> )	Density
Phnom Penh	2,599,037	678.46	2,200
Battambang	1,216,000	11,702	104
Siem Reap	1,097,000	10,299	107

**The demand for tourism** is the development at a tourism destination is shaped by the demand for tourism in that country which is shaped by the tourism opportunities. **Tourism supply** is the all assets, services, and goods enjoyed or bought by visitors and occasioned by the journeys of visitors. Tourism supply consists of an amalgamation or mix of attractions.

Tourism supply shapes the demand for tourism in a country. In Cambodia there is the provision of three key elements of the tourism industry by the host government and destination leadership that improve the tourism resources for tourism supply in architectural tourism as the following:

**1. Attractive sites: Phnom Penh** is a city full of attractions and memorable architectures to visit. The Royal Palace and Silver Pagoda are magnificent while the national museum of art's houses a priceless collection of artifacts and historical items in Cambodia where history was all but effaced, making them even more valuable as links to the past. There are also a wide variety of services including five star hotels and budget guest houses, fine international dining, sidewalk noodle shops, shopping malls, neighborhood pubs, international discos, more and more. **Siem Reap** is a home of Angkor that has plenty of things to see and do aside from exploring iconic Angkor Wat Temple. Siem Reap is relatively easy to get around thanks to the abundance of minivans, motorcycle taxis, and remok (Cambodian Tuk-Tuk) near prominent attractions. For example, Angkor Archaeological Park is located about six kilometers from downtown Siem Reap, where tourists can explore its iconic temples on foot, bicycle, or even eco-friendly electric cars. In addition to the ancient temple ruins of Angkor Wat, other interesting attractions range from quaint museums, classical music venues in downtown Siem Reap to breathtaking water falls and floating villages set within the rural countryside. **Battambang** is the main hub of the Northwest connecting the entire region with Phnom Penh and Thailand, and as such it is a vital link for Cambodia. Battambang city is a peaceful and pleasant place these days. The main parts of the city are situated closed to the Sangkae River, a tranquil, small body of water that minds its way through Battambang Province. It is a nice, picturesque setting. As with much of Cambodia, the French architecture is an attractive bonus of the city.

**2. Transportation Network:** These areas are not relatively difficult for transport infrastructure development and transportation network comprises of lands, waterway, railroad, and air routes. There are about 4,235 kilometers of national roads and 3,675 kilometers of provincial roads, and many travel companies transport tourists by buses and cars.

The railways connect Phnom Penh to Battambang via Kompong Chhnang, Pursat. But very few tourists are traveling by this means due to its lack of quality and services. Waterway can be grouped into three systems; the Mekong River, the Tonle Sap, and Waterways at the gulf. There are two international airports, Phnom Penh and Siem Reap, there are 14 international air transportation companies and 3 local flight companies, most tourists arrive by air. Domestic transportation is operated mainly by tour and travel companies, with acceptable quality and reasonable price. Below table is the inbound tourism in 2015 through the air, land and water ways:

**CAMBODIA: TOURISM STATISTICS REPORT IN 2015**

**I. INBOUND TOURISM**

**1. International tourist arrivals in January - December 2015**

	Inbound tourism		share (%)		change (%)
	2014	2015	2014	2015	2015*/14
<b>Air</b>	<b>2,273,493</b>	<b>2,476,001</b>	<b>50.5</b>	<b>51.9</b>	<b>8.9</b>
Phnom Penh Int'l Airport (PNH)	917,800	1,061,034	20.4	22.2	15.6
Siem Reap Int'l Airport (REP)	1,355,693	1,414,967	30.1	29.6	4.4
<b>Land and Water ways</b>	<b>2,229,282</b>	<b>2,299,230</b>	<b>49.5</b>	<b>48.1</b>	<b>3.1</b>
Land	2,132,332	2,151,138	47.4	45.0	0.9
Waterway	96,950	148,092	2.2	3.1	52.8
<b>Total</b>	<b>4,502,775</b>	<b>4,775,231</b>	<b>100.0</b>	<b>100.0</b>	<b>6.1</b>

Source: collected by Ministry of Tourism and relevant departments

**3. Intermediaries:** Any dealer who acts as a link in the chain of distribution between the company and its customers is called intermediary. In the tourism industry, travel agents, tour operators, tour services, etc. are considered the intermediaries (distributors). Their main task is to bring buyers and sellers in the field together and reduce transaction and supply costs between buyer and seller, instead of completely eliminating an intermediary. Here below the table demonstrates number of each intermediary processing in Phnom Penh, Siem Reap and Battambang.

