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Resident community perceptions of the socio cultural impacts of tourism and host guest relations in a least developed country : An exploratory study of Phnom Penh, Cambodia

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**RESIDENT COMMUNITY PERCEPTIONS
OF THE SOCIO CULTURAL IMPACTS OF TOURISM
AND HOST GUEST RELATIONS IN A
LEAST DEVELOPED COUNTRY:
*AN EXPLORATORY STUDY OF PHNOM PENH, CAMBODIA***

This thesis is presented for the award of Bachelor of Business (Honours)

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November 2007

USE OF THESIS

The Use of Thesis statement is not included in this version of the thesis.

ABSTRACT

This exploratory study of community perceptions of tourism impacts and host guest relations in a Least Developed Country (LDC) was undertaken in the Boeung Keng Kang I region of Phnom Penh city, Cambodia. A mixed methodology approach, with quantitative questionnaires of the local community and semi structured interviews with both the community and key informants from stakeholder groups, was used to investigate the appropriateness of social exchange theory and economic dependency theory to the LDC sustainable tourism development agenda set by the World Tourism Organization (WTO).

While the concept of sustainable tourism incorporates the economic, environmental and socio cultural aspects of tourism, this study chose to focus on the current status of resident perceptions of tourism, tourism impacts and host guest relations in a LDC experiencing early stages of tourism development to build on research that seeks to understand the socio cultural aspects of sustainable tourism development in the LDCs of the world.

This study has determined that the Boeung Keng Kang I community currently perceives tourism very positively and did not discern any severe negative tourism impacts. Tourism was perceived as highly beneficial to the community by providing employment opportunities, bringing services and prosperity, contributing to increased safety and security among others. Any negative impacts mentioned, such as acculturation, were fears for potential negative impacts in the future rather than perceptions of current negative experiences.

The role of the host guest interaction was also an important contributor to community perceptions of tourism. Results from this study support the interrelationship between positive perceptions of tourism impacts and a positive host guest relationship evident in the literature. That is, in this scenario, positive perceptions of host guest relations in the community appear to boost an overall positive attitude towards tourism in the Boeung Keng Kang I community.

Moreover, the key findings support a new approach to social exchange theory and host guest relations by qualifying this relationship and identifying potential influences unique to the perception formation of these residents, and thus expanding the understanding of social exchange theory and host guest relations. This includes the influences of the Cambodian tourism environment, internal and external impact perception and the influence of culture on the host guest interaction.

This research will highlight the importance of community perceptions of tourism and the host guest relationship to LDC tourism development strategies. It provides a case study of a community experiencing early tourism development which can inform similar cases in the future. With further research it could become a practical model to identify the challenges and successes of LDC tourism development in other regional and cultural settings.

DECLARATION

I certify that this thesis does not, to the best of my knowledge and belief:

- i) incorporate without acknowledgement any material previously submitted for a degree or diploma in any institution of higher education;
- ii) contain any material previously published or written by another person except where due reference is made in the text; or
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CHAPTER ONE

THE THEORETICAL AND CAMBODIAN CONTEXT FOR THIS STUDY OF THE SOCIO CULTURAL IMPACTS OF TOURISM AND HOST GUEST RELATIONS



Image 1: Tourists at Prasat Bayon, Temples of Angkor, Siem Reap
Source: Sotear Ellis

This chapter will begin this thesis by examining existing theory and practice in relation to the current status of sustainable tourism development in Least Developed Countries (LDCs). In particular, it will consider the sustainable tourism development theory, socio cultural tourism impacts, factors influencing perceptions measurement, including the role of host guest relations and the theoretical influences on this research. A critique of existing literature will be followed by a detailed examination of the Cambodian context by describing the current status of its tourism industry to justify the importance of this as a unique opportunity to study early stage tourism development in a LDC, and the impacts this has on the community that lives there. Finally, following such justification, the research questions will be outlined.

1.1. Sustainable Tourism Development and LDCs

Tourism development is almost an inevitable part of any national economy therefore efforts should be made to maximise the benefits of tourism and minimise any negative impacts. In the case of LDCs, this is particularly relevant as these countries are very vulnerable to the negative impacts of tourism due the speed at which tourism is embraced as a cure for economic difficulty in a context often lacking enforceable legal frameworks to protect the rights of local residents. In this scenario, tourism development strategies specifically designed for a destination can be beneficial as they aim to minimise the harm to the destination and its residents by creating a viable long term industry (World Tourism Organization, 2002a).

Sustainable tourism development has emerged as a contemporary approach to tourism development incorporating a planned development approach designed to preserve the longevity of tourism in a region. The World Tourism Organization (WTO) defines sustainable tourism development as:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.” (World Tourism Organization, 2002a, p. 20)

Sustainable tourism seeks to achieve a balance between the environmental, economic and socio cultural aspects of tourism development. The WTO's specific objectives for sustainable tourism development are: the conservation of tourism resources, the planning of tourism development to prevent serious environmental and socio cultural problems, the maintenance and improvement of the tourism environment, the maintenance of tourist satisfaction to ensure long term destination marketability and popularity and the wide distribution of tourism benefits throughout the community (World Tourism Organization, 2002a, 2002b). Sustainable tourism is therefore a holistic destination planning and management strategy.

