



**A STUDY OF THE COMMUNITY BASED TOURISM FOR  
SUCCESSFUL IMPLEMENTATION IN BANTEAY CHHMAR  
TEMPLE, CAMBODIA**

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**Abstract**

**Title: A Study of the Community Based Tourism for Successful Implementation in Banteay Chhmar Temple, Cambodia**

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Community Based Tourism (CBT) is the driving force behind the growth of tourism in Cambodia. Although tourism scholars are aware of the importance of such matters, but the success of the Cambodian community remains a research topic that is quite often researched. Using the examples of Banteay Chhmar's success, a tourist destination in the Southwest of Cambodia, this research aims to study the success factors of Banteay Chhmar temple through the voice of stakeholders to determine whether other tourism communities can succeed. Gaining knowledge how any stakeholder groups participate in understanding how successful we are, we participate in stakeholder management by understanding that success.

The study uses qualitative research methods as follows. First, review the literature on CBT to assess success factors. Second to determine how different stakeholders perceive the

internal or external factors of success for Banteay Chhmar temple CBT destinations. Third, to develop a conceptual framework for community based tourism. Samples were interviewed using a semi-structured interview method, involving 20 stakeholders from local and national government, non-government and non-government organizations related to Banteay Chhmar temple.

The involvement of the independent study is to provide advice for future community-based tourism projects using that community as an example, and the success of Banteay Chhmar temple can be modeled by other emerging CBT projects. Both internal and external are critical to the development of CBT, although stakeholders agree with most of the factors, such as partner to partner. Some factors are seen as different, however, these perceptions contributed greatly to the success of Banteay Chhmar temple.

**Keywords:** CBT: Community Based Tourism, CBET: Community Based Eco-Tourism, Development, Ecotourism, Economic

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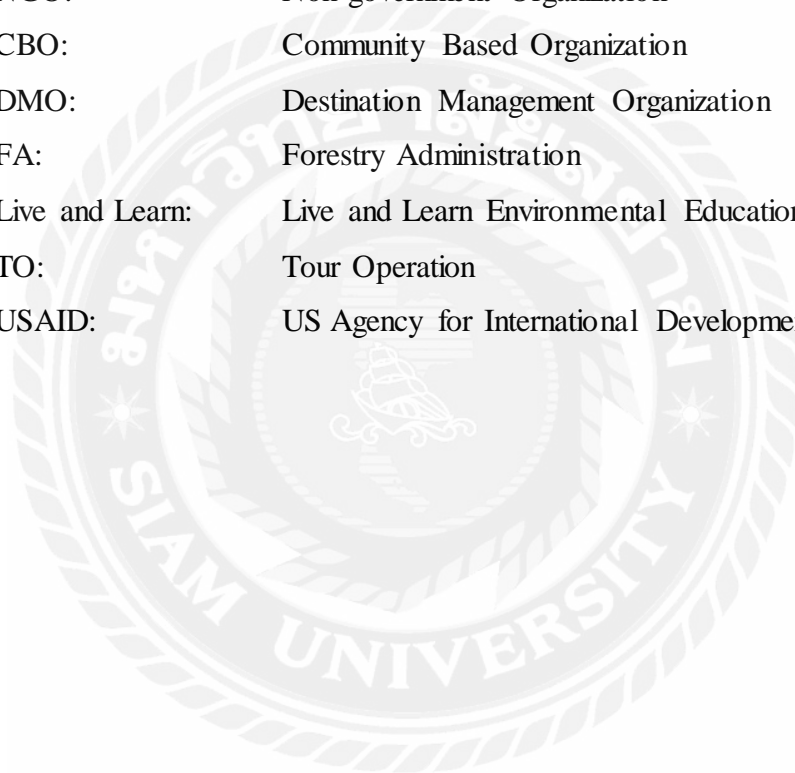
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## List of Abbreviation

CBT:	Community Based Tourism
UNWTO:	United Nations World Tourism Organizations
CBET:	Community Based Eco-Tourism
CCBEN:	Cambodia Community Based Ecotourism Network
NGO:	Non-government Organization
CBO:	Community Based Organization
DMO:	Destination Management Organization
FA:	Forestry Administration
Live and Learn:	Live and Learn Environmental Education
TO:	Tour Operation
USAID:	US Agency for International Development



## Chapter I: Introduction

### 1.1 Introduction

This section of research provides the overall description of this case study. The researcher aims to understand the different factors that influence the tourist to return to particular tourism. This section first states the background of this research, aims of narrowing down the chief field of research to focus on research problems. Second section of this research demonstrates the problems with the selected research topic, the research objective, the research question, the framework of the research, the hypothesis of the research is stated and the limitation of the research.

### 1.2 The Research Background

#### 1.2.1 Banteay Chhmar Community Based Tourism

Banteay Chhmar is a commune (khum) in Thma Puok district in Banteay Meanchey province at northwest of Cambodia. It is located 63 km north of Sisophon city and about 20 km east of the Thai border. The Banteay Chhmar commune contains 14 villages. This massive Banteay Chhmar temple, along with its satellite shrines and reservoir (Baray), comprises one of the most important and least understood archaeological complexes from Cambodia's Angkor period. The Banteay Chhmar temple was accomplished during the reign of Jayavaraman VII in the late 12<sup>th</sup> or early 13<sup>th</sup> century. One of the temple's shrines once held an image of SrinDRAMARAJAPUTRA (the crown prince), a son of Jayavaraman VII who died before him. The doors record Yasovaraman I's failed invasion of Champa. The long old Khmer inscription found at the site (K.227), and now on display in the National Museum, Phnom Penh, relates how prince SrinDRAKUMARA was protected on two different occasions by four companions in arms, once against Rahu, and once on a military campaign against Champa. Their four statues, with one of the prince, was placed in the central chapel. Another bas-relief states Yasovaraman II was attacked by Rahu, but saved by a young prince.



### 1.3 The Statement of Problem

There are number of problem associated with this study, firstly in the modern era the tourism resolves around tourist-oriented strategy and focus on tour and out date the traditional tours or trips orientation strategies. This modern tend in Tourism aids in understand the tourist and the importance of budget tours (Sothea Illisa).

Secondly, fewer researcher in past had conduct research on factors that influence the tourist to revisit the community. However, a fair number of researches are conducted revisiting intention, but those study focuses on based-community tourism chains (Lonely Planet, 2017)

Lastly, the researcher of this study have limited time and budget, which itself affect the effecting of this research and aid in creating a lot of research gaps.

### 1.4 Aim and Research Objective

The main research is to understand the factors that are affecting the tourist to revisit the communities and this intent is seen in service quality, ticket, tour and physical environment of the communities.

The primary research objective is explore the core factors which are pushing the tripper to revisit and aids in creating the visitors loyalty. The research emphasize to evaluate the core factors: services, tour, ticket and environment and how those factors are affecting the visitors revisiting decisions.

The secondary research objective is to understand the sub-factor existing in core factors that are aiding the tourist decision to visit the communities CBT.

### 1.5 The Research Questions: Main Research Question

To determine the factors that are influencing the visitors' local people that is leading the tourist for visiting the community CBT.

#### Sub-Research Question

1. Does the service qualities aid the community based tourism local people?
2. Does the ticket affect the visitors to community budget economic?
3. How the service quality aids the tours socio-cultural?
4. Does the environment affect visitors to the Banteay Chhmar community?

### 1.6 The Research Framework

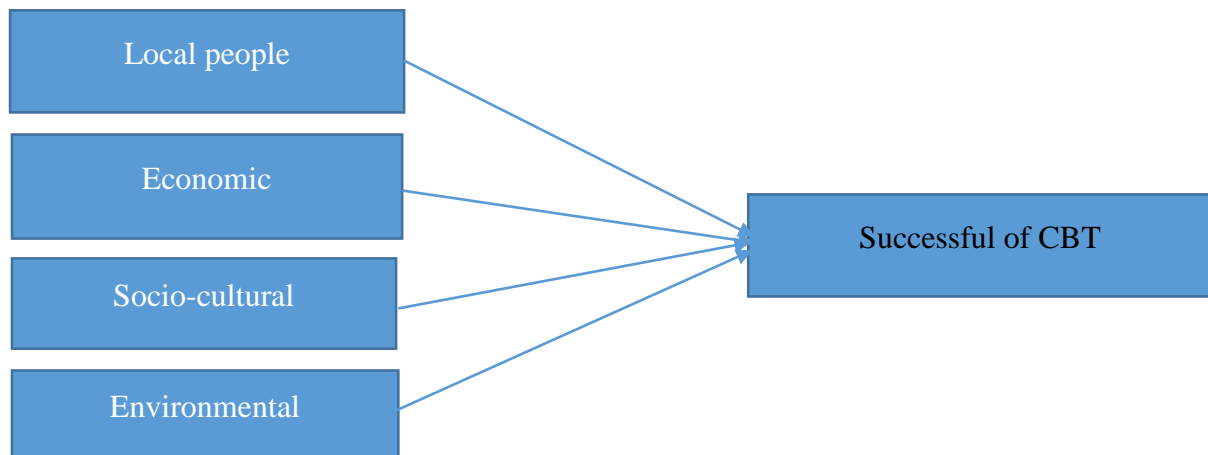


Figure 1.3 the framework of hypotheses

### 1.7 The Hypotheses Relationship of this Research

- H1: The local people relationship between to Economic.
- H2: The Socio-cultural relationship between to Environmental.
- H3: The Environmental relationship between to Local people.
- H4: The Economic relationship between to Socio-cultural.
- H5: The tourist travel has a positive relationship with tourist visited more communities.

### 1.8 The Scope of the Research

This study is based on the implementation success of community based tourism that are influencing the visitor to visit again the community in Banteay Chhmar temple, Banteay Meanchey province, Cambodia. The survey for this research is filling with people, who are living in Banteay Chhmar commune and respondents has past experience of revisiting the Banteay Chhmar community. The aim of this research is to explore the factors CBT that affect the traveler to come more the communities. Any travelers who are 21 years or older than 21 years are qualified to answer the question asked in the survey.

### **1.9 The significance of Research**

This study emphasizes on exploring the importance of service quality, ticket, tour quality and environment on a traveler visiting again to community. In fact, the community based tourism and particular foreign tourist in Banteay Chhmar temple has undergone a visit growth which demand the need of this research. Tourism and marketers of foreign tour group in region find it difficult to retain tourist as they lack the knowledge on traveler-oriented understanding and aids in serving as the basis for community based tourism marketing strategy and plan. The knowledge gain from this research will aid the marketer and traveler to understand the tourist returning to the communities.