Detail	N.
Air Travel Ticket Agencies	1083
Ticket Agencies	189
Travel Agencies	1086

Tour Operators	1023
Visa Services	417
Guide Services	1034

The number and quality of **accommodation** (hotels) in these areas have escalated considerably especially Siem Reap and Phnom Penh in the last decades with several international hotel brands now joining small guesthouses and local hotels in the major tourist areas. A recent report by the Bunna Realty Group shows that the hotel occupancy rates surveyed in Phnom Penh from January to November of year 2015, reached 68 per cent; while I was 66 per cent in Siem Reap, and 75 per cent in Battambang. The Room rates have generally increased in the market, especially for suites and the more exclusive properties. This again can be attributed to ASEAN activities and the corresponding business activity. The Current REVPAR (Revenue per available Room) in the hotel's ranking compared price; two-star hotels offered rooms ranging from \$21 to \$60, whereas 3-star hotels cost from \$60 to \$200 for a room. 5-star hotels saw the greatest range of prices at \$150 to \$2000 per night, based on the room type, size and amenities included. With supply increasing and the market becoming more competitive it is expected that a number of established luxury hotels will undertake major refurbishment works in the near future. The below table demonstrates the number of hotels and rooms:

Details	Hotel N.	Room
<b>Phnom Penh</b>	<b>317</b>	<b>15,000</b>
<b>Siem Reap</b>	<b>417</b>	<b>17,000</b>
<b>Battambang</b>	<b>45</b>	<b>1,600</b>
<b>Total</b>	<b>779</b>	<b>33,600</b>

Source: Bunna Real groups, real estate value group survey in 2015

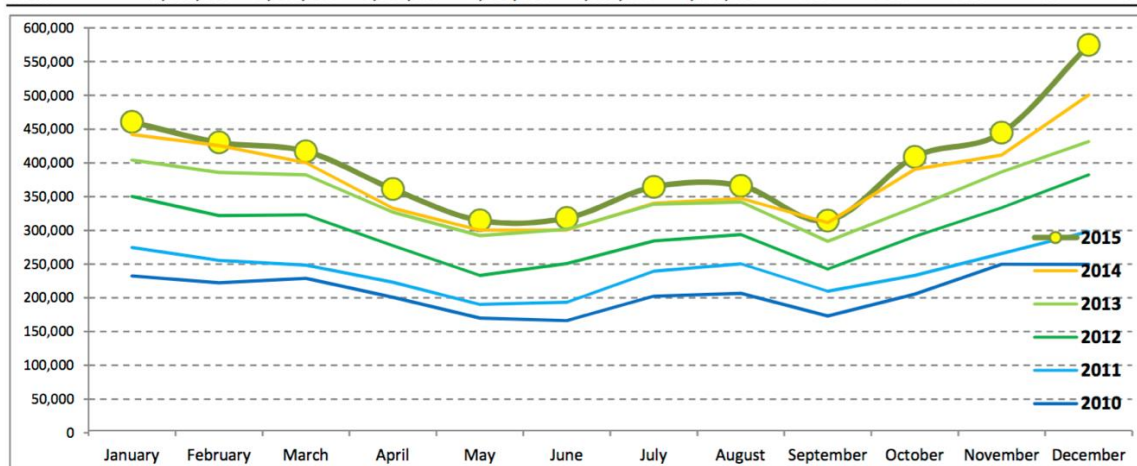
A **restaurant** is a business which prepares and serves food and drinks to customers in exchange for money. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services. the main local cuisines are the Khmer fares which are widely available across the areas; at restaurants and even on the side of some streets in town, Asian and other European restaurants including Italian, Thai, German, Vietnamese, Iranian, Indian, Chinese, Korean, Japanese and others are also well presented in good tasted food with all tourists. The number of restaurants was 401 in 2008, and reach 496 in 2009. In 2013, the total number of restaurants reached 952 at the average growth rate of about 20% year over year (National Institute of Statistics, 2014). The exact number of restaurants and other types of eating establishments is unknown because many of them are informal and not listed in any formal directories. However, Yellow Pages Cambodia listed a total of 1762 restaurants in Phnom Penh, 720 restaurants in Siem Reap, and 94 restaurants in Battambang, in 2014. See restaurant categories in Phnom Penh, Siem Reap, and Battambang in below table:

