



**TOURISM DEVELOPMENT AND PREFERENCE FOR TOURISM
SITES IN PHNOM PENH, CAMBODIA**

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ABSTRACT

Tourism is considered as a non-smoking industry which plays an important role in development of many economies. The recent growth of tourist arrivals indicates that there is a main potential for tourism development in Phnom Penh, Cambodia. It has an emerging economy with relatively high economic growth and political stability.

The tourism industry is the third largest sector of the economy after agriculture and the garment industry, and the second largest income contribution after the garment industry in Cambodia. It plays an important role in shaping the country's political and economy development and it has created capability of consuming goods and services, boosting other industries to develop, restoring many traditional festivals and craft villages, boosting economic restructuring of the whole country and each locality, expanding exchange among regions and the foreign countries, ensuring security, national defense and social order.

Tourist arrivals have increased remarkable to more than two million in 2007 and the member is expected to go up yearly by about 20 to 30 percent. In recent years, in 2013 and 2014, tourist arrivals shifted away from western countries towards Asian ones partly reflect the rising prosperity in Asia, Europe and others. Vietnam, South Korea, China, Thailand, Japan are the major sources of tourist arrivals to Cambodia. Based on a data of Ministry of Economic and Finance of Cambodia, it's seen that Cambodian economic still continued to gather momentum and remain robust, as a result of tourism development of Cambodian which is a great potential to attract more international tourists, but depends on marketing and promotion strategies by both the government and private sector.

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.

Key words: tourism development, tourism supply, tourism market, tourism site, economic growth, GDP growth.

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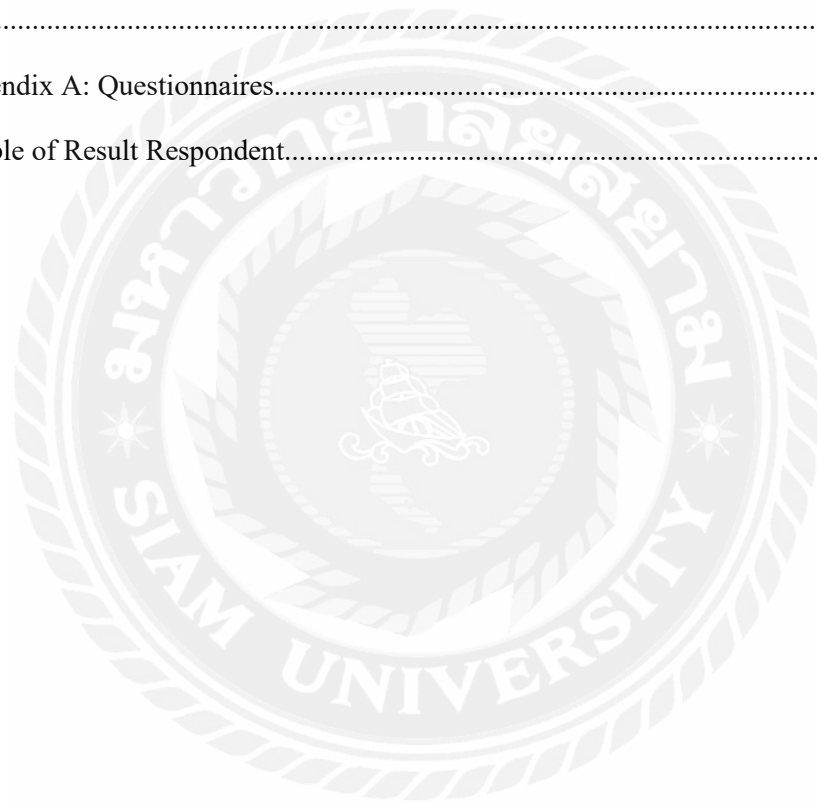
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CHAPTER I

INTRODUCTION

1.1. Background

Cambodia is the developing country; it is located in South East Asia. The politics of Cambodia takes place in a framework of a constitutional monarchy, by the way the Prime Minister is the head of government and a Monarch is head of state. The kingdom formally takes place according to the nation's constitution (enacted in 1993) in a framework of a parliamentary, representative democracy. Executive power is exercised by the government. Legislative power is vested in the two chambers of parliament, the National Assembly and the Senate. After Khmer regime, Cambodia has increased many parts of infrastructure, and this democratic country, (1999) with the 15 million populations. There are three main industries in Cambodia: 1). Agricultural Industry; 2). Tourism Industry; 3). Garment Factory Industry.

Its own has gone run many stages of civil war and internal strife of more than 3 decades in its history from the 1970's. This war has destroyed almost everything in Cambodia especially the infrastructure. Cambodia's economy was strongly affected by this problem. During the Pol Pot Regime from 1975 to 1979, Cambodia's economy fell into complete darkness. During that time, Cambodia had isolated itself from the international scene, and tourism and business activities did not exist. Only after the first, free and fair general election had the peace and economic boom appeared in Cambodia. Both business and tourism activities started to grow and became lively, for many tourists came to Cambodia to look for business opportunities as well as for leisure from 1993 to nowadays.

Factors shaping the Cambodian tourism industry are: culture, environment, politics, and government involvement, all of which are closely linked and vital to the successful development of tourism in the country. As Cambodia is one among the oldest nations in Asia, the country is wildly rich in its history and culture. Throughout Cambodia's history and religious principles guided and inspired its arts and architecture to make a unique Khmer style that is the envy of other nations in Southeast Asia.

To environmental, historical and cultural resources provide Cambodia comparative advantage over the other countries in ASEAN to develop into "world tourist destination". Besides its natural tolerance, the country's political stability has also given a good foundation for its tourism development, the number of hotels, guesthouses, and number of inbounds into Phnom Penh, Cambodia. For 10 years ago, the most significant indicator of such boom in tourism industry is the increase remarkably in foreign direct investment from US\$ 3477 million in 2003 decreased -10.9 percent to US\$ 1,400 million in 2007 with increased 18.5 percent, and US\$ 2,210 million increase 24.4 percent in 2012 to US\$ 2,547 million in this 2013 with increased 17.5 percent compared to last year. Here following table demonstrates to international tourist arrivals, changes, and tourism receipts from 2003 to 2013. Table1.1: Intl's tourist arrivals, tourism receipts, changes 2003-2013

Table 1.1 Intl's tourist arrivals, tourism receipts, changes 2004 to 2015

Year	No. of Intl's Arrivals	Tourism Receipts(US\$ M)	Change (%)
-------------	-------------------------------	---------------------------------	-------------------

2004	1,055,202	578	50.5
2005	1,421,615	832	34.7
2006	1,700,041	1,049	19.6
2007	2,015,128	1,400	18.5
2008	2,125,465	1,595	5.5
2009	2,161,577	1,561	1.7
2010	2,508,289	1,786	16.0
2011	2,881,862	1,912	14.9
2012	3,584,307	2,210	24.4
2013	4,210,165	2,547	17.5
2014	4,342,496	2,657	18.7
2015	5,435,709	2,856	25.5

Source: Statistic and Tourism information Department, 2015

However, Cambodia is seriously facing many major obstacles such as poor transport infrastructure lax legal systems, inadequate skill workers and qualified management, visionary leaders with imaginative and creative mind and of course corruption in order to develop its tourism industry.

Figure 1.1: Cambodia Visitor Exports and International Tourists Arrivals 2005 to 2015



Source: World Travel Tourism Council, Travel and Tourism Economic impact 2015, Cambodia

1.2. Significance of the Study

Tourism has achieved growth for national better economic and emerges to development country in all sites. The role of tourism industry is the second economic growth of Cambodia which created jobs prospect for Khmer people in the communities, generates income and profits for them that allows in the different communities based on enhances citizens' living standards, improve physical infrastructure, and alleviated poverty in conformity with the strategy of the Royal Government of Cambodia.

Tourism has been regarded as an engine for growth and poverty reduction. Both developed and developing countries design their policies to generate benefits from the tourism industry. Tourism deserves encouragement and support from the government, tourism as a catalyst for economic growth, and their active participation in the tourism industry for the sake of national political and economic interests.

Cambodian government is looking to promote eco-tourism and cultural tourism in its local including the trends of tourism sites and development which is to poverty reduction and ensure equitable distribution of benefits if tourism revenues to local community. The vision and policy of Cambodian government about tourism is sustainable direction development of tourism sites to improve the economic in this country.

1.3. Objective of Study

This study attempts to explore the external environment factor of the tourism sites and development in Phnom Penh Cambodia 2015. The study conducts with the studies of the three independent variables namely: environment protection, marketing management, and infrastructure & tourism facilities. Here some is following points talking about main objectives in this study.

1. To study the existing situation of tourism sites in Phnom Penh, Cambodia.
2. To understand about differences of increasing tourist in previous year.
3. To explore information from visitor arrivals to the tourism destination sites in Phnom Penh.
4. To propose guidelines for sustainable tourism planning and management that could be applied in the future growth of other local tourism destinations in the country.

1.4. The Benefits of the Study

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 sure knowledge own related to the topic that I work. Therefore, after the study finished I will get more benefits about tourism field in local as well as whole the country, as following:

1. The development of tourism sites in Phnom Penh, Cambodia under sustainable tourism development and management approach.
2. A better understand about positive and negative impacts of tourism sites development in the community.
3. The possibility to apply the results of the study and using the experience gained from tourism

business to build up the sustainable tourism site development model to facilitate, sustain the tourism development in the national protected areas of Cambodia and improve more knowledge for own-self in tourism sites development in the present and future time.

1.5. Scope of the Study

In order to be easy for making the study manageable sources and data to achieve the objectives to write the research study which I need some limits were placed on the study as follows:

1. Scope of information sources: The stakeholders for this study focused mainly on the office group of Biodiversity and Protected Areas management Project for tourism. Sites and international visitors who traveled to Phnom Penh, Cambodia during the period in 2013.
2. Scope of study issues: Potentiality sites development of tourism, perception of local community, international visitors and sustainable of the main tourism sites in Phnom Penh.
3. This study detail more only on tourism field in tourism sites of Phnom Penh.
4. This primary and secondary data conducted by surveyed result and Ministry of Tourism reports, Department of Tourism of Phnom Penh city and also concern to other documents which related in this field.

The source of information and data above conducted by survey questions, it will help me to make sure that the report I have done get more meaningful and important. That reasons why I collected on during study research and work.

1.6. Outcome Expectation of Study

The outcome of the study would be useful information to enhance my knowledge in the good ways of tourism sites development which is effectively increase the number of tourists and revenue. Moreover, it could be helpful data for Ministry of Tourism to predict tourists in previous years and tourists' behavior regarding attitude and opinions. Additionally, this study could be also beneficial information for further tourism sites and attitude study in the future.

1.7. Organization of the Study

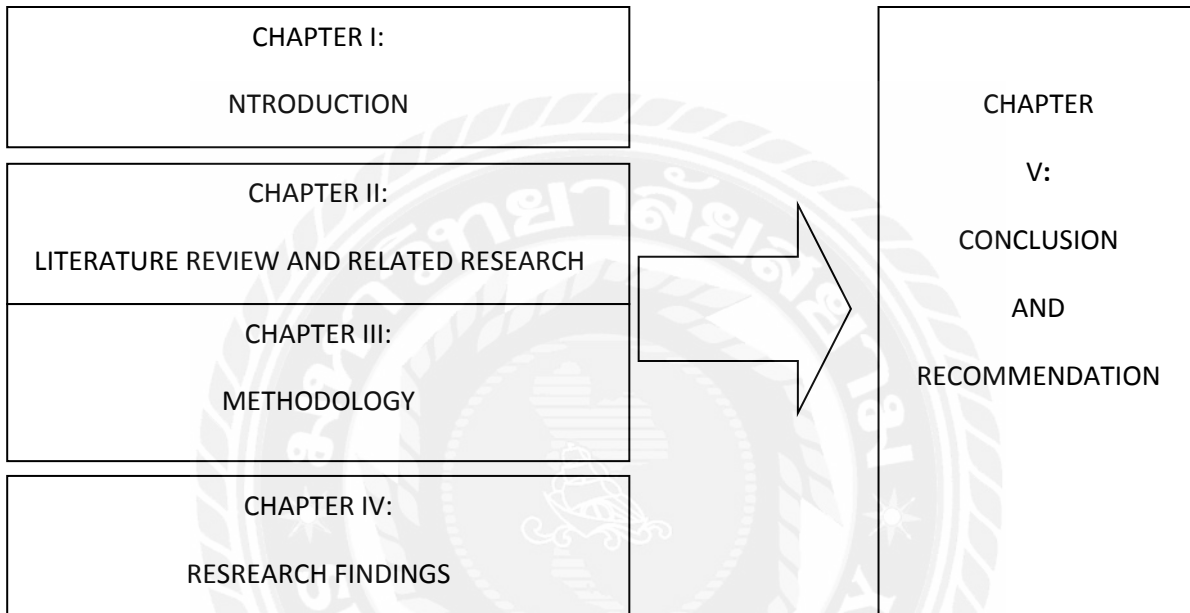
In this point want to summarize the whole study research, it divides into six chapters (See figure 1.7.). Chapter one comprises of **Background of the study**, it introduces to general Situations of tourism in Phnom Penh, Cambodia. And followed by objective of study, it Summarizes an approach to reach the goal of writing study, significance of the study is what We obtain from research study, and scope of the study in how to limit specific time, and Location where we wish to study.

Chapter two consists of **Literature review and related research**; it gives keys word of Tourism, geography of Phnom Penh, Population of Phnom Penh, supply and demand tourism It details more on attraction sites, intermediaries, accommodations services, restaurants, and in This chapter also followed by tourism markets, economic growths, GDP growth rates, and Government's tourism development policies. And this chapter also writes **down Potential of tourism sites in Phnom Penh**, this chapter Demonstrates cultural tourism sites, natural sites, and finally talks on historical tourism; Sites.

Chapter Three is **Methodology**; it describes more ways how to how to write this research study, it consists of research method, and followed by data sources, data collection. Tada analysis, and lastly is survey indicators.

Chapter Four refers to Research findings; it details and analyzes the result that we found out study or survey on the ways. And last chapter is Conclusion and Recommendation; it summarizes the results of the whole topic, and gives some idea relevant to development Tourism field.