## Chapter II: Literature Review

### 2.1 Introduction

This section of the research presents the supporting literature for framework which was constructed in the first chapter. This chapter is divided into two main parts. As the first part define the service quality, local people, economic, socio-cultural and environmental. The second part, emphasize on the supporting literature that support the developmental hypotheses. In this part, the research stated the supporting literature, to defend, the positive relationship and negative relationship between service quality, local people, economic, socio-culture and the environmental to travelers trip and tourist revisiting intention.

### 2.2 The Service Quality

Researchers and academics of the 20th and 21st centuries, often researching their quality of service and discovery, show that quality of service is an important element of the visitor (Telfer & Sharply, 2008). Indicates that quality of service is directly linked to the satisfaction of tourists. This visitor satisfaction is likely to lead to visitor loyalty and long-term relationships (Jarabkova & Hamada, 2012). Moeller (2001) argued with the discovery and stated that loyalty was caused by tourists. Gronroos (1989), "Quality of service" refers to the expectations of visitors from the service provider, and those expectations are often subjective. Visitors are expected to receive better service from preferred providers (Parasuraman et al., 1980).

Their models emphasize a five-dimensional dimensional dimension that provides a view of facilities, personnel, services and equipment. The reliability dimension reflects the company's ability to deliver on promise. Response dimensions reflect the ability of the community to respond to consumer requests and provide immediate service. Insurance dimension reflects the knowledge and ability of employees to build trust and confidence for the end-user. "Pay attention" to the value and insight of travelers, with a focus on themselves. Researchers in the past have argued and considered models to conform and change some with the model.



Although the instrument has been used extensively in many respects, it has been criticized for its predictability, credibility, and accuracy in defining its gaps and its difficulty in modeling. (Carman, 1990, Cronin, Baker & Crompton, 2000; Sureshchandar, Rajendran & Kamalanabhan, 2001; Babakus & Boller 1993), point out that the dimension of service quality may vary depending on the type of sector. Services under review Similarly, (Becker et al., 1999), argue that models do not identify the most important characteristics for successful services in a hospitality setting (Cronin & Taylor, 1992), argued that there was no real evidence to support the concept of efficiency. Functionality removes expectations as gaps for measuring service quality. In addition, the use of expectations and performance statements may take too much time to manage. There are also arguments that performance measurement alone will describe the variability of overall service quality measurement over the instrument (Bolton & Drew, 1991; Cronin & Taylor, 19994; Yuksel & Rimmington, 1998).



Figure 2.1 Map of Cambodia (Source: <http://www.canbypublications.com/maps/cambodia-map-large.htm>, retrieved 14 August 2011)

## **2.3 The local people Ownership**

Education (W. Wah 2011) states that ownership is one of the attributes of CBT's success in Thailand, under the control of local people, to help them insist and protect the community. It is important that CBT's principles are to protect the interests of local people by promoting local ownership and management (Al-Oum & Al-Homoud, 2008); (Hiwasaki 2006), CBT should focus on at least four objective the first is to increase the capacity and ownership of local communities by engaging in tourism planning and management. Second, to better preserve natural resources and culture. Third, to develop society and economy by strengthening or preserving economic and social activities that benefit the local people and fourthly to create a positive experience for visitors to the place (Hiwasaki, 2006); Ownership enhances local participation, so it is important to develop CBTs.

### **2.3.1 Overlap Factors**

The Community and local participation seems to be unclear whether it is internal or external. Collaboration and partnership cannot be identified internally or externally, (Lemelin et al., 2015). They are indistinguishable, so they have a huge impact on community development.

### **2.3.2 The Community and local participation**

Local or community involvement is one of the factors contributing to the success of CBT (Ebrahimi & Khalifah, 2014). It had been hailed as a prerequisite for the CBT program by many scholars (Choi & Murray, 2010; Ebrahimi. & Khalifah, 2014) is important for CBT because local people play a role in greeting tourists and make them welcome to build relationships with visitors the (Lopez-Guzman et al., 2011). Due to tourism in the community, community participation is an important element in ensuring sustainable tourism products (Malatji & Mtapuri, 2011). The role of rural communities in tourism development has led to the creation of multiple models where rural communities are recognized as both parents and primary beneficiaries, wild animals are protected (Malatji & Mtapuri, 2012).

Non-participants may be a challenge for developers, planners, and travel managers (Ebrahimi & Khalifah, 2014). The tourism industry is likely to depend on the involvement of local residents, by relying on their role as local employees or entrepreneurs and the desire of

tourist residents (Blackstock, 2005). Community-based tourism's perception of the impact of tourism on the property and the impact of livelihoods may contribute to the development of tourism, particularly ecotourism, active participation is importance throughout the development process and is relevant (Kontogeorgopoulos et al, 2014). Evaluation of the performance of other tourism development projects also supports the critical decision-making (Gascon, 2013) planning (Blackman et al, 2004). The key to CBT's performance is the inclusion of stakeholders, individual and collective assessments, goal setting, and analytical work, the decision to proceed (Lopez-Guzman et al, 2011) supporting capacity building and empowerment to achieve community development goals. Decision makers and service providers are interested in influencing community attitudes and behavior, whether education or health, or the willingness to engage in their communities. Community involvement and participation are about community and self-help, rather than helping communities to control resources and institutions, participation in the framework of promoting personal responsibility and behavioral change in the community of the underprivileged.

### **2.3.3 The Collaboration and Partnership**

Tourism cooperation brings many benefits to stakeholders, such as exchange of information and ability to get to know others involved in the tourism industry (Yodsuwan & Butcher, 2011). Stakeholders, residents of destinations and communities can lead to a positive image of the community and help keep tourists happy, (Bornhorst et al., 2010). Rural tourism must meet several criteria, one of which is to receive support and involvement from local governments and communities (Kayat, 2008), private sector is an importance part of sustainable tourism. According to Ritchie and Cruoch, (2003, according to Freeman & Thomlinson, 2014), government plays an importance role in supporting tourism development, an example of partnership is that the government sets policies, plans and manages partnerships with both national and community stakeholders to preserve natural and cultural heritage for tourists and locals in a way that helps (Al-Oun & Al-Homoud, 2008). Networks or have been used extensively to describe non-linking, identity is the key to the success of the organization, CBT's management team and other tourism stakeholders are a strong foundation for effective and sustainable CBT. Community-based tourism in many contexts has to engage with the private sector and its stakeholders, including the most popular industry sectors can provide branding and CBT positioning within the broader tourism market. Collaboration and other forms of networking can provide important support for CBT. The relationship between a tour

manager, a community, and an external organization or individual may be beneficial for many aspects of tourism management, from product development to marketing. The provide and develop knowledge to ensure a high quality CBT experience, inheritance (Asker et al, 2010, p. 96), support may come in various forms, including financial assistance, training in travel services, and community network management with service providers in other countries, including marketing assistance and community linkages with private entrepreneurs, government agencies and aid agencies (Asker et al., 2010).

Community tourism can be accomplished by many factors, including internal and external factors, both factors play an important role in creating success, in previous literature, many authors have focused on external factors and cannot show how internal factors contribute to community success. So it seems that external factors are more valuable than internal factors. Literature also points out that there are two factors that cannot be identified as internal or external. Tourism is a highly competitive industry where to continue to be a leader in the international market, services and products offered, the complementary packages need to regularly updated to remain successful in such a competitive global market, a tourism destination needs to develop new strategies and review management. In the last few decades, tourists and travelers have tended to look for different options, seeking authentic experiences and building relationships with the locals, thus, CBT is still a popular approach of tourism, especially in developing countries where natural resources are untouched, numerous amounts of research has been conducted in this field in order to understand the phenomenon. There are several factors that could lead a CBT to success, however, there are also drawbacks of CBT that should not be overlooked, the internal key failures are; limited access to finance, a lack of appropriate skill among local residents to participate in tourism development, low entrepreneurial motivation, a lack of understanding of the relevant markets, a focus on costs, prices and large businesses taking responsibility for regional planning and marketing. The external factors are insufficient income generation and inappropriate resourcing to sustain the operation, insufficient market demand, heterogeneity of a community, complex power relations within the community, and over-reliance and long-term dependency on external actors; such as various levels of government and international non-government organizations, the previous literature, factors for success of CBT could be success indicators were mainly measured by the rate of employment, the members of visitors, income generation and its contribution to the community members. Leadership was measured by how local leaders can make a different in the response of a community when faced with problem, and who is knowledgeable, enthusiastic, energetic and able to motivate others. The active participation from local residents

and the attractions of the community can be seen as successful indicators, another importance aspect of CBT is the collaboration between stakeholders such as community, public, and private sector who influence the operation of the CBT project, these indicators are critical for success of community developments.

## **2.4 The Economies**

### **2.4.1 The Tourism in Developing Economies**

Tourism is an experience industry that is a major revenue sector for many low- and middle-income countries, and there is a search for ways to ensure that the share of benefits is poor, (Von der Weppen & Cochrane, 2012) tourism and opportunistic entrepreneurship are one of the most popular in the country, traditional non-traditional rural development due to its ability to generate foreign exchange earnings by providing foreign exchange employment opportunities supports the growth of retail (Blackman et al., 2004; Schneider, 1993, UNWTO, 2010 and Wilson, Fesenmaier, and Van Es, 2001), and increasing income levels (Blackman et al., 2004). Tourism can increase the lives of local people by improving economic conditions (Telfer & Sharpley, 2008), holidays are often associated with natural and cultural resources of the community, the development depends on local characteristics such as heritage, culture, traditional and natural conditions (Jarabkova & Hamada, 2012) as a point of sale. Natural resources such as rivers, valleys, bushes and landscapes are importance reasons for tourism in the area (Simpson, 2008) the effect of using local resources for such development, especially in creative geography, is a good atmosphere, experiences relaxation, truly therefore, it can create and control the expectations and experiences of future travelers (Gao, Zhang and L'Espoir Decosta, 2012).

In general, some tourists are looking for a paradise where they believe their imagination can be indulgent and satisfying (GAO Et Al, 2012). However, each belief represents the truth that distorts the perception of destination, more important than reality (Gao et al., 2012) is supported by postmodern controversy, travelers understand that the same destination differs according to the power of their intellect and imagination (Gao et al., 2012). Postmodernism means postmodern tourism if refers to the type of tourism and the way in which tourism experience is interpreted from a postmodern perspective (Beeton, 2006) the transition from Ford to the Ford Modern-day cultural regimes have resulted in new forms of tourism, such as pro-poor tourism CBT and the benefit tourism initiative (CBTI) (Ghasemi, 2014), it is not the goal of personal development, cultural interaction, or education.