Details	N.
<i>Khmer Restaurant</i>	592
<i>Chinese Restaurant</i>	393
<i>Thai Restaurant</i>	184
<i>Indian Restaurant</i>	34
<i>Asian Restaurant</i>	270
<i>German Restaurant</i>	20
<i>Greek Restaurant</i>	12
<i>Halal Restaurant</i>	16
<i>Burmese Restaurant</i>	14
<i>Pakistani Restaurant</i>	16
<i>Indonesian Restaurant</i>	19
<i>Russian Restaurant</i>	20
<i>Sri Lankan Restaurant</i>	13
<i>Singaporean Restaurant</i>	18
<i>Vietnamese Restaurant</i>	128
<i>French Restaurant</i>	142
<i>Italian Restaurant</i>	44
<i>American Restaurant</i>	105
<i>Iranian Restaurant</i>	13
<i>Canadian Restaurant</i>	20
<i>Dutch Restaurant</i>	12

Mexican Restaurant	12
Taiwanese Restaurant	145
Total	2284

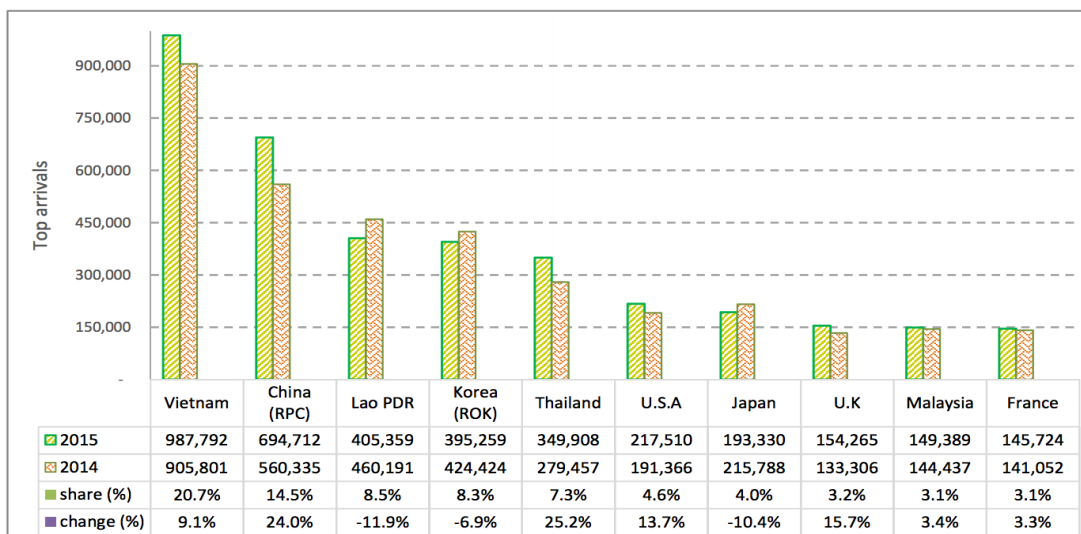
Source: Park Café Journal of Restaurant Industry

These places are the most interesting **tourism market** areas where tourists really want to visit especially Siem Reap, the gate of famous world heritage. They may stay there at least three to six days for travel around and see wonderful architectures impressively. The both national and international tourists are important for Cambodia economy in several ways. Local people on the day excursions open up new areas to tourists, local and domestic, who follow. They are the ones who discover new destinations, such as ruin temples, pagodas, palaces, and modern buildings, and make foreign tourists accessible to travel. The below image verifies the number of tourist arrivals to these areas destinations.



