

Potential for improving tourism in Banteay Chhmar, Cambodia

POTENTIAL FOR INCREASING TOURISM IN BANTEAY CHHMAR, CAMBODIA

Handed in 6th of April 2009

Written by:

Lærke Aaboe – Jacobsen

Maja F. Guldager

Lisbeth Petersen

Edouard Mensah

Supervisors:

Andreas de Neergaard

Torben Birch-Thomsen

(10.708 words)

ABSTRACT

Based on the fact that tourism is recognized as a significant answer for poverty reduction for Cambodian people, present study aims to determine the potential for improving the community based tourism (CBT) in Banteay Chhmar (BC) in a sustainable way, in order to strengthen the benefit from tourism to rural people in this locality and improve their livelihood. Sustainability means that the three dimensions; social, economic and environmental should be taken into consideration. These three dimensions are covered by investigating the themes; tourism management, tourist attractions, tourism & environment and tourism & livelihoods. The results regarding tourism management showed that one of the main stakeholders is the Community Based Tourism (CBT) that is in charge of tourist's stay in the area. Besides that, villagers involved in tourism have increased their income since the CBT started. Furthermore the results revealed that there are many tourist attractions, but the main attraction is the BC temple. A new zoning system around the temple means new regulations which will benefit the environment, however it also has a negative effect on livelihoods of the villagers living within the zones. Tourism can also contribute to creating new job opportunities, improve livelihoods and create culture awareness. Overall, there are several opportunities and constraints for improving the tourism in BC, however if the tourism should be sustainable it is necessary that all dimensions should be taken into consideration in order to improve the local villagers livelihood.

PREFACE

Present report has been made as an obligatory part of the thematic course: Interdisciplinary Land use and Natural Resource Management, University of Copenhagen, Faculty of Life Sciences.

The report is based on data collected during a field course in Cambodia from 4th to 20th of March 2009.

All data have been collected in full collaboration with three Cambodian students following the GIDAR programme of Royal University of Agriculture in Cambodia, Song Sothun, So Sihasambath and Hang Chandaravuth.

Only the data collection was made in collaboration, and our Cambodian counterparts will write also write a report to document the field trip.

Furthermore, all collected data by the group, was made with help from our interpreter, Pen Miranda, and also our local guide Mov Sy, to whom we are very much indebted. Without their help, this work would not have been possible.

We would also very much like to thank our supervisors, Andreas De Neergaard, Torben Birch-Thomsen, Myles Oelofse and Elena Gioseffi, for guiding us under the preparations, being there for us during the fieldwork and again giving good supervision after the field course.

Lærke Aaboe-Jacobsen,

University of Copenhagen, Faculty of LIFE Sciences

Maja Ferrer Guldager,

University of Copenhagen, Faculty of Geography

Lisbeth Petersen,

University of Copenhagen, Faculty of Social Sciences

Edouard Roméo Clément Kafu Dehfôdji Mensah,

University of Copenhagen, Faculty of LIFE Sciences

READING NOTES

For each section in the report the authors have been identified, by naming the main authors (MA) and the contributing authors (CA).

When referring to CBT, in the abbreviated form, it means the community based tourism projects, while using the full writing community based tourism, means the organization approach itself.

ABBREVIATIONS

APLC	Agir Pour Le Cambodge
BC	Banteay Chhmar
CA	Contributing author
CAAWF	Cambodian Organization for Assistance to Widows and Families
CATA	Cambodian Association of Travel Agencies
CBT	Community Based Tourism
CCBEN	Cambodian Community Based Ecotourism Network
CODAC	Cooperate Development Agriculture Organization of Cambodia
GHF	Global Heritage Fund
GIDAR	Gestion Intégrée du Développement Agricole et Rural
GDP	Gross Domestic Product
MA	Main author
NGO	Non Governmental Organization
PA	Protected Area
PRA	Participatory Rural Appraisal
SSI	Semi-structured interview
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization

CONTENTS

1. Introduction	1
1.1 Objective.....	3
1.2 Research questions	4
1.3 Delimitation	4
2. Methodology	5
3. Results and discussion.....	7
3.1 Tourism management in Banteay Chhmar	7
3.1.1 Stakeholders	7
3.1.2 Organization of the CBT project.....	9
3.1.2.1 Marketing of the CBT project.....	9
3.1.2.2 Participation of the local people and income sharing in the CBT project.....	12
3.2 Tourist attractions	14
3.3 Tourism and environment.....	18
3.4 Tourism and livelihood	22
3.5 Opportunities and constraints.....	25
4. Conclusion	31
5. Reflection on methods	32
6. References	
7. Appendices	

1. INTRODUCTION

(MA: Maja, Lærke, Edouard, Lisbeth)

The emergence of the tourism sector in Cambodia starts from the early 90s, facilitated by UNESCO's declaration of Angkor as a World Heritage Site in December 1992. There has been an increase in tourists on the site by 8,000 % in a decade (from 9,000 in 1993 to 750,000 in 2003). The tourists are from the Western countries (Europe, USA) as well as from Asia (Winter, 2007). It is found that the tourism industry's impact on Cambodia's economy is quite low (Chen and al., 2008), despite a lot of endowed resources (Lam, 1998). However, tourism is determined by the Royal Government of Cambodia as "an economic-priority sector in improving the people's living standard, especially pro-poor, community-based tourism" (Chheang, 2008). More than a decade ago, Leung and al. (1997) have already stated that there is a crucial need of developing new tourist attractions and a well-coordinated tourism plan to improve the tourism performance in Cambodia. The increasing importance of tourism development has favored the emergence of diverse approaches, here among community-based tourism, and it is one of the goals of the Royal Government of Cambodia to improve the community-based tourism (Chheang, 2008). Banteay Chhmar is one of the 12 community-based tourist sites located in Cambodia (CCBEN, 2009).

Banteay Chhmar is a commune in one of the northwestern provinces in Cambodia, Banteay Meanchey, and is located about 100 km to Siem Reap Province and only 12 km from the Thailand border (see map 1). The area is confined as Protected Landscape (Cambodia Atlas, 2009). The road access at present state is from the capital of Banteay Meanchey, Sisophon, and takes 1, 5 hour on dirt road. However new infrastructure is planned, so access to the area will be easier. The region is one of the driest in Cambodia and has a prolonged dry season from November to March. Due to flat topography and low elevation, there are no major rivers, and water availability is a problem (GHF, 2008). The majority of buildings that now constitute the town were constructed in the last 15 years. The forest has been cleared for wetland rice production on low-lying areas, tree crops on higher land and more recently cassava.

[illegible]

Banteay Chhmar commune houses a temple complex, Banteay Chhmar Temple (The Citadel of the Cats) that was established during 12th century of the Khmer empire. The complex, which was a temple city, is one of the most intriguing from the Khmer empire both for its scale but also for its remote location (Tourism of Cambodia, 2009). The temple area contains the main temple complex surrounded by a moat and also eight satellite temples located around the main temple and a baray (a man-made water reservoir) located to the east. The moat and the baray are still used by the local villagers both as a water resource and for fishing. One of the highlights of the Banteay Chhmar temple is the bas-relief. This is one of three bas-reliefs in the country, the other two being at Bayon and Angkor Wat. Lack of conservation has resulted in deterioration of the temple. Ministry of Culture and Fine Arts has in collaboration with GHF started a preservation plan. Banteay Chhmar temple is nominated for UNESCO's World Heritage Site (GHF homepage, 2009).

KU LIFE

Potential for improving tourism in Banteay Chhmar, Cambodia

Based on above aims of the CBT and the fact that tourism has various interconnections with environment, society and economy, the tourism approach in present project will be seen as a sustainable community based tourism (see box 1 for definition of sustainable tourism).

The goal is to achieve an approach that strives for a tourism development that benefits the local community, but also to do this in a sustainable way, so that tourism can have a positive impact on the whole community and not only for the people involved in the CBT. This means that the tourism development should take the three dimensions; social, economic and environmental dimension into consideration.

Though having an interesting unilateral scope, the three dimensions need, however, a holistic view to analyze the tourism management, its impact in the locality and the visitor attractions.

To cover these three dimensions, four different themes; Tourism management, tourist attractions, tourism & environment and tourism & livelihoods have been selected to be investigated.

Since increased tourism can benefit the local community, it is also relevant to investigate the opportunities and constraints for improving tourism in Banteay Chhmar.

1.1 OBJECTIVE

Box 1: Sustainable tourism should (UNWTO, 2009):

- 1) ***"Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.***
- 2) ***Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.***
- 3) ***Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.***

...Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them."

Considering the fact that tourism is recognized as a significant answer for poverty reduction, and that Banteay Chhmar already has developed a community-based tourism, the present study aims:

To determine the potential for improving the community based tourism in Banteay Chhmar in a sustainable way, in order to strengthen the benefit from tourism to the rural people in this locality and improve their livelihood.

Since the first objective (see synopsis in appendix 1) was made there has been made some changes, from a focus on developing new attractions in order to attract more tourists, to a focus on how the community-based tourism can improve in BC. This change was due to the fact that the main attraction was the temple which was already under renovation, and this is already contributing to attracting more tourists.

1.2 RESEARCH QUESTIONS

To reach the objective, following research questions will be answered:

In order to increase the knowledge about the management of tourism, it will be investigated who the stakeholders are regarding tourism and how the community based tourism in Banteay Chhmar is managed.

For enhancing the understanding of the interactions of the tourism with the environment and the livelihoods, it will be investigated what socio-economic impact, tourism has on the local people involved in the community-based tourism and how tourism can affect the environment.

By investigating the potential of tourist attractions, the present attractions will be identified and analyzed for further improvements.

Lastly, the constraints and opportunities for increasing tourism in Banteay Chhmar will be analyzed.

1.3 DELIMITATION

The community based tourism, which already exists in the study area, is the focus in present report. Tourism can be defined in a variety of ways; however working with these concepts and definitions is out of the scope of this report. Hence the focus will only be on sustainable community based tourism. The word “sustainability” can be interpreted in a numbers of ways, however this work only use the definitions already stated in the introduction.

When trying to attract more tourists to an area like Banteay Chhmar, it will be necessary to define the target group of tourist. This will not be taken in to consideration in this report, since the subject is too broad to be dealt with in the time limits for this work.

2. METHODOLOGY

(MA: Edouard, Lærke, Lisbeth, Maja)

This section contains a short presentation of the methods used during the field work, and also the changes made during the process.

The main changes from the synopsis in Appendix 1 are: i) the tourist questionnaires that are replaced by unstructured interviews; ii) the Environmental Impact Assessment that has been changed into informal interviews combined with water analysis and direct observations; iii) Four PRA's (Trend analysis, Transect walk, Community history and Services and Opportunities map) which are not implemented; iv) the participant observations that have been changed into direct observations; and v) the SWOT analysis that is now carried out.

By conducting the methods, there is obtained some primary data (Table 1 of Appendix 2) as well as some secondary data available in the field location (CBT administrative and accountancy documents, 60 questionnaires filled by tourists visiting Banteay Chhmar, CCBEN documents, a master plan of the commune development, a map of the commune, some statistics on population and agriculture in Banteay Chhmar, tourism data in Siem Reap, and a GHF report on tourism in Banteay Chhmar).

The diverse sampling strategies adopted in this study can be viewed in table 2 of Appendix 2.

The shortcomings of the methods implemented and the discussion of the methods choice and experiences are presented in section 5 of the report. It could also be noted from Table 1, that triangulation of the results from the different methods is made to address the five main themes of the present report: tourism management, tourist attractions, tourism and environment, tourism and livelihood and opportunities and constraints for sustainable community based tourism.

Some relevant methods for the issue in study could have been used. A Cost-Benefit Analysis (Swarbrooke, 1999) of tourism for every tourism stakeholder in Banteay Chhmar would have given knowledge about how rational decision can be made. However, tourism started only in 2007, and it would be difficult for us to identify and quantify the social costs such as erosion of traditional cultures and sex tourism as well as to deal with the "multiplier effect", meaning the distribution of every dollar spent by the tourist within the local economy and leakages of tourism income. Besides, the Environmental Impact Assessment (Neergaard, 2008) would have permitted to evaluate if the restoration of the temple as well as tourism activity in general are likely to have a significant adverse impact on the environment. Also, a formal use of the Sustainable livelihoods framework (DFID, 2001) would have allowed for how tourism, as a trend, would influence the livelihood assets, transform structures and processes, initiate livelihood strategies for diverse livelihood outcomes. Nevertheless, the methods used in this report provide some general results, and then a background for in-depth studies.

Potential for improving tourism in Banteay Chhmar, Cambodia

Table 1: Overview of methods used for the study themes

Themes of the study Applied Methods	Tourism management	Tourist attractions	Tourism and Environment	Tourism and Livelihood	Opportunities and Constraints
Key informant interviews (CBT, Commune, Gate keepers)	X	X	X	X	X
Household semi-structured interviews			X	X	X
Travel agency semi-structured interviews	X				X
Tourist Informal interviews	X	X	X		X
Informal interviews with protected landscape officers, gardeners, water and wood users	X		X	X	X
Informal interviews with home stay owners, ox-cart owner, beekeeper, Les soeries du Mekong	X	X	X	X	X
Network Diagram	X				X
Pie Diagram				X	X
Seasonal Calendar					X
Dream map combined with Snake and ladder			X	X	X
Direct observations	X	X	X	X	
GIS mapping		X			X
Water analysis			X		X
SWOT analysis	X	X	X	X	X
Secondary Data	X		X		X

3. RESULTS AND DISCUSSION

In the following part of the report, data collected during the fieldwork, is used to present and discuss the four main themes: tourism management, tourist attractions, tourism and environment and tourism and livelihood. This will end up in a general discussion about opportunities and constraints.

3.1 TOURISM MANAGEMENT IN BANTEAY CHHMAR

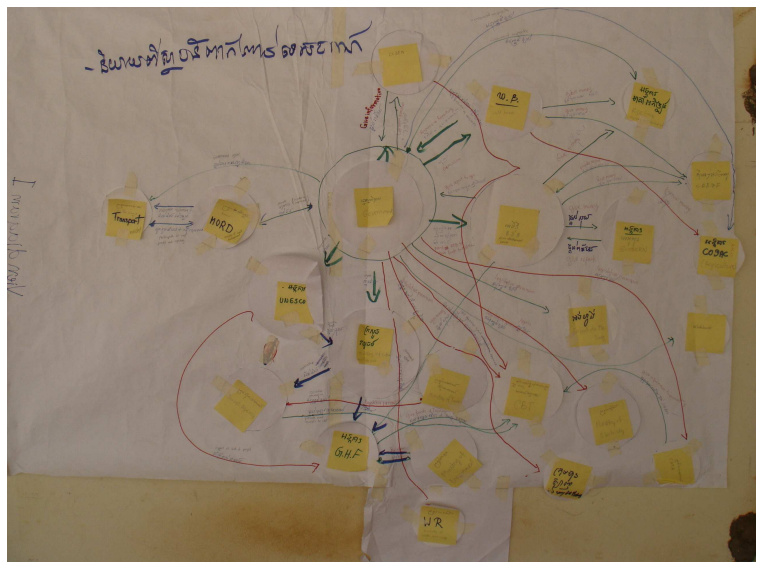
This section on management will first present the main stakeholders involved in tourism in Banteay Chhmar and then by focusing on the CBT organization, be dealing with marketing and the participation.

3.1.1 STAKEHOLDERS

(MA: Lisbeth, CA: Lærke, Maja, Edouard)

This section gives a brief introduction to the main stakeholders involved in tourism. The data comes from different key informant interviews and the network diagram (see photo 1), which was implemented in the field, provides information regarding the villager's perceptions on the stakeholders in tourism (Table 2).

Photo 1:
Network diagram



Potential for improving tourism in Banteay Chhmar, Cambodia

Table 2: Stakeholders indentified in the network diagram

Size	Stakeholders
Biggest	Government
Big	UNESCO (United Nations Educational, Scientific and Cultural Organization) Ministry of Culture and fine arts Asian Development Bank
Medium	CCBEN (Cambodian Community Based Ecotourism Network) World Bank ECOSORN (Economic & Social development of Northwest Cambodia) Enfant du Mekong Ministry of Electricity CBT (Community Based Tourism project) Ministry of Environment GHF (Global Heritage Fund) Travel agency Ministry of Tourism Ministry of Rural development
Small	Ministry of Transport Rice Bank CAAWF (Cambodian Organization for Assistance to Widows and Families) CODAC (Cooperate Development Agriculture Organization of Cambodia) Achlidabank CATA (Cambodian Association of Travel Agencies) Les soeries du Mekong Ministry of Water Resources

The network diagram indicates that the most important stakeholders besides the Government are: UNESCO, Ministry of Culture and Fine Arts and Asian Development Bank.

The most important stakeholder regarding tourism in Banteay Chhmar is the Royal Government of Cambodia. Generally the Government provides legislative permission for the top of the activities. The Government interacts with almost all stakeholders in the network diagram, and it is therefore crucial for tourism development that the relationship between the Government and CBT is well established. Unfortunately this is not the case at the moment. All CBT members underpin that the CBT regulation has not been recognized by the Government. This makes it difficult for CBT to find other supporters or donors to sustain its process. However, the Ministry of Culture and Fine Arts are collaborating with GHF in restoring the main temple in Banteay Chhmar which means that the Government is aware of the tourism potential in the area.

Currently the CBT is supported by a French NGO; Agir Pour Le Cambodge (APLC) but this will end in May 2009 which is also why APLC is not mentioned as a stakeholder in the network diagram. The Global Heritage Fond (GHF) will take over the financial support from APLC. GHF is about to do an archaeological survey in the temple area as well as other surveys on for example ground water. In agreement with Ministry of Culture and Fine art, GHF strive to enable Banteay Chhmar CBT to benefit more from the tourism development.

Potential for improving tourism in Banteay Chhmar, Cambodia

All tourists that come to visit Banteay Chhmar and who want to stay overnight must be in contact with CBT. Therefore CBT is a very important stakeholder. There are no hotels in Banteay Chhmar, so tourists can only stay in the CBT home stays. CBT has only been given medium importance which indicates that, according to the villager's perception, the CBT organization is still very much depended on "bigger stakeholders". GHF has been given the same importance as CBT. This could be because GHF will take over the financial support of CBT and they are also in charge of restoring the main temple, and hence is an important stakeholder.