Figure1.7 Structure of Organization of the Study



CHAPTER II

LITERATURE REVIEW AND RELATED RESEARCH

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

2.1. Key Words of Tourism

The essential terminologies used in this study and their definitions are defined as follows:

- **Community's culture** is defined as activities and performance that represent the local and community identity and social system.
- **Natural attractions** are defined as tourist attractions with natural features and biological substance such as pathayaandHuhin, waterways, scenery and vegetation.
- **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 and the tourism expenditures are expected to distribute within destination.
- **Eco-tourism** is defined as a form of tourism activities or tourism operation that fosters learning experiences and appreciation of the natural environment and many combine elements of associated cultural context.
- **Sustainable tourism** is defined as tourism that ensures the tourism opportunities for the future generations as well as the fulfillment of the needs of current tourists and local communities. It fosters the conservation of the cultural and natural environment of the tourism destinations and keeps balance of the economic sustainability of the tourism industry.
- **Tourism planning** is defined as a process designed on the future of tourism to maximize the benefits and minimize the undesirable impacts to the destination or area that tourism occurs. It has three points:
 - Attract more tourists
 - Create positive perspective of Thailand (re-branding/ correct bad images perceived).
 - Widening the perspective towards Thailand (Show new attractive sides of Thailand).
- Tourism management is defined as the ways to manage the resources for tourism, the interaction of tourists with physical resources and hosts of tourist areas and the aspect of tourism impacts in destination.
- Tourism Site is the attractive places where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure, and amusement.

The words of Tourism below, we divide as the types and forms of tourism as following:

1. Types of Tourism:

- **Domestic Tourism:** residents of a country visiting destinations in the own country

- **Inbound Tourism:** the other visitors who come to visit another country by non-residents
- **Outbound Tourism:** residents of a country visiting destinations in other countries
- **Internal Tourism:** the combination of domestic tourism and inbound tourism.
- **National Tourism:** the combination of domestic and outbound tourism

2. Forms of Tourism:

- **Ecotourism** is defined as "responsible travel to natural areas that conserves the environment, cultural understanding, appreciation, conservation and improves the well-being of local people." It is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights.
- **Adventure Tourism** is a type of tourism, involving exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and physical exertion. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. Recreational travel undertaken to remote or exotic destinations for the purpose of exploration or engaging in a variety of rugged activities.
- **Special Interest**, is the kind of wildlife tourism which the visitors have the purpose of observation, photography and interaction.
- **Events Tourism** is the overnight travelers aged 15 years and above who participate in the activities such as, Festival or cultural event and organized sporting event.

Beside what it is said above, the forms of tourism have the other forms such as, the educational tourism, it is one kind of tourism that some region like to do it, existing in Europe and Asia in the present time.

2.2. Geography of Phnom Penh

Phnom Penh is located in the south-Central region of Cambodia, at the confluence Of the Tonle Sap, Mekong, and Bassac rivers. These rivers provide potential freshwater and River ecosystems as important resources for Sustainable environment conditions, nature's



Beauty and a prosperous culture for the people of Phnom Penh City from the past to the present. Phnom Penh lies in front of the Mekong River, which is the main river in Asia with a Length of 4.200km (2610 miles).the original source of the highlands of Tibet china. The river Crosses Cambodia from North to South whit a total length of 486km (302 miles) and ecosystems for the city.

2.3. Population of Phnom Penh

Cambodia is currently the 67th most populous country in the world with an estimated 2014 population of 15,474,460, an increase from 2013 estimation of 14.9 million. Phnom Penh is the largest city and capital of Cambodia, with a population of 1.5 million in the Metropolitan area.

Table 2.3: Land Area and Population of Phnom Penh City

Areas	Population	Women	Density	Khan	Sangkat	Village
678.46 km ² = 0.37% of country's total area	1,501,725	792,926	2,213	8	96	897

2.4. Tourism Demands and Supplies

The total number of persons who travel or wish to travel and use tourist facilities and services at places away from their places of work or residence. 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 to be 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 Phnom Penh city has the provision of the key elements of the tourism industry by the host government and destination leadership that improve the tourism resources for tourism supply range from natural to man-made as the following.

2.4.1. Attraction

Phnom Penh is a city full of attractions and memorable places 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 a country 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, neighborhood pubs, international discos and more. Speaking of which, in the midst of these entire colorful splendor, grim reminders of the past are waiting to be visited for those with a wish to learn from it.

Phnom Penh, like other Asian-city tourist destinations, is in the midst of rapid change. The number of restaurants and hotels are grown considerably and in the last year there has been a huge increase in the number of visitors. Many people, the main attractions when visiting the Phnom Penh, are the magnificent the Royal Palace. Besides the Royal Palace complex, it consists of more destinations of different shape

Like Wat Phnom, Riverfront, Independent Monument, Diamond Island, and other attractive sites. There are many other places to visit and many things to do in and around Phnom Penh.

2.4.2. Transportation Network

Phnom Penh is a relatively that is not at country is not difficult for transport infrastructure development; however, due to decades of prolonged civil and social unrest, infrastructure was almost totally damaged. The Cambodian transportation network comprises 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 bus and car.

The railways connect Phnom Penh with kompong Chhang, Pusat, Battambang, Sisophon, and Poipet. But very few tourists are traveling by this means due to its lack of quality and services. The planned renovation and expansion of the railway system in Cambodia, initiated and supported by the Asian Development Bank and international donor communities, will connect most parts of Cambodia and link it with other countries in the Greater Mekong Sub region.

Waterway can be grouped into three systems; the Mekong River, The Tonle Sap, and waterways at the gulf. There are also some waterway transport companies that transport tourists between Phnom Penh and Siem Reap through the Great Lake/ Tonle Sap, with some tour boats taking guests to visit the Great Lake and other islands where they want. The establishment of transport facilities and hospitality services would be necessary for the future development of eco-tourism in Cambodia too.

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 prices. Below table summarizes the number of passengers travel to Cambodia by kind of modes in 2010-2014.

Table 2.4.2 Modes of Tourist Arrivals to Cambodia by Destinations 2010-2014

Years/ Arrivals					
Airway	2010	2011	2012	2013	2014
PP Int'l Airport	527,745	591,672	645,235	761,584	836,377
SR int'l Airport	583,984	712,629	835,175	1,005,499	1,181,281
Land	855,697	1,016,584	1,320,311	1,785,726	2,192,504
Waterway	78,309	78,0156	81,144	76,498	75,053
Total	2,045,735	2,398,899	2,881,762	3,584,307	3,584,307

Source: Cambodia, Tourism Statistic Report

2.4.3. Intermediaries

The term intermediaries can be defined as any dealer who acts as a link in the chain of distribution between the company and its customers. 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

It is common for airlines, bus and shipping companies to have their own outlets in large cities where the public can purchase their travel products directly. Furthermore call centers becoming very popular amongst airlines to handle customer requests. Retailers such as travel agents sell individual components of a trip, transport tickets, accommodation, excursions, but they may also put their own brand of tours together. So, in order to supply national and international guests good services for their travel. Here below the table demonstrates number of each intermediary processing in Phnom Penh today.

Table 2.4.3: Intermediary Categories in Phnom Penh

Detail	No-
Air Travel Ticket agencies	362
Ticket Agencies	64
Travel Agencies	365
Tour Operators	342
Visa Services	149
Guide Services	356

2.4.4. Accommodations

The number and quality of hotels in Phnom Penh have escalated considerably in the last few years with several international hotel brands now joining small guesthouses and local hotels in the major tourist areas. Some established hotels are now complemented by international brands. Many local hotels have also upgraded themselves and expanded to meet the challenges and demands. A few of these local hotels are now offering five-star standards; some with decors and facilities to put their internationally branded cousins on their heels. Due to Cambodia's past connections with France, it is not surprising to find some colonial style hotels as well.

The Phnom Penh luxury hotel market has significantly benefited from the presence of the ASEAN summits, one in April and one in November. These both brought in over a 1,000 delegates and international press arriving into Phnom Penh. The average occupancy for luxury hotels in Phnom Penh stood at 60% at the end of 2012. In 2011 the average occupancy in all levels of hotels in Cambodia stood at 66.15%. It would be expected that higher priced luxury hotels would experience a lower occupancy. The 6.15% difference does not reflect the norm and indicates the positive year achieved by the luxury hotels in Phnom Penh.

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 four and five star hotel market in Phnom Penh ranges from US\$25 up to US\$100. 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.

With increased visitor arrivals and international summits such as ASEAN, the hotel market in Phnom Penh has benefited. Hotels have experienced occupancy point gains with international arrivals into Phnom Penh increasing, accounting for a 20% share of all arrivals into Cambodia. International arrivals from Europe and the United States have continued to increase, as have tourist numbers from other Asian countries. See following table demonstrates the number of hotels, guesthouses, apartments, villas, and condos in the end of the 2014.

Table 2.4.4 Hotels and Accommodation Categories- Phnom Penh

Details	No-
Hotel	208 hotels
Guesthouse	262 guesthouses
Apartment	79 apartments
Villa	6 Villas
Condo	10 condos
Motel	4 motels
Total	569 accommodations

2.4.5. Restaurant

Phnom Penh is a comparatively small town with a lot of happening. The capital being the main activity provider by day but comes nightfall, the electrifying pub street and the night markets have a great deal to offer as well. Speaking of food, it is not only because we need to fill ourselves, but it is always a pleasure to feast and Phnom Penh is never short of food offerings.

While the main local cuisines are the Khmer fares which are widely available across town; at restaurants and even on the side of some streets in town, Asian and other European restaurants including Italian, Thai, Germany, Vietnamese, Indian, Chinese, Korean, and Japanese and others are also well presented in good tasted food with all tourists. Some restaurants offer also Khmer fusion and

contemporary restaurants, which are unique to Phnom Penh. Following the table show number of restaurants doing business today's.

Details	No-
Asian restaurant	85
German restaurant	5
Greek restaurant	1
Halal restaurant	8
Myanmar restaurant	2
Pakistani restaurant	3
Indian restaurant	17
Indonesianrestaurant	2
Thai restaurant	42
Russian restaurant	2
Sri Lankan restaurant	1
Singaporean restaurant	4
Vietnamese restaurant	14
French restaurant	71
Japanese restaurant	20
Khmer restaurant	299
Italian restaurant	12
Chinese restaurant	128
Total	713 restaurants (or maybe more than)

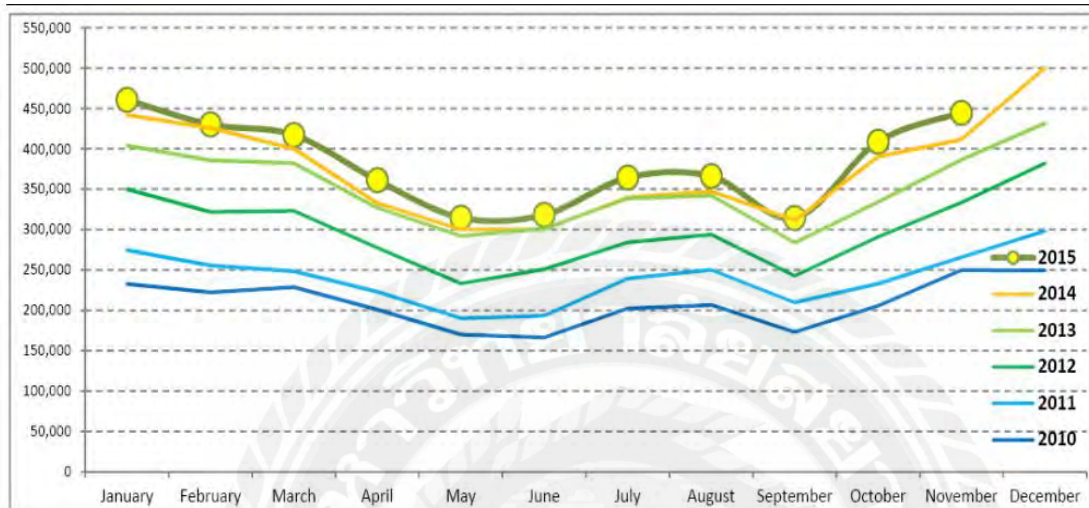
2.5. Tourism Markets

Phnom Penh is the most interesting place for domestic and foreign visitors. They may stay in there at least three to four days/ nights for travel around the city's destinations. The both national and international tourists are important for the Cambodian economy in several ways. Local people on day excursions open up new areas to tourists, local and domestic, who follow. They are the ones who "discover" new destinations, such as waterfalls and caves, and make foreign travelers accessible to follow.

The tourism plays a vital role in generating employment and reduces unemployment rates. It has a trickle-down effect on local economies, creating new business opportunities and thus improving the living

conditions and reducing poverty levels amongst local residents. The number of visitors in Phnom Penh has increased rapidly during the 21st century. From the year of 2004 to 2013 the number of visitors has increased by previous year. This below image wants to describe about number of tourists arrivals to Phnom Penh destination.

Figure 2.5.A: International Visitor Arrivals to Phnom Penh 2015



Source: Statistics and Tourism Information Department, MOT

The source tourism markets from Asian Countries, European, American, and others, Vietnamese tourists, who are stand in score highest in the tourist arrivals, Chinese tourists come in second, and others are followed by Korean, Laos, Thai, Japanese, U.S.A, Australian, Russian, France, and others. Below figure address you clearly more on top ten countries people visit Cambodia in 2015.