Source: Statistics and Tourism Information Department, MOT

The tourism sector in these three areas are becoming the most important destinations of Cambodia because Phnom Penh is a heart city which has built many attractive architectures since the ancient era via French colony until modern day, Siem Reap is a gateway to Angkor Wat, heritage of humanity and world wonder, and Battambang besides colony buildings along Sangkae River, it is seen 11<sup>th</sup> century Angkorian ruin temples and other modern pagodas. Therefore, these places are attracting international tourists to see Cambodia rapidly. Below figure shows top ten country people visit Cambodia in 2015.



Source: Statistics and Tourism Information Department, MOT

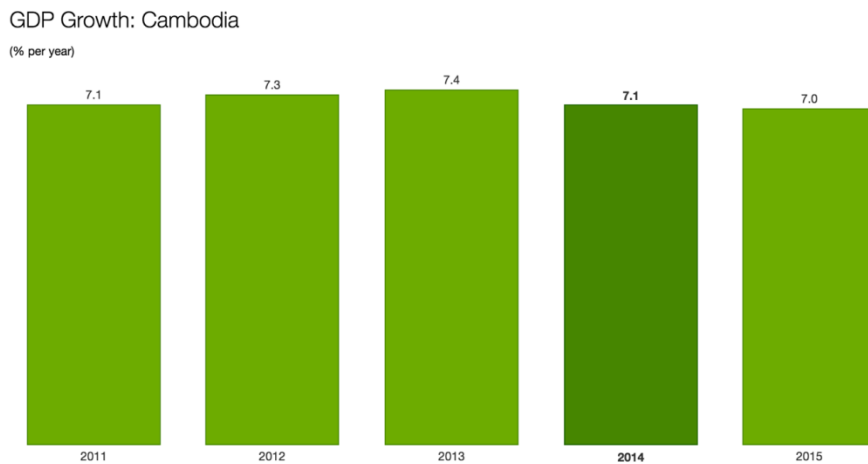
Expansion in industry and services sustained solid **economic growth** in Cambodia in 2015. Inflation slowed to its lowest rate since 2009 but picked up at the end of the year. The outlook is for further robust growth led by garment and footwear

manufacturing, construction, and services, and for moderate inflation. Rapid growth in credit and a real estate boom have heightened risks in the financial sector. Another challenge is to improve the quality of employment. Cambodia continues to enjoy robust growth, albeit at a slightly slower pace. Real growth in 2015 is estimated to have reached 7 percent, compared to 7.1 percent in 2014. The garment sector, together with construction and services, are the main drivers of the economy. Growth is expected to remain strong in 2016, as recovering internal demand and dynamic garment exports offset stagnation in agriculture and softer growth in tourism.

**Tourism Highlights:**

The average length of stay also increased to 6.80 days up from 6.5 and average hotel occupancy rates in 2015 rose to 70.2 per cent up from 68.49 per cent the previous year. Meanwhile, however, Phnom Penh continues to lag behind the jewel in Cambodia’s tourism crown, Siem Reap, home to Angkor Wat, in terms of international arrivals. Therefore, tourism sector contributes budget increase up to USD 3,012 million from USD 2,736 million, last year. Since Cambodia joined ASEAN in 1999 and WTO in 2004 and has experienced an economic boom over the last decades the Gross Domestic Product (GDP)

in Cambodia expanded 7.0 percent in 2015 the previous year, according to Asian Development Bank (ADB) economic forecasts for Southeast Asian Countries. GDP annual growth rate in Cambodia average 7.9% from 2000 to 2015, reaching an all time high of 13.30 percent in 2005 and a record low of 0.10 percent in 2009. (see figure)



Source: ADB (Asian Development Bank)

The Gross Domestic Product (GDP) in Cambodia was worth 18.05 Billion US dollars in 2015. The GDP value of Cambodia represents 0.03 percent of the world economy. GDP in Cambodia averaged 4.93 USD billion from 1960 to 2015, reaching an all time high of 18.05 USD billion in 2015 and a record low of 0.51 USD billion in 1972. GDP in Cambodia is reported by the World Bank Group. (see figure)