A weakness regarding tourism in Banteay Chhmar is that the CBT regulation has not been recognized by the Government. CBT needs money to develop the area, facilities, activities and service further but they are limited by the lack of recognition. CBT gets money from APLC and GHF but still, some members (ox cart owner) have some concerns about the future of CBT because they think that CBT is still vulnerable. Furthermore a tourist operator in Phnom Pehn also expressed concern regarding the future of CBT, because of a potential lack of management skills when the NGO's withdraws.

3.1.2 ORGANIZATION OF THE CBT PROJECT

(MA: Eduard, CA: Lisbeth, Lærke, Maja)

The community of BC has developed some tourist activities in order to manage the stay (visit of the attractions, accommodation and restaurant) of the tourists visiting BC. In the following, the focus will be on the marketing mix, the participation of the local people and the income sharing within the CBT project.

3.1.2.1 MARKETING OF THE CBT PROJECT

The primary and secondary data from the CBT and the tourist interviews help to know what the CBT offers to the tourists, how it is advertised, and whether or not this marketing is consumer-led.

The services offered by the CBT project and their prices are presented in Table 3. In fact, seven home stays, each including three rooms of two persons and a possible furniture supplement for four persons are available, allowing then for a maximum accommodation capacity of seventy tourists. For the food services at CBT office, six tables and other equipment are available for about thirty tourists at once; it is possible to eat in front of or besides the office, but then, tasting dust from the road. Some activities (participation in wedding ceremony, visit of farms, etc.) are free, as long as they don't require any guide from the CBT project. Prices are set by committee meeting and adjusted according to the local economy. The prices vary according to the quality of the products compared to other CBT sites in Cambodia.

Table 3: Products offered and Prices set by the CBT

CBT products	Price paid by the tourist
Home stay (traditional house with bathroom, mattress, mosquitoes net, cotton sheet bed, candle and drinking water)	7.00 \$US/room/tourist
Breakfast at CBT office (coffee, tea, noodles or rice and pork or cake, fruits)	2.00 \$US/tourist
Lunch at home stay or CBT office or inside the main temple (two different dishes, drinking water and fruits)	4.00 \$US/tourist
Lunch for picnic at the baray or Banteay Top temple (two	4.00 \$US/tourist supplemented with

Potential for improving tourism in Banteay Chhmar, Cambodia

different dishes, drinking water and fruits)	5.00 \$US/tourist group
Dinner at home stay or CBT office (two different dishes, drinking water and fruits)	4.00 \$US/tourist
Drinks	0.75 \$US/soft drink 1.00 \$US/beer
Ox-cart trip for village visit (no more than four tourists per ox-cart)	5.00 \$US/hour/tourist group
Kuyon trip for Banteay Top temple visit or sunset sight on the baray (no more than ten tourists per kuyon)	6.00 \$US/hour/tourist group
Bicycle rent for visit of village or the rice fields and cassava plantations	1.50 \$US/day/tourist
Guide for traditional life discovery (fishing, beekeeping, weaving, rice farming, etc.) and visit of the main temple	5.00 \$US/tourist group
Handicrafts for souvenirs	Variable according to the craft

On the basis of a five-point scale (Bad (1), 2, 3, 4 or Very Good (5)) in the tourist questionnaire for CBT, the tourists have marked on average 4.26 for the home stay and 4.57 for the food services. Even though these CBT services are satisfying, the comments of the tourists (Box 2) show that there is room for improvement.

The place of the CBT products is simply Banteay Chhmar commune, despite only four villages are housing the home stays, and the CBT office is the frequent place for eating and renting ox-carts, kuyons and bicycles. Regarding the promotion, the CBT uses the channels of the travel agencies in Phnom Penh and Siem Reap, APLC and CCBEN. Figure 1 reveals that so far that most tourists have heard about CBT through the travel agencies (39%) or the guide books (19%). However, from the interviews in Phnom Penh and Copenhagen, it is discerned that the knowledge about CBT in Banteay Chhmar is insufficient. The tour operator 'Palm Tours' in Phnom Penh has heard about the CBT projects but not the one in Banteay Chhmar. In Copenhagen the site is still unknown. Besides, Figure 1 shows that the focus in the future might be on some of the other channels like the internet and the NGOs.

Box 2: Remarks of the tourists on the home stays and food services

“ very good home stay..., but lack of electricity and potable water in the bathroom”

“...very good home stay, but difficult to sleep during the nights”

“ bad breakfast.... CBT should make Cambodian and Western meals.”

“ quite excellent food..., however it should be served faster”

Selected quotes from the tourist informal interviews and questionnaires

Potential for improving tourism in Banteay Chhmar, Cambodia

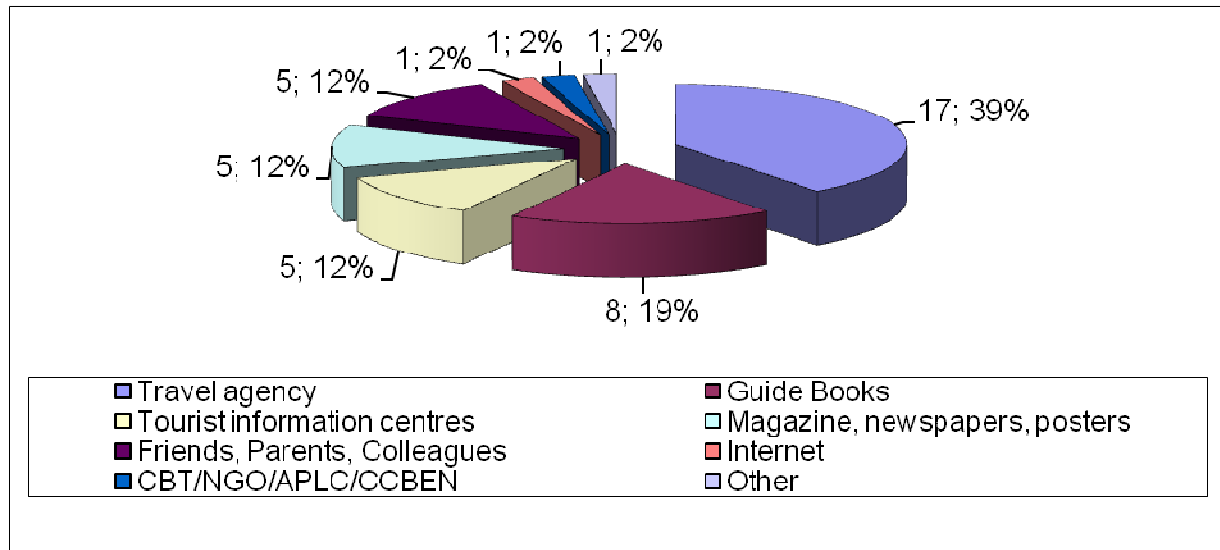


Figure 1: Information channels of the tourists about Banteay Chhmar

In the CBT's accountancy book it is noted that in 2007/2008, CBT welcomed 924 tourists, who stayed on average 0.33¹ nights in CBT home stays. Also, the administrative documents notified the origins of the tourists: 53% are Cambodian, 38% French and 9% are from other western countries. However, the analysis of 60 available tourist evaluation schemes (obtained also from the CBT) revealed more about the tourists origins; 16% of Asian tourists (Cambodian, Chinese, Japanese, Korean, Thai and Vietnamese), 72% of French tourists, and 12% of Other Western tourists. Then, the Cambodians are not the only Asian tourists visiting Banteay Chhmar. The visitors flow in Banteay Chhmar is low, at least less than the 1,000 tourists per year welcomed by some other CBT in Cambodia (CCBEN, 2005). The length the tourist stay in BC is also lower than an average of 2 nights for the tourists staying in Siem Reap in 2006 (GHF, 2008).

In definitive for the current CBT marketing, much strength can be concluded: the acceptable quality of the home stays and the food services as well as the use of the travel agencies in the promotion strategy. However, with the accommodation capacity of maximum 70 people the present CBT status remains only suitable for small visitors' arrivals and few overnight stays; CBT is not well-known by the tourists and cannot also target the luxury tourists.

¹ In fact, 709 of the 924 tourists (77%) don't stay for any overnight in the CBT home stays. For the rest (23%), the average length of nights is 1.41.

3.1.2.2 PARTICIPATION OF THE LOCAL PEOPLE AND INCOME SHARING IN THE CBT PROJECT

Only local people from Banteay Chhmar are involved in the CBT, even though the project is actually experiencing on four villages, for a future involvement of all villages. In fact, there are 52 CBT members (3/4 males and 1/4 females) divided in six different types: committee members, home stay owners, cooks, kuyon owners, ox-cart owners and handicraft sellers. According to the CBT secretary, a potential member has to have some kind of resource (e.g. house, ox-cart, kuyon), be literate, be able to speak English and have some management skills. Although, these selection criteria for becoming a CBT member means that it is difficult for resource-less people to join the CBT, even though many of them expressed a wish to do so.

Whenever there is a visitor arrival, and according to the services offered, the rule in Table 3 is applied. To benefit all CBT members from the payment, there is a transparent turn within every category of members, at every tourist group arrival. Also there are always at least one or two committee members present, when visitors arrive. It could be noticed that the committee members receive 2.00\$US/day by managing and supervising the CBT services during the visitor arrival. They could play a multiple role: some are home stay owners, others are handicraft seller. And the tourist guide could be any CBT member, but is often a committee member.

Table 4: Payment basis of the CBT members

CBT member's category Distribution of income	<i>Home stay owner (\$US/room/day)</i>	<i>Cooker (\$US/day)</i>	<i>Ox-cart owner (\$US/group)</i>	<i>Kuyon owner (\$US/group)</i>	<i>Tourist guide (\$US/group)</i>
<i>Tourist Price received by the CBT (total)</i>	7.00		5.00	6.00	5.00
<i>CBT member' benefit</i>	5.00	4.00 (1.00 for breakfast, 1.50 for lunch and 1.50 for dinner)	4.00	5.00	4.00
<i>Saving for local development fund and running costs</i>	2.00	6.00 (1.00 for breakfast, 2.50 for lunch and 2.50 for dinner)	1.00	1.00	1.00

The committee members and the commune office usually have a meeting where they decide how the local fund could be spent for the priorities of the commune. In 2008, the local development fund was used to clean the temple moats and the water canal providing domestic water for all the villagers. The available data revealed in 2008, a total tourism income of 3,416.7\$ with an annual 13% share of the local development fund (Figure 2); nevertheless, the data don't show if the local fund contributes more to the CBT running costs than to the communal projects.

Potential for improving tourism in Banteay Chhmar, Cambodia

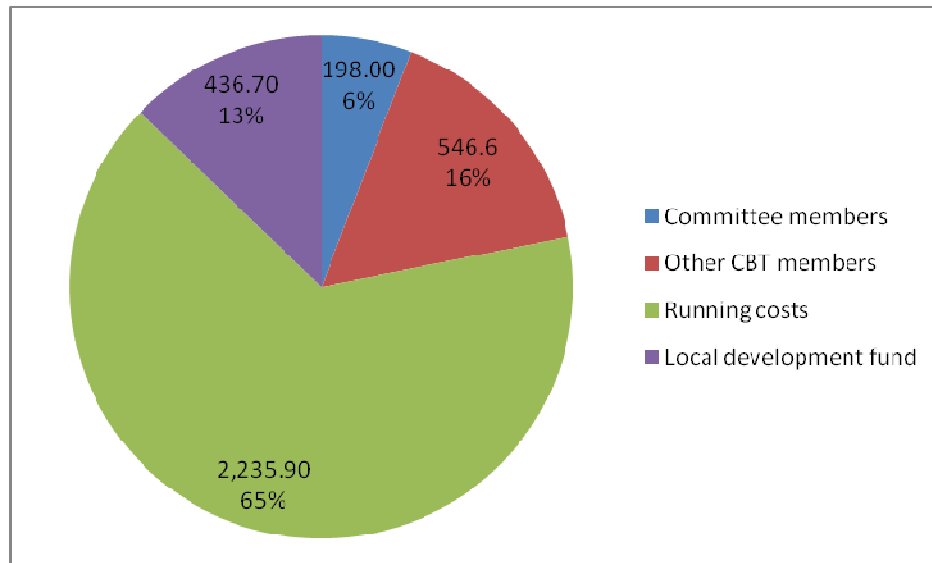


Figure 2: CBT tourism income shares in 2008

As a partial conclusion, the CBT project made considerable effort in the community participation and community benefits. The people's participation in CBT's case is an interactive participation (Mikkelsen, 2005), meaning that they are controlling the local decisions, even though the CBT is created and supported by some partners. However it still is limited by the low female participation, the multiple roles of some members, and the lack of management skills, which are some common limits in the community participation in tourism (Tosun, 1999).

3.2 TOURIST ATTRACTIONS

(MA: Lærke, Maja, CA: Lisbeth, Edouard)

This section will introduce the present tourist attractions existing in Banteay Chhmar plus a short evaluation of their attractiveness.

Banteay Chhmar temple

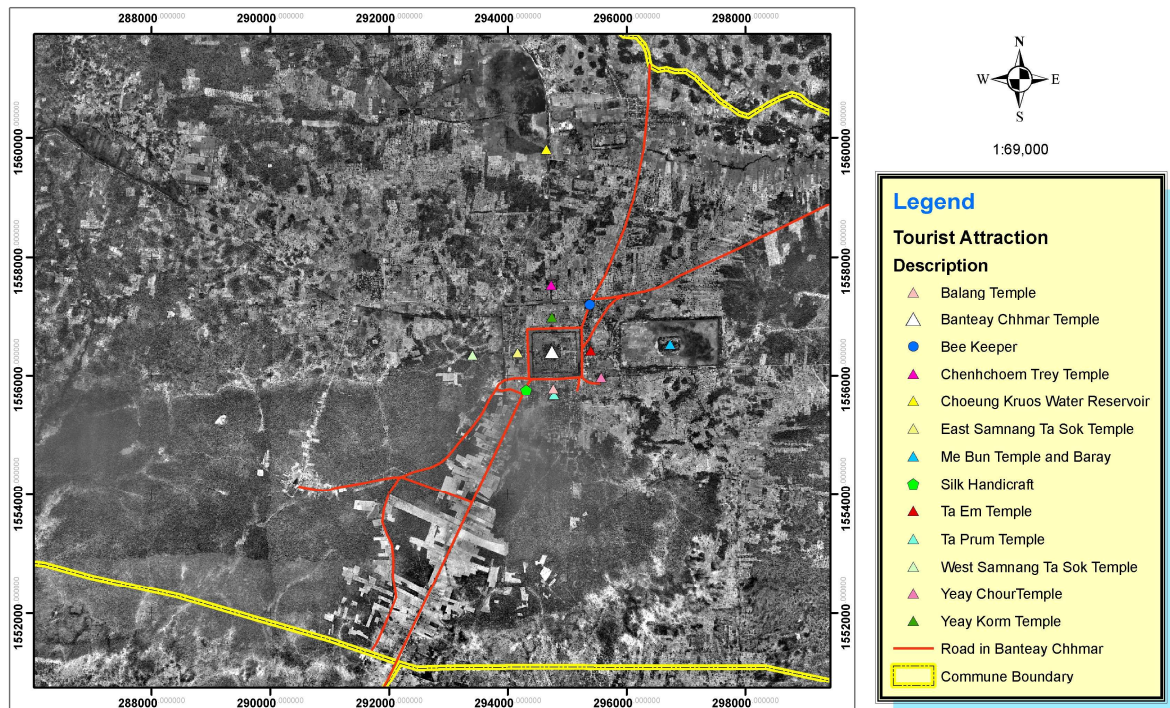
The Banteay Chhmar temple (The Citadel of the cats) is at present the main tourist attraction in Banteay Chhmar (see map 2). The main temple is partly overgrown by the jungle and originates from the 12th century, when it was built by King Jayavarman VII. The temple is carved with detailed bas-reliefs telling the story of the Ancient Khmer. Besides that the temple has many towers with characteristic faces and may be the prototype for the Bayon temple near Angkor Wat. Most of the temple is now in ruins. About 20 % of the temple is still standing and as a tourist said in an interview, the temple *“...is very attractive, but on the way to be completely destroyed.”* The Global Heritage Fund is though in collaboration with the Ministry of Culture and Fine Arts started a renovation project of the temple. And as another tourist express she is *“...happy for the restoration is in progress”*.

Satellite temples

Around the Banteay Chhmar temple are the following eight satellite temples (see map 2):

1. **Chenh Choem Trey Temple (Raising Fish)** - a temple from the 12th century, located on a small hill with a small pond in the wet season.
2. **Yeay Korm Temple** – a small and very damaged temple where it is estimated that about 80 % is ruined.
3. **West Samnang Ta Sok Temple** - a temple that lies inside a forest on a mountain.
4. **East Samnang Ta Sok Temple** – a temple that resembles the main temple.
5. **Ta Prum Temple and Balang Temple** – Ta Prum temple is a beautifully restored temple that is surrounded by a mote. The ruins of the temple Balang is located nearby.
6. **Me Bun Temple** – a ruined temple with loose rocks but well visited by the local villagers.
7. **Yeay Chour Temple** - a very damaged temple that is not very clean and has many people living nearby.
8. **Ta Em Temple (Sweet Man)** – a small temple where people live just besides. Also there is lots of garbage.

Map of Tourist Attraction in Banteay Chhmar



Map 2: Localization of the existing tourist attractions in Banteay Chhmar Commune

Another interesting temple nearby about 30 minutes drive from Banteay Chhmar is the **Banteay Top Temple**. The temple was built around 1200 and lies near a big and beautiful baray. It is only possible to access the temple during dry season, because it is surrounded by rice fields.

A common trait of the satellite temples is that all of them are within a short distance from the main temple, but this does not mean that the accessibility is easy for all of them. The attractiveness and potentials for improving the temple sights as a tourist attraction therefore varies greatly due to the access, the location and the condition of the temple. An evaluation has been made for the different satellite temples based on general observation. The two most important categories (attractiveness and accessibility) are shown in table 5. The attractiveness has been divided into following sub-categories; very attractive, attractive and not attractive. The most abundant sub-category is shown in the table. The accessibility indicates a general observation of how easy it is to walk to the temple and around the temple area, and if it is possible to go there all year.