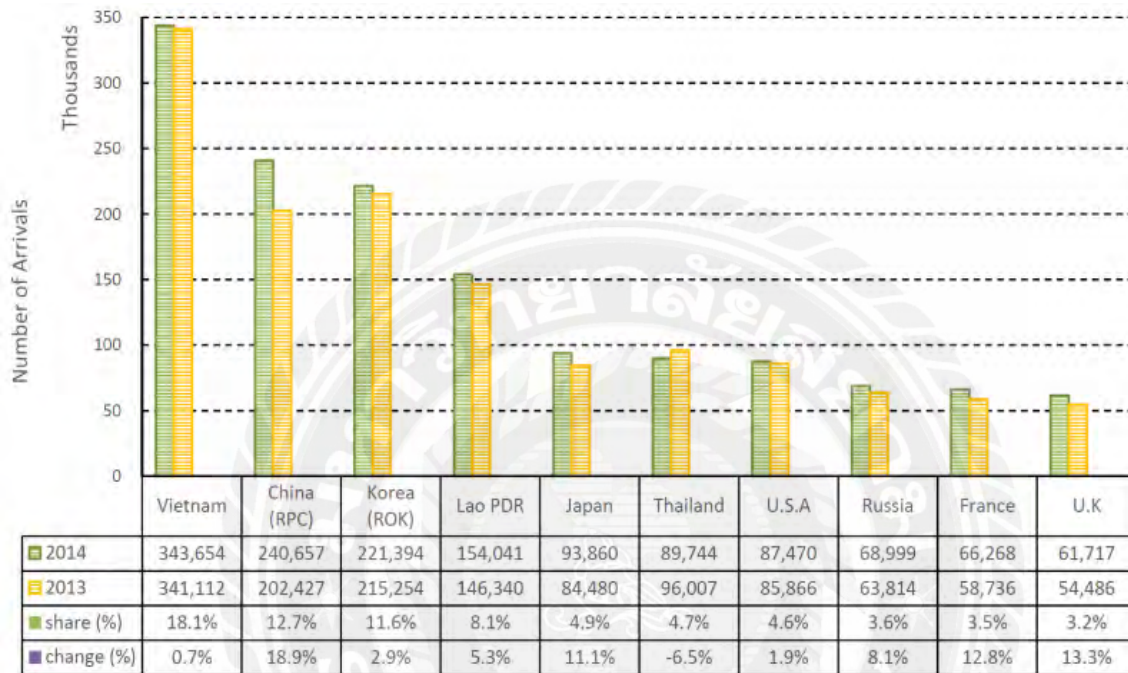
Figure 2.5. B Top Ten Market Arrived to Cambodia 2015

Country	Year		Percentage growth
	2015	2014	
China	679,660	319,881	+112.47%
Malaysia	292,081	197,945	+47.56%
Japan	117,565	101,317	+16.04%
South Korea	99,697	79,481	+25.44%
Germany	89,918	78,008	+15.27%
Russia	83,352	207,241	-59.78%
UK	83,167	78,029	+6.58%
India	78,014	73,126	+6.68%
Singapore	76,332	58,390	+30.73%
Laos	75,323	73,387	+2.64%

Source: Statistic and ICT Department, MOT, JLL

A year to year, Cambodia as well as Phnom Penh received international tourists who visit famous places, temples, natural zones cultural lifestyle and history, waterfall, beaches, etc., and others increased number of tourists remarkable, especially Siem Reap, which has majority of famous temples. Significantly, Angkor Wat temple, it comes into list of the World Heritage. Here following table wants to address number of tourist arrivals to Cambodia 2009- 2013.

Figure 2.5.C: Chart of Top Market Arrivals to Cambodia 2013-2014



Source: Statistics and ICT Department, MOT, Statistic Report 2013-2014

Based on the above image wants to detail that tourism markets for Cambodia for five years ago, Vietnam is a large market source among of other markets such as Korea, China, and others are followed by Japan, U.S. A, and France, U.K, Thailand, Australia, Taiwan, Lao, Russia, Malaysia, and other markets come from around the world that was not counted in the above figure.

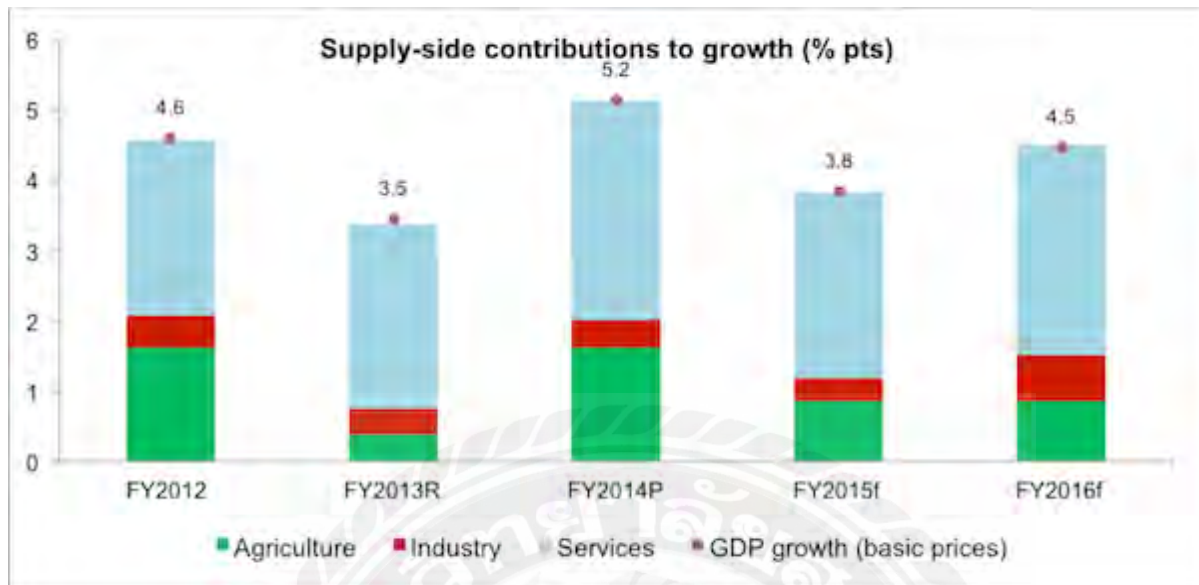
Exactly, there has been an increase in Vietnamese tourists arriving in Cambodia but their benefit is not as great as other foreign tourists, according to a tourism-related service provider.

2.6. Economic Growth

Economic growth, agriculture industry and services expanded in 2013, maintaining economic growth at just above 7% for the third consecutive year. Political tensions and labor unrest suggest growth will subside in 2014 before picking up again next year. Inflation, at modest rates last year, is seen edging higher in 2014. Spurring the development of small and medium-sized firms would help to sustain and

Diversify economic growth. Robust growth in services and expanding export industries drove economic growth of 7.2% in 2013 (Figure 2.6.A).

Figure 2.6.A: Supply-site contribution to growth



Source: National Institute of Statistic, ADB estimates.

Industry grew by an estimated 10.5% on strong demand for Cambodian garments and footwear in the European Union. Exports of garments and footwear to that market surged by 26% to \$2.0 billion in 2013 and those to the US rose by 6.0% to \$2.1 billion, according to customs data. Construction and rice milling also contributed to industry growth. Bank credit to construction rose by 29% to \$577 million, and exports of milled rice almost doubled to 366,000 tons, valued at \$262 million. Floods in September and October 2013 damaged crops and slowed growth in agriculture to 1.8% last year. Services remained the largest source of growth from the supply side, expanding by an estimated 8.4% in 2013. This stemmed largely from growth in wholesale and retail trading, real estate services, and tourism related services. Tourist arrivals rose by 17.5% to 4.2 million (see figure 2.6.B).

Figure: 2.6.B: Tourist indicators



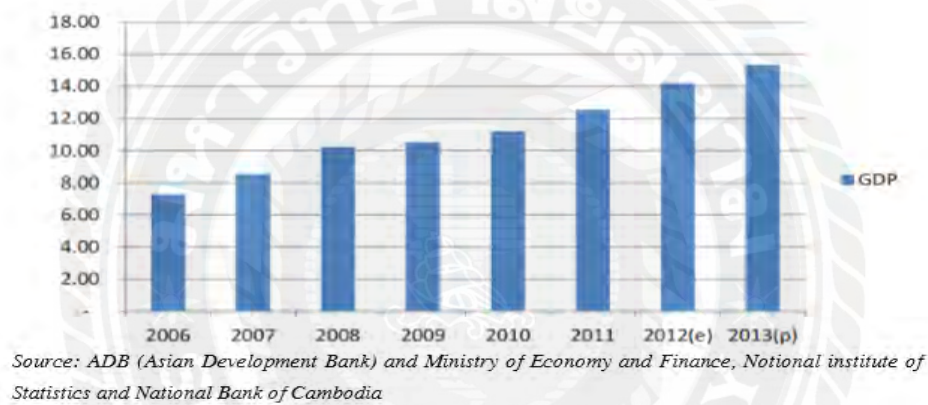
Source: Ministry of Tourism, 2015

Increased private consumption, fueled by higher household incomes, contributed much of the GDP growth from the demand side. Investment also made a substantial contribution. Domestic investment remained solid, especially in small and medium-sized businesses. Inflows of net foreign direct investment were buoyant at \$1.3 billion, though that figure represented a decline from the previous year, partly a result of political tensions after Cambodia’s national elections in Jan 2015.

2.7. GDP Growth Rate

Cambodia joined Asian in 1999 and WTO in 2004 and has experienced an economic boom over the last fifteen years with average annual growth of 8%. However, it experienced a contraction in 2009 caused by the global crisis. Cambodia's GDP grew by 6% in 2010 and by 7.2% and 7.5% for the year 2013 and 2014 respectively. In 2012, the inflation rate dropped to 2.9% from 5.5% in 2011. The inflation rate is forecasted to slightly increase to 3% and 3.5% in 2013 and 2014 (see figure 3.7.A).

Figure 2.7.A: Cambodia GDP from 2006 to 2013 (USD Million)



Together with strikes for higher wages by garment workers, dented investor confidence and disrupted some production of garments and footwear in late 2013 and early 2014. The uncertainties could weigh as well on tourism and real estate activity. Consequently, economic growth is forecast to ease to 7.0% this year before picking up to 7.3% in 2015 (see figure 2.7.B).

Figure 2.7.B: GDP Growth 2010-2015p



Source: National Institute of Statistic

Garments and footwear will benefit during the next 2 years from economic recovery projected for the European Union, which grants Cambodia's exports duty-free access, and the US. These markets together buy 76% of the country's exports of garments and footwear. Industry as a whole is forecast to grow this year by 8.7% and services by 7.1%, both decelerates from 2013.

Agriculture is seen recovering from last year's floods to grow by 4.7% in 2014, assuming better weather. Crops and livestock are benefiting from an increase in the area under cultivation and by investment in irrigation.

Fiscal consolidation efforts should narrow the fiscal deficit further in 2014. Government revenue is budgeted at 15.0% of GDP, helped by measures taken to improve the efficiency of customs and tax collection. Spending is budgeted at 19.8% of GDP. The effective implementation of the revenue-raising effort is critical to rebuild fiscal space, and close monitoring of contingent liabilities will be important to safeguard fiscal space.

The contribution of tourism to GDP reflects the 'internal' spending on tourism (total spending within a particular country on tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on tourism services directly linked to visitors, such as cultural. The total contribution of tourism includes its 'wider impacts' on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

1. Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels.

2. Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc.

3. Domestic purchases of goods and services by the sectors dealing directly with tourists - including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by Airlines, and IT services by travel agents. The 'induced' contribution measures the GD. This point aims primarily to examine likely binding constraints on Cambodia's growth by using the growth diagnostic approach developed. Cambodia's economy will grow by an average of 7 percent in each of the next five years, the World Bank said yesterday in a report on the country's economic outlook. In its periodic update on economies in the region, the World Bank predicted gross domestic product would grow 6.6 percent this year, a slight dip from the 7.1 percent growth recorded in 2011. The decline in economic growth this year, the report said, is due to a slowdown in demand for garments from markets in the U.S and Europe.

2.8. Government's Tourism Development Policies

Following the identification of tourism as one of the foremost instruments of the country's development and a prime economic activity, the MOT is being assisted in its tourism development strategy, and it recognizes the importance attached to tourism initiative.

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 that the

elaboration of Tourism Development Plan incorporation an integrated tourism development and management strategy for Cambodia will be completed by June 199, to be immediately followed by a strategy implementation program. Here below statements is detail described in the following mentions:

- Develop tourism to identify national unit.
- Develop tourism for economic advantage, aiming at better living conditions for the citizens
- Develop commercial tourism for employment opportunities leading to foreign exchange, regional development and bringing income into the country.
- Develop tourism to connect with other economic sectors - Develop tourism in accordance with Socio-economic development.
- Develop various tourism frameworks and accelerate nationwide tourism development on the basis of the historical heritage and national resources of the country.
- Provide opportunity on property right, facilities and services for domestic visitors, including with local employment in the tourism sector - Seek overseas investment the benefits tourism
- Use tourism as a method to strengthen culture, religion, belief, ancient sites and national heritage. Promote cultural values and stimulate the development of cultural facilities.
- Use tourism to strengthen desired forms of art and culture - Use tourism to conserve the national environment and protect wildlife areas and ecology.
- Develop tourism in appropriate areas, according to a well-develop plan.
- Develop tourism in accordance with the type and number victors.
- Develop and organize tourist attractions, service facilities and accessible infrastructure for the benefit of employment and to improve living conditions of Cambodian people and visitors.
- Develop facilities and provide training for good quality tourist services, and maximize opportunity for local employment.
- Provide partnership among and between concerned governmental institutions and private organizations to ensure the goal of tourism development.
- Cooperate and manage tourism development in order to balance components of tourism products, tourist attractions, service facilities and infrastructure.

2.9 Related Research

According to the press and information unit of royal Embassy of Cambodia (2013) 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 According to the ministry of Cambodia tourism department, Phnom Penh got the number of Tourism arrivals is 155, 492, (33.5%) in 2013, if we compare with the number of tourist arrivals In January 2014,

Siam University

is 155,714 (29.3%) the tourist arrivals may increase 8% at the end of 2014, Mr. Thong Khun, the minister of ministry of tourism, said

In order to promote the tourism in Cambodia, the government of Cambodia leaves some Concepts as:

Enhance the priority of tourism development within the national development plan
Establishment of mechanisms to ensure intersectional cooperation among agencies involved in Tourism development
Pursue policies to promote types of tourism which would spread its economic benefits to wide Segments of society
Integrate environmental and socio-cultural considerations into tourism planning and development and improvement of air transport and other tourism related infrastructure
Strengthen cooperation with various segments of the tourism industry, efforts to facilitate travel and Efforts in tourism education and training
Promotion of regional and sub regional cooperation, advisory service, and collaboration with Agencies.