“If this is how the visitor community sees how tourism will affect the community, it will benefit from tourism and develop in the desired way.”

### **2.4.2 Community Based Tourism**

In 1985, Murphy formulated the concept of CBT through analyzing various aspects of tourism and community development, CBT is a form of responsible tourism that supports local communities and improves lifestyles. Travel destinations are managed by local community members (Ministry of Tourism, 2015) how CBT has become an alternative means of tourism, especially in development and growth of the area, for example, in the Emirate of Dubai and Abu Dhabi (Sorensson, 2011) in a small country or small island, mass tourism is likely to have a huge impact on GDP and the influx of foreign currency (Sorensson, 2011), as tourism activity expands along with hotels on the coast and the coast, tourism with tourists and new cars filled with families across the border. However, mass tourism is less likely to cause environmental damage and is less sustainable than alternative tourism (Bramwell, 2004, p. 16), Archer (1996, Sorensson, 2011) claims that many countries rely on tourism to preserve, and increase the level of income and employment. However, tourism is a season of demand (Sorensson, 2011), many tourist travel for a few months each year, which is not sustainable from economic, social or environmental (Sorensson, 2011).

### **2.4.3 The Community Based Tourism's Principle**

The Community Based Tourism is widely used to describe other alternative development models for the benefit of the local population (Kusumawati, 2015; Al-Oun & Al-Homoud, 2008; Kontogeorgopoulos, 2005), participation of community members in tourism activities (Suriya, 2010) and management of community characteristics. (Al-Oun & Al-Homoud, 2008) the main benefits of community tourism are direct economic impact on families, economic, social change and a sustainable way of life (Lopez-Guzman et al., 2011; Mtapuri & Giampiccoli, 2014), especially in regions where natural resources are prosperous, a small part contributes to the economy of the country or region (Lemelin, Koster, & Youroukos, 2015), tourism, especially small-scale ecotourism investments and local ownership, has been identified as a tool for enhancing the way people live, the protection however, the link will vary depending on the level of tourism development (Nyaupane & Poudel, 2011). Indirect tourism helps local communities and creates opportunities that will improve their way of life,

empowerment is a multidimensional concept, including empowerment, economic, social, political and psychological (Nyaupane & Poudel, 2011), and CBT is a key tool in economic development and poverty reduction in some geographic areas (Lopez-Guzman et al., 2011). CBT is based on the creation of tourism products that contribute to community development and has become a possible way to reduce the impact of mass tourism in developing countries (Lopez-Guzman et al., 2011; Mtapuri & Giampiccoli, 2014). The legacy of the concept that community participation and stakeholder engagement should be a common practice in the development of tourism (Tolkach, King & Pearlman, 2013), CBT aims to support community development and improve the way people live, such as job creation and return on investment and environmental protection.

#### **2.4.4 The Community Tourism Success**

According to Komppulo (2004), success often involves clearly defined and measurable goals, which may be subjective as well as financial, measurement of success needs to be assessed and monitored between objectives and accomplishments (Komppula, 2004), most studies work from an internal perspective, fundamental success, and performance in a single field, such as marketing, pricing, presentation, membership and quality however, evaluating the success of a destination must be through an input (Eg, effective marketing) and output variables (Bornhorst, et al., 2010).

There are several reasons for identifying the initiative of CBT is particularly successful, however, this initiative must consist of the following five main reasons for success, social capital, local economic development, living standards and standard of well-being, conservation or environmental as well as commercial and mutual benefit (Goodwin & Santilli, 2009). We can be implied and clear it is easy to understand and measure success when the indicator is clear or concrete, while it is difficult to understand the phenomenon if it is implied or intangible, Lemelin et al., 2015 and Maxim, 2015) recommend considering success factors of tourism destinations based on intangible factors.

#### **2.4.1 The Key issues of CBT**

Although CBT is believed to be a good tourist destination for developing countries (Blackman et al., 2004) in the study of our space has highlighted some of the key issues that challenge the development of rural tourism, such as access to financial, lack of skills, the

motivation for doing business is low, (Tolkien et al., 2004) studied the cost and price over the quality of the product or experience offered and were likely to rely on the government or large business to take responsibility for planning and marketing. Key issues that led to the failure of community development include inadequate revenue generation and the provision of inadequate resources to support operation of market demand is not enough, be part of the villagers' community to participate in the development of tourism, community diversity, and complex energy relations within the community. There is also over-reliance and long-term dependence on external actors (Tolkach et al., 2013), which hinders CBT's empowerment (Tolkach et al., 2013), in the development of community tourism, energy, commitment and creativity within community development projects are often accompanied by arguments and groups in some cases resulting in project closure (Pitchford & Henderson, 2008), another problem for CBT is lack of appropriate skills, in response to the demands of foreign visitors, foreign companies are established and controlled, leading to conflicts of interest the local (Bake Kontogeorgopoulos, 2005), in addition, the lack of stakeholder collaboration and the link between initiatives may explain the failure of many tourism developments (Tolkach et al., 2013).

#### **2.4.2 The Key factors for Community Success**

CBT is a local tourism organization, so the literature on small and medium enterprises is relevant, according to (Lemelin et al., 2015); Von der Weppen & Cochrane, 2012), factors or indicators of success for small and medium enterprises fall into two categories: integrated drivers, leadership, strategy and organizational culture, processes and mechanisms covering human resource processes and structures, financing, oversight, and performance measurement. This will apply to the local small scale tourism business, strong motorists are an importance part of a high performance business where leadership, strategy, and corporate culture are solid, the key management areas are the elements of the execution mechanism, 'also known as success factors or metrics, according to a study by (Von der Weppen & Cochrane, 2012), the most prominent success factors are strong leadership, clear market direction, and corporate culture. Evidence from literature suggests that many of the factors that contribute to the success of CBT initiative outside incentives seem to outweigh the internal incentives, however, the findings suggest that the evaluation metrics are less tangible and less tangible, which can contribute to the results of local initiatives, such as outcomes related to community pride and linkage promotion, social, rather than employment or retail rates (Koster & Randall, 2005).



However, there is some overlap between external and external factors, in this regard, for example, local participation, which is external to the internal incentive, includes the level of control in decision making, the need for self-improvement, the role of community development, the feeling of being respected, self-realization and monetization.

### **2.4.3 The Management and Leadership**

The factors influencing the success of CBT in the latest article are the case of CBT in Cambodia (Blackman et al., 2004; Haven-Tang et al., 2007), the success factors of Chi Pat community in Koh Kong are the largest in the southwest of Cambodia, advantages of Geography and the role of leaders, CBT market researcher in Cambodia (Sothea Lim, 2011), sums up the 10 success factors that he found through education, including community participation, benefit sharing, resource conservation, tourism, partnership and support from within and outside the community. Communication and interactions among stakeholders, quality of life, tourist satisfaction and the level of tourism development, in line with local literature, leadership is one of the key factors in determining success but for community tour only but for other types of travel. In a study by (Haven Tang et al., 2007) on developed tourism destinations such as the UK, leadership plays an importance role in building networks, branding, infrastructure skills, and bidding, however, the type of leadership varies from community to community and the efforts of local leaders can make a difference in response to community problems (Wilson et al., 2001), travel requires at least one person, who is not only but there is knowledge about the tourism industry but enthusiastic, and able to motivate others.

### **2.5 The Social Cohesion**

Social harmony means the willingness of members of society to cooperate in order to survive and succeed, as a result of the force that individual members are in the group (Friedkin, 2004), alongside improving status and creating hope amongst the people, CBT should promote unity and community harmony, the willingness to cooperate means that they choose to be partners freely, have a reasonable chance of achieving that goal, because others are willing to cooperate, share the results of their efforts. Equally social interaction produces a variety of social outcomes, such as health and economic well-being (Stanley, 2003) it is believed that tourism promotes participation and community pride. In some cases, it enhances unity and activates better protection of the cultural lifestyles (Schneider, 1993), personal level indicators

of social cohesion include: (a) attitudes toward each member, desire or willingness to be in the identification group or loyalty to the group and other attitudes about the group or member, and participation in the sensitivity group to influence the person and other behavioral indicators (Friedkin, 2004) and (b) membership behavior of individuals, decisions to shorten, reduce, maintain or strengthen membership or participation in the group, attitudes and behavior of members may have different effects and different effects under previous conditions, this may be useful in explaining these different effects (Friedkin, 2004).

## **2.6 The Environmental**

The location is also an importance success factor for some communities, natural areas and many ecotourism have remote areas or geographic isolation, with some marginalized (Blackman et al., 2004), accessibility may be one of the main benefits of some communities for example, in the CBT study in Thailand by (Kontogoergopulos et al., 2014), the geographic advantage is one of the key components of success of the site. The community is located about 50 kilometers from Chiang Mai but is easily accessible by using good public transport from domestic and foreign tourists, a case study of Cambodian mountain biking shows that the availability of trails and terrain allows most mountain bikers to participate in cross-country riding (Freeman & Thomlinson, 2014), this success factor may help planners and stakeholders have the opportunity to expand their sports development beyond natural and build-up features naturally (Freeman & Thomlinson, 2014), which is a great benefit to the tourism development of community initiatives that are innovative, mountain biking shows that development projects and supporting infrastructure play an importance role in the success of community tourism, many temples in region benefit from infrastructure, support services and facilities such as accommodation, tour operators, resorts, bike stores, as well as the reputation of destinations (Freeman & Thomlinson, 2014).

The concept of service scape emphasizes on evaluating the impact of physical environment, in which the service is delivered to the tourist by service organization (Bitner, 1992 & Zeithaml et al., 2009), the communities are commonly known to fulfil tourist social or biological need (Dittmer, 2003), the dining space in the communities fulfil the social need as the traveler can interact with each other and the serves destination or group aids in fulfilling the human biological needs. The traveler generally evaluates their experiences towards the service quality of the dining space and evaluating of the dining space is based on the destination selections, physical environment and employee attitudes toward the service are the core

elements (Namkung and Jang, 2008 & Chow, Lau, Lo, Sha and Yun 2007). The tourist willingness to visit again the community and the destination, service quality are factors that are influenced by the physical environment of the dining space. The physical environment consist of transport, the arrangement of tourists, facility aesthetics and servicing staff.