Potential for improving tourism in Banteay Chhmar, Cambodia

Table 5: Evaluation of the temples (from direct observations)

Satellite Temples	Chenh Choem Trey	Yeay Korm	West Samnang Ta Sok	East Samnang Ta Sok	Ta Prum and Balang	Me Bun	Yeay Chour	Ta Em
Attractiveness	Very attractive , great location inside forest	Not attractive, Very ruined	Very attractive, good state	Very attractive, very ruined	Very attractive, many tourist visit	Not attractive, loose stones and much vegetation	Attractive, very ruined	Attractive, much garbage
Accessibility	Dry season only, a bit difficult to access	Dry season only, Easy access	All year, Easy access	All year, Easy to access	All year, Easy to access	Dry season only, difficult access	Dry season only, easy to access	All year, Easy access

Visiting the hidden satellite temples is a very special and unique experience that not many people have had. It is generally possible to access all of the temples but only by walking or taking a kuyon. The roads leading to the temples are small ancient roads which are in bad condition and some of the temples do not even have roads connected to them. Many temples include some kind of climbing and walking on the ruins, since no restoration has started. Visiting in this way makes it more intense and “real”. The downside is that the visitors in this way also contribute to further tearing of the existing ruins. Both CBT members and tourists wish to improve the access to the satellite temples. This will attract more tourists, but also ruin the ancient roads in the area and again contribute to more tearing of the ruins. The fact that no or very little money is charged for entrance fees for the temple, can make it difficult for the sustainability of the main attraction.

Choeung Kruos Water reservoir

The Baray is a big lake that lies in a large open green area. The lake was created during the Pol-Pot regime as a water reservoir for agriculture. From the lake there is a great view to the land-use and grassland with buffaloes and to the Dangreek Mountain near the Thai border. There is a picnic house and many local villagers already use this area for picnics during holidays and fishing is also possible. However, the road is not really maintained so if access is by car, and not a smaller vehicle, visitors will have to walk the last 600 m to get there. The road is ancient, which also makes the visit interesting.

Potential for improving tourism in Banteay Chhmar, Cambodia

Traditional way of life/rural life

Around the temple, villagers live their traditional way of life and a number of ongoing activities in connection with experiencing their traditional life exist. It is for instance possible to visit a home-stay in a traditional wooden house, go on an ox-cart trip around the countryside and the village, visit the Mekong silk-center (Les soieries du Mekong), listen to traditional music, visit a bee-keeper or go on a bike trip.

60 tourists visiting the CBT in the past two years have evaluated tourist attractions on the scale from 1 - 5 and the results can be seen in figure 3.

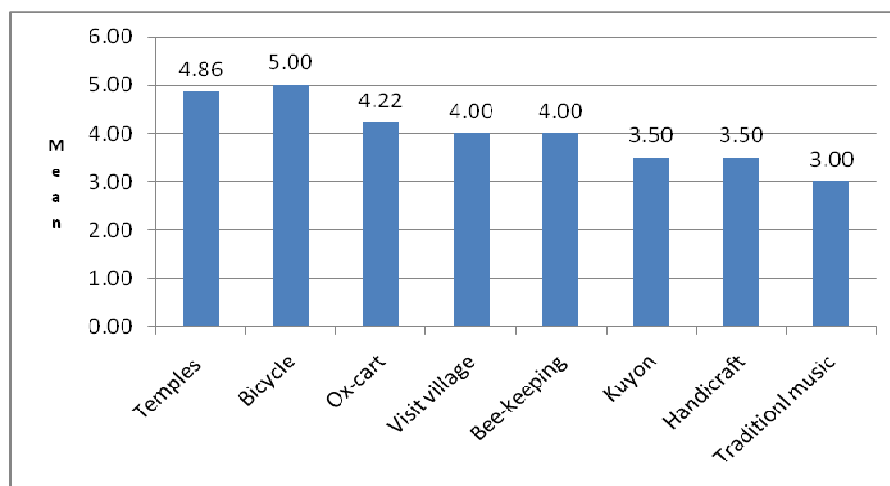


Figure 3: Evaluation of main attraction by tourist

From this it can be seen, that bicycle rides are rewarded the highest score, whereas the traditional music receives the lowest score. An interview regarding the bicycle rides highlight the meeting with the villagers, where they did not expect it. All the time the visitors were met with smiles and waves.

The beekeeping has by the tourists been awarded a mean of 4. An elaboration on this is made by an evaluation by the authors of present report, and includes a note of the availability of this activity, where the actual production only can be seen in February and May (see photo 2). There are only 8 beekeepers and the quality of the equipment as well as the production is quite low. But still the activity has been rated “attractive” (refer to same sub-categories as for the temples).



Photo 2: Bees on bee wax

The ox-cart trip has also received a high mark in the tourist evaluations, mean 4.22. Notes regarding this activity include the quiet way of visiting the other activities, with time to enjoy the nature, but also some safety issues, since the many cars in town easily scare the oxen (see photo 3) . Not many people use the

Potential for improving tourism in Banteay Chhmar, Cambodia

ox-cart anymore because they are replaced by the kuyon. The ox-cart is mainly used in small scale by farmers and as tourist attraction.



Photo 3: Tourists on an ox cart ride

One of the strengths regarding the tourist attractions is that the temple is very unique and located in a rural area that is still less touristy. The temple is though in a very bad condition but luckily the temple is being restored and this might help to get the temple on UNESCO's World Heritage List. At present state the access to the satellite temples is bad and improvements of these could make the temple area even more attractive. Time and money was mentioned by key informants as constraints for these improvements.

3.3 TOURISM AND ENVIRONMENT

(MA: Maja, Lærke, CA: Lisbeth, Edouard)

This section will describe the protected area surrounding Banteay Chhmar temple and how it is related with the environment. Also some important issues related environmental management and its connections with tourism.

The total area classified as protected areas in Cambodia is 47.161 km² or 21, 6 % of the total area (Lacerda et al. 2004). There are 26 protected areas and they are classified following standards from the World Conservation Union (IUCN). Banteay Chhmar is one of the three landscape protected areas in Cambodia (Kennvidy, 2007) and comprise of a total area of 81,200 ha in the province of Banteay Meanchey (Mekong Protected Area, 2009). The other two landscape protected areas are Angkor and Preah Viheah (Kennvidy, 2007).

The landscape protected areas comply with the IUCN's category V:

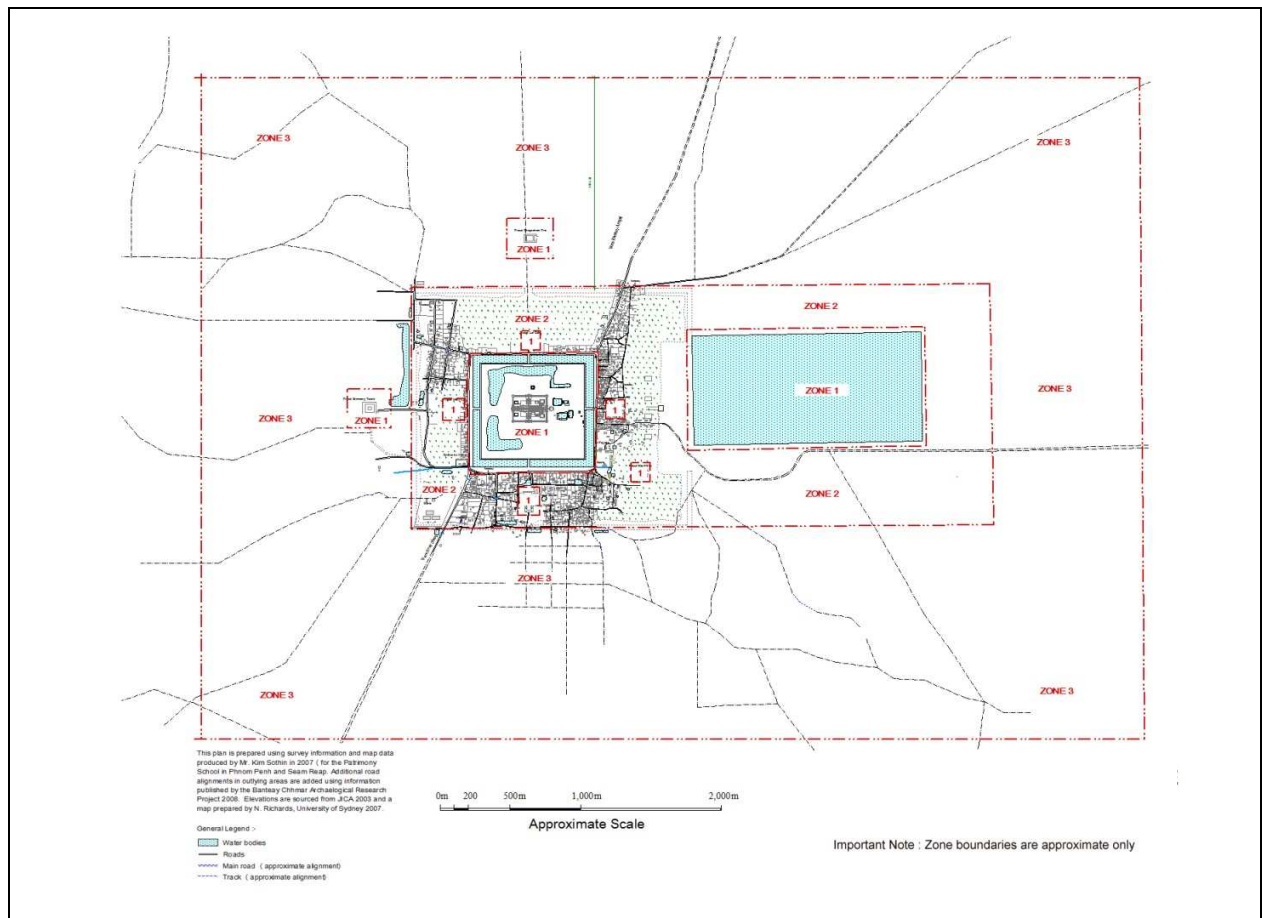
"Protected Landscape/Seascape: Protected Areas managed mainly for landscape/seascape conservation and recreation. Areas of land, with coast and sea as appropriate, where the interaction of people and nature over time has produced an area of distinct character with significant aesthetic, cultural and/or ecological value, and often with high biological diversity. Safeguarding the integrity of this traditional interaction is vital to the protection, maintenance and evolution of such an area." (ICEM, 2003).

The main management strategies for the protected landscapes are *"conservation of biodiversity, and of specific natural and cultural features"*. (Lacerda et al. 2004).

Inside the Banteay Chhmar protected landscape a zoning system has been proposed in order to better protect the ancient temples at the site. The management of the protected landscape was previously done by the Department of Preservation and Monuments and now the Ministry of Culture and Fine Arts

Potential for improving tourism in Banteay Chhmar, Cambodia

is responsible. However the new zoning system has not yet been implemented. See map 3 for the proposed zoning.



Map 3: Protected area zones for Banteay Chhmar temple (GHF, 2008).

Based on an interview with Commune Chief and data from GHF (GHF, 2008), the protection zone of the temple is divided into following three zones:

Zone 1: 0 - 30 m from Banteay Chhmar temple and satellite temples

Zone 2: 30 – 250 m from Banteay Chhmar temple and satellite temples

Zone 3: 250 – 1500 m from Banteay Chhmar temple and satellite temples

Zone 1 (Core Area): No contracts of farmer activities, cutting of trees or constructions are allowed in the area, because there is a big archeological value in this area.

Zone 2 (Buffer Area): All new constructions higher than the temple cannot be built. Traditional and existing houses should be maintained. Any construction or renovation needs approval by the Commune/Ministry of Culture and Fine Arts. Furthermore agricultural activities need approval from the ministry.

Zone 3 (Satellite Area): Big constructions and high buildings (6 m) are allowed. Any new construction work has to be permitted by the Ministry of Culture and Fine Arts. This zone is to be used as an area with economic and social development for preserving traditional lifestyle, occupation and livelihood of the people in the area.

At present state there are many villagers that will be affected of the new zoning system, since they will be contradicting the new regulations when these are implemented. Around 50 home gardens are located just on the edge of the moat, and the livelihood of these people will be greatly affected if this cropping is not being approved. It has been suggested to loosen the regulations for zone 2 and 3 in order to minimize future conflicts (GHF, 2008).

Generally there was not a great awareness of the zoning system amongst the villagers, see box 3. Many people have heard about the zoning plan and have some kind of awareness of the restrictions it will cause. Furthermore there is a confusion regarding the different terms of zoning system, protected area and protected landscape. This might indicate that the information regarding these issues could be passed on better to the locals.

Environmental concerns

Some of the obvious environmental problems that were observed during the field visit and that might be a threat in the future are; the lack of clean water and garbage management. However there might be other environmental issues, but these are the most obvious at present.

Generally there is a big concern regarding water in the area of Banteay Chhmar. It seems to be one of the real big problems facing the commune, even without thinking of increasing the tourist numbers. The “water plumber” working with the pump, selling water from the moat tells that from March to July the moat is empty. There is another lake around 4 km away, that can be used. Also there are 5 wells in the area, but since they also dry out, only a few of them can be used. Also GHF states that lack of water is a major concern and the Protected area manager believes that: *“when road 6 will be finished, tourists will come and there will come a problem with the groundwater.”* The water issue has also led to some tension in the past. A vegetable grower near the temple had been accused of using all the water in the dry season, and therefore the NGO Enfant du Mekong, dug a channel from another lake 1, 5 km away, to fill up the moat again. In the future dreams of the CBT members and according information from the semi-structures interviews (SSI), access to clean water and well working irrigation system is very high on the wish list.

In the dry season, the villagers are more or less dependent on the water from the moat. They buy it at the pump or go and take it up themselves. Based on interviews with three women who came to the moat to collect water, the water consumption varied from 300 L/day to 1600 L/day for households consisting of 3 to 7 members. The water they used for cooking, drinking, washing, animals and for vegetable cropping. However the water pump man interviewed sells around 20.000 – 30.000 L/day. The water in the moat is also used for boat racing for the yearly water festival, local villagers fish in it, take

Box 3: General awareness of the zoning system:

“I have heard from other villagers that 80 meters away from the temple we are not allowed to grow or build”

“I know nothing about the zoning”.

“Throwing waste nearby the temple is banned...”

“Removing the stones from the temple and building a big house are banned”

“Building a new house and urinating nearby the temple are banned”

“Home gardening inside the temple is banned”

Selected quotes from the semi-structured household interviews and informal interviews.

baths in it and cattle drink directly from it. All this shows that there is a big pressure on the scarce resource, which also could influence the quality of the water. A water quality test from the moat showed that there is *E.coli* in the water (36 colony forming units (CFU)/100 ml). The water quality is though exceeding the standard for drinking water (0 CFU/100 ml) but is within the standard for bathing water (10-100 CFU/100ml) (WHO, 2009). Since the water limits for drinking water is already exceeded, it should be noticed that there should be taken care of the water resources, as it already is a limited resource. The demand on water will further increase if tourism increases.

A quick look around the area of Banteay Chhmar easily reveals a problem regarding waste management. There are no garbage bins, no waste management program, and the villagers themselves are responsible for burning their own garbage. This is a big problem that concerns the local villagers, the authorities and the tourist visiting the area. However the responsibility regarding the garbage and its relations with tourism is not well defined.

During the SSI four of ten interviewed had concerns regarding waste management in the area. One even says that: *"The amount of waste is increased from day to day"*. This was also confirmed by interviews of tourists visiting the area. However two other informants from the SSI express it as a negative impact of tourism on the environment, in the form of garbage from tourists inside the temple and also in the moat. Two home stay owners on the other hand believe that there is more focus on waste now, one state that the area is: *"much cleaner and there are more management of waste now because of tourists"*. Interviews with the CBT secretary and the gate keeper showed that some form of environmental awareness is being done in order for the local villagers to understand that tourists are not being attracted by garbage and waste. Also a local cleaning day of the moat has been paid for by the CBT local development fund. However, there seems to be a gap still to fill, regarding waste and its connection with the environment. So far the awareness of the problem seems only related to attracting tourists, and not as an environmental threat. The dream map with the CBT members showed a wish to get garbage storage, but the real problem was lack of space for this.

The awareness about the environment differs greatly depending on the informants. Most of the informants had some kind of awareness about the environment but often only in their nearest surroundings e.g. the awareness of garbage and waste. According to the Commune Chief improvement of the environment have been done by putting up bins in zone 1 and nearby the school. Besides that information about garbage has been made on special occasions. At present there only exists management of the waste in the protected area zones. This also reflects the fact that only villagers nearby zone 1 is aware of what to do with the garbage and have heard about the protected zones. Even though garbage will be collected in zone 1, there is no management plan for the garbage.

The zoning system will be an asset for the environment since it implies restrictions on the agricultural activities nearby the temple and moat, which can be expected to improve the water quality. However the livelihood of the people living in zone 1 and to some extent also zone 2 will be affected greatly, since many people are dependent on the agricultural activities they do inside the new zones.

3.4 TOURISM AND LIVELIHOOD

(MA: Edouard, Lisbeth, CA: Lærke, Maja)

This section presents the links between tourism and the livelihood, and how tourism interacts with the financial, social and cultural aspects of the lives of the villagers in Banteay Chhmar (BC).

Tourism is a way to improve rural livelihoods in BC. It is clear from the different interviews that the main reason for being involved in tourism is a higher income. Indeed, the CBT members cannot live on tourism alone because of the small-scale of tourism industry in BC. But being involved in tourism gives the members an opportunity to diversify their income sources. Some of the households interviewed were 100 percent depended on farming, which makes them very vulnerable to poverty if the harvest fails or the market changes.

The Pie Diagram provides the income sources categories of the CBT members (Photo 4): sales in shops, labor selling, handicraft (carpentry for house building), tourism (small tractor driving for tourists, ox-cart driving for tourists, handicraft products selling to tourists as souvenirs, home stay for tourists, payment of CBT committee member, payment of CBT cooker), livestock (selling products from raising cows, chickens, pigs, etc.), agriculture (selling rice, bean and cassava) and fruit plantations (mango selling).