“As Royal Government of Cambodia in the member state of ASEAN and ASEAN Neighboring countries, endorsed the philosophy of development country for tourism industry, We need to encouraging visitors to learn, respect and help preserve the natural, cultural and Historical heritage of member state, in order to strengthening measures to prevent tourism Related threats on, and exploitation of, cultural heritage and natural resources. And we encouraging where appropriate the adoption of environmental management standards and certification programs for sustainable tourism, Prime Minister Hun Sen said.



Angkor Wat temple

There is huge potential for tourism worldwide and within the Cambodia, and tourism covers arrange of types and location. People are all different, and seek different things from their vacation or leisure time. Tourism also varies by timescale; some people go for a day (day trippers). Weekends and city breaks. While the most people go for a week or 2. Some people are lucky enough to go on huge round the world adventures or take long breaks of 3 months or longer in a destination of their choice.

Phnom Penh is the vibrant bustling capital of Cambodia. Situated at the confluence of three rivers, the mighty Mekong, the Bassac and the great Tonle Sap, what was once considered the ‘Gem’ of Indochina. The capital city still maintains considerable charm with plenty to see. It exudes a sort of provincial charm and tranquility with French colonial mansions and tree-lined boulevards amidst

monumental Angkorian architecture. Phnom Penh is a veritable oasis compared to the modernity of others Asian capitals. A mixture of Asian exotica, the famous Cambodia hospitality awaits the visitors to the capital of the Kingdom of Cambodia.

The city takes its name from the re-known wat Phnom Daun Penh (nowadays: Wat Phnom or Hill Temple), which was built in 1373 to house five statues of Buddha on a manmade hill 27 meters high. These five statues were floating down the Mekong in a Koki tree and old wealthy widow named Daun Penh (Grandma Penh) saved them and set them up on this very hill for worshipping. Phnom Penh was also previously known as KrongChaktomuk (Chaturmukha) meaning “City of Four Faces”. This name refers to the confluence where the Mekong, Bassac, and Tonle Sap rivers cross to form an “X” where the capital is situated.

Phnom Penh is also the gateway to an exotic land –the world heritage site, the largest religious complex in the world, the temple of Angkor in the west, the beaches of the southern coast and the ethnic minorities of the North-eastern provinces. There are also a wide variety of services including five star hotels and budget guest houses, fine international dining, sidewalk noodle shops, neighborhood pubs international discos and more.

Phnom Penh, like other Asian-City tourism destination, is in the midst of rapid change. Over the past few years the number of restaurant and hotels has grown considerably and in the last year there had been a huge increase in the number of visitors. Come see a real original as it won’t be the same in a few years.

Here in the capital, are many interesting touristy sites. Beside the Royal palace, the Silver Pagoda, the national Museum, the ToulSleng Genocide Museum, the ChoengEk Killing Fields and Wat Phnom, there are several market places selling carvings, paintings, silk, silver, gems and even antiques. Indeed, an ideal destination for a leisurely day tour. The whole area including the outskirts of Phnom Penh is about 376 square kilometers big. There are currently 2,009,264 people living in Phnom Penh, so below are what the tourism sites in Phnom Penh city.

2.10. Cultural Tourism Sites

2.10.1 The Royal Palace

The Royal Palace in Phnom Penh was constructed over a century ago to serve as the residence of the King of Cambodia, his family and foreign dignitaries, as a venue for the performance of Cambodia home of King Norodom Sihamoni and former King Norodom Sihanouk.

The Royal Palace complex and attached ‘Silver Pagoda’ compound consist of several building, structures and gardens all located within 500x800 meter walled grounds overlooking a riverfront park. Inside the palace grounds, street sounds are silenced by the high walls and the various Royal building sit like ornate islands rising from the tranquil, manicured tropical gardens. Except for the area of the actual Royal residence, the Khemarinpalace, most of the palace grounds and Silver pagoda are open to the public. Tour guides are available near the admission booth.

2.10.2. National Museum of Cambodia

The NATIONAL MUSEUM has a good collection of Khmer sculptures dating the pre-Angkor period (4th century) to post-Angkor period (1st century). The museum built of red bricks by the French in 1917 in a pseudo-Khmer style, is built around a courtyard. The museum house is one of the world's largest collection of Khmer art, including sculptural, ceramics, bronzes, and ethnographic objects. The Museum's collection includes over 14,000 items, from prehistoric times to periods before, during, and after the Khmer Empire, which at its height stretched from Thailand, across present-day Cambodia, to southern Vietnam.

A stone's throw away from the Tonle Sap is the royal Palace built on the site of the Banteay Kev, a citadel built in 1813. The Palace grounds contain several buildings: the Throne Room of Prasat Tevea Vinichhay which is used for the coronation of kings, official receptions and traditional ceremonies; the Chan Chhaya Pavilion which is a venue for dance performances; the king's official residence called the Khemarin; the Napoleon Pavilion and the spectacular Silver Pagoda. This pagoda is worth exploring. It owes its name to the 5,000 silver tiles weighing 1kg each which cover the entire floor. The emerald Buddha sits on a pedestal high atop the dias. In front of the dias stands a life-size Buddha made of solid gold and weighs 75kg. It is decked with precious gems including diamonds, the largest of which is 25 carat. Also on display at the sides are the coronation apparel and numerous miniature Buddha in gold and silver.

The walls surrounding the compound which is the oldest part of the palace are covered with frescos depicting scenes from the Khmer version of the Ramayana. A visit to the markets and market halls is a must as they give an opportunity to be acquainted with the country's local produce and also to buy textiles, antiques gold and silver jewellery. The four wings of the yellow colored Central Market are teeming with numerous stalls selling gold and silver jewellery, antique coins, clothing, clocks, flowers, food, fabrics, shoes and luggage. For some good paintings or if you prefer antiques, head from the Tuol Tom Pong Market also known as the Russian Market. A word of caution though: you need to sharpen your bargaining skills as the prices here can be outrageously high.

The museum is open daily from 8am to 11:30am and from 2:30pm to 5pm. French and English spoken guides are available, or visitor can purchase one of the books or pamphlets available and wander the four courtyards, each facing out a garden, and try to piece together the complex history through these magnificent work of ancient art themselves.

The National Museum of Cambodia is located of Street 13 in central Phnom Penh, to the north of the Royal palace and on the west side of Veal Preah Man square. The visitor's entrance to the compound is at corner of Streets 13 and 178. The museum is under the authority of Cambodia Ministry of Culture and Fine Arts. The Museum buildings, inspired by Khmer temple architecture, were constructed between 1917 and 1924; the museum was officially inaugurated in 1920, and renovated in 1968



2.10.3. Wat Ounalom

Wat Ounalom is located on Sisovath Quay in Phnom Penh, Cambodia, near the Royal Palace of Cambodia. As the seat of Cambodia's Mohnikay order, it is the important Wat of Phnom Penh, and the center of Cambodian Buddhism. It was established in 1443 and consists of 44 structures. It was damaged during the Khmer Rouge but has since been restored. The main complex houses a stupa that contains what is believed to be an eyebrow hair of Buddha and an inscription in Pali.

2.11. Natural Tourism Sites

2.11.1. Wat Phnom

Set on top of a tree-covered knoll 27m high, Wat Phnom is the only hill in town. According to legend, the first pagoda on this site was erected in 1373 to house four statues of Buddha deposited here by the waters of the Mekong and discovered by a woman name, Penh. The main entrance to Wat Phnom is via the grand eastern staircase, which is guarded by lions and Naga (snake) balustrades. Today, many people come here to pray for good luck and success in school exams or business affairs. When a

Petitioner's wish is granted, he or she returns to make the offering (such as a garland of jasmineflowers or bananas, of which the spirits are said to be especially fond) promised when the request was made.

The vihara (temple sanctuary) was rebuilt in 1434, 1806, 1894, and most recently, in 1926. West of the vihara is an enormous stupa containing the ashes of King Phnom Vat (reigned 1405 to 1467). In a small pavilion on the south side of the passage between the Vihara and the stupa is a statue of the smiling and rather plump Madame Penh. A bit to the north of the Vihara and below it is an eclectic shrine dedicated to the genie Preah Chau. Who is especially revered by the Vietnamese. On either side of the entrance to the chamber in which a statue of Preah Chau sits are guardian spirits bearing iron bats. On the tile table in front of the two guardian spirits are drawings of Confucius, and two Chinese-style figures of the sages Thang Cheng (on the right) and Thang Thay (on the left). To the left of the central altar is an eight-armed statue of Vishnu.

Down the hill from the shrine is a royal stupa sprouting full-size trees from its roof. For now, The roots are holding the bricks together in their net-like grip, but when the trees die the tower will slowly crumble. If you can't make it out to Angkor, this stupa gives a pretty good idea of what the jungle can do (and is doing) to Cambodia's monuments. Curiously, Wat Phnom is the only attraction in Phnom Penh that is in danger of turning into a circus.

Beggars, street urchins, women selling drinks and children selling birds in cages (you pay to set the bird free locals claim the birds are trained to return to their cage afterwards) pester everyone who turns up to slog the 27m to the summit. Fortunately it's all high-spirited stuff, and it's difficult to be annoyed by the vendors' who after all, are only trying to eke out a living. Trip on this road you will get the fresh air from the Mekong and Bassac rivers, especially around the garden in front of the Royal palace. Furthermore, you will have the special chance to relax and chat with your lovely friends at the riverside. And just sit on the benches or walking through the riverbanks you can absorb the fresh air from the river and see the whole view of beautiful river, in order to reduce stress or complicate.



Wat Phnom

2.11.2. The Riverfront Park

The Riverfront Area along Sisowath Quay from the Street 104 Area to the Royal Palace area near Street 178 is popular with locals and tourists alike. Sisowath Quay, the riverfront road, is lined with dozens of restaurants and bars and a range of hotels and guesthouses, some affording spectacular riverside views. Interspersed amongst the restaurants are several silk and Souvenirshops., massage shops, travel agents, internet cafes and a few ATMs. Tonle Sap river front or Sisowath Quay is home to many international style bars and restaurants that are now located in restored 19th century colonial villas. Furthermore, the Tonle Sap Riverfront is the focus of the city's major festivals including the Cambodian New Year in April and the Water Festival in November.

The riverfront is particularly popular in the early morning and early evening for the local people and tourists to visit and enjoy the fresh air, but it's also a great place to stroll at any time of day. Have a snack or a meal, relax at a riverfront café and watch the riverfront streetlife, do a bit of shopping, explore the side street. The best shopping street radiating off the river are Street 178 and Street 240 on either side of the Royal Palace and National Park at the northern end of the riverfront area and Street 136 in the middle are packed with little bars, restaurants and guesthouses.

2.12. Historical Tourism Sites

2.12.1 Tuol Sleng Genocide Museum

In 1975, Tuol Svaypray High School was taken over by Pol Pot's security force and turned into a prison known as Security Prison 21 (S-21). It soon became the largest such center of detention and torture in the country. Over 17,000 people held at S-21 were taken to the extermination camp at Choeung Ek to be executed; detainees who died during torture were buried in mass graves in the prison grounds. S-21 has been turned into the Tuol Sleng Museum, which serves as a testament to the crimes of the Khmer Rouge.

The museum's entrance is on the western side of 113 St just north of 350 St, and it is open daily from 7 to 11.30 am and from 2 to 5.30 pm; entry is US\$2. Like the Nazis, the Khmer Rouge was meticulous in keeping records of their barbarism. Each prisoner who passed through S-21 was photographed, sometime before and after being tortured. The museum displays include room after room

in which such photographs of men, women and children cover the walls from floor to ceiling; virtually all the people pictured were later killed.

You can tell in what year a picture was taken by the style of number board that appears on the prisoner's chest. Several foreigners from Australia, France and the USA were held here before being murdered. Their documents are on display. As the Khmer 'revolution' reached ever-greater heights of insanity, it began devouring its own children. Generations of tortures and executioners and were in turn killed by those who took their places. During the first part of 1977, S-21 claimed an average of 100 victims a day. When the Vietnamese army liberated Phnom Penh in early 1979, they found only seven prisoners alive at S-21. Fourteen others had been tortured to death as Vietnamese forces were closing in on the city. Photographs of their decomposing corpses were found. Their graves are nearby in the courtyard.

Altogether, a visit to Tuol Sleng is a profoundly depressing experience. There is something about the sheer ordinariness of the place that make it even more horrific; the suburban setting, the plain school building, the grassy playing area where several children kick around a ball, ousted beds, instruments of torture and wall after wall of harrowing black-and-white portraits conjure up images of humanity at its worst. Tuol Sleng is not for the squeamish.



Tuol Sleng Genocide Museum

2.12.2 Choeng Ek Killing Field

Choeng Ek killing field is the site of a former orchard and mass grave of victims of the Khmer Rouge- killed between 1975 and 1979- about 17 km south of Phnom Penh, Cambodia, is the best-known of the sites known as the Killing Field, where the Khmer Rouge regime executed over one million people between 1975 and 1979. Mass graves containing 8,895 bodies were discovered at Choeng Ek after the fall of the Khmer Rouge regime. Many of the dead were former political prisoners who were kept by Khmer Rouge in their Tuol Sleng detention center.

Today, Choeng Ek is a memorial, marked by a Buddhist stupa. The stupa has acrylic glass sides and is filled with more than 5,000 human skulls. Some of the lower levels are opened during the day so that the skulls can be seen directly. Many have been shattered or smashed in. Tourists are encouraged by the Cambodian government to visit Choeng Ek. Apart from the stupa, there are pits from which the bodies were exhumed. Human bones still litter the site.

2.12.3. ChoengEk Killing Field

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2.12.4. The Independence Monument (Vimean) Ekareach)

Independence Monument, or VimeanEkareach – as it is referred to in Khmer, is a majestic structure that dominates Phnom Penh city centre. Independence Monument was primarily erected to mark the liberation of the country from the French who ruled Cambodia for almost a century from 1863 to 1953. Built in 1958 and inaugurated in 1962 during the regime of SangkumReasre, this monument also serves as a proud testament to commemorate people who sacrificed their lives for the welfare of the country. The monument is captivating for its cool, serves atmosphere, which in turn makes it a much sought- after destination.

A stunning illustration of traditional Angkorian architecture, Independence Monument was designed by Vann Molyvann – a distinguished Cambodian architect – in the model of a lotus that largely takes after stupas seen at Angkor Wat. Perhaps the salient characteristic of this 20-metre tall, reddish-brown stone memorial is the multi-headed snakes that titivate the five levels of lotus bud. Its intricate designs are best highlighted in the late afternoon, as shadow creeps across the floors.