The relationship between the local people to Economic, socio-culture, environmental and the positive relationship end up in visiting again. In the research by (Sothea and Ilis 2007) the role intention is linked among the patronizing the satisfaction behavior in the local community setting and their research suggest a strong relationship between the traveler satisfaction and their intention to visit again intention. These research proof and provide empirical evidence to have the positive relationship between the traveler and visiting more the community and those are had aided the tourism industry to grow further.

The traveler satisfied with dining space are not likely to shift and the competitive offers overlooked by the tourist.

## **2.7 The Hypotheses Development**

### **2.7.1 The relationship between local people to economic**

The external motivation involve stimuli, such as financial gain or reward patterns, or good scores (Levesque, 2012), according to the recent literature of community success factors, many factors have been found to be involved. The success of a destination or community in particular, however, key factors are: leadership, community involvement, access or location, marketing, product and planning.

The method of evaluating or determining the success of community projects is to see examples of other CBT initiative (Choi et al., 2006; Lemelin et al; 2015; and Parker et al, 2005), for example, aboriginal tourism companies in Canada in a case study conducted by (Lemelin et al., 2015), these studies often focus on benefits, to the economy, such as occupation, income, employment, several years of operation, cultural accuracy and place of control (Lemelin et al; 2015). The Economic benefits from regular employment and business opportunities, formal or informal helps empower the community, mutual income among community members improves the way life by providing infrastructure, education and health (Nyaupane & Poudel, 2011). UNWTO has published Sustainable Development Guidelines for tourism destinations and has pointed out, indicators of economic diversification (UNWTO, 2004, p. 128). The employment, business investment in tourism, tourism revenue, cost, the net economic benefits and cost of

living change are included in the economic part (Choi et al., 2006, UNWTO, 2004), in all cases, employment and income are the most common examples of profitability (Lemelin et al., 2015) in the study, apart from economic factors, there is an indicator to determine success for tourism destinations, such as planning. However, paper cannot cover the internal factors introduced at the beginning of the article, and does not address the internal factors such as the sense of pride or ownership or beauty, of the community often, the economic importance of tourism, such as employment and economic overwhelming, are other real reasons for industrial development (Singh, Timothy & Dowling, 2002).

Therefore the following the following Hypotheses as develop.

H1: The relationship between local people to economic

### 2.7.2 The Socio-cultural relationship between to Environmental

General forms of planning cover good working relationships and coordination with the private sector and the public sector, partnerships with regional tourism organizations and local businesses, lead to appropriate environmental development, especially in remote areas, and include community participation (Blackman et al., 2004), in tourism planning is essential to ensure that benefits are accessible. The community dwellers by promoting local employment and small business development (Deng, Arbogast & Selin, 2011) create entrepreneurial opportunities for those who come from including self-employment (Nyaupane & Puodel, 2011), which promotes increased economic multiplier (Deng et al., 2011). The tourism and development is taking into account the attitudes of local residents towards this development, it is very importance for tourism planners and developers to avoid unwanted outcomes, the perception and attitudes of residents to the impact of tourism are critical to planning and considering policies for the development, marketing and operation of existing tourism programs (Lo, Ramayah, Songan, & Nair, 2013). Partnership negotiations and community planning have become common themes for many communities today, it seems to bring about significant gains in terms of responsive, responsive public services (Pitchford & Henderson, 2008).

Therefore the following the following Hypotheses as develop.

H2: The Socio-cultural relationship between to Environmental

### 2.7.3 The Environmental relationship between to Local people.

(Freeman, Orgaz Aguera, 2013 and Zehrer & Hallmann, 2015) stated that stakeholders are: a group or person that may or may not be affected by the achievement of the company's objectives, and may be a key issue; group that directly affect which is not directly related to the people and does not directly engage in economic exchanges but those affected by the people and indirectly may have an influence on that policy.

Tourism industry and local communities when planning to develop tourism destinations, as they will benefit sustainable tourism (Maxim, 2015), lack of cooperation and cooperation is a well-known phenomenon in the industry tourism effective tourism cooperation among stakeholders. Reliability, quality, communication and interdependence help to work together effectively and satisfactorily between all stakeholders (Yodsuwan & Butcher, 2011), collaboration is importance in maintaining the benefits, policy and problem solving among stakeholders (Okazaki, 2008; Svensson, 2005). Collaboration refers to achieving common goals, which often work across boundaries, in many relationships and many people, collaboration involves the willingness of the parties or stakeholders to enhance each other's capabilities for mutual benefit, share turf generally has a high target, depending on the value of the exchange, and may include public (Poocharoen & Ting, 2013).

Therefore the following the following Hypotheses as develop.

H3: The Environmental relationship between to Local people.

#### 2.7.4 The Economic relationship between to Socio-cultural.

The values and belief systems have been discussed and studied for several years in relation to different stakeholders, including those related to environmental and health issues, however, there seems to have been a decline in research on this topic over the past few years, and it seems that very little is known about CBT and values, belief systems of stakeholders associated with CBT, (Rokeach, 1973, p. Referenced in Fan, 2000; Korukonda, 1991, p. 46), values are sustained belief that specific patterns of action or end-of-life status are better or better, in reverse or in conversation action or end state of existence there is a general consensus about the relationship between values and beliefs. Beliefs can be changed by providing supporting evidence, while values are likely to change and difficult to change. Values are positive, or negative, not tied to any object or situation, reflecting the person's beliefs about the appropriate pattern and destination mode (Korukonda, 1991, p. 46; Rokeach, 1973, as cited in Fan, 2000, p. 4) points out that cultural values affect people's beliefs and attitudes and guide their behavior, cultural values define norms or standards that make everything in society be

judged (Fan, 2000). However, they do not hold the same value, converse (1964, p. 207; cited in McCright & Dunlap, 2008). , p. 653), defining belief systems as conceptual ideas and attitudes are bound together by certain constraints, (Ritchie and Crouch 2003, cited in Zehrer & Hallmann, 2015) that tourism is a general principle of the beliefs and values of the destination and therefore determine the overall style of tourism destinations.

Therefore the following the following as develop.

H4: The Economic relationship between to Socio-cultural.

2.7.5 The tourist travel has a positive relationship with tourist visited more communities.

The tourism marketing initiatives are a critical process for achieving destination because of the need for funding from stakeholders in tourism to develop marketing programs that will attract visits (Bornhorst et al., 2010) destination branding and quality visitor experience will increase traffic. The demand for destination marketing has been recognized as a necessary management element to ensure a competitive travel destination (Cox & Wray, 2011) destination marketing is critical to image building and public relations, growth in domestic and foreign visits. Recommends that end-use marketing and marketing development objectives to ensure that visitor and residential needs are meet, in the regional community (Cox & Wray, 2011), marketing can be used as a management tool to ensure that it is developed. The proper form of tourism within the region, taking into account tourism capabilities and visitor management issues. In addition, destination marketing should be a mechanism to support regional development objectives to ensure that the strategic goals of the destination are fulfilled (Cox & Wray, 2011) quality products or key destinations are also importance to maintain, success travel destinations should provide or offer a range of products depending on the needs of the target market, such as natural attractions, indoor and outdoor activities, cultural activities and activities, as well as heritage sites. History case study on London's tourism development (Bornhorst et al., 2010), the findings of this the study indicates that the city has a number of interesting attractions that cater to a wide range of visitors such as historic buildings parks and walk, cultural venues, restaurants, pubs and clubs. This variety can serve many different type of visitors such as visiting friends or relatives for business or educational purposes, for the true experience of living in an environment filled with color and variety (Mixim, 2015) pleasant experience also enhances the reputation of the destination and visit them.

Therefore the following the following as develop.

H5: The tourist travel has a positive relationship with tourist visited more communities.

<b>Site</b>	<b>Location (Province)</b>	<b>Key Assets</b>
Ang Trapeang Thmor Community-Based Ecotourism Site	Banteay Meanchey	Wildlife conservation area with endangered birdlife Site of KR labour camp
Banteay Chhmar Community-Based Tourism Site	Banteay Meanchey	Banteay Chhmar temple complex
Chambok Community-Based Ecotourism Site	Kampong Speu	Kirirom National Park and surrounds
Chi Phat Community-Based Ecotourism Site	Koh Kong	Rainforest
Koh Pdao Community Development Tour	Kratie	Irrawaddy dolphin population
O'Russey Kandal Community-Based Ecotourism Site	Stung Treng	Traditional village in natural environment
Prek Toal Community-Based Ecotourism Site	Battambang	Mangroves and birdlife Traditional floating fishing villages
Prek Tnout Community-Based Ecotourism Site	Kampot	Bokor National Park
Tmatboey Community-Based Ecotourism Site	Preah Vihear	Traditional village in natural environment Angkorian ruins
Virachey National Park Community-Based Ecotourism Initiative	Ratanakiri	Forests Ethnic minority villages
Yeak Laom Community-Based Ecotourism Site	Ratanakiri	Volcanic lake Ethnic minority villages

Figure 2.2 List of CCBEN accredited community based tourism projects (Cambodian Community Based Ecotourism Network, 2008)

## **Chapter III:**

### **Research Methodology**

This chapter explains the basic principles of this research, including the role of researchers. This chapter also describes the methodology and design of the research used, as well as identifying case studies such as Banteay Chhmar, Banteay Meanchey, Cambodia. The process of the research is divided into two phases: first, preliminary fieldwork and fieldwork is conducted in the Banteay Chhmar. Phase second consists of field work conducted in Banteay Chhmar and a longitudinal data analysis in Banteay Chhmar. Conclusion with explanations about the process of interpretation and analysis.

The researcher in the past and present agreed that the research methodology is an important tool used to solve the problem, as it aid the writer by explaining a plan, in which the study is carried out. According to Rajasekar et al, (2013), “essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are” referred as research methodology. The purpose of research methodology is, to give the research plan to the researcher. It commonly agreed that the research methodology is essential for the research and aid the researcher to complete their study. The research methodology outline the research method available to the researcher and the individual can select the best methods for their research.

#### **3.1 The Researcher Perspective**

As a researcher on this project, it is important for me to share what I am and where I have come. Can you help me understand why I chose this project and how did I join it? It also demonstrates the skills and characteristics I have, which I believe are unique to this research.