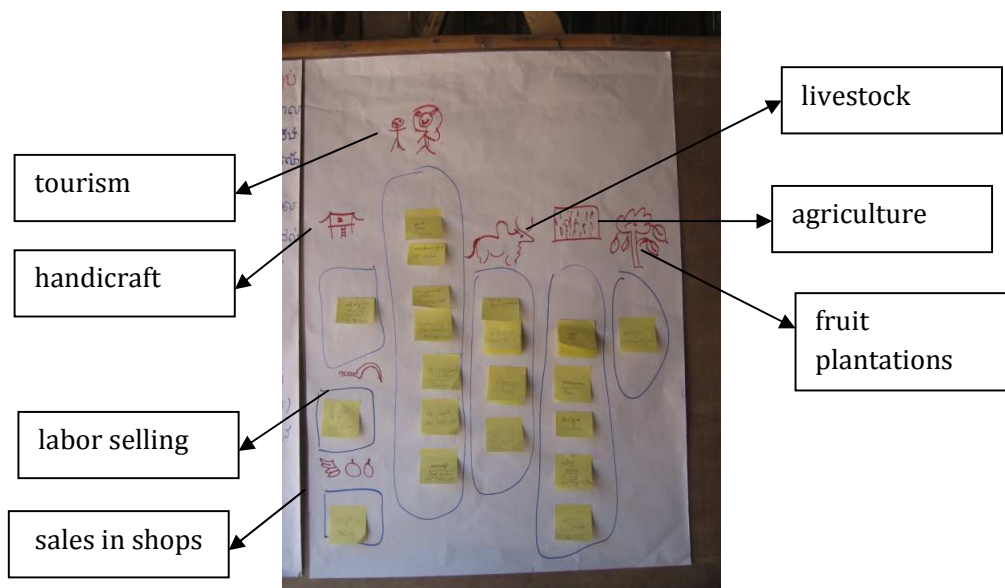


Photo 4: Different categories of income sources

A comparative analysis of the income sources before and after the involvement in CBT (Figure 4), is quite revealing. Before CBT, agriculture counted for 41% of the total income. After CBT, agriculture only counts for 35% of the total income. This was the biggest change from before CBT. The fact that people involved in CBT cut down on agriculture indicates that it is relatively easy to replace agriculture with tourism and actually benefit from it.

For the CBT members in BC, tourism contributes to 12% of their total income. This is close to the tourism contribution to the Cambodian economy, which is about 13 % of the GDP in 2005 and 16% in 2006 (Chheang, 2008). One direct and indirect benefit from tourism in BC is the increase of job opportunities, as also noticed in the literature (CCBEN 2005; Chheang, 2008 and Swarbrooke, 1999). Besides the CBT local development fund that benefits for both CBT members and non-members, the latter can benefit indirectly from tourism in many ways (through the coping strategies of the CBT members, sales in restaurants and shops, jobs in the restoration of the temple (see box 4).

Box 4: Coping strategies of the CBT members and indirect benefit from tourism for CBT non-members

“ I can rent out my land to another farmer and thereby get money from renting out land at the same time as working with tourism”

“ I produce mango and also makes handicrafts. Since the mango production has low requirements, I can hire people to work for me on my handicraft workplace, while working myself in the CBT.”

Selected quotes of the participants of the Pie Diagram

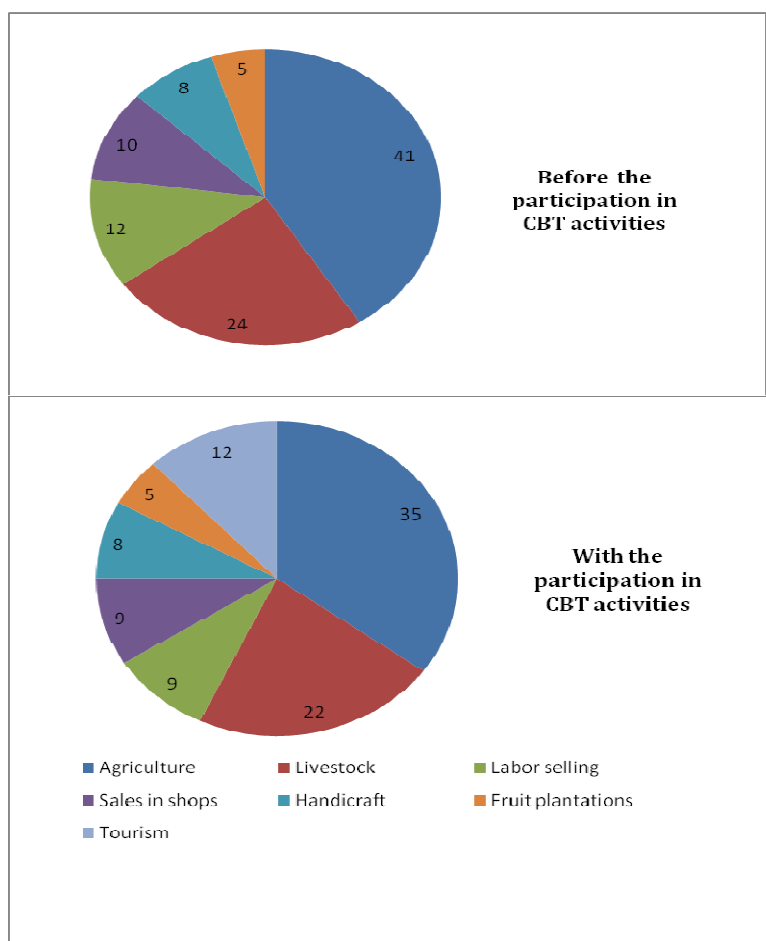


Figure 4: Pie Diagrams of the income sources

Potential for improving tourism in Banteay Chhmar, Cambodia

Another finding is about the use of the tourism income by the CBT members (Figure 5). In fact, 30% of the tourism income is spent for furniture, indicating that the tourism recipients care a great deal about tourism. This furniture is for the improvement of home stays which is an investment in tourism. Moreover, 20% of the tourism income is used to improve the lives of the children and the daily household expenses.

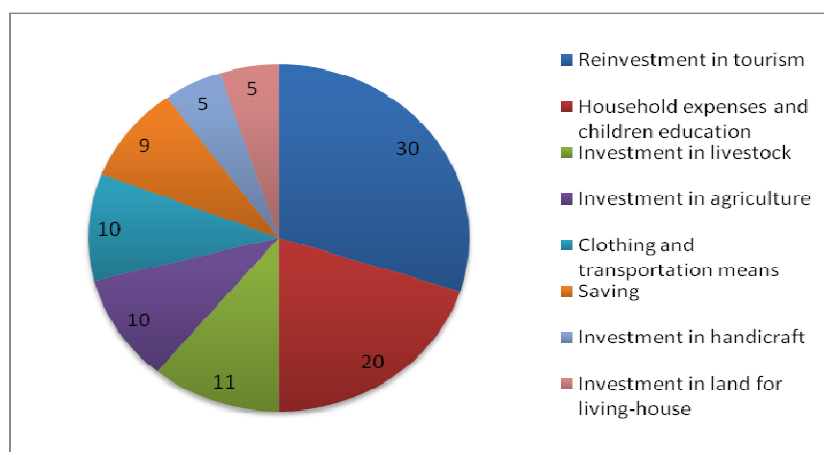


Figure 5: Pie Diagram of the expenditures from the tourism income

The interaction between tourists and local villagers in the receiving country has a great influence on the local livelihood. Knowledge, language, ideas, traditions, objects, clothes, food etc. are shared and experienced in the culture meeting. It is a strength that the villagers gain knowledge from the tourists. Their English is improving as well as their knowledge about other cultures and other ways of doing things. Several informants also mention that the renovation project, of the temple, provides training of local villagers, which strengthens the resources in the community.

Besides the exchange of knowledge, tourism also contributes to strengthen the awareness about own culture and identity for the local people, because of the contrast to other cultures (Ashley, 2000). From the semi-structured interviews and direct observations, it is noted that the Cambodian people have a thorough knowledge of old history connected to objects and places. This is supported by an interview with a key informant who referred to an old legend explaining the origin of the temple. From direct observation, household- and tourist interviews, it is discovered that the villagers are generally happy to welcome tourists to BC and their hospitality and curiosity about foreigners are overwhelming and contribute to a pleasant stay in BC. This awareness about own culture can be used as an asset when promoting BC as an interesting tourist site.

From the dream map made by the local villagers it is clarified what ideas they have for improvements for the commune area (e.g. green places surrounding the temple, accessibility to water and electricity, public toilets, waste storage place, etc). The improvements suggested will improve the area both for the villagers but also for the tourists. It reveals that the villagers are aware of how tourism can benefit their future lives and this also contributes to their positive attitude towards welcoming tourists.

3.5 OPPORTUNITIES AND CONSTRAINTS

(MA: Edouard, Lærke, Lisbeth, Maja)

Present section will highlight some of the constraints and opportunities for developing community based tourism in Banteay Chhmar in a sustainable way, based on all previous findings from the four themes included in the report.

Management

Regarding community-based tourism management in Banteay Chhmar, the opportunities and constraints are based on the interdependent four sides drawn in Figure 6.

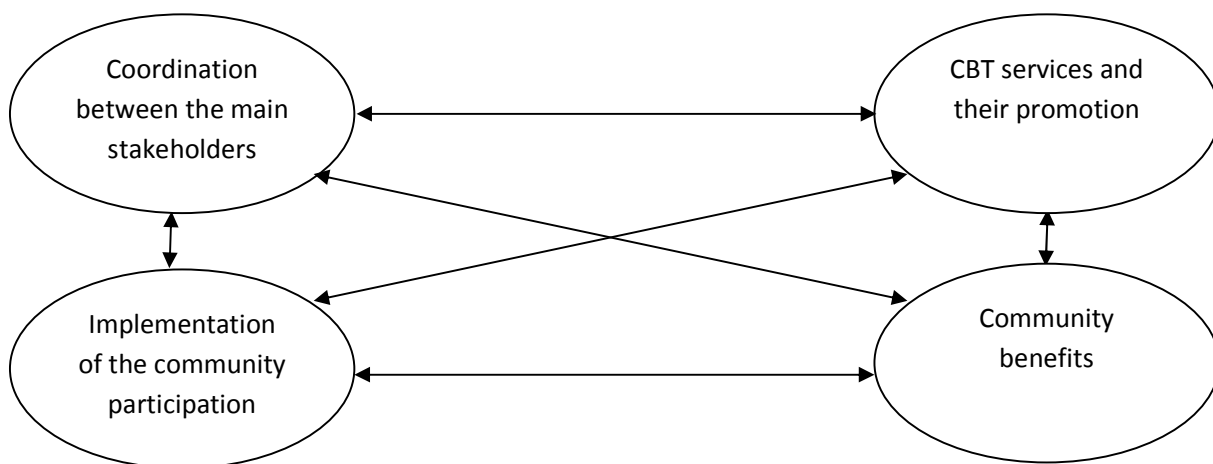


Figure 6: Box for virtuous or vicious sustainable community-based tourism management in Banteay Chhmar

One of the opportunities, which is the nomination of Banteay Chhmar site on the World Heritages map by UNESCO can lead to much more recognition of the label “CBT” by the Government and the local authorities, and much more funding and support by the international, regional and local banks. It can also favor the cooperation between CBT and other stakeholders like travel agencies and NGO’s. However, a lack of some central decisions may happen and contribute to a deregulated tourism development in the commune, like the current case in Siem Reap (Winter, 2007).

As discussed during the interview with GHF and in WWF (2001), developing tourism depends on increase in the number of visitors, which will no longer sustain without a suitable CBT’s promotion strategy and the improvement of the home stays, the food services, etc. The potential increasing collaboration between CBT, the travel agencies, and other promoters will incite higher CBT tourism income, higher Local Development Fund, and higher involvement of the villagers in CBT. However, an unequal mobilization of the CBT members may affect the CBT services and promotion, at the expense of the community benefits. Besides, a mass tourism (with its bad consequences) may come from both a combination of CBT success and decentralized decisions.

Thus, the recommendations go through an improvement of the CBT services, well-decided CBT promotion, a capacity building of the members in management skills and a right use of the Local Development Fund.

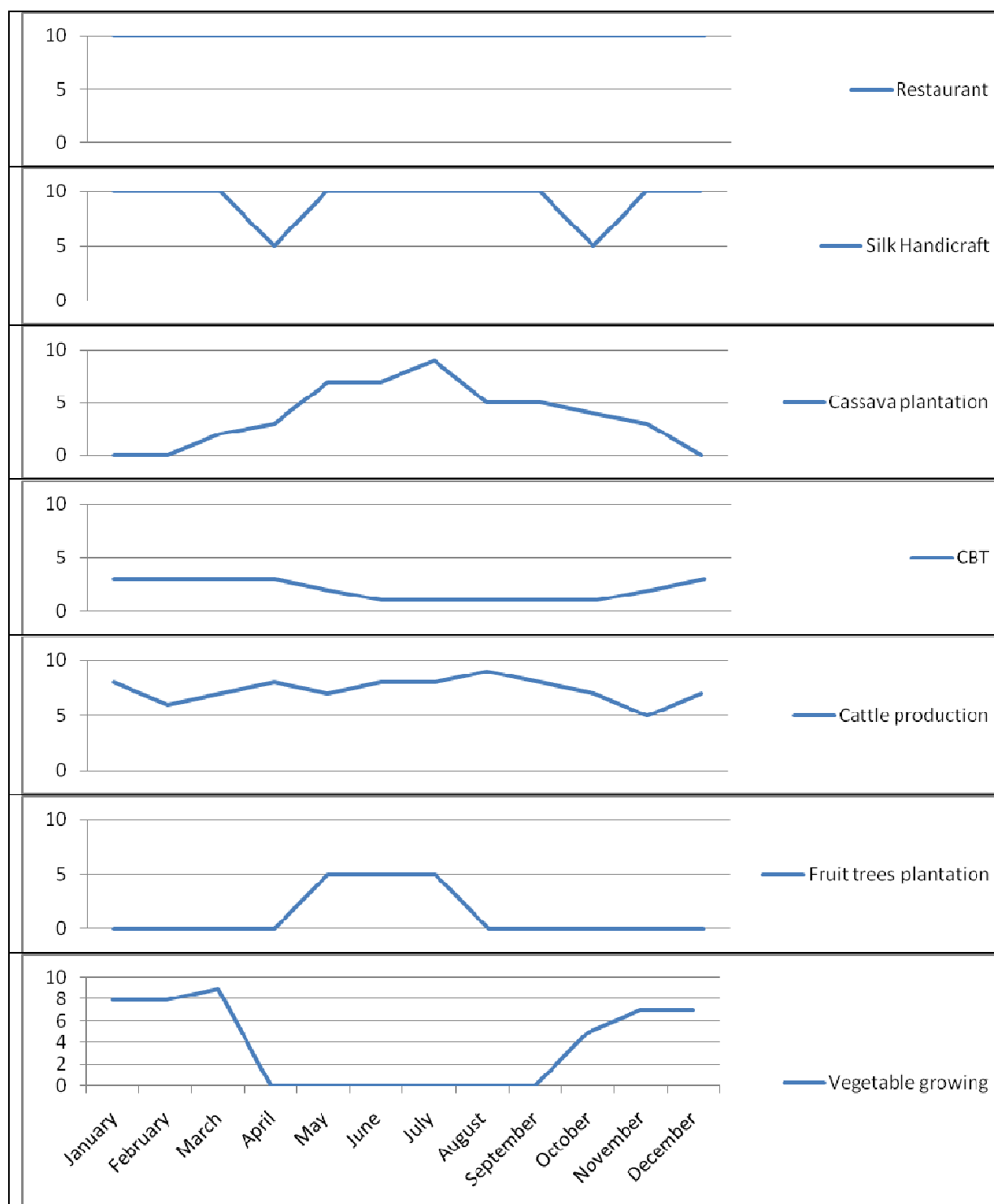
Potential for improving tourism in Banteay Chhmar, Cambodia

Attractions

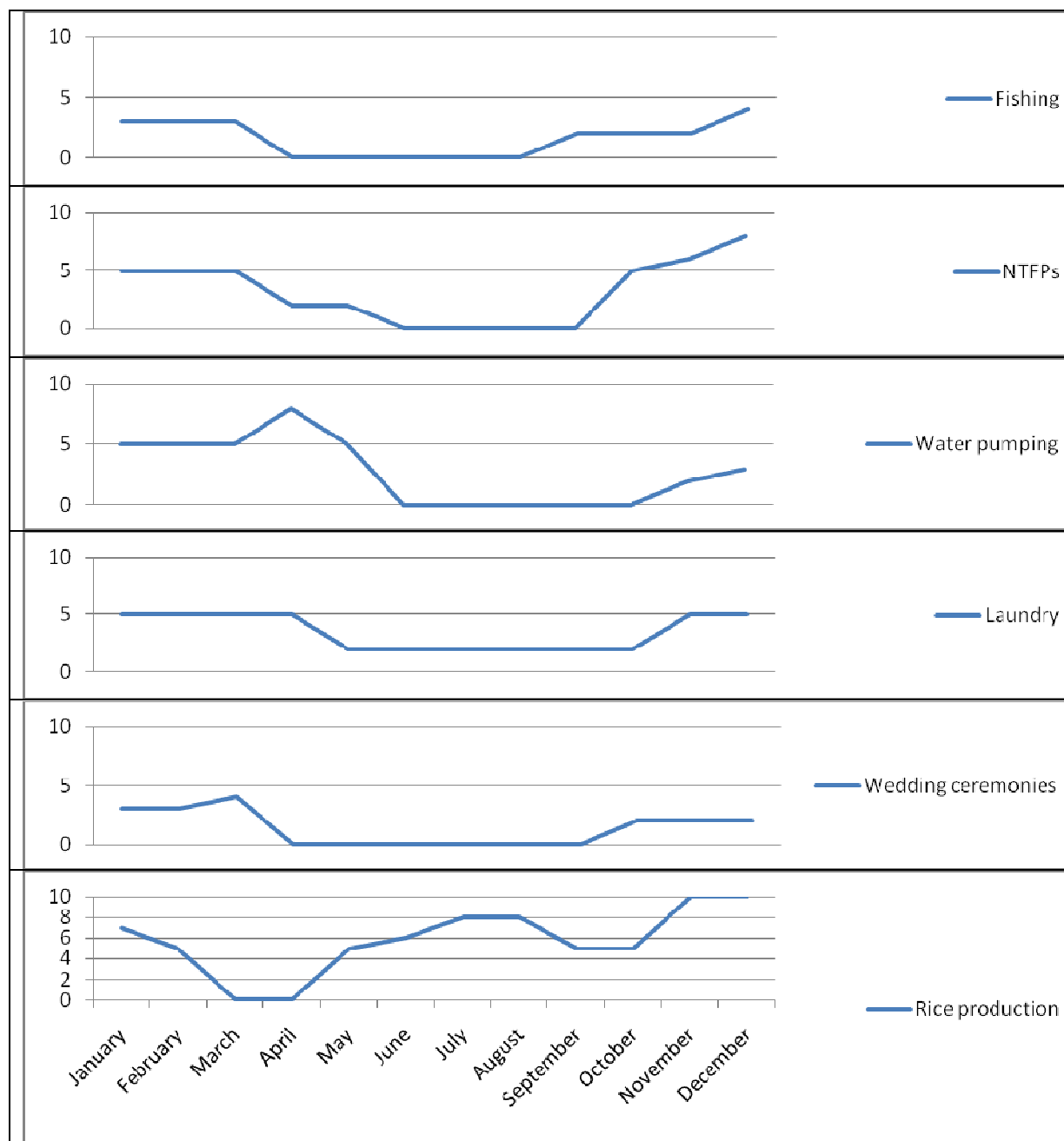
The future restoration of the BC temple in combination with the new roads provides a huge opportunity to get more visitors to the area. Since it is the wish of the CBT that more tourists should come to the area, one challenge is to get visitors already coming there, to stay longer. One opportunity for doing this could be improving the already existing attractions. Instead of inventing “new” tourist attractions, since the main attraction is still the temple, a better advantage could be taken of the activities that are already carried out in the rural areas. The seasonal calendar show the main activities carried out in Banteay Chhmar commune. The activity level is indicated from 1- 10 where ten is maximum, for each month. The calendar has been made to identify possible new tourist attractions in the already existing livelihood activities.