Nevertheless, a real visual treat is at night when the monument as well as its surroundings including the fountain is illuminated by blue, red and white floodlights – the colors that embody the Cambodian flag. Every year, Independence Monument becomes a centre of activities during national festivities such as Independence Day and Constitution Day, falling on November 9th and September 24th respectively.

The ceremonial flame ignited by a royal official in the monument's interior plinth marks the beginning of the spellbinding national celebrations. War heroes are venerated on this special occasion by placing floral wreaths on the monument's stairs. On the eastern part of the monument towards the Sihanouk Boulevard is a well-laid open park that is perfect to indulge in a variety of activities such as jogging, walking or simply savoring the cool breezes.

Location: located in the century of a roundabout at the intersection of boulevards such as the Sihanouk and the Norodom, Independence Monument is just test few blocks from the key landmarks of the city, such as Wat Phnom, Royal palace and Sisowath Quay.

2.12.5. Central Market (PhsarThmei)

The Central Market is a large market constructed in 1937 in the shape of a dome with four arms branching out into vast hallways with countless stalls of goods. Initial design and layouts are from French architect Louis Chauchon. Construction works were supervised by French architects Jean Desbois and WladimirKandaouroff. It is located in Cambodia's capital city, Phnom Penh. When it first opened in 1937, it was said to be the biggest market in Asia; today it still operates as a market.

From 2009 to 2013, it underwent a US\$6.2 million renovation funded by the French Development Agency. Most tourists visit this market because they want to see the extensive amount of products that are offered for bargain. The four wings of this gigantic yellow dome are teeming with stalls that sell goods ranging from gold and silver, antique coins, money exchange, men's and women's apparel, Clocks, books, flowers, food, fabrics, shoes, souvenirs, fish, seafood, dessert, luggage, and countless other products.

2.12.6. Russian Market (PsahToul Tom Poug)

This market became the foreigner's market during the 1980's when most of the foreigners in Cambodia were Russians, hence the name 'Russian Market.' It is of far less architectural interest than the Central Market but has a larger, more varied selection of souvenirs, curios and silks. Like the Central Market, there are several jewelers and gold- sellers, but it also carries huge selection of curios, silks and carvings, it is one of the best markets in town to buy fabric. Russian Market is the most popular market among tourists. It does not look like much from the outside but when you get in you will find everything from beautifully hand carved statues, colorful lanterns and handmade silk scarves to fake bags, printed T-shirts and DVDs.

Russian market is located in the south part of Phnom Penh and is known to the locals as PhsarToul Tom Poug. The reason why it is called Russian market is because it was a popular market among the Russian expats during the 1980s when most of the western expats in Phnom Penh were Russian. It is a narrow and sometimes steamy market since most of the stalls do not have Air-conditions or even a fan, but it is still worth the visit and if you get tired you can always take a relaxing coffee at one of the cafés around the market. This marketbecame the foreigner's market during the 1980's when most of the foreigners in Cambodia were Russians, hence the name 'Russian Market.' It is of far less architectural interest than the Central Market but has a larger, more varied selection of souvenirs, curios and silks. Like the Central Market, there are several jewelers and gold-sellers, but it also carries huge selection of curios, silks and carvings, it is one of the best markets in town to buy fabric.



2.12.7. Old Market (Phsar Chas)

Old Market (Phsar Chas) is a local market that is not at all geared to the tourist. It carries such items as fruits and vegetable, second hand cloths, hardware, motorcycle parts and religious items. In the late afternoon food vendors and fruit sellers set up mats along Street 13 in preparation for the evening market. The dinner rush hour makes for a confusing, dirty potentially photogenic scene. Located on the river at the south end of the Old French Quarter, Old Market (Phsar Chas), Phnom Penh is one of the Popular markets open to the local people and the tourists as well. Phnom Penh Old Market (Phsar Chas) is one of the most crowded markets in the city. From fruits and vegetables to motorcycle parts, you can

Find it all in this market. In the late afternoon food vendors and fruit sellers spread mats along Street 13 and sit with their stocks for the evening market. So, the tourists will find Old Market (Phsar Chas), Phnom Penh in every aspect a traditional market place to browse and shop.

Although there is not much of interest to the tourists, Old Market (Phsar Chas), Phnom Penh is still a must see during Phnom Penh tour. The Old Market (Phsar Chas) in Phnom Penh offers a great selection of antiques and curios. The Old Market is ifs filled with various shops, galleries, restaurants, bars, massage parlors and many more. Apart from that, the market has stores for foodstuffs, fruits and clothes. Second hand clothes are also sold here. Hardware items include motorcycle parts. Starting from morning till early evening, the south side of the market near the river becomes alive with hawkers and vendors selling souvenir, silk and a wide variety of Cambodian handicrafts, textiles, statues and curios. The Old Market (Phsar Chas), Phnom Penh is also a good place to choose post cards, tee-shirts and other items that people buy when they visit the temple nearby. The northern end of the market is mainly geared to the locals selling vegetables, fruit, meats, clothes, home appliance stuffs, etc. The shopping streets in the surrounding area house a number of galleries and boutiques, each with its own style, collection and specialty. These boutiques and galleries are more comfortable air-conditioned shopping venues with quality items to sell. For food buffs, Old Market (Phsar Chas), Phnom Penh is an ideal place to try some local cuisine. There are several small food stalls offering tasty but sometimes unhygienic ally prepared food. To stay fit you should try the dishes at the street side restaurants and pubs at the Old Market area. Though the Old Market closes after the sunset officially you will find many of the souvenir vendors at the south section of the market till 8 PM.

If you wish to plunge in to the heady excitement of shopping in Phnom Penh and feel the pulse of the city, you should definitely visit the Old Market! Offering a glimpse in to the rich cultural traditions of the region, the Old Market (Phsar Chas) in Phnom Penh is one of the places that always ranks at the top of the Phnom Penh Travel Guide for anyone visiting this exotic city! It is easy to spot this bustling market area along the river bank in Phnom Penh. You only have to get near the south end of the Old French Quarter and you'll be greeted by the sights and sounds of this popular market! For the best experience, visit the Old Market (Phsar Chas) of Phnom Penh when it opens in the morning. Spend all day exploring the fascinating charms of the market. The place begins shutting down at sun set, but the souvenir vendors at the south end of the market are open way in to the evening, beyond 8 pm. Tee-shirts, picture post cards of the city, locally produced vegetables, fruits - Old Market (Phsar Chas) at Phnom Penh in Cambodia beckons both locals and visitors to sample its various delights! The market area is chock-a-bloc with art galleries, bars, massage parlors, inexpensive eateries selling delicious local fare and lots more.

CHAPTER III

METHODOLOGY

The purpose of this chapter was to describe which aspects of course design and/or instruction are more effective and successful in the tourism development in Phnom Penh, Cambodia. The case study research method was chosen as the most appropriate way to answer these research questions. The design, data sources, data collection and analysis, and other approaches are used are described in this chapter.

3.1. Research Method

This survey was conducted for collecting the preliminary data. It was a necessary phase to inform and to discuss the detailed research study with friends especially Prof. Dr. Vijit, a Dean of Master of Business Administration in Siam University. Deeply discussion was held with both local and foreign tourists to complete the research' purpose. 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. Most of the research time was spent on during of the period. Qualitative and quantitative approaches were applied. Qualitative data was collected before interviewing tourists. Synthesis information had been completed after discussions in sufficient time. Quantitative data collecting was conducted immediately after the questionnaire was revised. Generally, all outputs from the survey were used for evidence in study research.

3.2. Data Sources

At least, there tow sources of data are primary and secondary 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. Secondary data sources helped to check official information learn about major events, technical detail, and main organizational player and roles. They also supported the exploring of particular responses during interviews. Additionally, all data was collected through an initial survey was served to gather demographic information as well as lay the foundation for the interviews. Interviews with individual participants were conducted through on the hands.

3.3. Data Collection

Questionnaires were mailed in June 7th to 10th, 2014. We spent three days for collecting papers. First day, I was in Royal Palace and National Museum, there are 57 respondents, Second day, in Wat Phnom and TuolSleng Genocide Museum are 48 respondents, and final day go to ChoeungEk Killing Field are 20 respondents. Because final destination is stays away from Phnom Penh. A total of 145 surveys were sent out to tourists collected during three days in the five destinations.

The surveys were conducted at sites commonly frequented by both national and international tourists. 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.

Table 3.2: Five Destinations

No	Destination	No. of tourist	Percent
01	Royal Palace	29	25%
02	National Museum	27	22%
03	Wat Phnom	15	12 %
04	TuolSleng Genocide Museum	33	26%
05	ChoeungEk Killing Field	20	16%
	Total	125	100%

3.4. Data Analysis

Exactly, after collecting qualitative data, we synthesized information immediately after friend discussion for checking and controlling the data. All results and synthesis paper were arranged in files carefully. And then, we listed all relevant data from each tool. Also, we interpreted all information regarding to our research questions.

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 0.02% of the total 836,377 tourist arrivals to Phnom Penh destination sites in 2013. With 31% of the total sample sizes are allocated for domestic tourists and 69% of foreign tourists from other countries.

3.5. Survey Indicators

The following indicators are used for this survey. 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. Here following questions that input and output indicators are primarily used for this survey.

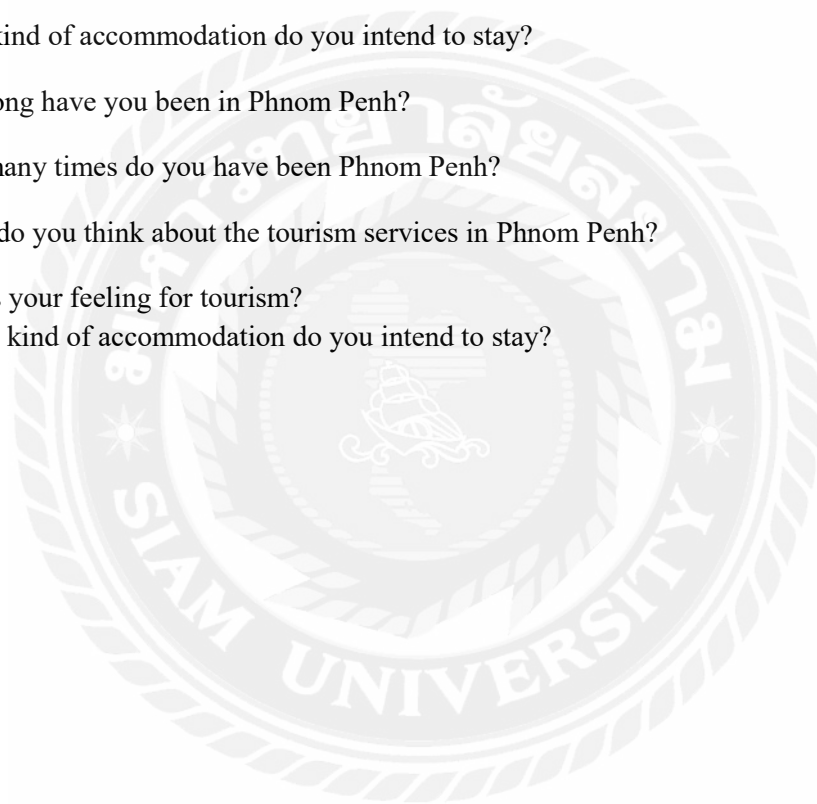
Section 1: Demographic Information

1. Where are you from?
2. How old are you?
3. What is your nationality?
4. What is your gender?
5. Education Background:

6. What is your present occupation?
7. What is your average monthly income?

Section 2: The Interest of Tourists

1. Who do you travel with?
2. How kind of modes you travel to Phnom Penh?
3. What is the main purpose traveling to Phnom Penh?
4. What are your main interested in Phnom Penh?
5. What kind of accommodation do you intend to stay?
6. How long have you been in Phnom Penh?
7. How many times do you have been Phnom Penh?
8. What do you think about the tourism services in Phnom Penh?
9. How is your feeling for tourism?
10. What kind of accommodation do you intend to stay?



CHAPTER IV
RESEARCH FINDINGS

This chapter refers to the findings of the study in which summarizes the data gathered will be presented in percentage with a descriptive analysis. In this chapter consists of two points, first talk on Demographic description, and second demonstrate Tourist’s interest in travel. Here following meaning describes each point once.

4.1. Demographic Description

In this part, it details more about tourist’s nationality, age, sex, education, occupation, income, and etc.

Table 4.1: Respondent of Nationality

Nationalities	Code	Freq.	Total (%)	Chart
Khmer	1	34	32%	
Vietnamese	2	16	15%	
Thai	3	12	9%	
Laos	4	6	6%	
Australian	5	9	7%	
U.S.A	6	14	13%	
European	7	10	12%	
Others	8	9	7%	
Total		110	100%	

Based on above table 5.1 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 more 6 different nationalities of with the majorities are listed down above table.

Table 4.2: Respondent of Gender

Sex	Code	Freq	Total(%)	Chart
Male	1	60	54 %	<p>A pie chart illustrating the gender distribution of respondents. The chart is divided into two segments: a blue segment representing Male (60) and a red segment representing Female (40). The total number of respondents is 110.</p>
Female	2	50	46 %	
Total		110	100 %	

Accordance with respondent of gender in table 5.2 the majority was appeared 68 (or 54 %) of male with 57 (46 %) of female are joined. Above table is a sex indicator as a result of the survey.

Table 4.3: Respondent of Gender

Sex	Code	Freq	Total(%)	Chart
Male	1	60	54 %	<p>A pie chart illustrating the gender distribution of respondents. The chart is divided into two segments: a blue segment representing Male (60) and a red segment representing Female (50). The total number of respondents is 110.</p>
Female	2	50	46 %	
Total		110	100 %	

Accordance with respondent of gender in table 5.2 the majority was appeared 68 (or 54 %) of male with 57 (46 %) of female are joined. Above table is a sex indicator as a result of the survey.

Table 4.4: Respondent of Education Level

Education Level	Code	Freq.	Total(%)	Chart
High School	1	39	32%	
Bachelor's Degree	2	50	45%	
Master degree and above	3	29	23%	
Total		110	100.0%	

Relied on the table 5.4 show 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.