The nature of this research helps the research to select and use the positivism research philosophy. Therefore, the research required to measure the research objectives, in order to meet the measuring need of this research, the researcher emphasize in employing the deductive research methodology. This employed research methodology aids the writer by providing the technique to measure the formed hypothesis in chapter 1 and does state the process for data collection. All the collected are measured and tested, the result found will define whether the hypothesis is rejected



or accepted. Bryman and Bell (2011) explain the deductive research methodology as “the most common view of the nature of the relationship between theory and research” (p 11). Johnson (2000) further stated and linked the deductive research methodology to quantitative research method.

### **3.2 Identifying the Research Setting**

Cambodia is an example of LDCs that use tourism to spur national development. There is an increasing trend in the use of sustainable tourism projects to achieve community development goals. So it was decided that the project would include a location in Cambodia, which is an example of a sustainable tourism program, to achieve community development goals using CBT.

The inductive research is classified as a second research methodology. This research methodology employs different measuring technique for producing the result. According to Jankowicz (2005) the inductive research emphasizing in using of the qualitative approach for data collection. Bryman and Bell (2011) suggest that the study which uses the inductive research focus to find more detail data. Therefore, fewer numbers of respondents are sufficient to generate the data, whereas the deductive research needs larger number of respondent and sample space, to produce and measure the result. The researcher often agrees that the quantitative approach is important part of deductive method. Hence, the writer of this research employs the quantitative approach, as the study favour the deductive method for this research.

### **3.3 Research Design**

After research questions and case studies have been identified, research tools have been developed, data in Cambodia on the context of CBT in Cambodia. The first phase of data collection was conducted in Banteay Chhmar. Data analysis was initially conducted during the second phase of the data collection and review. Data collection in the second phase was conducted in Banteay. Chhmar Phase second also included tracking data in Banteay Chhmar, which served as triangulation of data periodically after data collection, data is interpreted, interpreted, and analyzed.

This study designed survey on the base of the questionnaire and fixed-choice or closed form of question are used in the study which involves the constraining of “the

participant to a greater extent” (Constantions et al, 2011 p 195) and comparing with the open end question, which the give the respondent opportunities to answer the question as per their understanding.

On the other hand, the fixed and closed end question falls under the category if Multiple-choice question and this strategy used in the formatting of the questionnaire. The strategy aids the writer to limit the responses of the respondent in the specific way and easier to gather the data that is easier to evaluate. It’s commonly agreed by the researcher that this strategy is proven to be more effective, as the collected data is present in the numerical form and solid assumption can be made (Potter, 2003; Nichols and Childs, 2009 & Miller et al., 1994).

The questionnaire for this research will be divided into two main part. As the first part emphasize on collecting the general data (demographic information) that include the respondent age, education, income, gender and the second part collect the data from service quality, price, food quality and environment of the restaurant that lead to consumer satisfaction. These satisfactions lead the consumer to revisit the restaurant.

### **3.4 Data Collection**

Data were collected by interviews in Khmer dialects using research tools to guide interviews as needed. Interviews and recordings are recorded. Data collection from the first sample was facilitated by the tourism committee. Committee members meet with subcommittees and other subcommittees, and most of them lead the investigators to the venue for interviews. The presence of researchers is rapidly spreading across the community, which encourages participation. Structure of the committee of tourism in Banteay Chhmar.

### **The Primary Data of the Research**

The research uses qualitative and quantitative methods in this study to gather preliminary data (Schindler & Cooper, 2006). According to (Saunders et al., 2012), the main data is the data collected during the current study. Primary data collection methods help in distinguishing quantitative methods and qualitative methods (Hair et al. 2009) pointed out that quantitative methods are a method of providing information to be analyzed (Jankowicz. 2005). Quality methods provide detailed information and data

collection used for in-depth analysis, and this method provides information in a non-numerical way. The researcher will use the main data as the main method to gather data and analyze data for research. In addition, this study uses conclusive research to assist in the selection of methods known as dosages as defined in the purpose of the study.

### **Secondary Data**

Secondary data refers to data from past and past academic literature, research or education, theoretical and academic information, or non-academic information, which is the primary information that the researcher can use in the research. Secondary data for theoretical frameworks for research that helps explain educational objectives. It is generally accepted that secondary data is the main information that has been generated and collected in research or education. According to (Saunders et al., 2012), past research has provided researchers with a framework. Theories and other properties that can be used for new core research.

Compared to primary data, secondary data is time-consuming and cost-effective, and does not help to save money and time. However, secondary research has some disadvantages because the research has been conducted in the past, and consumer satisfaction and attitudes towards the food industry may change in the present. Secondary data focuses on collecting information from research, literature, research, online or offline journals related to consumer satisfaction factors at the destination, and leads consumers to revise their travel community.

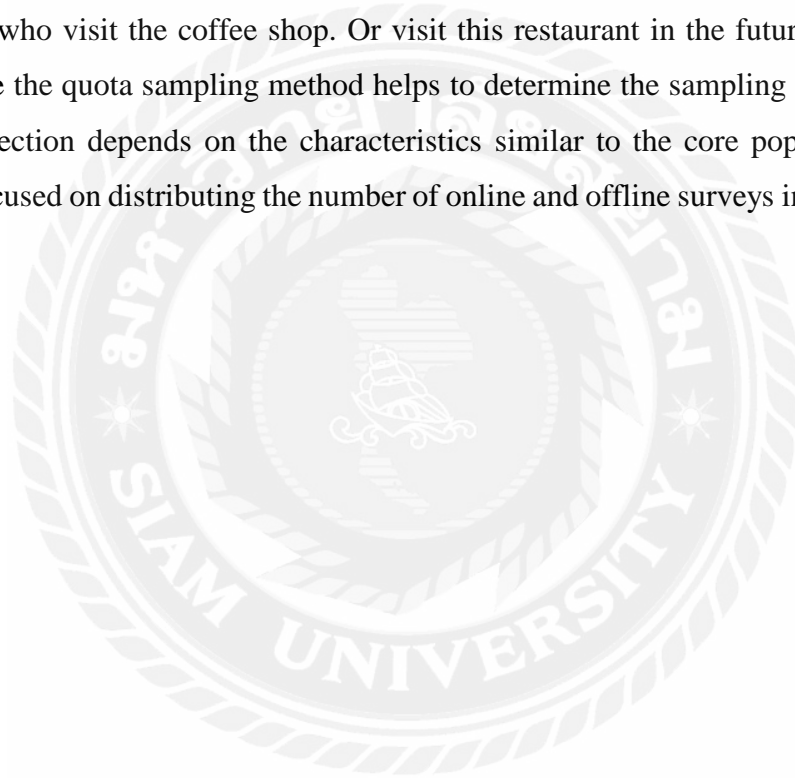
### **3.5 Data Analysis**

After completing the collection of all data in the SPSS program in the raw data field, the analysis was conducted to identify key issues that would inform the findings. Below is a brief summary of these key points. It helps to understand participants' experience, understand tourism and community development, and provide insights into community, operations, relationships and residency. Once the data has been encrypted using these themes, the problem can be identified by the research. This discovery points to the aims and advances of community and community tourism, a major finding of self-awareness, community and tourism.

### **Sampling Method**

According to (Aaker et al., 1998); Malhota 2004) further states that the target population must be clear in terms of unit sampling, time, and other key components of research. Sampling is a method that helps determine the respondents and respondents use the study and is the most appropriate member of staff. To determine the characteristics of the population.

The sampling method is divided into Sampling, comfort sampling, and sampling. A random sampling method known as a purposive method and sampling technique is used in this study because the researcher selects a specific target group of consumers who visit the coffee shop. Or visit this restaurant in the future (Zikmund, 2003) while the quota sampling method helps to determine the sampling process. The specific selection depends on the characteristics similar to the core population. The research focused on distributing the number of online and offline surveys in the sample.



**Part 1: Demographic Information**

1. What is your gender?
2. What is your marital status?
3. How old are you?
4. What is your of education background?
5. How much is your average monthly income?
6. What is your present job?

**Part 2: Tourist Interest in Travel**

1. Tell me about tourism in your community.
  - a. What are processes involved (in tourism in the community)?
  - b. How long has there been sustainable tourism in the community?
  - c. How many visitors are there at any time? What are the tourists like?
  - d. How are you involved (in tourism in the community)?
  - e. Who else is involved (in tourism in the community, internal and external)?
  - f. How do you see tourism in your community?
2. What are the seasons for having tourism in community? Why did the community decide to have tourism?
3. What are the benefits of having tourism in your community?
4. What are the disadvantages of having tourism in your community?
5. How have these benefits/disadvantages been caused?
6. What are the goals for tourism in the community?
7. What do you think tourism actually does for the community?
8. What effect does tourism have on social/cultural/economic development (personally and for the community)?

## Chapter IV: Research Method

In this study, we analyzed the data and responses analyzed using SPSS software based on sex, age, education income related to accommodation, infrastructure, transportation and sightseeing, shopping in corresponds to the relationship between tourist satisfaction and those factors.

This study uses a descriptive analysis to estimate the average deviation of visitor satisfaction at community visits in Banteay Chhmar. Frequency analysis was also used to distribute the opinions of foreign tourists and foreign tourists at Banteay Chhmar Temple in Cambodia

Secondly, the researcher explain the Independent Sample Mean correlation and SD to analysis the Mean how relationship between tourists satisfaction and factors at Banteay Chhmar Community.

Finally, one way Analysis of Variances identifies to assess in the point of view of research at tourists' satisfaction of demographic outline and then correlation Standard Mean and reliability analysis was used to be statistical tests for main effects.

### 4.1 Descriptive Analysis

Based on the data of the respondents, the data were analyzed by gender, age, income, educational level of the local tourists, and foreign visitors' satisfaction.

**Table 4.1 Frequency table of gender**

**Respondent of Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	65	43.9	43.9	43.9
	2.00	83	56.1	56.1	100.0
	Total	148	100.0	100.0	

In the survey, Table 4.1 shows that male respondents had a frequency of 65 or 43.9%, while 83 other respondents, or 56.1%, and mean that male travelers were more than women in this survey.

**Table 4.2 Frequency of age Respondent of Ages**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	25	16.9	16.9	16.9
23-28	25	16.9	16.9	33.8
29-35	25	16.9	16.9	50.7
36-41	35	23.6	23.6	74.3
42-47	20	13.5	13.5	87.8
48-55+	18	12.2	12.2	100.0
Total	148	100.0	100.0	

Table 4.1. Frequency of age shows that most respondents aged 18 to 22 years had a frequency of 25 or 16.9%, followed by 25 to 16 year-olds, or 16.9%, between 29 and 35 years of age. Frequency 25 or 16.9%, aged 36 to 41, have a frequency of 35 or 23.6%, aged 42 to 47 years, to 20 frequencies, or 13.5%. Between 48 and 55 years, frequency is 18 or 12.2%. 55 years old and less than 20 people are 18 people or 12.2% and 25 people or 16.9% respectively.