SOURCE: WWW.TRADINGECONOMICS.COM | WORLD BANK

These policies will need to embrace all aspects of the industry. Tourism is shared responsibility and other sectors are also responsible for the success of tourism development. It is expected to be able to enhance sustainable tourism, urbanization,

resource efficiency, biodiversity and environmental protection. Here below Cambodia Tourism Policy is detail described on October 14 to16, 2014 in the following mentions:

- Manage visitors flow to ensure carrying capacity
- Adapt transportation address vehicle and non-vehicle route
- Develop visitor services improve basic facilities
- Foster guides' training strengthen existing efforts
- Promote public-private consultation: Engage and promote mutual understanding collaboration
- Creative awareness of tourism benefits and environmental and cultural conservation (conduct awareness program)
- Developing pro-poor tourism product and small-scale tourism infrastructure (such as community lodges, walking trails...)
- Capacity building for tourism-related local micro-enterprises and communities through training in languages, financial management and planning
- Supporting gender development
- Ensuring ethnic minority participation
- Diversify products and develop a variety of new tourist destinations along the Mekong River in Stung Treng and Kratie provinces
- Diversify rural incomes through tourism micro ventures
- Support capacity building programs able to target women, youth and disadvantage minorities
- Encourage and support the protection, preservation and conservation of cultural, natural and environmental heritage through tourism
- Promote private sector investment in responsible tourism development
- Build capacity of stakeholders (central and provincial level tourism authorities and local communities)
- Provide technical assistance in small-scale infrastructure development
- Facilitate greater participation of the poor and disadvantaged in the tourism economy
- Green Tourism: travel and resource use which serves tourism development with responsibility, notably ensures the minimization of negative impact on cultural resources in tourism

*Clean and Green – Tourism as Green Gold*

- Contest: “Clean City, Clean Resort, Good Service  
(Green hotel, home stay, restaurant.)
- Tree planting campaign: “One Tourist, One Tree”
- Ecotourism
- Eco-friendly tourism facilities



According to the press and information unit of royal Embassy of Cambodia (2015) said that Cambodia offers potential investment opportunities in tourism Infrastructure and resorts for any partners who would like to invest in Cambodia the tourism sector. In 2007, an international team of researchers concluded that Angkor Thom had been the largest pre-industrial city in the world with a Population of up one million people; the temple; an extraordinary figure at the Time but about half the number currently living in Cambodia's very modern Capital city Phnom Penh –another “must visit” destination on the tourist trail Phnom Penh set on the banks of the Mekong River and known as “the pearl of Asia “The capital's sightseeing attractions include the stunning Royal Palace where visitors can see The Throne Hall where coronation and official ceremonies take place; the temple of the Emerald Buddha; and the Chan Chhaya pavilion, a



French-style building which was a gift from Napoleon III, by Dr. Norngvannak is the minister of Cambodia's tourism ministry tourism of Cambodia, p53, 2013).

### Potential Architectural Tourism of Cambodia:

Architectural tourism will be raised to discuss and analyze because since the ancient period until now, this sector has been impressive and attractive. The science and art of designing and constructing buildings and other physical structures has been of man's interest since his very beginning. Architectural words have cultural rooting and symbolize the thinking of the society. When they are looked at the constructions of old days.

There are a lot of more impressive foreign architectures that can't be raised to talk here, now look for wonderful Khmer architectures within Cambodia as the following:

**1. Old Cambodia Architecture: Cambodian architecture** in ancient era has become synonymous with Khmer architecture and more precisely to the iconic constructions of Angkor temples during the growth and peak of Khmer Empire. There are over a hundred major architectural sites to be visited in and around Siem Reap – the religious remains of a series of cities built by a succession of Khmer kings from the 7th to the 13th centuries.

**2. New Khmer Architecture: Khmer Architecture in the modern day** is an architectural movement in Cambodia during the 1950s and 1960s. The style blended elements of the Modern Movement with two distinctly Cambodian traditions: the grand tradition of Angkor, and the vernacular tradition of ordinary people's houses.