Table 4.5: Respondent of Occupations

Occupations	Code	Freq.	Total(%)	Chart
Government official	1	25	21%	
Own Business	2	45	37%	
Student	3	30	26%	
Private Business Employee	4	10	16%	
Total		110	100%	

Table 4.6: Respondent of Income

Income (5)	Code	Freq.	Total(%)	Chart
\$150-\$250	1	23	18%	
\$251-\$350	2	28	22%	
\$351-\$450	3	31	25%	
\$451-\$550	4	18	14%	
\$551-\$650	5	15	12%	
\$651+750plus	6	11	9%	
Total		110	100%	

According to table 5.6, it showed that tourist's average monthly income was appeared. As you know among then who got lowest salary from is 12% of the 125 respondents total only, and the number of 651 to \$750 plus is high income, it equal 25% of total number respondents. The numbers want to show better living of citizens in ASEAN region.

4.2. Types of Tourists' Traveling

In this point, it describes on visiting of tourists who arrived here and giving me an interview related to purpose of them visiting here, and other ways.

Table 4.7: Respondent of Kind of Traveling

Kind of Travel	Code	Freq.	Total(%)	Chart
Alone	1	17	15%	
Family	2	30	30%	
Friends	3	23	19%	
Package	4	40	36%	
Total		110	100.0%	

Respect to the respondent, the number of tourist who come in tour package is high than others, is equal 36% o, 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 (see table 5.7).

Table 4.8: Respondent of Mode of Travel

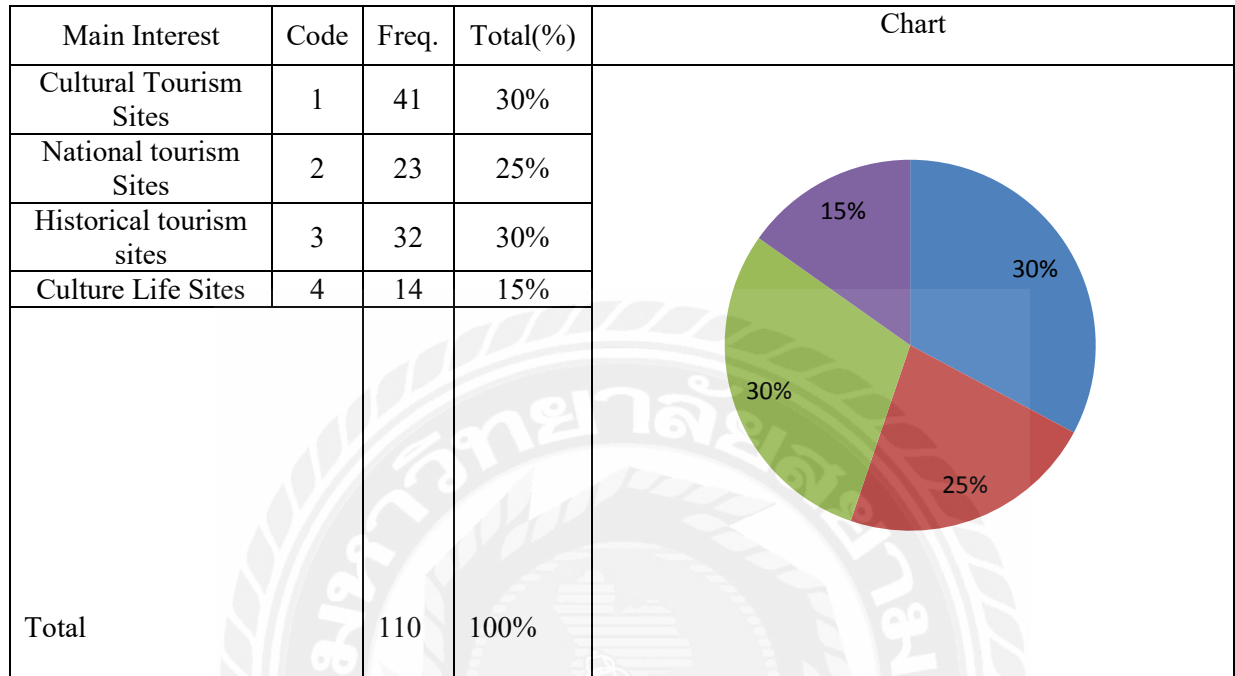
Main Purpose	Code	Freq.	Total(%)	Chart
Business	1	33	28%	
Study	2	20	18%	
Meeting	3	10	15%	
Relaxation	4	48%		
Total		110	100%	

The table 5.9, it describes that 38% of tourists were traveled for relaxation is high number, 28% of tourists were traveled for business, 18% of tourists were traveled for study, and 15% of tourists were traveled for meeting.

Table 4.9: Respondent of Main Purpose

Mode of Travel	Code	Freq.	Total(%)	Chart
Airway	1	52	40%	
Waterway	2	10	13%	
Bus/Car	3	50	46%	
Total		110	100%	

Table 4.10: Respondent of Main Interest



The above table show a most of high number of tourists who travel to Phnom Penh 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.

Figure 4.11: Respondent of Accommodation

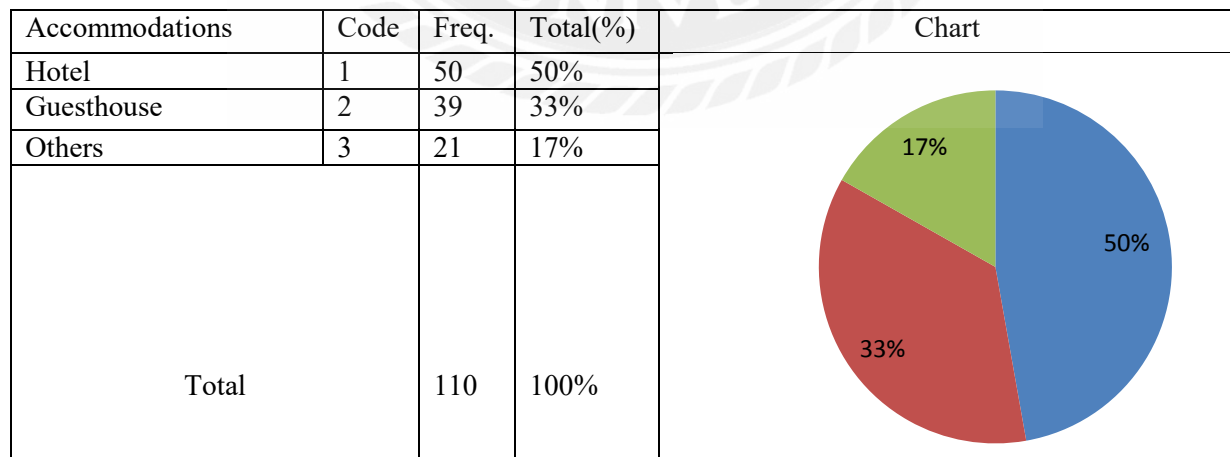


Table 4.12: Respondent of Length of Stay

Length of Stay	Code	Freq.	Total(%)	Chart
Two days	1	22	18%	
Three days	2	36	32%	
Four days	3	42	38%	
More four days	4	10	12%	
Total		110	100%	

According to table 5.12, it respondents of the number of tourist's length of stay in Phnom Penh 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.

Table 4.13: Respondent of Travel Time

Travel Time	Code	Freq.	Total(%)	Chart
One time	1	52	42%	
Two time	2	39	31%	
Three time	3	14	15%	
More time	4	10	12%	
Total		110	100%	

The table 5.13, it discusses the numbers of time of the tourists who have been Phnom Penh, 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.

Table 4.14: Respondent of four Services

Tour Services	Code	Freq.	Total(%)	Chart
Good	1	50	46%	
Very good	2	39	33%	
Need improvement	3	21	21%	
Total		110	100%	

Table 5.14, 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.

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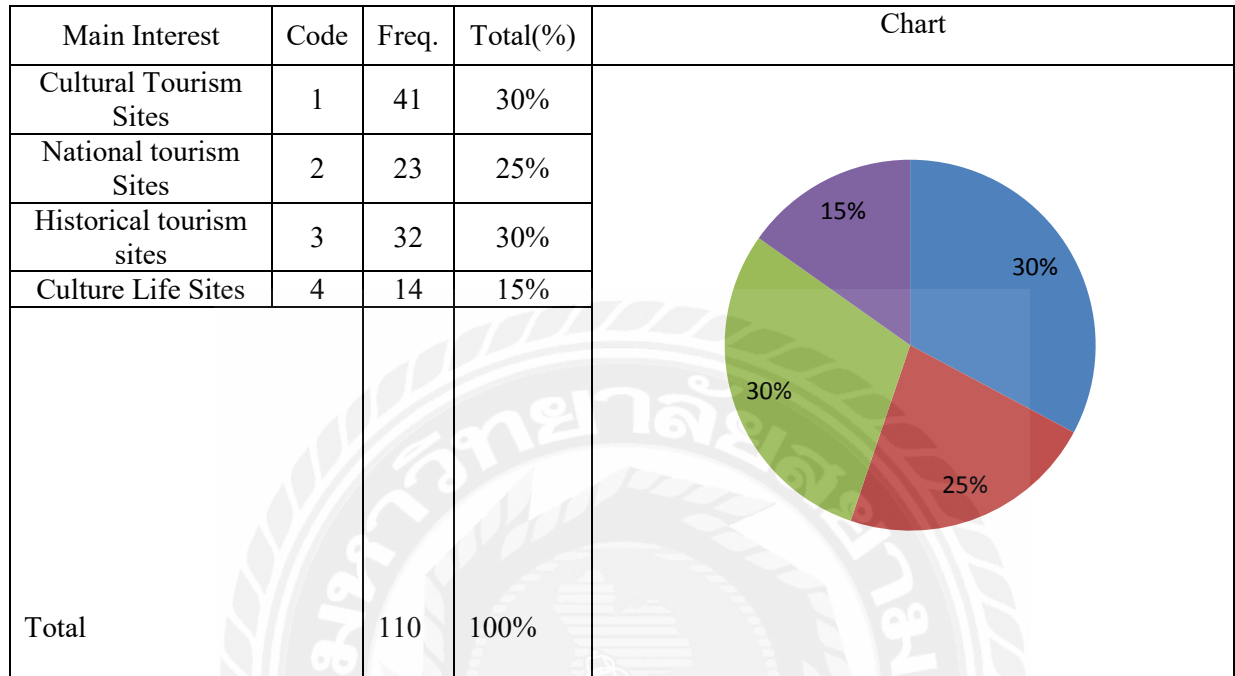
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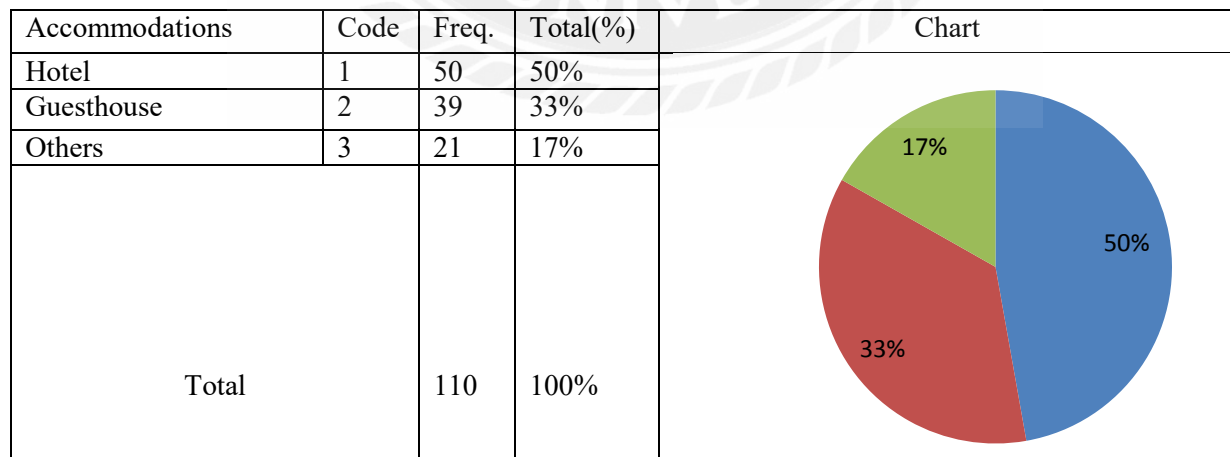


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CHAPTER V

CONCLUSION AND RECOMMENDATION

1. Conclusion

It is very clear that Cambodia, is still confronting with many important problems in the development of its tourism industry, and these problems need to take care of immediately. Internally, law Cambodia not only in the major tourist regions but also other parts of the country. Moreover, illegal drug selling and using, which cause havoc in the country, should be more strictly banned. In addition, the government needs to construct and improve the infrastructure and drainage system in the cities, especially those around the tourist sites in other to avoid flooding after downpour.

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 and image quickly if the country works more closely with its neighboring countries that have cultures, heritages, and tourism objectives in common to promote their destination as a single destination “many countries, one destination”

To safeguard the sound future development of tourism in Phnom Penh destination, Cambodia, it is entail that the local residents be integrated into all programs and that their social and economic welfare improve alongside increasing tourist activity.

With the recent growth of tourist arrivals into Cambodia, it is very clear that there is a huge potential for tourism development in the country. The tourists were always growth year to year remarkable, the number of 4,210,165 international visitors in 2013, as a 17.50% increase over 2012 with 3,584,307 international tourist arrivals to Cambodia, and 836,377 international tourists 2013, as a 20% with the same percent in 2012 with 716,584 international tourist arrivals to Phnom Penh destinations, and hope that we will receive over millions international visitors in next year Moreover, with government's determination to promote tourism and its abundant natural resources, Cambodia is going to because a well-known world tourist destination in spite of Some tremendous obstacles that Cambodia has to face in the course of tourism development.

Based on the study, the government of the Kingdom of Cambodia has implemented an open towards foreign cooperation to attract foreign and local investment to product the facilities for tourism destination and development of tourism infrastructure. Tourism products are lacking, because the visitors were continue to growth up year to year, so all accommodations were not enough supplying.