**Table 4.3 Frequency of educational level Respondent of Education**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	49	33.1	33.1	33.1
2.00	49	33.1	33.1	66.2
3.00	50	33.8	33.8	100.0
Total	148	100.0	100.0	

According to frequency table 4.6 of educational level, tourists who visited at Banteay Chhmar Community of graduated people were most respondents of 49 frequency or 33.1%, on the other hand not graduated and post graduated people were 49 frequency or 33.1% and 50 frequency or 33.8% according to data collection in this research.

**Table 4.4 Frequency of occupation  
Respondent of Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	24.3	24.3	24.3
	2.00	36	24.3	24.3	48.6
	3.00	38	25.7	25.7	74.3
	4.00	38	25.7	25.7	100.0
	Total	148	100.0	100.0	

Table 4.4 shows the occupations of visitors visiting the Banteay Chhmar community. Most of the visitors were 36 people or 24.3%, 36 business workers or 24.3%, 38 private workers or 25.7%, and 38 students. Or 25.7% in this survey.

**Table 4.5 Frequency of monthly income**

**Respondent of monthly Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	16.9	16.9	16.9
	2.00	25	16.9	16.9	33.8
	3.00	25	16.9	16.9	50.7
	4.00	35	23.6	23.6	74.3
	5.00	20	13.5	13.5	87.8
	6.00	18	12.2	12.2	100.0
	Total	148	100.0	100.0	



Table 4.5 Frequency of Monthly Income Calculates that most tourists earning \$ 150 to \$ 250 per month are 25 respondents, or 16.9%, with incomes between \$ 251 and \$ 350 being 25 or 16.9% Monthly revenue is \$ 351 to \$ 450 for 25 frequencies, or 16.9% for monthly income. Between \$ 451 and \$ 550 is 35 or 23.6%, and monthly revenue is \$ 551 to \$ 650. Or 13.5% on \$ 651 and less than \$ 150 on 18 frequencies, or 12.2% and 25 or 16.9%, respectively, at Banteay Chhmar, Banteay Meanchey.

**Table 4.6 Frequency of Respondent of Numbers of time**

Respondent of Numbers of Time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	24.3	24.3	24.3
	2.00	36	24.3	24.3	48.6
	3.00	38	25.7	25.7	74.3
	4.00	38	25.7	25.7	100.0
	Total	148	100.0	100.0	

According to Table 4.6, the number of times tourists visit the Banteay Chhmar temple for the first time, showing a frequency of 36 or 24.3%. 24.3% for the third time had a frequency of 38 or 25.7%, and the fourth was frequented by 38 tourists. Approximately 25.7% traveled to Banteay Chhmar Temple more than 4 times. These numbers show the potential for tourism. And the attractiveness of the community to attract visitors to visit.

**Table 4.7 the Frequency of the Respondent Type of Transportation**

Respondent of Travel Transportation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	33.1	33.1	33.1
	2.00	49	33.1	33.1	66.2
	3.00	50	33.8	33.8	100.0
	Total	148	100.0	100.0	

In Table 4.7 above, 33.8% of the tourists we interviewed, such as bus or car travel, than any other transport vehicle, and another form of travel was 49 or 33.1% for the airplane and the last airline was water. The frequency is 49 times or 33.1% for travel.

**Table 4.8 The Frequency of the respondent of Length of Stay**

**Respondent of the length of Stay**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	40	27.0	27.0	27.0
	2.00	38	25.7	25.7	52.7
	3.00	34	23.0	23.0	75.7
	4.00	36	24.3	24.3	100.0
	Total	148	100.0	100.0	

Table 4.8. 40 tourists or 27% visited the Chhmar Banteay Temple on 38 tourist days or 25.7% traveled two days, 34 tourists or 23% for 3 days and 36 tourists. Or 24.3% who spent 4 days

**Table 4.9 The Frequency of the Respondent of Tourism services**

**Respondent of Tourism Service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	33.1	33.1	33.1
	2.00	51	34.5	34.5	67.6
	3.00	48	32.4	32.4	100.0
	Total	148	100.0	100.0	

The survey results in Table 4.9 show that 49 tourists, 33.1%, 51 tourists or 34.5%, and 48.4% travelers.

**Table 4.10 The Frequency of the Respondent of the Time for come visit**

**respondent of the time for come visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	51	34.5	34.5	34.5
	2.00	60	40.5	40.5	75.0
	3.00	2	1.4	1.4	76.4
	4.00	35	23.6	23.6	100.0
	Total	148	100.0	100.0	

As shown in Table 4.3, marital status, respondents in the single visitor group were 51 or 34.5%, while others had a marriage frequency of 60 persons or 40.5%, 35 families or 23.6%, and group 2 or 1.4. In this study, single travelers are very married in Banteay Chhmar temple in the Banteay Chhmar community, Thma Phouk district, Banteay Meanchey province, Cambodia.

#### 4.2 Data analysis

In this study, the researcher described the descriptive data and the relationship between variables influencing tourist satisfaction in Banteay Meanchey province in Cambodia regarding accommodation services, infrastructure, and methods. Transportation, travel guides, tourist attractions and shopping at a statistical significance level of 0.01 indicates the confidence intervals. The differences according to the statistics of SPSS related software such as satisfaction, satisfaction, moderately dissatisfied and very dissatisfied. The satisfaction of travelers using Banteay Chhmar's decision mean on Mean and SD. The deviation of descriptive statistics and relationships is described in the following table.

**Table 4.11 Descriptive statistics and correlating of tourists' satisfaction at Banteay Chhmar temple**

	Mean	Std. Deviation	N
Respondent of Gender	1.5608	.49797	148
Respondent of Ages	3.3649	1.61266	148
Respondent of Education	2.0068	.82062	148
Respondent of monthly Income	3.3649	1.61266	148
Respondent of Numbers of Time	2.5270	1.12150	148

		Respondent of Gender	Respondent of Ages	Respondent of Education	Respondent of monthly Income	Respondent of Numbers of Time
Respondent of Gender	Pearson Correlation	1	.836**	.823**	.836**	.856**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	148	148	148	148	148
Respondent of Ages	Pearson Correlation	.836**	1	.923**	1.000**	.961**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	148	148	148	148	148
Respondent of Education	Pearson Correlation	.823**	.923**	1	.923**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	148	148	148	148	148
Respondent of monthly Income	Pearson Correlation	.836**	1.000**	.923**	1	.961**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	148	148	148	148	148
Respondent of Numbers of Time	Pearson Correlation	.856**	.961**	.913**	.961**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	148	148	148	148	148

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.7 descriptive statistics are 148 samples from 148 samples. Visitor satisfaction statistics at Banteay Chhmar are 1.5608 (x) and .49797 (SD), sharp the transportation of Banteay Chhmar statistics is 3.3649 (x) and 1.61266 (SD), and the service of the Banteay Chhmar tourist guide is 2.0068 (x) and .82062 (SD) related to tourist satisfaction in the Banteay Chhmar community, Banteay Meanchey Cambodia

Pearson's relationship analysis shows the satisfaction of visitors at Banteay Chhmar in terms of satisfaction with the accommodations offered by Banteay Chhmar ( $r = 1, p < .000$ ) and statistical transport services ( $r = .836 ** p < .000$ ) and tourism advisory services ( $r = 1.000 ** p < .000$ ). Travel guide, shopping and satisfaction of the Banteay Chhmar European tourists are positively correlated with calculations based on SPSS in this research.

**Table 4.12 Descriptive statistics and correlating of tourists' satisfaction at Banteay Chhmar temple**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Respondent of Occupation	2.5270	1.12150	148
Respondent of Travel Transportation	2.0068	.82062	148
Travel	2.4966	1.11258	145
Interest	2.4759	1.13090	145
Purpose	2.4897	1.09998	145

**Correlations**

		Respondent of Occupation	Respondent of Travel Transportation	Travel	Interest	Purpose
Respondent of Occupation	Pearson Correlation	1	.913**	1.000**	.981**	.992**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	148	148	145	145	145
Respondent of Travel Transportation	Pearson Correlation	.913**	1	.910**	.917**	.905**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	148	148	145	145	145
Travel	Pearson Correlation	1.000**	.910**	1	.981**	.992**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	145	145	145	145	145

Interest	Pearson Correlation	.981**	.917**	.981**	1	.984**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	145	145	145	145	145
Purpose	Pearson Correlation	.992**	.905**	.992**	.984**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	145	145	145	145	145

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.7, the statistics used in the study are 148 individuals from 148 tourists. The tourist satisfaction statistics for travelers in Banteay Meanchey are 2.5270 (x) and 1.12150. (SD). In turn, the Banteay Chhmar statistics are 2.0068 (x) and .82062 (SD). The Banteay Chhmar tourist service has values of 2.4966 (x) and 1.11258 (SD) related to the satisfaction of the surfer. Fortier Pool in Banteay Chhmar Banteay Meanchey, Cambodia.

Pearson's relationship analysis shows the satisfaction of visitors at Banteay Chhmar in terms of satisfaction with the accommodations offered by Banteay Chhmar ( $r = 1, p < .000$ ) and statistical transport services ( $r = .913 ** p < .000$ ) and tourism advisory services ( $r = 1.000 ** p < .000$ ). Travel Guide Typically, the shopping and the satisfaction of the Banteay Chhmar European tourists are positively correlated with calculations based on SPSS in this research.