Potential for improving tourism in Banteay Chhmar, Cambodia

Figure 7: Seasonal calendar for the people in Banteay Chhmar



Potential for improving tourism in Banteay Chhmar, Cambodia



It can be seen that a number of services are available during the tourist season, which stretches from November to April according to the seasonal calendar of CBT (see figure 7), which is also the dry season. Activities of interest could for example be vegetable production, fishing and collecting of NTFP (non timber forest products). When using the seasonal calendar, the tourists can see what activities is available when, and if made more detailed, also specific notes could be made e.g. when rice harvesting is being done.

Also an interesting event is the wedding ceremonies, which peaks in the tourist season. Furthermore, as in the rest of Cambodia, Banteay Chhmar celebrates Khmer New Year 13-15th of April and Pchum Ben

Potential for improving tourism in Banteay Chhmar, Cambodia

ceremony (Water Festival) 15-30th of September. These occasions could be interesting for tourists to participate in, if interested in culture.

Another remark is to be more specific when broadcasting the availability of the existing activities, e.g. the beekeeping, where it is only possible to see the actual production in February and May. Issues like this could be avoided if using a seasonal calendar. This is more to avoid disappointment of tourist coming to the area with a specific interest.

However when using real people and their lives as tourist attraction, it should be done properly, showing respect and providing benefits for these people. Otherwise it could become exploitation of rural people by the tourist business.

Environment

There are many issues that are still constraints for the villagers and also tourists, some are mentioned earlier in present report, and these are no *“visitors' parking area, insufficient water, poor drainage, lack of sanitation, no solid waste management and insufficient electricity”* (GHF, 2008). If these issues were dealt with, it could strengthen the attractiveness of Banteay Chhmar in general as a “tourist package”. However up to now, no plans for dealing with these issues have been made.

There are several plans for improving the infrastructure around BC. Firstly the already existing road from Sisophon to Samraong will be improved (GHF, 2008). The new road will detour all heavy traffic around the BC temple, and this will create a much nicer environment along the main street, without too much traffic noise and dust from the road. Secondly, the Asian highway no. 6 is supposed to be build in the nearest future, and will pass Banteay Chhmar. This is a great opportunity to increase the visitor's numbers, and attract a lot more tourists to the area. One of the constraints resulting from this is the easy access will also make it easier to leave the area once seeing the temple. This can worsen the situation for the CBT since visitors now can be accommodated more luxuriously by travelling a bit further to e.g. Siem Reap. Also an increased amount of visitors can worsen the existing problems in the area like waste and water, which will have a negative impact on the environment.

Livelihood

There is an expressed wish from CBT to attract more tourists but if they succeed in this there are some socio-cultural risks to consider.

CBT is promoting BC to be a place to discover rural life, enjoy a quiet walk in the temple or a picnic in the temple area. The rural interaction is what CBT highlights; however if tourism is increased, there is a risk that investors from outside will come and build hotels, restaurants, karaoke bars etc. as seen in Siem Reap (Winter 2007). In the wake of mass tourism, Siem Reap and partly Phnom Penh has experienced increased sex tourism and problems with drugs and HIV/AIDS. An informant expressed concerns about this development at wanted to avoid it from happening in BC. The community should keep the rural atmosphere in the area in order to preserve the sustainability of the villager's livelihoods and culture

It can be argued that more investors to the area will help developing BC. If investors discover the tourism potential and want to attract more tourists, then they will have to address the problems with water supply, electricity and garbage which could be an opportunity for improving the environment and the livelihoods in BC. But if CBT is not in charge, then the money will flow out of BC and therefore not benefitting the local villagers.

Potential for improving tourism in Banteay Chhmar, Cambodia

Another risk following a higher number of tourists is the exhibition of cultural traditions. There is an opportunity that there will be a demand for some kind of cultural performance which can benefit both the cultural awareness and also the economy of the performers. But the risk is that traditions would become increasingly commercialized and that indigenous knowledge and culture could be reduced to simple “tourist attractions” and the cultural meaning of what is performed will be destroyed.

Overall there are many opportunities for improving the management of CBT, the tourist attractions, the livelihoods and environment, in BC community. If the tourism should be sustainable, it is necessary that all dimensions should improve or at least not worsen the current situation. The biggest challenge in the future may be coping with the threat from mass tourism. A way to deal with this concern would be:

- To define the tourists to target in Banteay Chhmar and then, ensure a suitable promotion of the area (its traditional character and cultural integrity)
- To establish the monopoly of a community based tourism that could benefit all the villagers and the commune
- To insist on an agreed strategy of the stakeholders for a good management of the environmental aspects such as the water resources and garbage, as well as the cultural aspects such as the temples and the cultural values of the local society.

4. CONCLUSION

(MA: Edouard, Lærke, Lisbeth, Maja)

CBT is the most important stakeholder in the management of the tourist who stay overnight in BC. Even though it is the most important stakeholder they are still financial dependent on NGO donors. Besides that they need the recognition from the Government in order to apply for financial support from other than the NGOs.

CBT offers accommodations, foodservices and visit of tourist attractions. The quality of the home stays and the food services is appreciated by the tourist visited. The CBT advertisement is made in collaboration with the travel agencies in Cambodia. The promotion of the CBT remains insufficient and could be improved by using other information channels.

The main tourist attraction is the BC temple. However there exist eight satellite temples that, if improved, could be of a great interest for the tourists as well. Also a range of other activities are available, mainly participating in livelihood activities or discovering rural life. There still is room for improving these activities and making new ones in order to attract people in BC for a longer period.

Currently tourism has had a positive impact on the environment because a new zoning system around the temple will benefit the natural environment in the surrounding area. At the same time the awareness on the environment of the local people has increased due to tourism. However the tourism will contribute to the existing problems such as water shortage and lacking garbage management.

Tourism is already one of the livelihood activities in BC but the contributing to the total income is still low. Besides that, tourism has an indirect impact on the livelihood by creating job opportunities and culture awareness among the local villagers. The income from tourism is mainly spent on improving existing tourist facilities as well as education of children and household expenses. Only resourceful people can become CBT member and profit directly from tourism. However, there is a local fund that contributes to develop projects in the commune.

There are many opportunities for improving the CBT in BC. These include a better coordination between the main stakeholders, better CBT services and promotion, involvement of more villagers in the CBT and thereby higher the community benefits. The main constraint could be a lack of integrated tourism management among the stakeholders. The opportunities regarding the tourist attractions is mainly to strengthen the already existing activities, and making the discovering of the rural life more attractive, by using more of livelihood activities as tourist attractions. However a constraint could be overexploitation of the tourist site. Increased awareness regarding the environment among the local villagers can be seen and used as an opportunity to maintain and improve the environment in the future. Increased tourism could lead to worsened environmental conditions if not managed properly. The indirect benefits from tourism to the local villagers not involved in the CBT are contributing to an overall better livelihood. Nevertheless the tourists could also contribute to the loss of existing culture.

Thus, a relevant challenge in improving sustainable community-based tourism in BC, is the mass tourism, since it could have negative impacts on 1) the tourist site, the water resources and amount of waste produced; 2) the culture meeting; 3) the ability of the CBT to manage the stay of all tourists visiting Banteay Chhmar and benefit entirely from that. The threat from mass tourism towards BC can be

avoided if the environmental, social and economical aspects are taken into consideration together and well managed.

5. REFLECTION ON METHODS

(MA: Edouard, Lærke, Lisbeth, Maja)

This section provides reflection and considerations of some of the methods used. Only the methods with relevant observations have been mentioned.

Venn diagram

This was changed in to being made as a network diagram instead of an actual Venn diagram. This was generally because it was difficult to understand the actual meaning of it within the group and then explaining to the villagers would have been even more difficult. When the brainstorming begun a lot of stakeholders not directly involved in tourism was mentioned. This gave some concerns whether the participants really understood the exercise. On the other hand, their reality might just be different from what we expected. Also, we learned that the ranking method using different sizes of paper circles clashed a bit with the local way of ranking, placing the most important stakeholder on top of the paper and then less important stakeholders under that and so on. If seeking to understand the “real” picture, more authorities involved in tourism instead of local villagers should have participated.

Seasonal calendar

The exercise was carried out with three female participants and five male. It was very early clear that the women felt some kind of intimidation and did not participate so much. As facilitators we had already thought of this, and then placed the working paper right in front of the women, who also sat next to each other. But since many of the males were very eager to participate, the ladies were actually moving from the spot so the men could do the drawing. Even though encouraging the women to participate, it was very hard for them.

This problem might have been solved by having two similar sessions, one for men and one for women.

When the livelihood activities were found, and the ranking started, it was clear that people only ranked the activities they themselves did. So it turned out to be more personal activities than activities for the whole commune. We tried to encourage them to discuss before making the ranking, but they said that did not want to interfere on something they did not have knowledge about. This was interesting, and also true. It is probably hard to say generally what a whole commune is doing throughout the year. Hence the results from a seasonal calendar will be a very broad overview, which can not be valued as 100 % correct; it will merely give some trend lines that can be followed.

Dream map/snake and ladder

For this exercise we had predicted four hours. But because participants were not present before half an hour later we ran out of time and had to rush a little bit through the snake and ladder exercise. In this part it was also difficult for participants to distinguish opportunities and constraints which tell us that the exercise might have been too abstract.

Potential for improving tourism in Banteay Chhmar, Cambodia



We invited some farmers but they did not show up, which was a problem for the exercise because their contribution to the dream map would have been useful for us concerning the rural interaction with tourists. Also the farmer's future dreams might not be the same as the other participant's.

During the exercise we decided, together with the participants, to draw the future map on the present map, by using a specific color for all the changes in order to save time. This was effective and gave us an easy overview of the differences between the two maps in one paper. All the participants contributed to the

discussion and they were interested in each other thoughts, particularly about constraints and opportunities.

Pie diagram

The exercise was easy to carry out and despite earlier concerns, the participants had no problems stating income sources and estimating their relative level of income share. The same goes for writing down expenditures of tourism income.

Because of time pressure we had to change the last part of the exercise by letting the participants agree on expenditures of tourism income which was made in categories and the participants got 100 seeds altogether instead of per participant, which they used to make an agreed distribution. This worked very well, even though it hides eventual variation among participants. Also the great hypothesis of the comparison of the first two Pie Diagrams is that all changes in income contributions are provoked by tourism as new income source. This could be an insufficiency of this method.

Moreover, the method does not assume that the total income with tourism is greater than the total income before the involvement in tourism.



Semi-structured interviews with households (SSI)

The Danish students had made an interview guide whereas the Cambodians had made a questionnaire. It was a challenge to agree on how to carry out the household interviews. After trying out the questionnaire in an interview, we decided to change it to an interview guide. This worked very well but we used a lot of time preparing it which could have been avoided if we have had an agreement before leaving Phnom Penh. We only made 10 household interviews which is a very small basis for a scientific discussion. However, we got good answers and considering our objectives the SSI are only used in the livelihood part of our report.

Informal interviews

We made in the present study a lot of informal interviews that might question the reliability because the questions asked are based on the subjective context. Nevertheless, it could be noted that the informal aspect of these interviews resides only in their unofficial form. We mean that behind these interviews, the interviewer always have some planned questions and practical paths to get the information needed. Also, these informal interviews could be explained by the most social picture of the present research. However, some times the informal interviews could seem more like unstructured interviews since sometimes the opportunity was just there without any preparations.

Key informant interviews

The key-informant interviews made in this field research provided essentially information on tourism, environment and history in Banteay Chhmar. In reality, the key-informant interviews, because of their purpose, revealed important information in a short time, and then appreciable in our experience.

Direct observations

We spend about two days to see all the temples, satellite temples and trying out different tourist attractions. Using ourselves as tourists helped us to evaluate the tourist attractions as well as the area in general. However, we could have made some more direct and participant observations to learn more about Cambodian culture. We didn't participate in a wedding and we didn't jump into the crowd of dancing villagers during a procession through the main street. Language barriers and time limits were our main restrictions. We used our evenings to work with our computers because of limited power where we could have joined a wedding or other social activities instead.

Using secondary data

The use in the present report of the secondary data obtained from the CBT was very difficult since they were not matching for the nationalities of the tourists, the length of their stay and the income sharing. Using all the available 178 tourist questionnaires would have been interesting, but still maintain the differences in the results. We learnt from this, the consequences and importance of the villager's education. Having the correct statistics on the tourists would have helped for the knowledge of the project's target group and the relevance of their marketing. Likewise, the faltering accountancy did not help to understand perfectly the benefit sharing in the CBT project, which might create negative concerns in a large scale CBT.

We got a lot of data from GHF during our fieldwork. However if we had been able to get this report in advance we could have used it much better for deeper findings. Yet, we did not find anything about GHF before arriving in BC which tells us something about the limited knowledge of stakeholders in BC.

Designing a field research

Indeed, we added some new methods to our research design in the field, such as the SWOT analysis, the informal interviews with the ox-cart owner, the beekeeper, the silk weaver, GHF, etc. However, we had deleted many methods from our synopsis which would have taken much time to implement in only ten days. A lesson learnt by this experience is, when working in a new research field location it is essential not to prepare a tight research for ten-day field trip, but to be flexible and have many plans (a plan A, a plan B and even more).

Using a local facilitator

Potential for improving tourism in Banteay Chhmar, Cambodia

Finding participants for our exercises was very easy when having a local facilitator. We could tell him what kind of persons we would like to invite and he would take care of the arrangements. This was very convenient and time saving when in the field. However, we also discovered the willingness of the local facilitator to participate himself in many of the exercises. This was a bit hard to do something about, since he on one side has a great knowledge of many things, but on the other hand may also overshadow some of the other participants.

Another note to be made is that when using a local facilitator to get in contact with the villagers, all of them will be someone he/she knows. This should be kept in mind if dealing with sensitive subjects, since results very well could be biased.

Using an interpreter

The only way for us to communicate with the villagers is to use an interpreter. However, being able to trust the interpreter turned out to be the most important thing. Many times participants will say a lot of things and when asking for the meaning, the interpreters reply could be that it was not important. This can be frustrating when not knowing the exact words; however again, trust is the key.

6. REFERENCES

- Ashley, C. (2000). *The Impact of Tourism on Rural Livelihoods: Namibia's Experience*. Working paper 128. Overseas Development Institute. Chameleon Press, London SW184SG
- Cambodia Atlas (2009). Internet resource. Available online: <http://www.cambodiaatlas.com/map>. Accessed on 19/2-09.
- CCBEN (Cambodia Community-Based Ecotourism Network) (2005). *Understanding Community-Based Tourism*. Concept, Principle and Planning. 74 p.
- Chheang, V (2008). *The political economy of tourism in Cambodia*. Asia Pacific Journal of Tourism Research. 13: 3, 281-297. Routledge, Abingdon, UK
- Chen C., Sok P. and Sok K. (2008). *Evaluating the competitiveness of the tourism industry in Cambodia: self-assessment from professionals*. Asia Pacific Journal of Tourism Research, 13: 1, 41-66. Routledge, Abingdon, UK.
- De Neergaard, A. (2008). Environmental Impact Assessment: 1- intro. PowerPoint presentation for SLUSE joint course EIA
- DFID (Department for International Development) (2001). Sustainable Livelihoods Guidance Sheets
- Global Heritage Fund (2008). *A Community Based Plan For Banteay Chhmar Some Suggestions For Discussion*. P. 1-33
- ICEM, 2003. *Cambodia National Report on Protected Areas and Development*. Review of Protected Areas and Development in the Lower Mekong River Region, Indooroopilly, Queensland, Australia. 148 pp. Available online: [http://www.mekong-protected-areas.org/cambodia/docs/Cambodia_nr.pdf] Cited on 2/4/09.
- Kennvidy, SA, (2007). PROTECTED AREA IN CAMBODIA. Berlin: Humboldt University Berlin. Available online: [http://kennvidy.files.wordpress.com/2007/11/paper-protected-area-in-cambodia_kennvidy-sa.pdf] Cited on 2/4/09.
- Lacerda, L., Schmitt, K., Cutter P. and Meas, S. (2004): Management Effectiveness Assessment of the System of Protected Areas in Cambodia using WWF's RAPPAM Methodology. Ministry of Environment, Biodiversity and Protected Areas Management Project, Phnom Penh, Cambodia. Available online: [<http://assets.panda.org/downloads/rappamreportcambodia2004.pdf>] Cited on 2/4/09.
- Lam, T. (1998). *Tourism in Cambodia: an overview of Cambodian international tourism and its development potential*. Pacific Tourism Review, 1: 3, 235-241.
- Leiper, N. (1998). *Cambodian tourism: potential, problems, and illusions*. Pacific Tourism Review, 1: 4, 285-297.
- Leung P., Lam T. and Wong S. (1997). *Tourism development in Cambodia: an analysis of opportunities and barriers*. Asia Pacific Journal of Tourism Research, 1: 2, 27-33.

Potential for improving tourism in Banteay Chhmar, Cambodia

Mikkelsen, B. (2005). *Methods For Development Work And Research. A New Guide For Practitioners*. Sage Publications India, New Delhi. Second Edition.

Swarbrooke, J. (1999). *Sustainable tourism management*. CABI Publishing, 371 p.