**3. French Colonial Architecture in Cambodia: Pearl of Asia** once was called Phnom Penh, the capital city of Cambodia because during French colony, many buildings were constructed as French architectural styles. Battambang is home to some of Indochina's best preserved colonial era architecture. It can be easily explored on foot or bicycle over a few hours from downtown. The eastern bank of the Sangkar River that runs through Battambang town center has some of Cambodia's best French colonial, mainly shophouse style, architecture.

### 3. METHODOLOGY

**1. Research Method:** We went to do the research purpose by using our questionnaire on both local and international tourists to collect data. The secondary data also was collected during this phase as much as we could. Basically, the result from this survey was used for basic understanding, developing the qualitative research tools and questionnaire.

**2. Data Sources:** there are two sources of data: Primary data sources focus on interviews, survey papers, direct observation, and participant-observation. Secondary data sources mainly covered government publications, technical document, annual reports, and other ways.

**3. Data Collection:** We spent seven days for collecting papers at five destinations in different days. A total of 145 surveys were sent out to tourists collected during seven days in the five destinations.

The five destination sites collected 125 respondents and other 20 non-respondents are through on the ground. Here following table show five destination sites were conducted on the way.

No	Destination	No. of tourist	Percent
01	Royal Palace (Phnom Penh)	29	25%
02	National Museum (Phnom Penh)	27	22%
03	Angkor Wat (Siem Reap)	15	12 %
04	Bayon Temple (Siem Reap)	33	26%
05	French building (Battambang)	20	16%
	<b>Total</b>	<b>125</b>	<b>100%</b>

**4. Data Analysis:** All results and synthesis paper were rearranged in files carefully. And then, we listed all relevant data from each tool. All questionnaires were given a code number. All of them were punched into the files carefully after we checked already, and then we input all variables into Statistic Package Social Sciences v16.0 (SPSS v16.0) program for analyzing. We analyzed data by using frequency, and descriptive tools for description of data. The total sample sizes of 125 respondents from aged 18 over. The 125 samples are represented 6.1% of 3,693,248 visitors in 2015 tourist arrivals to Phnom Penh, Siem Reap, and Battambang destination sites in 2015. With 31% of the total sample sizes are allocated for domestic tourists and 69% of foreign tourists from other countries. **The main purpose of this survey** is to know how the

targeted destination sites are aware of and response to the materials and message. These indicators are provided into two parts, first; we focus on demographic, and second; talk about tourists' interest in travel.

#### 4. THE RESULT OF THE RESEARCH

This section refers to the findings of the study in which summarizes the data gathered will be presented in percentage with a descriptive analysis. In this section consists of two points, first talk on Demographic description, and second demonstrate Tourist's interest in travel.

**1. demographic description:** the results of the survey indicate that there are 39 (or 31%) of national and 86 frequencies (or 69%) of international tourists; hereafter called respondents, accept the interviews. As of total, 31% are Khmer. The rest of 69% consists of other 7 different nationalities with the majorities. Accordance with respondent of gender, the majority was appeared 68 (or 54 %) of male with 57 (46 %) of female are jointed. In group age respondent, the majority were 31(or 25%) of from age 23 to 28 aged group, in middle class of aged group from 36 to 41 (or 19%) and followed by age 29 to 35(17%) aged groups, age 18 to 22 (or 15 %) of aged groups, age 42 to 47 (or 14 %) of aged groups, and final is age 48 to 55 plus (or 10 %) of aged groups. The result shows number of despondent of education from primary school to master and above, the number of majority is 57(or 46%) of bachelor's degree of the 125 respondents totally, high school is 39(or 31%), and master's degree and above is 29 (or 23%). The number show education of people in Cambodia as like other countries in the world are high knowledge today. According to the respondent of income showed that tourist's average monthly income was appeared. As you know among them who got lowest salary from is 12% of the 125 respondents total only, and the number of 1250 to \$1500 plus is high income, it equal 25% of total number respondents. The numbers want to show better living of citizens in ASEAN region.