**Table 4.13 Descriptive statistics and correlating of tourists' satisfaction at Banteay Chhmar temple**

	Mean	Std. Deviation	N
Accommodation	2.0828	.79498	145
Respondent of the length of Stay	2.4459	1.13260	148
Respondent of Tourism Service	1.9932	.81229	148
respondent of the time for come visit	2.1419	1.13695	148

Correlations

		Accommodation	Respondent of the length of Stay	Respondent of Tourism Service	respondent of the time for come visit
Accommodation	Pearson Correlation	1	.935**	.923**	.820**
	Sig. (2-tailed)		.000	.000	.000
	N	145	145	145	145
Respondent of the length of Stay	Pearson Correlation	.935**	1	.920**	.917**
	Sig. (2-tailed)	.000		.000	.000
	N	145	148	148	148
Respondent of Tourism Service	Pearson Correlation	.923**	.920**	1	.892**
	Sig. (2-tailed)	.000	.000		.000
	N	145	148	148	148
respondent of the time for come visit	Pearson Correlation	.820**	.917**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	145	148	148	148

\*\* Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.7, the statistics used in the study are 148 samples from 148 samples. The tourist satisfaction statistics for accommodation in Banteay Chhmar are 2.0828 (x) and .79498 (SD). In return, the service is witty. The Banteay Chhmar statistics are 2.4459 (x) and 1.13260 (SD), and the service of Banteay Chhmar travel guides is 1.9932 (x) and .81229 (SD) related to tourist satisfaction in the Banteay Chhmar community. Banteay Meanchey Cambodia.

Pearson's relationship analysis shows the satisfaction of visitors at Banteay Chhmar in terms of satisfaction with the accommodations offered by Banteay Chhmar ( $r = 1, p < .000$ ) and statistical transport services ( $r = .935 ** p < .000$ ) and travel advisory services ( $r = 1.000 ** p < .000$ ). Travel Guide Typically, the shopping and the satisfaction of the Banteay Chhmar European tourists are positively correlated with calculations based on SPSS in this research.

## Chapter V: Conclusion

This research aims to study how stakeholders from Banteay Chhmar CBT have determined that the destination of community tourism is successful, and how they perceive community success. To solve qualitative research problems with employees and members of the tourism and government community. To gain insights into the development of CBT in Cambodia, especially in the Banteay Chhmar community, Chapter 4 provides answers to the research questions.

- To review the literature on CBT in order to evaluate factors of success
- To determine how different stakeholders perceive intrinsic or extrinsic factors of success for the Banteay Chhmar CBT destination.
- To develop a conceptual framework of factors of success for CBT

The summarizes the findings of the research, focusing on critical literature to assess the success factors of CBT, the limitations of literature, and emerging issue, especially the pre-determined factors of success.

### 5.1 The Contribution of the Study

This study is derived from previous studies, particularly in the workplace (Lemelin et al., 2015) and others, which are tangible and intangible indicators of successful CBT initiatives. Although the site is educated by previous authors located in different geographical areas. For the tourism sector, education helps key practitioners and policymakers know the importance of external factors and the importance of success and premature factors. Successes and relationships to build successful CBTs the results of the Banteay Chhmar Community Success Factors study can be useful and simulated by other CBT initiatives that share characteristics in the Banteay Chhmar community. Those with similar geographic areas. Similarly, how to manage or control the level of participation of key stakeholders. Users of the NGO community and the government may have Banteay Chhmar from this study.

NGOs need to assess the community about their identity before the CBT starts. The key features that can help make CBT use a must include access to useful assets for tourism, community characteristics as a group. Individuals and individuals the purpose of this is to inform the NGO of the potential of the community to support CBT in the long run.



1. Access to asset

The establishment of tourism depends on having assets that can be used for tourism, whether it is environmental, cultural, historical or cultural assets. Assets must be valuable to the community. But there is a balance between the role of tourism and the value of the community. Although community values support tourism by adding value to culturally sensitive assets and widespread cultural perception of assets, the use of tourism assets does not affect the value of the assets. Can live For example, loss of access to property to tourists or the loss of property ownership to tourism. In this case, tourism will be blamed for loss of property, resulting in loss of tourism support.

2. The community as a collective group

a. Perceived strength and ability

Recognition of community strengths and capacities demonstrates the end of power imbalances, especially in dealing with external stakeholders. By understanding this, the utilization of this imbalance of power is reduced. In addition, the effect of perceived imbalance of power in communicating with the community determines honesty in response. This awareness can be used to reduce this risk.

The strength and perceived ability of the community to achieve any goal will be indicative of community rigor and demonstrate a positive attitude toward community collaboration. High internal conflicts will have a negative effect on the perceived strength of the community, as well as the ability to achieve community goals. A community that recognizes that they are strong will recognize that they are capable of achieving their goals. Communities will be more independent and more likely to control CBT because they feel they have the ability to do so.

b. Cooperation and/or collaboration

Communities that demonstrate community collaboration to achieve common goals will be willing to work together to achieve development goals. This is most evident in the Cambodian cultural context in the rural agricultural community, where labor exchanges are taking place during the growing and harvesting seasons. Understanding long-term planning goals over immediate and voluntary satisfaction increases the initial stage of sustainability in the long run.

c. Pride and unity

The community is proud and proud to demonstrate a community that will work together to develop the community. In addition, they will be pleased to offer a community of tourism in a great way. Unity of the community will support tourism, which is beneficial. Unity and

community pride also show that the community has little internal conflict, which may affect the process of operation because pride and harmony will help overcome personal agenda. This will allow for the integration of different internal groups for CBT purposes.

d. Communication

Effective communication within the community is important because open communication supports advocacy and facilitates education and awareness. It also promotes participation that does not exclude minorities or specific populations. This promotes equality in operations and facilitates widespread distribution of benefits.

e. Strength of Local Government

Local government roles are important because these stakeholder groups facilitate the broad adoption of CBT. Localized, pro-corruption-free local government stimulates participation by state and national governments and channel use. The formal way will legalize the operation of CBT for residents and external stakeholders. In addition, strong local government involvement in CBT will help meet development goals, especially social and environmental goals, for the benefit of the wider community, which are not necessarily related to tourism. For example, the use of tourism funds to support community development projects such as sanitation services.

## **5.2 The study Limitations**

It is important to address the limitations of the study when pointing to possible gaps and improvements for future research. The first limitation relates to the design of research, particularly in sampling. Among the main stakeholders interviewed, there were only two members of the development organization, compared with four to seven members. In addition to the other stakeholder groups, there were only two organizations supporting community development in Bantayan. These constraints make it more challenging to interpret these findings because they are stakeholders. The main disadvantage of the community development process is that bureaucrats in Maharashtra are constrained by their bias. Interpretations as members of the participating community will not be studied. At the same level, private and public sector organizations know the CBT experience.

This is the main reason for the methodology used in this research to help research not be affected by the limitations of existing research and focus on literary research. This research is limited by the time and financial resources that can be used in this project. Overseas research will increase the time and financial constraints for this research project, which is more complex

by separating research areas. And the lack of facilities that limit the time spent working in the field, as well as the complexity of research in different cultural contexts. It represents the development of the challenges and challenges of fieldwork arising from the admission of attendees, so that all groups of stakeholders are not represented, such as neighborhoods and national government agencies. Therefore, their attitude is not fully representative. However, the specific sampling of each community. Stakeholders in the community are effectively involved for the purpose of this research.

### **5.3 The Recommendations for Future Research**

This study represents a new paradigm for future research on the perception of key stakeholders about the success of CBT projects in other geographic areas. First, the success factor is not stated in the literature. But it seems to be a very important process in community development. Understand what makes these combinations valuable for continuing education. Internal factors such as community image and branding, community aesthetics, perception of villagers, and improvement or change of perceptions of the villagers are important for future considerations. The restrictions outlined in the previous section are community concepts. Success is expected to guide further research on CBT development by engaging with other stakeholders in the field of education, such as specialist in the field or academics, as well as the private sector. Has been recorded in tourism research.

This research marks the beginning of sustainable tourism development using CBT. Practices that can provide real-time insights. To provide a solid foundation for this, this research is a long-term study at Banteay Chhmar to track the progress of CBT there in order to find the long-term importance of discovery. In the same case, it should be examined in the same way to identify similarities and differences in clarifications. This understanding will benefit from exploring research in other cultural contexts outside Cambodia. A clear understanding of the research proposed above. In the research, the role of openness. Knowledge and social capital in using CBT can be used as a basis for the development of research tools that organizations want to use CBT in context, which is an important indicator of the residents and communities that will affect their operations. Research tools can be proven in context and enhance understanding of the ability of communities to travel to different communities.

## **5.4 The Concluding Remarks**

This study discusses the implications of community success, based on stakeholder feedback. Stakeholders also discuss the premature success factors that are not present in the literature. The discussion on the success of the Banteay Chhmar community. Identified by stakeholders has led to the integration and clarity that Banteay Chhmar has become a successful CBT city in Cambodia. When comparing the development of the Banteay Chhmar community between now and the beginning of planning, Banteay Chhmar has been given a vision by interviewing all stakeholders. The success of the Banteay Chhmar community has been influenced by internal and external factors.

This research examines the effectiveness of CBT as a tool for sustainable tourism development. The context of Cambodia is an opportunity to explore the basics of community and individual roles, as well as in-depth relationships. Use CBT and help in determining success or failure. This chapter recognizes the importance of the nature and success of the community. It is a successful way of implementing CBT in Cambodia and has the potential to expand overseas in addition to the CBT's future research and development potential.

By promoting CBT as a sustainable tourism development tool in low income countries, we continue to focus on more successful applications, a concept that has real meaning for improving the quality of life for our people. It will support the use of dedicated financial resources. To alleviate poverty through international aid agencies, governments, and NGOs, which are key tools in supporting these groups to reduce global poverty, with a few steps we are close to changing the world. The CBT's success in Banteay Chhmar is that tourism encourages communities to reach their goals and not force them. Revenue sharing provides some employment and supports the goal of community development. The community realized that it would take time and effort to reach all their development goals, and they used tourism to support this, which they could not find other ways to develop. Sustainability in itself is a long-term CBT concept, with realistic, realistic goals, realistic expectations about the growth of tourism, and the ability to participate in community development projects. These are successful and are expected to be met. The next bonus is the bonus. This supports long-term support for tourism without reliance, which prevents over-utilization of resources and visibility of sustainable tourism goals in order to get more benefits quickly to meet expectations. Unrealistic hope to ensure the sustainability of community tourism.

For the successful use of CBT, it is important for the operator to consider factors in the cultural context. This includes understanding the context of the community as well as the key

factors that will help ensure successful operations. It is also important for all stakeholders to understand the extent to which any actual action will involve the community in order to achieve meaning. The weakness of the CBT community means that the implementation of a project by an outside party will be affected by a lack of balance of recognized power, which the public and the community as a whole are perceived to be inferior or not empowered. With external stakeholders. Especially they are also foreign to outsiders with high levels of wealth and education such as NGOs. Community awareness focuses on the imbalance of existing power and can help identify the capacity of the community to lead the process. Understanding these perceptions can also inform the process of promoting participation, as understanding of community work and self-perception will indicate the level of participation that may occur and the level of participation. What is the strength of this support?