2. Recommendation

The following points provide recommendations for the tourism field of Cambodia to strengthen and further develop their already existing efforts aimed at adapting to develop tourism field. Because of the open nature of tourism an effective adaptation strategy for the field would need a wide range of participating stakeholders. The includes institutions and companies that are regularly not in the first instance considered as belonging to the tourism field, as following

1. Have 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.

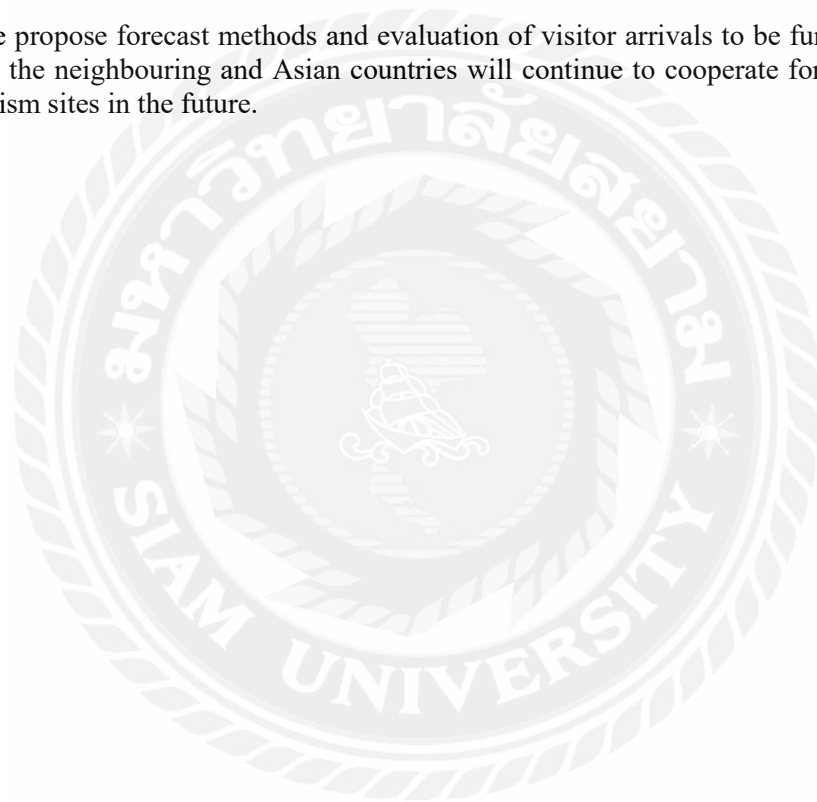
Siam University

2. The involvement of entities that most stakeholders trust is needed to communicate research results and assist adaptation processes.
3. Should be controlled mechanism on the tourism industry and to enforce regulations.
4. Continues to perverse the landscapes and should contribute to the attractiveness of
5. 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.

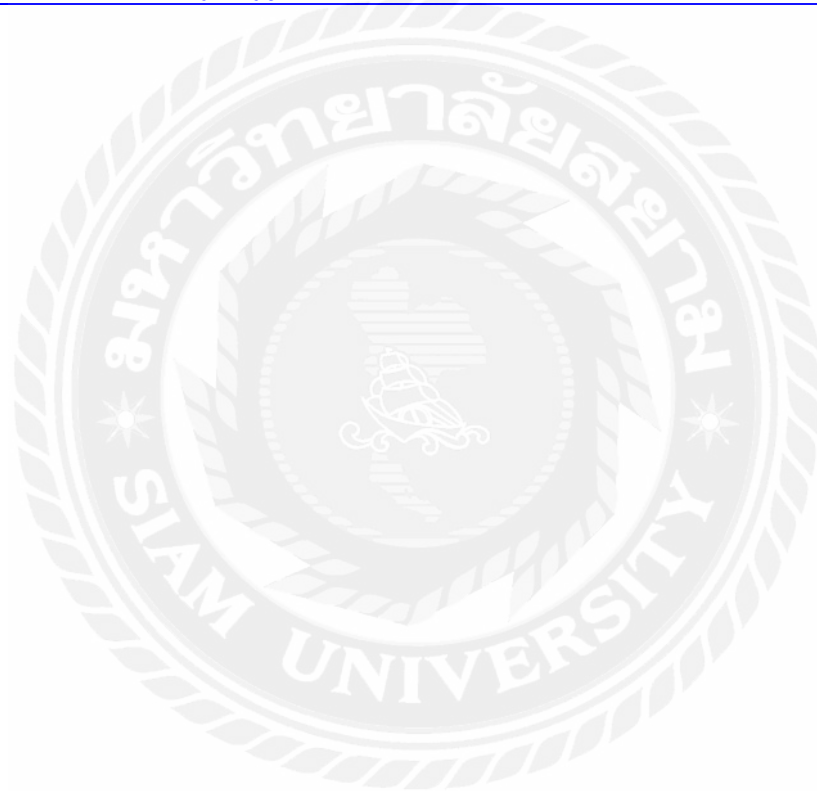
Besides the above points, this study understands there is an information gap about initiatives within the tourism industry as well as about the exact work of the tourism committee of the Ministry of Tourism. The studies could be considered more empirical research with specific tourism representative, 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.

Therefore, we propose forecast methods and evaluation of visitor arrivals to be further explored, and we still hope that the neighbouring and Asian countries will continue to cooperate for sustainable in the development tourism sites in the future.



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APPENDICES

Appendix A: Questionnaires

Hello Dearest!!! How are you? My name is Pound Chat, a Master of Business Administration student in Siam University, Bangkok, Thailand. My topic is A Study of Tourism Development in Phnom Penh Capital. So in order to complete this useful topic, I have to study research (survey) with depends on your participation to complete my task.

I am very grateful for your participation in my research to answer the questions on this attached data sheet. Hope that your participation will provide me a confidential research and importance to complete my Independent Study. And the end I will access your identification in my data, your individual responses will not be released nor will any joint with your individual responses and you be made.

Finally, I would like to express deeply thank you for your confidential participation in my research.

Part 1: Demographics Respondent

Please complete the following questions and indicate your personal data that appropriate by placing a check mark in the box that the best describe your current situation.

1. What is your gender?
 Male Female
2. Where are you from?
 Asia and Pacific U.S.A
 Australia Europe
3. Who do you travel with?
 Friends Family
4. How old are you?
 18-25 25-35
 35-45 45-55
5. What is your Education Background?
 High School Bachelor's Degree
 Master Degree PhD
6. What is your present occupation?
 Government officer Own Business
 Private business employee Student
7. What is your average monthly income?
 160\$-2560\$ 261\$-360\$
 461\$-551\$ 551\$-652\$

Appendix B: Table of Respondent

Table 5.1: Respondent of Nationality

Nationalities	Code	Freq.	Total(%)	Chart
Khmer	1	30	31%	
Vietnamese	2	20	17%	
Thai	3	12	10%	
Laos	4	6	5%	
Australian	5	9	7%	
U.S.A	6	10	12%	
European	7	14	11%	
Others	8	9	7%	
Total		110	100%	

Table 5.2: Respondent of Gender

Sex	Code	Freq.	Total (%)	Chart
Male	1	60	54%	
Female	2	50	46%	
Total		110	100%	

Table 5.3: Respondent of Age

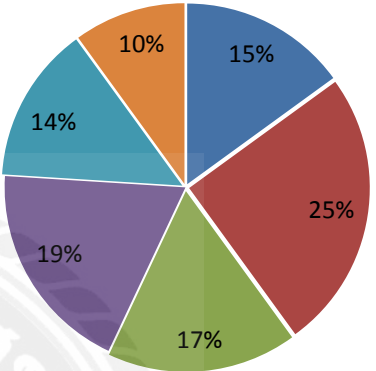
Age	Code	Freq.	Total(%)	Chat
18 to 22	1	19	15%	
23 to 28	2	25	25%	
29 to 35	3	18	17%	
36 to 41	4	20	19%	
42 to 47	5	16	14%	
48 to 55+	6	13	10%	
Total		110	100%	

Table 5.4: Respondent of Education

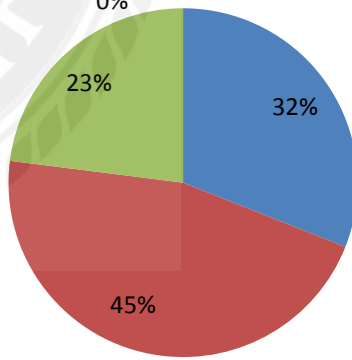
Education Level	Code	Freq.	Total(%)	Chat
High School	1	36	32%	
Bachelor's Degree	2	50	45%	
Master degree and above	3	24	23%	
Total		110	100%	

Table 5.5: Respondent of Occupation

Occupations	Code	Freq.	Total(%)	Chat

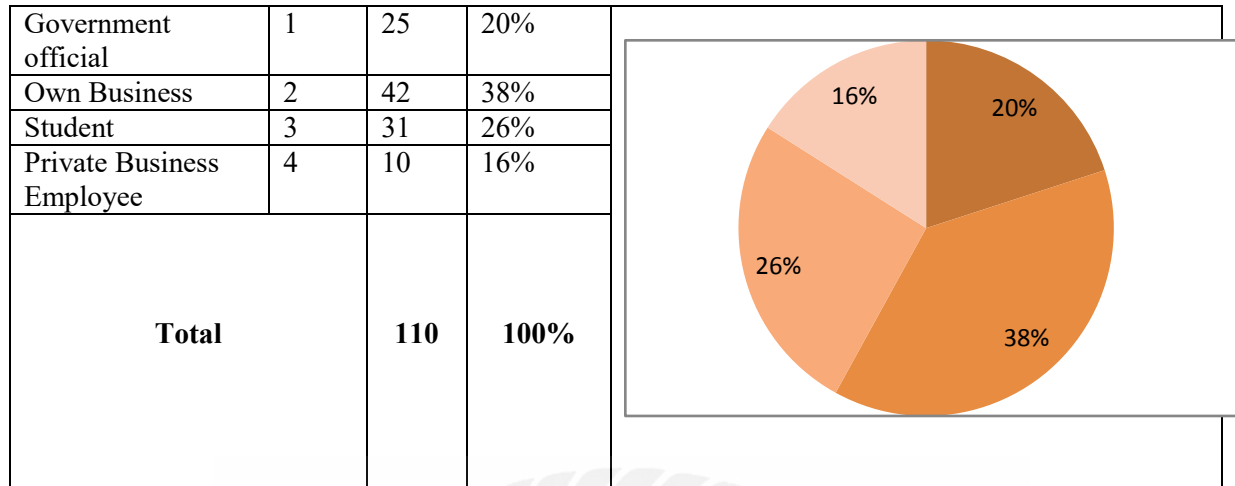
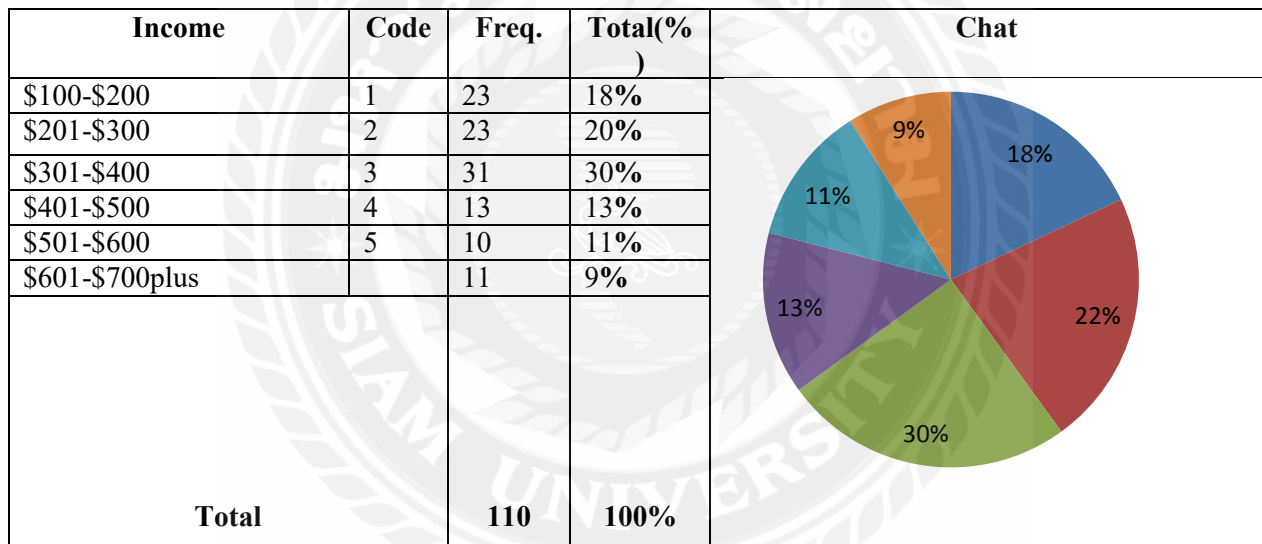