Tosun, C (1999). *Limits to Community Participation in the Tourism Development Process in Developing Countries*. P. 613-633 School of Tourism and Hotel management, Bilkert University, Ankara, Turkey

Winter, T. (2007). *Rethinking tourism in Asia*. Annals of Tourism Research. 2007. 34: 1, 27-44. Elsevier, Oxford, UK

Websites

CCBEN, (Cambodian Community Based Ecotourism Network) 2009. Available online at: <http://www.ccben.org/Destination.html>. Accessed on 19/2-09

GHF (Global Heritage Fund), 2009. Available online at: <http://www.globalheritagefund.org/where/banteay.html>. Accessed on 01/04-09

Mekong Protected Areas, 2009. Available online at: <http://www.mekong-protected-areas.org/cambodia/pa-map.htm>. Accessed on 03/04-09

Tourism of Cambodia, 2009. Available online at: <http://www.tourismcambodia.com/attractions/banteaychhmar/>. Accessed on 01/04-09

UNWTO (United Nations World Tourism Organization) 2009. Available online at: http://www.unwto.org/frameset/frame_sustainable.html. Accessed on 03/04-09

WHO (World Health Organization), 2009. Available online: http://www.who.int/water_sanitation_health/bathing/srwe2full.pdf . Accessed on 05/04/2009

WWF (World Wildlife Fund), 2001. Guidelines for community based ecotourism development. Available online at: <http://assets.panda.org/downloads/guidelinesen.pdf> Accessed on 03/04-09

7. APPENDICES

Appendix 1: Synopsis

1. BACKGROUND

Tourism is defined by the World Tourism Organization as “*the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.*” (Ooi, 2002). Tourism then has an environmental span which is even larger than thought. Rather, tourism has various interconnections with environment, society and economy. The increasing importance of tourism development has favored the emergence of diverse approaches that should be clarified to inspire a better appraisal of the tourism potential in Cambodia.

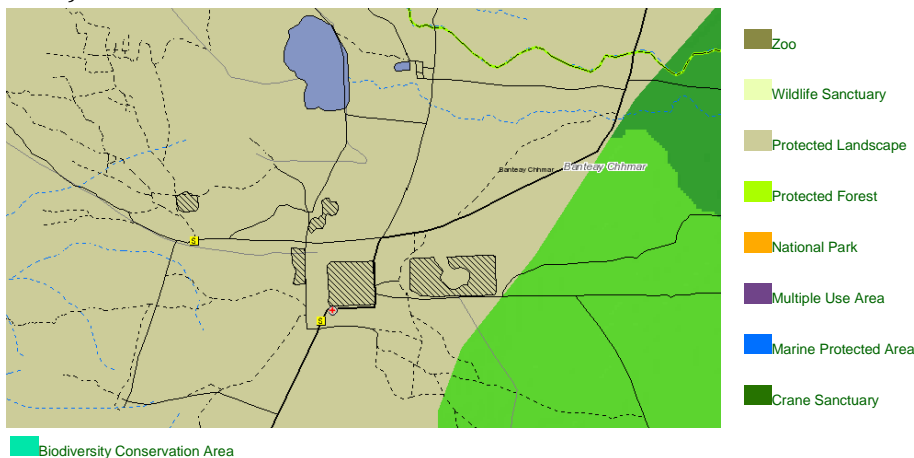
1.1. CONTEXT OF TOURISM IN CAMBODIA AND IN THE STUDY AREA

The emergence of the tourism sector starts from the early 90s, facilitated by UNESCO's declaration of Angkor as a World Heritage Site in December 1992. Then, there is an increase in tourists on the site by 8,000 % in a decade (from 9,000 in 1993 to 750,000 in 2003). The tourists are from the Western countries (Europe, USA) as well as from Asia (Winter, 2007). Although the tourism products include the seven national parks, Tonle Sap Lake and its floating village, the Mekong River, beautiful beaches, and about 1,080 ancient temples, the most important product is the Angkor temple complex in Siem Reap Province (Chheang, 2008). Many studies analyzed the social and economic impact of tourism in Cambodia. It is thus found that the tourism industry impact on Cambodian's economy is quite low (Chen and al., 2008), despite a lot of endowed resources (Lam, 1998). However, tourism is determined by the Royal Government of Cambodia as “an economic-priority sector in improving the people's living standard, especially pro-poor, community-based tourism” (Chheang, 2008). The social costs stemming from tourism development in Cambodia include the spread of HIV/AIDS and child sex tourism (Chheang, 2008; Leiper, 1998). More than a decade ago, Leung and al. (1997) have already stated that there is a crucial need of developing new tourism attractions and a well-coordinated tourism plan to improve the tourism performance in Cambodia. Banteay Chhmar will be the location for the field work.

Banteay Chhmar is a commune of one of the northwestern provinces in Cambodia, Banteay Meanchey, which is close to Siem Reap Province, stretches to the Thai border and is under national protection. The area is confined as Protected Landscape, which will have impacts on the use of the area. Furthermore the surrounding areas are confined as protected forest and Crane sanctuary (Cambodia Atlas, 2009).

Potential for improving tourism in Banteay Chhmar, Cambodia

Fig 1: Map of Banteay Chhmar showing the temple sites and the protected areas 1: 50.000 (Cambodia atlas, 2009).



There exists in Banteay Chhmar, a French NGO “Agir Pour Le Cambodge”, member of the Cambodia Community-Based Ecotourism Network (CCBEN, 2009). The CBT started in 2007 and comprised at that time of 38 villagers. The tourist activities include: home-stay in a traditional wooden house; ox-cart trip around the countryside and the village; Discovery of the rural life; visit of the 12th century Angkorian temple and the 8 satellite temples; visit of Pol-Pot water reservoir and picnic near it; visit of Enfant Du Mékong silk center; bicycle trip (CCBEN, 2009).

1.2. ANALYTIC APPROACH TO TOURISM IN THE PROJECT

The Royal Government of Cambodia has a goal for developing more tourism in Cambodia. Especially they want to improve the pro-poor, community-based tourism (Chheang, 2008). There is an endless list of tourism approaches. The pro-poor tourism can be defined as a goal to meet poverty reduction. This kind of tourism can be seen as an effective strategy of rural social economic development and regeneration. The pro-poor concept overlaps with the concepts of both ecotourism and community based tourism (CBT). Ecotourism has a sustainable approach to people and the environment, with main focus on the environment, while CBT aims to increase local people's involvements in tourism (Potter *et. al*, 2004). Another approach to tourism, is sustainable tourism, which looks at the three dimensions of tourism; environmental, social and economic. These three dimensions are difficult to separate and should be treated equally when assessing a sustainable tourism approach.

The environmental dimension links the tourist destination to a huge package: the natural environment (mountainous areas, seas, rivers and lakes, caves, beaches and natural woodland), the farmed environment (agricultural landscapes, man-made forests, fish farms), the built environment (individual buildings and structures, villages and townscapes, transport infrastructure, dams and reservoirs), natural resources (water, climate, air), wildlife (land-based mammals and reptiles, flora, birds, insects, fish and marine) (Swarbrooke, 1999). Then, the offered environmental tourism package, in Banteay Chhmar, is not yet well-diversified, and hence, could be positively improved.

When dealing with the economic dimension of tourism, attention is given to the economic impact of tourism in the area and the marketing management of tourism. Tourism may have important benefits for the community and local villagers such as job creation, improving the local community

Potential for improving tourism in Banteay Chhmar, Cambodia

development, helping local businesses viable, accelerating services, manufacturing industries and agriculture. Besides, the marketing management is central to the functional management of a sustainable tourism, by implementing the manipulation of the four Ps (Product, Price, Place and Promotion) (Swarbrooke, 1999).

The social dimension examines the equitable and ethical aspect among the key actors involved in tourism development. It also analyses the positive and negative impact of tourism on the host community and its culture (Swarbrooke, 1999). It could be implemented in Banteay Chhmar by investigating how the villagers perceive the socio-cultural changes with the tourism development.

In present project, the tourism approach will be seen as a sustainable community based tourism approach, in order to make tourism benefit the local community but also to do this in a sustainable way, so that tourism can have a positive impact on the area.

Though having an interesting unilateral scope, the environmental, social and economic dimensions need, however, a holistic view to analyze the tourism management, its impact in the locality and the visitor attractions. We know that Banteay Chhmar already has developed tourism which consists of four home stays and a limited range of tourist attractions. Since increased tourism can benefit the local community it is relevant to investigate the opportunities for increasing tourism in Banteay Chhmar.

2. PURPOSE OF THE STUDY

The precedent overview of approaches linked to the tourism sector in Banteay Chhmar helps to understand the following study objectives and the research questions stated for their achievement.

2.1. OBJECTIVES

Considering the fact that tourism is recognized as a significant answer for poverty reduction for Cambodian people in general, and Banteay Chhmar in particular, that there are already some tour operators in the surrounding areas, and that Banteay Chhmar shelters already a community-based tourism, but also an Angkorian temple complex, a protected landscape and other resources, the present study aims to determine the opportunities and constraints for increasing tourism in Banteay Chhmar in order to help the rural people in this locality profit more from tourism and improve their livelihood. More consistently, the objective is triple:

- To increase knowledge about the management of the community-based tourism (CBT)
- To enhance understanding of the impact of the CBT on the environment and on the livelihood
- To investigate the potential for increasing tourism

2.2. RESEARCH QUESTIONS

To aim of the project is to be able to answer the following three research questions with their sub-questions.

1. How is the CBT tourism managed?

1. Who are the stakeholders?

Potential for improving tourism in Banteay Chhmar, Cambodia

2. How is the marketing managed?
2. What is the impact of CBT on the environment and on the livelihood?
 1. What is the impact of tourism on the protected areas?
 2. What is the socio-economic impact of tourism on the people involved in the CBT?
3. What is the potential for increasing tourism?
 1. What are the villagers' perceptions of tourism?
 2. What is the awareness of cultural and nature conservation?
 3. How can the protected areas contribute to increasing tourism?
 4. What are the tourists' perceptions of the tourist attractions?
 - 3.5 What are the opportunities for new tourist attractions?

3. METHODOLOGY

As presented in the objectives, the idea behind this study is to provide some recommendations for increasing tourism in Banteay Chhmar. However, this cannot be done, without knowing how the CBT operates in terms of management and its actual environmental and socio-economic impact in order to maintain and enhance the current positive aspects, while reducing the negative aspects. Likewise, such a study should investigate the perceptions of the local villagers and the visitors regarding tourism and the attractions, since the tourism development depends on the attractiveness of the touristic sites perceived by the tourists as well as the local cultural and environmental values.

Generally, there will be used Participatory Rural Appraisal (PRA) methods to involve the local communities, and to use the local knowledge in all of the research. In the PRA methods the research team will mostly work as facilitators; however we will base the environmental part on our own research, only using locals as guides. The PRA methods will provide us with qualitative data, which will be the back-bone of this study. There will only be gathered a small part of quantitative data.

All the methods are presented in table 1 and further described in appendix 1. A timeline can be viewed in table 2. Furthermore, a modified Log Frame Matrix for the fieldwork can be viewed in appendix 2.

The tourist dimension in the fieldwork will be categorized into three groups; International, regional and local tourists. The international tourist in Banteay Chhmar will be Western tourist, in present study; the four team members from Denmark. The regional tourists will comprise of visitors from, among others, Thailand; the local tourist will be the three team members from Cambodia.

There will also be different target-groups of tourists within the three categories that can be analyzed e.g. families, backpackers and luxury-tourist. What target-groups that should be preferred in Banteay Chhmar, will be to investigate during the fieldwork together with the locals.

Potential for improving tourism in Banteay Chhmar, Cambodia

It should be noted, that the tourists might not be available for this study, however this can first be found out while in the field site.

Potential for improving tourism in Banteay Chhmar, Cambodia

Table 1: Proposed methods

Research question	Data needed	Methods
1. How is the CBT managed?		
1.1. Who are the stakeholders?	Diagram of all the tourism stakeholders in Banteay Chhmar; Description of their roles and interrelations	Venn Diagram, Key informant interview with NGO, Key informant interview with local authorities
1.2. How is the marketing managed?	Description of the tourism marketing mix (Product, Price, Place, Promotion) of the CBT	Key informant interviews (NGO, local authorities), Questionnaire to tourists in Banteay Chhmar, informal interviews (tour operators of Phnom Penh, home stay owner)
2. What is the impact of CBT on the environment and on the livelihood?		
2.1. What is the impact of tourism on the protected areas?	Recommendations of future environmental management	Environmental Impact Assessment
2.2. What is the socio-economic impact of tourism on the people involved in the CBT?	Pie Diagram of the sources of income for the CBT non-members; Pie Diagram of the sources of income for the CBT-members (including tourism) Pie Diagram of the diverse destinations of the income generated from tourism; Comparison of livelihood before involvement in CBT and actual livelihood; Socio-cultural changes with the tourism	Pie Diagram of the income and expenditure from tourism , Trend analysis and Semi-structured Interviews (households)
3. What is the potential for increasing tourism?		
3.1. What are the villagers' perceptions of tourism?	Villagers' views on tourism; Map of the perceived present situation of tourism; Map of the desired future of tourism; Strengths and opportunities; Risks and vulnerabilities	Semi-structured Interviews (households), Dream map Snake – ladder exercise Trend analysis
3.2. What is the awareness of cultural and nature conservation?	Villagers' value of their culture; Villagers' environmental practices	Observations, Semi-structured Interviews (households)
3.3. How can the protected areas contribute to increasing tourism?	Map over the area showing the village, the protected areas, the present and new tourist attractions	GIS and mapping, and Transect walk
3.4. What are the tourists' perceptions of the tourist attractions?	Tourists' views on the attractiveness of the touristic sites	Questionnaire to tourists (in Phnom Penh, Banteay Chhmar and Sisophon; purposive sampling) and Participant observation
3.5. What are the opportunities for new tourist attractions?	Livelihood tasks with responsibilities categorized by season, age, gender and intensity of activity; Potential of different tourist attractions throughout the year; Historical and cultural details that can be interesting for tourists; Local people's perceptions of the services and opportunities available for the tourists; Other possible tourist attractions (from NGO, local authorities and tour operators interviews); Expectations about the attractions	Seasonal calendar, sight-seeing (observation of culture, nature and monuments + guide), Community history, Service and opportunities map, Key informant interview with NGO, Key informant interview with local authorities, informal interviews with tour operators in Phnom Penh, Questionnaire to tourists (in Phnom Penh, Banteay Chhmar and Sisophon)

3.1 SAMPLING STRATEGY

Generally, we will divide our sampling group into two groups; members of CBT and non-members. As far as we know, there are 38 members of the CBT and we trust to get a list of the members involved by the head of the NGO or the like. The non-members of the CBT will again be divided into two groups; members benefiting from CBT (e.g. restaurant owners) and non-benefiting members. However, this division will be very difficult to assess while in the field, so it will be treated as one homogenously group, with the awareness of the benefiting and non-benefiting members.

We will use the 38 members of the CBT as the working population when sampling participants for CBT activities. When choosing people for CBT we will use purposeful sampling where the villager's availability will be the primary factor. However, we will try to make an equal distribution of the sampling so e.g. gender, age and social status will be taking into consideration.

Non-members of the CBT will be chosen purposefully with the "snow-ball" method, asking people to give us the names of other people and so on.

Purposeful sampling will also be used when interviewing tourists both internationals, regionals and locals. Here it is also only the availability that matters.

Potential for improving tourism in Banteay Chhmar, Cambodia

Table 1: Timeline

		sat. 7/3	sun. 8/3	mon. 9/3	tues.. 10/3	wed.. 11/3
Edouard						
morning		arriving	Participant observation	Interview with home stay owner	Venn diagram	visit the other gr
afternoon	Interview with tour	arriving	Participant observation	Participant observation	interview with local authorities	visit the other gr
evening		arriving				visit the other gr
Lisbeth						
morning		arriving	Participant observation	Interview with home stay owner	EIA	visit the other gr
afternoon		arriving	Participant observation	Participant observation	EIA	visit the other gr
evening		arriving			EIA	visit the other gr
Maja						
morning		arriving	Participant observation		EIA	visit the other gr
afternoon		arriving	Participant observation	transect walk	EIA	visit the other gr
evening		arriving		Sightseing	EIA	visit the other gr
Lærke						
morning		arriving	Participant observation	transect walk	EIA	visit the other gr
afternoon		arriving	Participant observation	Sightseing	EIA	visit the other gr
evening		arriving			EIA	visit the other gr
Sothun						
morning		arriving	Participant observation	transect walk	Venn diagram	visit the other gr
afternoon	Interview with tour	arriving	Participant observation	Sightseing	interview with local authorities	visit the other gr
evening		arriving				visit the other gr
Sihasambath						
morning		arriving	Participant observation	Interview with home stay owner	Venn diagram	visit the other gr
afternoon	Interview with tour	arriving	Participant observation	Participant observation	interview with local authorities	visit the other gr
evening		arriving				visit the other gr
Chandaravuth						
morning		arriving	Participant observation	transect walk	EIA	visit the other gr
afternoon		arriving	Participant observation	Sightseing	EIA	visit the other gr
evening		arriving			EIA	

Potential for improving tourism in Banteay Chhmar, Cambodia

	thurs.. 12/3	fri. 13/3	sat..14/3	sun. 15/3	mon. 16/3
Edouard					
morning					
afternoon					
evening					
Lisbeth					
morning					
afternoon					
evening					
Maja					
morning					
afternoon					
evening					
Lærke					
morning					
afternoon					
evening					
Sothun					
morning					
afternoon					
evening					
Sihasambath					
morning					
afternoon					
evening					
Chandaravuth					
morning					
afternoon					
evening					

Pie diagram

Dream map/snake and ladder

Interview with households
Interview with households
Interview with households

Interview with households
Interview with households
Interview with households

Community history
seasonal calender

Interview with households
Interview with households
Interview with households

EIA
EIA

Dream map/snake and ladder
service and opportunity map

EIA
EIA

Interview with households
Interview with households
Interview with households

service and opportunity map

Pie diagram

Community history

Interview with households
Interview with households
Interview with households

Interview with households
Interview with households
Interview with households

seasonal calender

Interview with households
Interview with households
Interview with households

Interview with households
Interview with households
Interview with households

seasonal calender

4. REFERENCES

- Cambodia Atlas (2009). Internet resource. Available online: <http://www.cambodiaatlas.com/map>. Accessed on 19/2-09.
- CCBEN (2009). Cambodia Community-Based Ecotourism Network. Available online: <http://www.ccben.org/Destination.html>. Accessed on 19/2-09
- Chen C., Sok P. and Sok K. (2008). Evaluating the competitiveness of the tourism industry in Cambodia: self-assessment from professionals. *Asia Pacific Journal of Tourism Research*, 13: 1, 41-66. Routledge, Abingdon, UK.
- Chheang V. (2008). The political economy of tourism in Cambodia. *Asia Pacific Journal of Tourism Research*, 13: 3, 281-297. Routledge, Abingdon, UK. Available online: <http://dx.doi.org/10.1080/10941660802280414>
- Kumar, S. (2002) *Methods for community participation. A complete guide for practitioners.* Intermediate Technology Publications Ltd.
- Lam T. (1998). Tourism in Cambodia: an overview of Cambodian international tourism and its development potential. *Pacific Tourism Review*, 1: 3, 235-241.
- Leiper N. (1998). Cambodian tourism: potential, problems, and illusions. *Pacific Tourism Review*, 1: 4, 285-297.
- Leung P., Lam T. and Wong S. (1997). Tourism development in Cambodia: an analysis of opportunities and barriers. *Asia Pacific Journal of Tourism Research*, 1: 2, 27-33.
- Neergaard, Andreas de (2008). Environmental impact assessment: 1- Intro. PowerPoint presentation for SLUSE joint Course EIA.
- Ooi C. (2002). *Cultural tourism and tourism cultures: the business of mediating experiences in Copenhagen and Singapore.* Copenhagen Business School Press DK, 277 p.
- Potter, R.B., Binns, T., Elliot, J.A. and Smith, D. (2004). *Geographic's of development.* Pearson Education Limited. England.
- Swarbrooke J. (1999). *Sustainable tourism management.* CABI Publishing, 371 p.
- Winter T. (2007). Rethinking tourism in Asia. *Annals of Tourism Research*, 34: 1, 27-44. Elsevier, Oxford, UK.