In addition, it is important to find potential problems that may affect the implementation of the CBT. One of the key findings of this research is the impact of the war in Cambodia on the potential of CBT. The community's long-term planning or participation in collaborative activities can be a hindrance. This potential challenge may be widespread in other CBTs due to the impact of traumatic events during the war, which is typical of the history of many CCBETs. In the case of Cambodia, the civil war and the Khmer Rouge regime under genocide under Pol Pot caused serious injury to civilians. Survival The long-term impact of PTSD, which typically affects about 50 percent of the remaining CCBEN population, focuses on survival needs, leading to an inability to target Long and add selfish behavior both ways. Long-term impact on CBT cooperation. There is an important quality of community that supports the introduction and sustainability of tourism. Good communication channels and common attitude in the development. Low levels of conflict in the community that support equal efforts and distribution of benefits. The role of communication is important for public education to increase awareness and understanding. This can support collaboration and support for community projects. It is important for operators to realize that CBT is only a tool that can lead to long-term development goals for sustainable tourism development. Communicate effectively with residents. This is not the foundation of CBT's process, goals, and expectations in the community. It is unrealistic that when no one leads to a loss of community support, CBT must be considered as part of a larger community development plan.

Based on this research and analysis and discussion, it is possible to identify the key factors that can be used in successful CBT operations in the community. NGOs represent the majority of target groups seeking sustainable tourism development. NGOs are limited by their financial constraints, their understanding and experience in cultural contexts, their experience

in similar uses, and their agenda. So to increase their success, the ability to identify high-potential communities that will lead to successful operations for long-term success of the project will be beneficial for the effective distribution of resources. The highest return in terms of community development. Therefore, this research will identify the key characteristics of the community that will help to achieve long-term performance effectively, along with important considerations for the NGO process.



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## Appendixes

### Appendix A: Questionnaires

Dear Participant

My name is MORM SAVONN, I am studying IMBA (International Master's Degree in Business Administration) at Siam University in Bangkok, Thailand. I would to conduct a research for my Independence Study and my topic is A Study of the Community for Successful Implementation in Banteay Chhmar Commune, I am not selling anything or raising money. The seurvey is completely confidential. As the users, your opinion are very valuable for this project. You are request to complete the questionnaire design to obtain the information mainly.

The information that you provide in the questionnaire will be complied into a report that be presented to project of Independence Study. These data and research project will identify the priorities for action based on the information you have raised in the questionnaire and these will be published in a final report.

Once again, thank you for participating in the survey.

#### Part 1: Demographic Respodence

Please complete the following question 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. How old are you?

18-22       23-28       29-35

36-41       42-47       48-55+

3. Education background

High school       Bachelor's Degree

Master's degree and above

4. What is your present job?

Government officer       Own business

Private business employee       Student

5. How much is your average monthly income?

\$150-250       \$251-350       \$351-450

\$451-550       \$551-650       \$651+

Part 2: The Interest of Tourists on Travelling

Please provide the best answers by putting check mark in the box

6. What type of transportation you travelled to Banteay Chhmar temple?

Airplane     Waterway     Bus/Car

7. Who do you travel with?

Friends     Alone     Family/Relative

Tour package

8. What is your main interest in Banteay Chhmar?

Eco-tourism     Historical tourism     Modern Tourism

Cultural tourism

1. What is your main purpose for travelling to Banteay Chhmar?

Meeting     Study     Business

Leisure

2. What kinds of accommodation do you intent to stay?

Hotel     Guesthouse     Others

3. How long have you been in Banteay Chhmar?

Two day's     Three day's     Four days

More than four days

4. How many times have you been to Banteay Chhmar?

One time     Two times     Three times

More than three times

5. What do you think about the tourism service in Battambang province?

Good     Very good     Satisfaction

Need improvement

**Part 1: Demographic Information**

1. What is your gender?

2. What is your marital status?

3. How old are you?

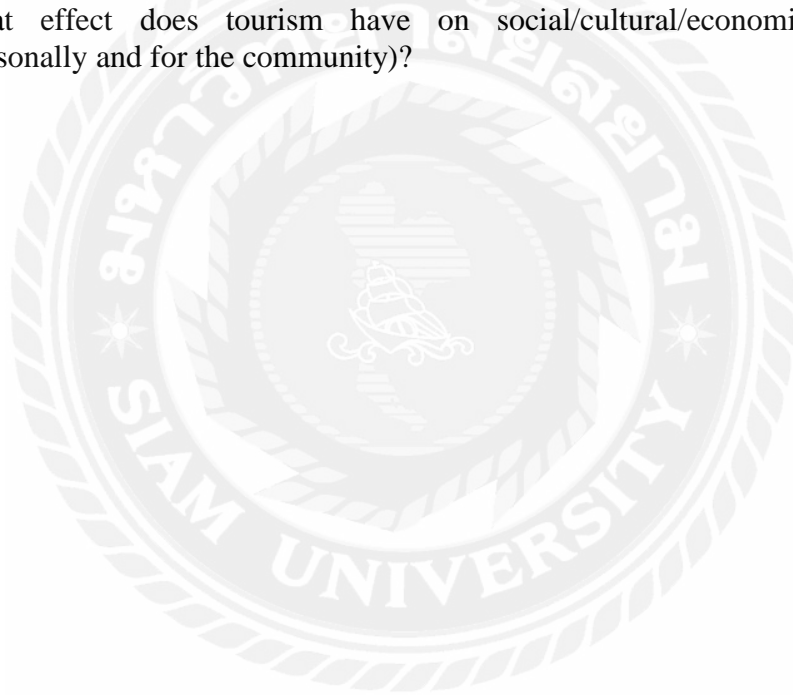
4. What is your of education background?

5. How much is your average monthly income?

6. What is your present job?

**Part 2: Tourist Interest in Travel**

7. Tell me about tourism in your community.
  - a. What are processes involved (in tourism in the community)?
  - b. How long has there been sustainable tourism in the community?
  - c. How many visitors are there at any time? What are the tourists like?
  - d. How are you involved (in tourism in the community)?
  - e. Who else is involved (in tourism in the community, internal and external)?
  - f. How do you see tourism in your community?
8. What are the seasons for having tourism in community? Why did the community decide to have tourism?
9. What are the benefits of having tourism in your community?
10. What are the disadvantages of having tourism in your community?
11. How have these benefits/disadvantages been caused?
12. What are the goals for tourism in the community?
13. What do you think tourism actually does for the community?
14. What effect does tourism have on social/cultural/economic development (personally and for the community)?



**Appendix B: Table of Result Respondent**

**Table 4.1 Frequency table of gender**

**Respondent of Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	65	43.9	43.9	43.9
	2.00	83	56.1	56.1	100.0
	Total	148	100.0	100.0	

**Table 4.2 Frequency of age**

**Respondent of Ages**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	25	16.9	16.9	16.9
	23-28	25	16.9	16.9	33.8
	29-35	25	16.9	16.9	50.7
	36-41	35	23.6	23.6	74.3
	42-47	20	13.5	13.5	87.8
	48-55+	18	12.2	12.2	100.0
	Total	148	100.0	100.0	

**Table 4.3 Frequency of educational level**

**Respondent of Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	33.1	33.1	33.1
	2.00	49	33.1	33.1	66.2
	3.00	50	33.8	33.8	100.0
	Total	148	100.0	100.0	

**Table 4.4 Frequency of occupation**

**Respondent of Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	24.3	24.3	24.3
	2.00	36	24.3	24.3	48.6
	3.00	38	25.7	25.7	74.3
	4.00	38	25.7	25.7	100.0
	Total	148	100.0	100.0	

**Table 4.5 Frequency of monthly income**

**Respondent of monthly Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	16.9	16.9	16.9
	2.00	25	16.9	16.9	33.8
	3.00	25	16.9	16.9	50.7
	4.00	35	23.6	23.6	74.3
	5.00	20	13.5	13.5	87.8
	6.00	18	12.2	12.2	100.0
	Total	148	100.0	100.0	

**Table 4.6 Frequency of Respondent of Numbers of time**

**Respondent of Numbers of Time**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	24.3	24.3	24.3
	2.00	36	24.3	24.3	48.6
	3.00	38	25.7	25.7	74.3
	4.00	38	25.7	25.7	100.0
	Total	148	100.0	100.0	

**Table 4.7 The Frequency of the Respondent Type of Transportation**

**Respondent of Travel Transportation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	33.1	33.1	33.1
	2.00	49	33.1	33.1	66.2
	3.00	50	33.8	33.8	100.0
	Total	148	100.0	100.0	

**Table 4.8 The Frequency of the respondent of Length of Stay**

**Respondent of the length of Stay**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	40	27.0	27.0	27.0
	2.00	38	25.7	25.7	52.7
	3.00	34	23.0	23.0	75.7
	4.00	36	24.3	24.3	100.0
	Total	148	100.0	100.0	

**Table 4.9 The Frequency of the Respondent of Tourism services**

**Respondent of Tourism Service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	33.1	33.1	33.1
	2.00	51	34.5	34.5	67.6
	3.00	48	32.4	32.4	100.0
	Total	148	100.0	100.0	

**Table 4.10 The Frequency of the Respondent of the Time for come visit**

**respondent of the time for come visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	51	34.5	34.5	34.5
	2.00	60	40.5	40.5	75.0
	3.00	2	1.4	1.4	76.4
	4.00	35	23.6	23.6	100.0
	Total	148	100.0	100.0	

## Photographic Images from Banteay Chhmar



Image 1 Banteay Chhmar Temple (Source: Sotear Ellis)





**Image 2 CBT Office, Banteay Chhmar (Source: Ross Ellis)**



**Image 3 Homestay, Banteay Chhmar (Source: Ross Ellis)**



**Image 4 Baray, Banteay Chhmar (Source: Sotear Ellis)**



**Image 5 Ta Prohm temple (under restoration) (Source: Sotear Ellis)**



Image 6 Banteay Chhmar market (Source: Ross Ellis)



Image 7 Banteay Chhmar street scene (Source: Ross Ellis)



Image 8 Community residents, Banteay Chhmar (Source: Sotear Ellis)



Image 9 CBT office dining and leisure area, Banteay Chhmar (Source: Ross Ellis)



**Image 10: Satellite temple (Prasat Chengchum Trey), Banteay Chhmar (Source: Sotear Ellis)**