**2. Tourist's interest in traveling:** the number of tourist who come in tour package is high than others, is equal 36%, and followed by grade of tourist is come with family is 31%, come with friends is 19%, and 14% the number come alone of total respondent number. The respondent of mode of travel are buses and cars for local/national tourists making up to 46% and 41 % of international tourists are travel by airway, for waterway is not popular way for local travelers, it got is only 13 %. Respondent of main purpose describes that 38% of tourists were traveled for relaxation is high number, 28% of tourists were traveled for business, 19% of tourists were traveled for study, and 15% of tourists were traveled for meeting. For the respondent of main interest shows show a most of high number of tourists who travel to these areas is main interest in cultural tourism sites is got 33% of the number respondents, and historical tourism sites is the middle class of other interest is 30 %, and 6% of 22 of visitors who interested in natural tourism sites, and final is the 19% of culture and life style. In other words, the hotels and some in guesthouses are the most popular accommodations which tourists all like to stay there. For evidently, the number is 47% of hotels, 36% of guesthouse, and finally 17% of others accommodations. Other accommodations are referring to motel, condo, inn, etc. According to the respondents of the number of tourist's length of stay in these areas seen that 38% of them were stayed for four days, for there days, 17.7% for two days, and 12% of tourists were stayed in more four days. it discusses the numbers of time of the tourists who have been to these areas, the number of 52 tourists are equal 42% told one time for them, and 31% of tourists who have been two time, and the number of the tourists who have been three, time is equal 15% and the 12% of more three time for all tourists only. it demonstrates all tourists' interests in tourism services. They are focus on all services like roads, staying, self-security, safety, and other services in the ways. Number of percentage of the tourists who arrived by previous ways express their idea around facilitated services are 55% answered good, and 34% is very good, and the number of 21% refers to need improvement more in the future.

#### 5. CONCLUSION AND RECOMMENDATION

The tourism sector is increasingly important for economic development, and the determinants of tourism demand are crucial for tourism promotion policies. After doing research and getting data from varied departments, it shows that tourism helps Cambodia economy grow with over 3 billion US Dollars by sharing 29.9% into its GDP in 2015, data still showed that tourists from Vietnam, China, Japan, Korea, Thailand, USA, France and UK are the main market sources. Although in 2015, world economics was not so healthy especially the slowdown of Chinese economy, Cambodia economy was still healthy and tourism still increased with 6.1% by 4,775,231 visitor, but a bit softer. Through our survey attested that many tourist arrivals in Cambodia likes to see architectural sites especially Siem Reap, home of Angkor that is world famous wonder architecture of Cambodian ancestors receiving 2,350,937 international tourists alone.

As we know clearly the potential in the tourism sectors, we should know how to manage and grasp of its upcoming fruitful for nation and for development of this tourism sector. The includes institutions and companies that are regularly not in the first instance considered as belonging to the tourism field, as following

1. Revenue: based on the official data from MOT, 25% of the revenue from this sector was leaked out of the country through imported foreign products to serve this sector, so government should be aware how to strengthen our quality of material and agricultural products.
2. More human resources of this sector are needed, government should train more people to fix up with this sector. In addition, as the country moves into ASEAN integration and will receive 7 million visitors in 2020 as government target, the amount of professional will also need in double.
3. Government need to increase the awareness of environment that can negatively influence the tourism field because it will be important to inform all key stakeholders and tourists about the problem.
4. The involvement of entities that most stakeholders trust is needed to communicate research results and assist adaptation processes.
5. Should be controlled mechanism on the tourism industry and to enforce regulations.
6. Continues to perverse the landscapes and should contribute to the attractiveness of
7. The regions and should provide conditions for tourism to flourish.

The Cambodian government continues still to need tourism professionals by next year more and intends to create a new training school.

Besides the above points, this study understands there is an information gap about initiatives within the tourism industry as well as about the exact work of the tourism committee of the Ministry of Tourism. The studies could be considered more empirical research with specific tourism representative, such as accommodation suppliers from different regions of the country, different regions of the country, different smaller and bigger tour operators, and other service suppliers.

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