5. APPENDICES

Appendix 1: Method descriptions

Various methods are used to answer the research questions of this project. More or less, they could be ranged in four groups: the PRA methods, the interviews, the questionnaire and other methods.

5.1.1. PRA methods

Venn diagram (Kumar, 2002)

Purpose: To study the tourism institutional relationships

Participants: At least 13 CBT villagers (1/3 of the 38 CBT villagers)

Material required: Small cards and Paper circles

Steps:

1. Explanation of exercise purpose to interpreter and the participants
2. Listing on small cards of the various institutions and individuals involved in tourism in the village
3. Arrangement of the list in descending order of importance followed by corresponding representation on paper circles
4. Drawing of a big circle on the ground representing the community
5. Positioning of the paper circles in the big circle in such a way that the further from the centre, the most difficult access, allowing also for intersection of the paper circles when institutions/individuals interact.
6. Interpretation of the results
7. Thanking of the participants for their cooperation and time

Duration: 3 hours

Transect walk

We will walk around the protected area to make a transect map, to find out what there is of ecological interest in the area. We will also identify what kind of activities that will be going on inside the area. Together with the locals we will identify areas that could be of interest for tourists.

We will choose a route to walk together with the villagers based on the village map. The route should go through the protected areas and have as many ecological niches as possible. After that we will walk the route, and note down what to point out. After the tour, the villagers will make the transect map, according to our notes and what they remember. The areas of key interest to highlight could ecological niches, tourist attractions, type of crops, forest species, infrastructure, problems and opportunities regarding the protected area and regarding tourists.

Time: Around 4 hours is needed. 4 people could be involved

Outcome: A transect map of the village area showing what is going on, who is using the areas, what could be points of interest for tourist and problems and opportunities regarding use of the areas.

Sampling strategy: 6 villagers. Preferably: 3 CBT members, 3 non-members, 3 male, 3 female, both some old and young.

GIS and Mapping

After the transect walk and the interviews, we will know more about the exact location of the areas that are connected with the village, and we will be able to make a map with a GPS.

Potential for improving tourism in Banteay Chhmar, Cambodia

On the map we should also note all points of interest for possible tourists. E.g. other temples, interesting ecosystems and so on.

Outcome: A map covering the village, the protected areas, and possible new attractions for tourist. Also problems that could be regarding the protected areas and more tourists.

Time: Around one day for 4 people

Pie Diagram (Kumar, 2002)

Purpose: To know: 1. The income sources + proportions, for the CBT non-members and for the CBT-members; 2. The expenditures from the tourism income + proportions the CBT-members.

Participants: At least 13 CBT villagers (1/3 of the 38 CBT villagers)

Material required: 100 seeds (beans), small cards and paper circles

Steps:

1. Explanation of exercise purpose to interpreter and the participants
2. Listing on small cards of all the possible income sources for the two groups
3. 100 beans to distribute and place on the cards depicting the income sources for each group
4. Illustration of the results in a pie diagram + Interpretation
5. Listing on small cards of all the possible uses of the income generating from tourism for the group of CBT members
6. 100 beans to distribute and place on the cards depicting the different expenditure types from the tourism income
7. Illustration of the results in a pie diagram + Interpretation
8. Thanking of the participants for their cooperation and time

Duration: 4 hours

Trend Analysis (Kumar, 2002)

Purpose: To learn from the CBT village how they perceive changes over time with the tourism.

Participants: At least 14 CBT villagers (7 males and 7 females), excluding those participating in the Pie Diagram exercise

Material required: Markers (different colors), small cards and paper circles

Steps:

1. Explanation of exercise purpose to interpreter and the participants
2. Initiation of the discussion on the present situation and then moving on the interested aspects (livelihood activities, cultural attractions, social problems)
3. Depict the present situation in the relevant cells, using symbols
4. Repeat the exercise for the time before their involvement in tourism
5. Interpretation of the findings
6. Thanking of the participants for their cooperation and time

Duration: 2 hours

Seasonal calendar

Potential for improving tourism in Banteay Chhmar, Cambodia

In order to get an overview of the activities that are carried out throughout the year, we will create a seasonal calendar together with villagers. We are planning to set up a focus group discussion with villagers from several households in order to get a more objective overview of the year. This includes both women and men, cbt participants and non-cbt participants.

8 people (4 cbt-participants and 4 non-cbt participants, whereas 2 is women and 2 men) should attend this group discussion. We will use purposeful sampling where the villager's availability will be the primary factor. Non-members of the CBT will be chosen purposefully with the "snow-ball" method, asking people to give us the names of other people that are involved in different activities throughout the year.

Outcome: To identify livelihood tasks and to categorize responsibilities by season, age, gender and intensity of activity. To gain knowledge about the potential of different tourist attractions throughout the year.

Time estimated: 2-3 hours

Service and opportunities map (Kumar, 2002)

Is used to explore the local people's perceptions of the services and opportunities available for the tourists. By using this kind of mapping we will get an insight in the most important local services in the area such as schools, health center, restaurants, sanitation, shops etc.

8 people (4 cbt-participants and 4 non-cbt participants, whereas 2 is women and 2 men) should attend this group discussion. We will use purposeful sampling where the villager's availability will be the primary factor. Non-members of the CBT will be chosen purposefully with the "snow-ball" method, asking people to give us the names of other people that are involved in different activities throughout the year.

Time estimated: 3 hours

Dream map (Kumar, 2002)

The dream map is used to depict the future in line with the aspirations of local people. Two maps are made whereas one represents the present situation and the other the desired future. The comparison of the two maps will help us to identify what are the aspects where people want change and therefore helpful when analyzing the constraints and opportunities. Local people should participate in this exercise.

Time estimated: 2 hours

Snake and ladder exercise (Kumar, 2002)

In continuation of the dream mapping or in combination with a snake and ladder exercise will be made. The snake and ladder exercise is used as a tool for a detailed analysis of people's dream, securities, risks opportunities and vulnerabilities. The participants are asked to talk about their present state of well-being and afterwards asked to draw their desired state of dream of well-being.

Potential for improving tourism in Banteay Chhmar, Cambodia

Hereafter they are asked to identify the major differences with respect to their present state and the dream of state and to identify the ladders e.g. the forces, which would help them to go over to the dream state. After this the helpful forces are categorized into two categories; strengths and opportunities and the forces which can be compared to “snakes” are categorized into risk and vulnerabilities. This kind of exercise will give a good insight into the constraints and opportunities in the area concerning the environmental-, social cultural- and economical aspect.

12 people (6 cbt-participants and 6 non-cbt participants, whereas 4 is women and 4 men) should attend this group discussion. We will use purposeful sampling where the villager's availability will be the primary factor. Non-members of the CBT will be chosen purposefully with the “snow-ball” method. Based on some of the earlier interviews and information we have gathered throughout the week we will try to make a mix of the more and less powerful people involved in the different activities in the area.

Time estimated: 4 hours

Community history

Interview with some elderly people in the village that are willing to talk about the history of the village. Some of the questions that could be asked are: When was the village established? What are the important events in the history of the village? What major change took place and what are the reasons for these changes?

Outcome: To get some historical and cultural details that can be interesting for tourists.

Sampling: Observing “old” people during the first days, asking around, and find the participants purposefully.

Time estimated: 1-2 hours per person.

5.1.2. Interviews

Key informant interview with the NGO “Agir pour le Cambodge”

Interviewed: NGO representative in Banteay Chhmar or CBT Chief

General information:

In your understanding and with your experience, who are the key actors and institutions involved in the tourism?

When did the NGO first open to tourists? Month/Year

Which countries do the majority of tourists come from? Country 1: Country 2: Country 3:

Which months make up your seasons? Low Season Months: ; High Season Months:

How many people stayed at the accommodation overnight in the past year (12 months)? How many nights did each person stay for, on average? nights

Marketing mix strategy - Product/Service:

Describe all your available services. What are the services the tourists want from you? Are there any features you miss out? Do you include costly features that the tourist doesn't actually like?

Potential for improving tourism in Banteay Chhmar, Cambodia

What are the services offered by the other NGOs/CBT/travel agencies you know? To what extent are your services differentiated versus these organizations (competitors)?

Marketing mix strategy - Price:

What types of accommodations are available and what are their rates for the tourists?

Accommodation	Maximum capacity (room or persons?)	Low season		High season	
		% of occupation	Price in USD (per person or per room?)	% of occupation	Price in USD (per person or per room?)
Home stay					
Guest house					
Other (specify)					

Do you know other CBT sites nearby you? What is the price for each CBT activity for tourists?

Marketing mix strategy -Place and Promotion:

Where and when can you get across your marketing messages to your target market? Do you reach your audience by advertising in the press, or on TV, or radio, or on billboards? By using direct marketing mail shot? Does your publicity mention the protected area(s) as one of the attractions of the location?

Is there seasonality in the tourism market? Are there any wider environmental issues that suggest or dictate the timing of your market launch, or the timing of subsequent promotions?

Do you know how other CBT sites promote themselves?

Marketing mix strategy – Conclusion:

Do you set up a quick response facility to tourist problems and complaints? When feasible, do you customize the service to the needs of the tourists?

According to you, what are the strengths? Weaknesses? Opportunities? and Threats? Of the CBT activities?

Other issues:

Do you have a relationship with the personnel of the protected areas in regard to collaborating on the management of the protected area or tourism?

Is the NGO developed, operated and protected by the community? How do you involve the local residents in the marketing management? What are the social benefits you think you provide them? What are the economic benefits you think you provide them? Do you think that the CBT members are equally benefitting from tourism?

What is specifically protected within the areas? What is the legislation regarding the use of the protected areas for tourism? Who is managing the areas? How are they being managed? Are there any conflicts with the local villagers? Who and how can use the areas? To what extent is the management of the protected areas constrained the tourism development? To what extent is it giving opportunity to the tourism development?

What are the overall opportunities of increased tourism in Banteay Chhmar? What are the constraints? What are your expectations of tourism? To what extent, do you think tourism benefit the well-being of the CBT directly or indirectly?

Duration: 2 hours

Key informant interview with local authorities (Commune chief)

In your understanding and with your experience, who are the key actors and institutions involved in the tourism?

Is the NGO operating in coordination with you? If yes, how? If no, why? How does it involve the local residents in the CBT?

Potential for improving tourism in Banteay Chhmar, Cambodia

What is specifically protected within the areas? What is the legislation regarding the use of the protected areas for tourism? Who is managing the areas? How are they being managed? Are there any conflicts with the local villagers? Who and how can use the areas? To what extent is the management of the protected areas constrained the tourism development? To what extent is it giving opportunity to the tourism development?

What are the overall opportunities of increased tourism in Banteay Chhmar? What are the constraints? What are your expectations of tourism? To what extent, do you think tourism benefit the well-being of the commune directly or indirectly?

Duration: 1 hour

Informal interview with tour operators

Participants: 3 to 5 tours operators selected by purposive sampling in Phnom Penh

Where do you direct very often the tourist? Do you inform the tourists about the opportunity to visit some rural areas? What are in your point of view, the actual tourist attractions? What might interest them in the rural areas?

Do you collaborate with the NGO “Agir pour le Cambodge”? Do you know the CBT project in Banteay Chhmar?

If yes, how? Are the tourists satisfied with their services?

If no, why? How to involve the CBT in your operations?

What are the overall opportunities of increased tourism in the rural areas? What are the constraints? What are your expectations of tourism? To what extent, do you think tourism benefit the well-being of these areas directly or indirectly?

Duration: 30 minutes each

Informal interview with the a CBT member e.g. home stay owner

How often do you have tourists visiting?

What is the average number of tourists per year?

How many nights does the tourist stay on average?

How big amount of your income come from tourism?

Which other income sources do you have besides tourism?

Do you equally benefit regarding the other home stay owners?

Have you experienced any problems regarding the tourists?

Duration: 30 minutes

Informal interviews everywhere all the time

By informal interviews we mean talking with people in relaxed surroundings. There will be no interview setting which allows people to talk more freely. Informal interviews will be performed while exploring the different tourist attractions or walking with a farmer in his field.

Semi-structured interview for households (Interview guide)

We will interview about 10 households, 5 which are employed in tourism and 5 which are not. From a list of household members engaged in CBT we will randomly collect 5 households to

Potential for improving tourism in Banteay Chhmar, Cambodia

interview. When talking to these households we will ask for names of people not involved in CBT, which will be available for interview (snow-ball).

Time: 1-2 hours pr. interview

- 1) How many people does the household consist of?
- 2) How many adults (over 14)?
- 3) How many children?
- 4) What is the gender division?
- 5) Which activities to the adult members have during the day? (what was/is your activities today?)
- 6) Which activities are you engaged in during a week? (What were your activities during this week?)
- 7) Are you using the temple here? Why/why not? For what?
- 8) Do you find the temples important regarding your culture?
- 9) Do you think the area attracts enough tourists or would you like to have more tourists coming? Why?
- 10) Do you interact with the tourists when they are here (besides if working with them)?
- 11) Have you experiences any problems regarding the tourists?
- 12) In your opinion, is there much difference between western and Asian tourists?
- 13) These performances (dance, music etc.) that are performed for the tourists, are they only for the tourist's entertainment, or do you perform for other villagers as well?
- 14) What do you think is the most interesting to see/experience in this area? Why?
- 15) Are you using the protected areas? For what? How often?
- 16) Do you use the restaurants in town?
- 17) How do you manage the trade of your agricultural products?
- 18) Are any of the members of this household employed in tourism?
- 19) Would you like to work with tourism?

If working with tourism:

- 20) What is your occupation in tourism industry?
- 21) How often do you work with tourists?
- 22) Do you have more money now than before cbt?
- 23) Do you have more/less spare time than before?

5.1.3. Questionnaire

Potential for improving tourism in Banteay Chhmar, Cambodia

QUESTIONNAIRE TO TOURISTS

Participants: tourists in Banteay Chhmaar, Phnom Penh and Sisophon (interviewed whenever possible and tourist available)

General information

- 1) Name: _____ Nationality: _____
- 2) Gender: Male ☐ Female ☐
- 3) Age (years): < 25 ☐ 25 – 35 ☐ 35 – 45 ☐ 45 – 55 ☐ > 55 ☐
- 4) Kind of Accommodation: Home stay ☐ Guest house ☐ Hotel ☐ Other (please specify _____) ☐
- 5) Are you visiting Cambodia in group? Yes (please specify how many____) ☐ No ☐
- 6) How long are you planning to stay in Cambodia? < 3 days ☐ 3-6 days ☐ 7-10 days ☐ > 10 days ☐
- 7) Have you ever visited Banteay Chhmar or Banteay Meanchey ? Yes ☐ No ☐ (If No, please jump to question 15)

Regarding the Community-Based Tourism in Banteay Chhmar

- 8) How do you know the area (Banteay Chmar / Banteay Meanchey)? Tourist information centre ☐ Magazines, newspapers ☐ Travel agencies or tour operators ☐ NGO,CCBEN ☐ Tourist guides and publications ☐ Friends or relatives ☐ Other (please specify _____) ☐
- 9) Is it your first-time visit to Banteay Chmar? Yes ☐ No ☐
- 10) How long are you planning to stay in Banteay Chmar? 1 day ☐ 2-3 days ☐ 4-6 days ☐ > 6 days ☐
- 11) Please rate your degree of satisfaction with the CBT tourism package in Banteay Chhmar

CBT Tourism Products	strongly satisfied	satisfied	dissatisfied	never visited
11.1. Home-stay in a traditional wooden house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.2. Ox-cart trip around the countryside and the village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.3. Discovery of the rural life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.4. Visit of the 12th century Angkorian temple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.5. Visit of the satellite temples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.6. Visit of Pol-Pot water reservoir and picnic near it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.7. Visit of Enfant Du Mékong silk center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.8. Bicycle trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.9. Other (please specify _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.10. Other (please specify _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 12) Do you think that the cost of accessing this tourism package is acceptable? Yes ☐ No ☐
- 13) What is the maximal amount you could be willing to pay for accessing this tourism package?
_____ \$ US

Potential for improving tourism in Banteay Chhmar, Cambodia

14) Please rate the attractiveness of these elements in Banteay Chhmar

Elements	Bad	Poor	Average	Good	Excellent
14.1. Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.2. Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.3. Cleanliness/Hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.4. Staff attitude towards visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.5. Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.6. Cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.7. Your tour escort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.8. Courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.9. Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Please jump to question 17)

Attractions and Suggestions

15) What are your actual tourist attractions? : _____

16) How attractive may you find these elements?

Attractions	very attractive	attractive	not attractive	no opinion
16.1. Traditional accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.2. Cultural, artistic and religious site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.3. Natural environment (forest, rivers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.3. Traditional foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.4. Visit of rural farms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.5. Ox-cart trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.6. Discovery of the rural life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.7. Visit of temples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.8. Community history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.9. Silk center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.10. Bicycle trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17) Wishes with regard to a possible future stay

Elements	Low	Medium	High
17.1. Better overnight facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.2. Lower prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.3. Better service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.4. Experience another season	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.5. Other (please specify _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18) Constraints for attractions and increasing tourism in rural areas:

19) Suggestions for attractions and increasing tourism in rural areas:

5.1.4. Other methods

Environmental Impact Assessment (EIA) (Neergaard, 2008).