Table 5.6: Respondent of Income



Part 2: Tourists' Interest in Travel

Table 5.7: Respondent of Kind of Traveling

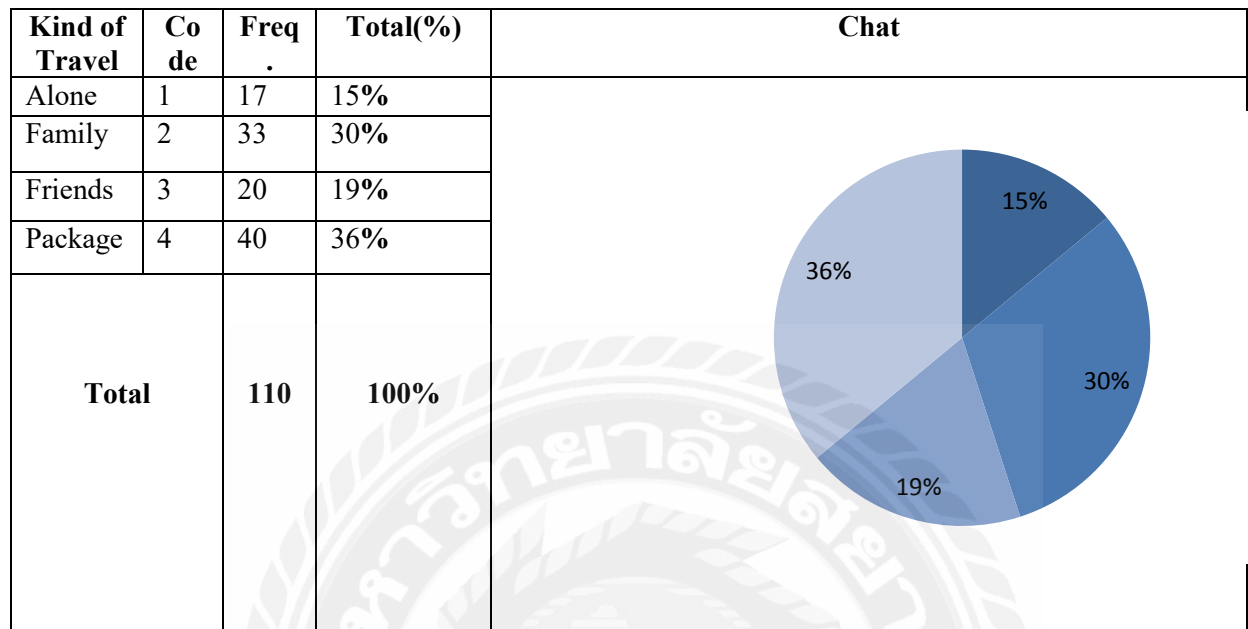


Table 5.8: Respondent of Mode of Travel

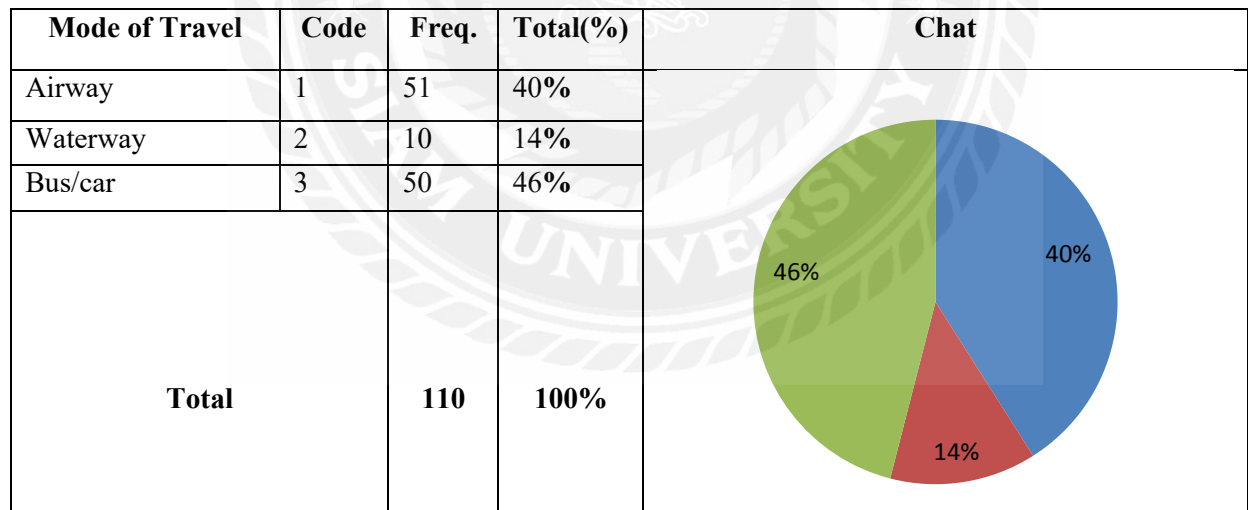


Table 5.9: Respondent of Main Purpose

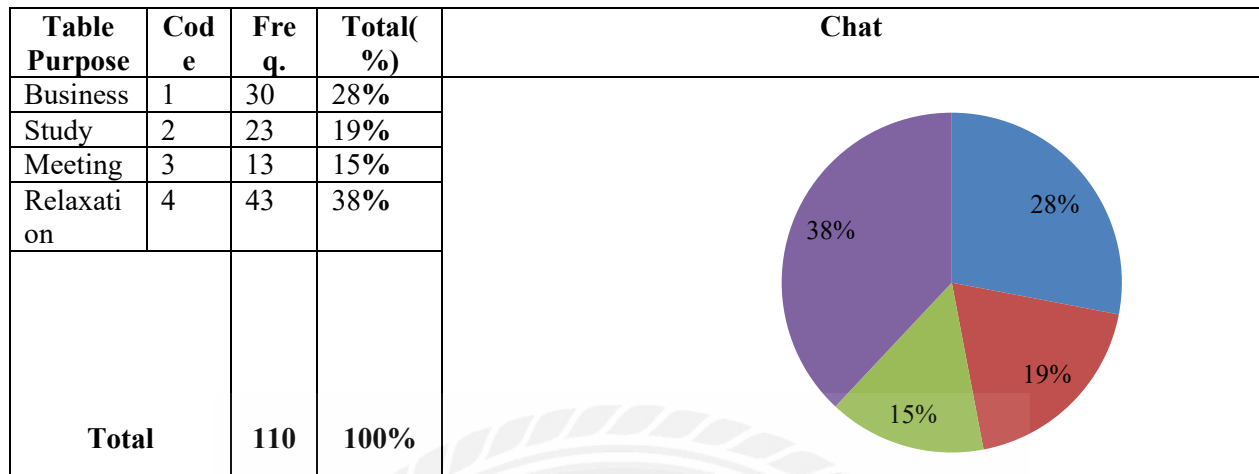


Table 5.10: Respondent of Main Interest

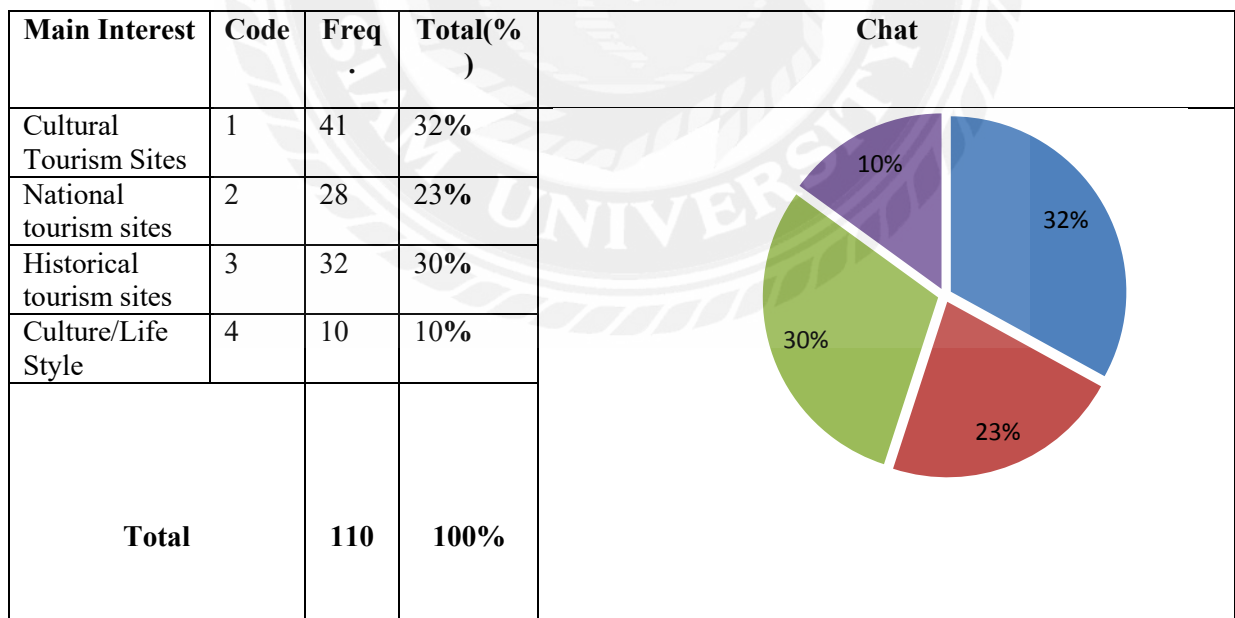


Figure 5.11: Respondent of Accommodation

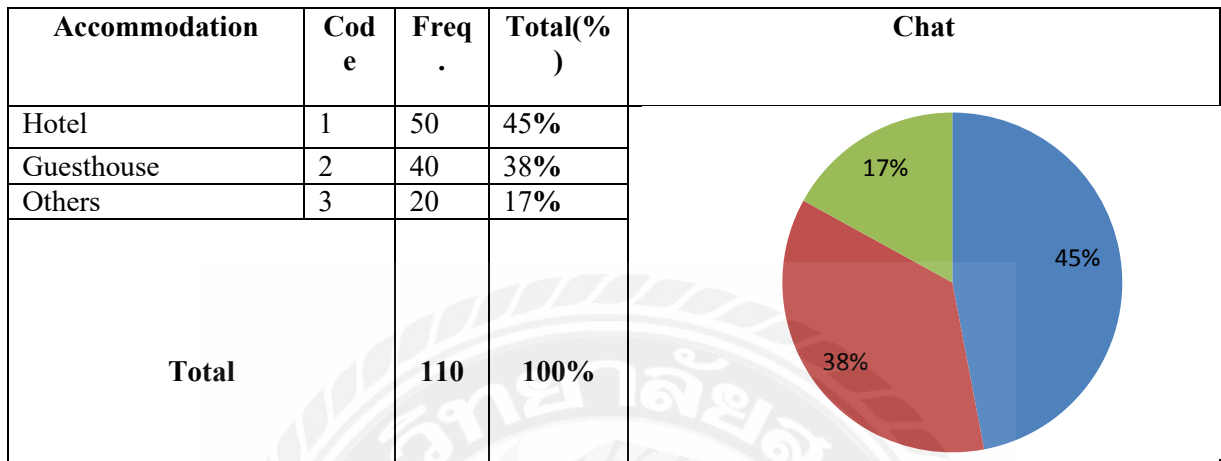


Table 5.12: Respondent of Length of Stay

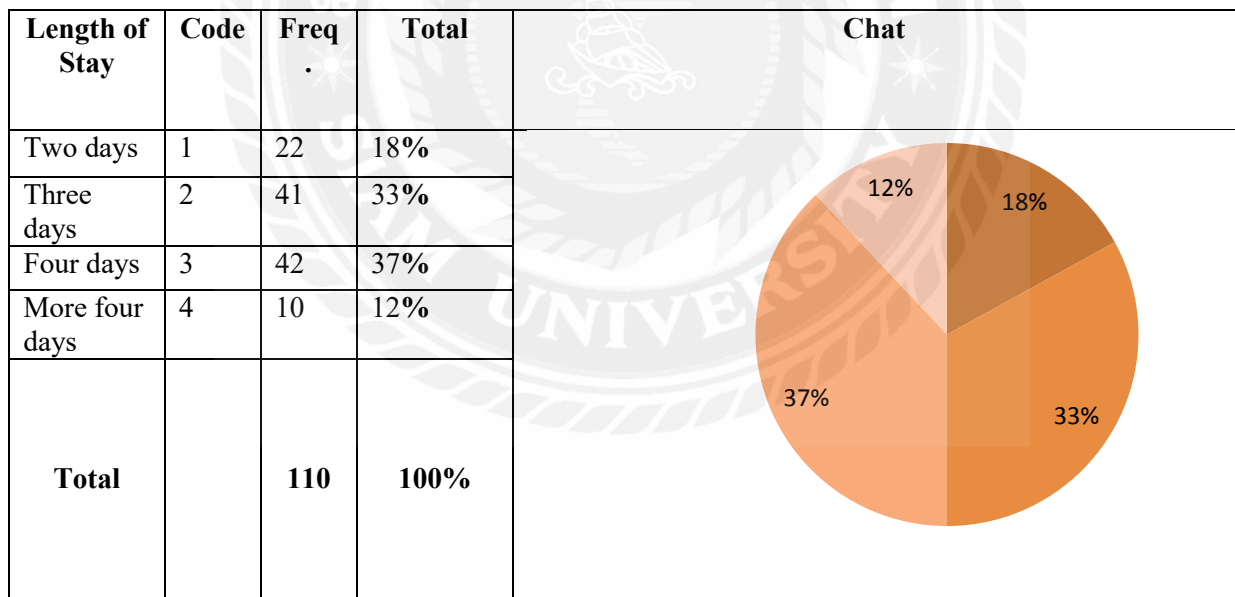


Table 5.13: Respondent of Travel Time

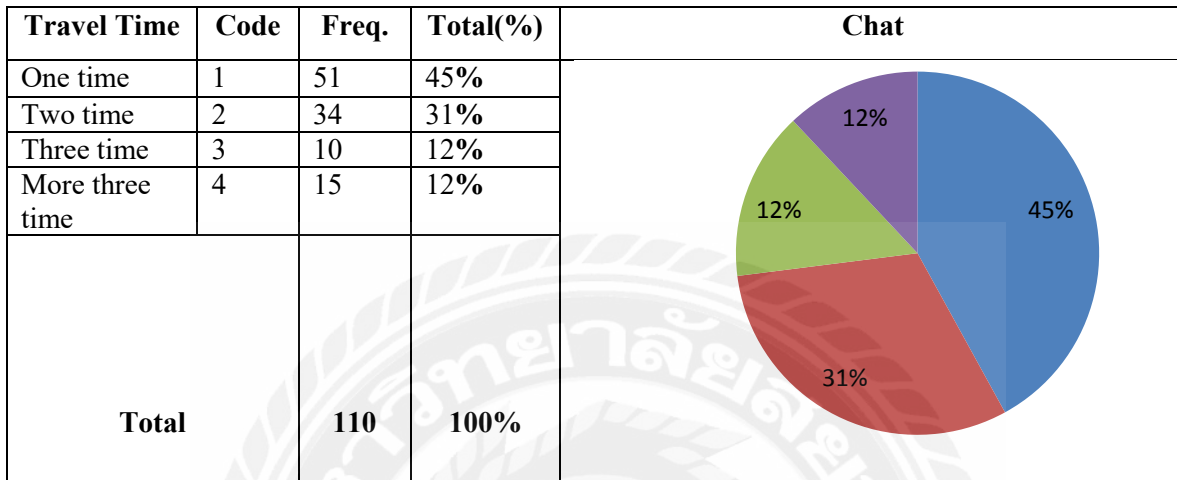


Table 5.14: Respondent of tour Services