The EIA is a method to evaluate if proposed activities are likely to have a significant adverse impact on the environment. The impact on the environment from a certain proposal can include bio-physical and resource use, social and cultural, landscape and visual, indigenous people's rights and traditional areas, risk and uncertainty

The stages of EIA

1. Screening: Decide if and at what level EIA should be applied
2. Scoping: Identify important issues and prepare terms of reference
3. Impact analysis: predict the effects of a proposal and evaluate their significance
4. Mitigation: Establish measurements to prevent, reduce or compensate for impacts
5. Reporting: Prepare the information necessary for decision making
6. Review: Check the quality of the EIA report
7. Decision making: Approve (or reject) the proposal and set conditions
8. Follow up: Monitor, manage and audit the impacts of projects implementation
9. Public involvement: To inform and consult with stakeholders

In this case we will investigate how activities in connection with tourism have impact on the environment (and will focus on step 1-4). The screening (1), the scoping (2) process and the (3) the impact analysis will all take place for the research area.

The two areas we will focus on are the town area and the protected areas.

1) Screening: The screening involved for this project, will be done before arrival at the field site. The screening process has shown a small tourism project that is likely to expand a little, and therefore it has been decided that the group will make a small EIA analysis.

2) Scoping: When arriving at the field site, the team will make a scooping, trying to identify the most likely impacts. This will require some kind of public involvement. Who the participants will be, will be decided when arriving at the field site, to hopefully get some environmental authorities involved. On the scooping, there will be created a set of "Terms of reference" and made a "network" of impacts.

3) Impact analysis: The assessment will be divided into two parts, where observation is the key.

a) A baseline assessment - Assessing the present tourist attractions and the impact the tourists have on the town area and the protected areas. Together with this, there will be made a no-activity projection, assessing what will happen, if the number of tourist will not increase but be at the same level as present.

b) While identifying "new" tourist attractions, finding out which impact the new and increased number of tourists could have on the town area and on the surrounding areas, and make possible

Potential for improving tourism in Banteay Chhmar, Cambodia

scenarios for the future. Also for this assessment there will be made some speculations about establishment impacts and running phase impacts of the proposed new tourist attractions.

Generally the impacts can be categorised into these 8 categories: Type and nature, Magnitude, Extent, Timing, Duration, Uncertainty, Reversibility and Significance.

The important issues to assess will be defined when arriving in the village, doing the scooping, however some ideas are: Trampling/soil erosion, dust, litter, waste water/sanitation, water consumption, garbage management, new infrastructure, noise pollution and wildlife and ecological disturbance.

The EIA could also involve other issues more cultural like impact on the indigenous culture and westernization, also negative aspects like HIV/AIDS. However, this assessment will not focus at these areas, due to time limits. However, if time allow it, there will also be assessed to positive impacts of tourism, this could be e.g. better infrastructure and environmental awareness.

Time frame: Four persons one full day

Other things: Paper, pens, environmental authority (?) if possible, otherwise other authority

Observation

Some of our questions can be answered by observation in the village and in the protected areas. An example is observing garbage in the village which will give us an idea of the awareness of nature conservation in the protected areas, the village, the temple etc. We will also do some sightseeing in order to experience the area from a tourist's point of view. During the sightseeing and from observations we hope to find out more about the villagers culture (handicraft, dance, music, food etc.). At the same time we hope to observe some tourists while we are there.

Participant observation

Participant observation is done to get an in-depth understanding of the tourist's experience of the area. We will use ourselves as informants by trying out the different tourist attractions the first days we are there. This way we will experience the tourist area from a tourist's point of view.

SWOT Analysis

This method will comprise information from all the previously methods and be used as a way to simply present the four dimensions of the approach; Strengths, Weaknesses, Opportunities, Threats, regarding increased tourism in Banteay Chhmar. The SWOT analysis will be done after carried out fieldwork, as a sum up triangulation. Based on this Approach, we will make our recommendations for future tourism in the area.

Appendix 2: LFA for the fieldwork

Each of the 3 outputs has a different number of activities connected with it. These will all be given numbers as well. Some of the activities will provide answer for more than only one output, hence these will not be described both places, but only provided with the number where the description can be found.

Overall Objective	Immediate objectives	Outputs	Activities	Inputs	Verifiable indicators	Sources and means of verification	Important and critical assumptions
To determine the opportunities and constraints for increasing tourism in Banteay Chhmar	1.To increase knowledge about the management of the community-based tourism (CBT)	1.1.Overview of the stakeholders involved in the CBT	1.1.1.Venn Diagram	CBT villagers, 3 full-time students, 1 interpreter, 1 local guide, big paper cards and markers, pens, notebooks, hardcopy method guides and operational facilities	Diagram of all the tourism stakeholders in Banteay Chhmar; Description of their roles and interrelations	Stakeholder analysis in the final report	Participants' willingness for the PRA exercise
			1.1.2.Key informant interview with NGO	NGO representative, 3 full-time students, 1 interpreter, interview guide, pens, notebooks and operational facilities			Availability of the NGO representative
			1.1.3.Key informant interview with the local authorities	Local authorities, 3 full-time students, 1 interpreter, 1 local guide, interview guide, pens, notebooks and operational facilities			Availability of the local authorities
			1.1.4.Triangulation	7 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities
		1.2.Understanding of the marketing management of the CBT	1.2.1. (1.1.2.)	NGO representative, 3 full-time students, 1 interpreter, interview guide, pens, notebooks and operational facilities	Description of the tourism marketing mix (Product, Price, Place, Promotion) of the CBT	CBT marketing mix analysis in the final report	Availability of the NGO representative
			1.2.2. (1.1.3.)	Local authorities, 3 full-time students, 1 interpreter, 1 local guide, interview guide, pens, notebooks and operational facilities			Availability of the local authorities
			1.2.3. Informal interview with CBT member (home stay owner)	Restaurant owner, 3 full-time students, 1 interpreter, Interview guide			Connection between tourists and the restaurant

Potential for improving tourism in Banteay Chhmar, Cambodia

							owner
			1.2.4. Questionnaire to tourists in Banteay Chhmar	Tourists visiting or having visited Banteay Chhmar, all available students, questionnaire guide, pens, notebooks and operational facilities			Availability of the tourists
			1.2.5. Informal interviews with tour operators in Phnom Penh	Tour operators, 3 full-time students, 1 interpreter, interview guide, pens, notebooks and operational facilities			Availability of the tour operators
			1.2.6. Triangulation	2 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities
	2. To enhance understanding of the impact of CBT on the environment and on the livelihood	2.1. Increased knowledge about the tourism impact on the protected areas	2.1.1. Environmental Impact Assessment (EIA)	3 full-time students, 1 interpreter, 1 local guide, GPS and maps, pens, notebooks, hardcopy method guides and operational facilities	Recommendations of future environmental management	Results of the EIA investigations in the final report	Existence of connection between the protected areas and the tourism
		2.2. Understanding of the socio-economic impact of tourism on the people involved in the CBT	2.2.1. Pie Diagram of the income and expenditure from tourism	CBT members and non-members, 3-4 full-time students, 1 interpreter, 1 local guide, pens, notebooks, hardcopy method guides and operational facilities	Pie Diagram of the sources of income for the CBT non-members; Pie Diagram of the sources of income for the CBT-members (including tourism) Pie Diagram of the diverse destinations of the income generated from tourism; Comparison of livelihood	Socio-economic impact of CBT on livelihood in the final report	Participants' willingness for the PRA exercise
			2.2.2. Trend analysis				Availability of the household members
			2.2.3. Semi-structured interviews with households				
			2.2.4. Triangulation	3 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities

Potential for improving tourism in Banteay Chhmar, Cambodia

					before involvement in CBT and actual livelihood; Socio-cultural changes with the tourism		
3.To investigate the potential for increasing tourism	3.1.Villagers' perceptions of tourism	3.1.1. (2.2.3)	CBT villagers, 4 full-time students, 1 interpreter, 1 local guide, interview guide, pens, notebooks, hardcopy method guides and operational facilities	Villagers' views on tourism; Map of the perceived present situation of tourism; Map of the desired future of tourism; Strengths and opportunities; Risks and vulnerabilities	Villagers' perceptions of present and aspired tourism in the final report	Availability of the household members	
		3.1.2. (2.2.2)				Participants' willingness for the PRA exercise	
		3.1.3.Dream map – Snake and ladder	CBT villagers, 2 full-time students, 1 interpreter, 1 local guide, big paper cards and markers, pens, notebooks, hardcopy method guides and operational facilities			Relevance of results from the precedent activities	
		3.1.4.Triangulation	3 full-time students, results from the precedent activities, pens, notebooks				
	3.2. Increased knowledge about the community awareness of cultural and nature conservation	3.2.1. Observation	7 full-time students, pens, notebooks	Villagers' value of their culture; Villagers' environmental practices	Villagers' practices regarding cultural and nature conservation in the final report		
		3.2.2. (2.2.3)	CBT villagers, 4 full-time students, 1 interpreter, 1 local guide, interview guide, pens, notebooks, hardcopy method guides and operational facilities			Availability of the household members	
		3.2.3. Triangulation	3 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities	
	3.3.Understanding of the protected areas	3.3.1.GIS and mapping	4 full-time students, 1 interpreter, 1 local guide, GPS and maps, pens, notebooks, hardcopy method guides and operational facilities	Map over the area showing the village, the protected	Protected areas contribution to	Existence of new interesting attractions for tourists	

Potential for improving tourism in Banteay Chhmar, Cambodia

		contribution to increasing tourism	3.3.2. Transect walk	4 full-time students, 1 interpreter, 1 local guide, GPS and maps, pens, notebooks, hardcopy method guides and operational facilities, 5 members of the community	areas, the present and new tourist attractions	increasing tourism in the final report	Availability of community members
			3.3.3. Triangulation	3 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities
		3.4. Tourists' perceptions of the tourist attractions	3.4.1. Questionnaire to tourists (in Phnom Penh, Banteay Chhmar and Sisophon)	All types of tourist, 3 part-time students, questionnaire guide, pens, notebooks and operational facilities	Tourists' views on the attractiveness of the touristic sites	Tourists' perceptions of the tourist attractions in the final report	Availability of the tourists
			3.4.2. Participant observation	7 full-time students, pens, notebooks			Availability of time
			3.4.3. Triangulation	3 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities
		3.5. Opportunities for new tourist attractions	3.5.1. Seasonal calendar	Women and men, CBT participants and non-CBT participants, 3 full-time students, 1 interpreter, 1 local guide, big paper cards and markers, pens, notebooks, hardcopy method guides and operational facilities	Livelihood tasks with responsibilities categorized by season, age, gender and intensity of activity; Potential of different tourist attractions throughout the year	Opportunities for new tourist attractions in the final report	Participants' willingness for the PRA exercise
			3.5.2. Observation (sight-seeing)	4-7 full-time students, pens, notebooks, 1 local guide, 1 big car + driver, GPS			Availability of car + driver
			3.5.3. Community history	Elderly people in the village, 2 full-time students, 1 interpreter, 1 local guide, big paper cards and markers, pens,	Historical and cultural details that can be		Participants' willingness for the PRA exercise

Potential for improving tourism in Banteay Chhmar, Cambodia

				notebooks, hardcopy method guides and operational facilities	interesting for tourists, and for understanding of the context		
			3.5.3.Services and opportunities map	CBT participants and non-CBT participants, 7 full-time students, 1 interpreter, 1 local guide, big paper cards and markers, pens, notebooks, hardcopy method guides and operational facilities	Map showing local people's perceptions of the services and opportunities available for the tourists the services		
			3.5.4. (1.1.2.)	NGO representative, 3 full-time students, 1 interpreter, interview guide, pens, notebooks and operational facilities	Other possible tourist attractions		Availability of the NGO representative
			3.5.5. (1.1.3.)	Local authorities, 3 full-time students, 1 interpreter, 1 local guide, interview guide, pens, notebooks and operational facilities			Availability of the local authorities
			3.5.6. (1.2.4.)	Tour operators, 3 full-time students, 1 interpreter, interview guide, pens, notebooks and operational facilities			Availability of the tour operators
			3.5.7. (3.4.1.)	All types of tourist, 3 full-time students, questionnaire guide, pens, notebooks and operational facilities	Expectations about the attractions		Availability of the tourists
			3.5.8.Triangulation	7 full-time students, results from the precedent activities, pens, notebooks			Relevance of results from the precedent activities

Appendix 2: Summary of the methodology in the report

Table 1. Methods and collected field data

Methods	Collected data	
	Primary	Secondary
Key informant interview with CBT secretary	Information about CBT management	Administrative documents of the CBT (CBT brochure, list of CBT members, statistics on visitors arrivals) Accountancy documents of the CBT (Price list, invoices and expenses documents) Tourist questionnaires CCBEN documents
Key informant interview with Commune chief	Information about tourism, environment and the development plans of the commune	Master plan of the commune development Population statistics
Key informant interview with gate keepers	Information about the history and important events of Banteay Chhmar as well as the main temple and tourism	
Semi-structured Interviews with travel agencies in Denmark and Phnom Pehn	Travel agencies awareness and promotion of CBT in Banteay Chhmar/Cambodia	
Semi-structured interviews with households	Villager's perception of tourists and tourism. Villager's cultural and environmental awareness. Tourism's socioeconomic impact on livelihoods	
Informal interviews with tourists in Phnom Penh and Banteay Chhmar	Awareness of Banteay Chhmar Perception of Banteay Chhmar	
Informal interviews with: GHF, Protected area manager, Vice chief for PA, Vice director from department of environment, local official of department of environment, chief of protected area	Information about the present environmental status and to assess which environmental problems that might be in the future as a consequence of increasing tourism. Knowledge	From GHF: report and some statistics (population and agriculture in Banteay Chhmar, tourism data in Siem Reap)

□ [Potential for improving community based tourism in Banteay Chhmar, Cambodia]

administration, vegetable garden owners, wood seller, water pumper, local family, owners of new houses, women getting water from the lake, coal producer and woman using coal	about the main temple, its history and restoration	From Protected area manager: map of the commune
Informal interviews with home stay owners, ox-cart owner, beekeeper, Les soieries du Mekong (silk Weaver)	CBT members perception and experience of tourism in Banteay Chhmar	
Network diagram	Overview of important stakeholders and their interrelations	
Seasonal calendar	Overview of all the main occupational activities in the community, and their work load during the year	
Pie diagram	CBT member's income sources and distribution of income from tourism	
Dream map/snake and ladder	Villager's future dreams and desires for the area as well as opportunities and constrains for realization	
Water analysis		
Tourist attraction mapping	Map of tourist attractions, home stays and other important sites	
Direct observation, sight-seeing	Tourist attraction scheme, knowledge of the area, evaluation of own experiences as tourists	
SWOT analysis	Strength, weaknesses, opportunities and constraints for tourism in Banteay Chhmar	

Table 2. Sampling methods and final informants

Data sources	Sampling strategy	Informants / Participants
Key informant interview with CBT	Purposive sampling	CBT Secretary (M. Mov Sy)
Key informant interview with Commune	Purposive sampling	Commune Chief
Key informant interview with Gate keepers	Purposive sampling	M. Phoeu Sopheann Chief of Health Center
Semi-structured Interviews with travel agencies	Convenience sampling (sidewalk survey)	One in Phnom Penh: Palm Tours Three in Copenhagen
Semi-structured interviews with households	Convenience sampling (5 CBT households, 5 non-CBT households); Stratified random sampling of the CBT households (cooker's household, home stay owner's household, Kuyon owner's household, ox-cart owner's household, committee member's household); Convenience sampling (sidewalk survey) for the non-CBT households	CBT households : Choum Choum, Say Phalla, Chhuot Mach, Roeung Loey, Lol Toll Non-CBT households: 5 households from three villages surrounding the main temple and the CBT office
Informal interviews with tourists	Convenience sampling (sidewalk survey)	2 tourists in a café in Phnom Penh, 15 tourists among the tourists welcomed by CBT during the fieldwork
Informal interviews with environment officers	Purposive sampling	GHF, Protected area manager, Vice chief for Protected Area, Vice director from department of environment, local official of department of environment, chief of protected area administration
Informal interviews with: vegetable garden owners, wood seller, water pumper, local family, owners of new houses, women getting	Convenience sampling (sidewalk survey)	2 vegetable garden owners, 1 wood seller, 1 water pump 1 local family, 2 owners of new houses, 3 women

□ [Potential for improving community based tourism in Banteay Chhmar, Cambodia]

water from the lake, coal producer and woman using coal		getting water from the lake, 1 woman using coal, and 1 coal producer
Informal interviews with home stay owners, ox-cart owner, beekeeper, Les soeries du Mekong (silk Weaver)	Convenience sampling	2 home stay owners (including the one where we were living) 1 ox-cart owner 1 weaver working at Les soeries du Mekong
Network diagram and Seasonal calendar	Convenience sampling (same participants for both exercises because of time and money)	a commune counselor, a CBT committee member, a female restaurant owner, a temple keeper, a female crafter, a farmer, a female vegetable seller in the market
Pie diagram	Random sampling: initially (1 CBT member randomly selected in each of the 6 categories of CBT members, and noticed two days before) finally (some participants not available and only a female)	1 cooker, 1 both crafter and committee member, 2 home stay owners, 1 ox-cart owner and 1 kuyon owner
Dream map/snake and ladder	Convenience sampling: initially (a monk, one crop producer, one animal producer, a female cloth seller in the market, one female restaurant owner, one female crafter, one CBT committee member, one female working in the health center) and noticed two days before; finally (some participants not available, no farmers and only three females)	1 monk with his representative 1 female cloth seller in the market, 1 female vegetable seller in the market 1 female restaurant owner, 1 CBT committee member, Chief of health center Commune counselor
Water analysis	Convenience sampling: initially (3 samples of the water from the home stay where we were living, 3 samples of the water from the temple moat) finally (only 1 sample of each water source)	1 sample of domestic water 1 sample of the water from the temple moat

□ [Potential for improving community based tourism in Banteay Chhmar, Cambodia]

Tourists questionnaires	Random sampling (1/3 of the 178 available evaluation schemes)	60 questionnaires
-------------------------	---	-------------------