Although sustainable tourism development should incorporate consideration of economic, environmental and socio cultural impacts, in LDCs any tourism development should be strongly aligned with community development goals. Therefore, the socio cultural aspects of tourism development should take precedence. Essentially, LDC communities are more vulnerable to negative economic, environmental or social impacts of tourism as they are often economically dependent on the industry and may not feel empowered in the development process. Therefore, it is vital that the socio cultural scenario be understood and considered in order to achieve long-term positive attitudes towards the tourism industry (Krippendorf, 1987; Teye, Sonmez, & Sirakaya, 2002; World Tourism Organization, 2001b).

Moreover, respect for the cultural authenticity, heritage and values of the resident community is important as resident community culture, traditions and heritage represent a tourist attraction for the destination (Ashley, Goodwin, & Dilys, 2002). This is particularly pertinent for LDCs as culture is often their key point of differentiation in the global marketplace (Prats, 2001) while tourist satisfaction is often derived from meaningful, cultural interactions with residents (World Tourism Organization, 2002a).

Although LDC communities are often vulnerable in the tourism development process, it is recognised that sustainable tourism development presents an opportunity for a "smokeless", non-heavy industry, stimulus for economic development. That is,

effectively managed sustainable tourism can become a catalyst for sound economic and social development (Altinay & Hussain, 2005; Vellas, 2001). Consequently, LDC sustainable tourism strategies have begun to emerge to maximise the benefits and minimise the negative impacts of tourism in the world's poorest countries (Altinay & Hussain, 2005; Jackson, 2006; Weaver & Lawton, 2002; World Tourism Organization, 2002a).

The LDC tourism development strategy recognises the tendency for tourism development to support the large, multinational corporations and operators in economically lesser developed countries. However, active management and regulation supporting the participation of the resident community can be used to encourage the retention of more earnings from tourism within the community (Vellas, 2001; World Tourism Organization, 2002a).

Some of the advantages of tourism that promote LDC sustainable tourism development include the propensity of this industry to encourage the creation of locally owned tourism SMTEs (Small to Medium Tourism Enterprises). Unlike large manufacturing industries, tourism has the ability to support many small locally owned enterprises via the tourism supply chain. Such linkages within the supply chain of a tourism industry increases the multiplier effect, retaining a greater proportion of tourism earnings in the local community (Prats, 2001; World Tourism Organization, 2002a).

The development of tourism also creates job opportunities and, if these opportunities are offered to residents, the retention of tourism earnings within the community are significantly increased. Also, as tourism is a labour intensive industry with many opportunities for unskilled workers, the tourism industry provides jobs for a range of residents. In LDCs in particular, where education may be lacking, tourism can still provide vital employment opportunities requiring little or no training. This is also a benefit for the most vulnerable groups in society including women, who in many countries, face inequitable educational opportunities (Ashley et al., 2002; Ashley, Roe, & Goodwin, 2001; World Tourism Organization, 2002a, 2007a).

A number of case studies have been conducted by the WTO, and others, on a range of destinations to investigate the role LDC tourism development strategies in successful sustainable tourism development.

The development of an SMTE in Ecuador, for example, led to a tourism product being developed in cooperation with the resident community. It resulted in a better quality product that respected the culture and tradition of the residents. In this case, even the private sector partner encompassed the development values by working to target the destination at high end tourist consumer groups in order to enhance the economic return of tourism in the destination for the resident community (World Tourism Organization, 2002a).

While a range of destinations have been studied by the WTO, South American, Middle Eastern and African case studies dominate the dialogue. Asia and South East Asia in particular, have been overlooked so it is proposed here that the unique cultural context of South East Asia, and the economic development imperatives of the region, require an in-depth analysis of potential LDC sustainable tourism development strategies.

1.2. *The Socio Cultural Impacts of Tourism*

As mentioned previously, in LDC scenarios the importance of the socio cultural impacts of tourism are magnified due to the vulnerability of these communities (World Tourism Organization, 2001a, 2002a). For this reason, the following discussion will now critique, in more detail, the debate surrounding the socio cultural impacts, both positive and negative, of tourism development.

Mathieson and Wall (1982) define social impacts of tourism as impacts which change the quality of life of the residents in a tourism destination. Cultural impacts are closely related as they refer to changes to the 'way of life' of the community and its individual residents. Together, socio cultural impacts are "about the effects on the people of host communities [as a result of] of their direct and indirect associations with tourism"

(Wolf, 1977, cited Mathieson and Wall, 1982, p. 133). A range of tourism's socio cultural impacts will now be identified.

Negative socio cultural impacts to which tourism may contribute include prostitution, gambling and crime (Mathieson & Wall, 1982). More common social costs include higher prices for goods, services and real estate for residents, and congestion or overcrowding as a result of high tourist numbers in destinations (Brunt & Courtney, 1999; Khan, Seng, & Chong, 1990).

Socio cultural benefits of tourism can include an increased standard of living of residents, as a result of economic benefits of tourism and the provision of a wide range of employment opportunities particularly for women and youth. Tourism can also promote the development of infrastructure and the provision of goods and services to which the residents have access (Jackson, 2006; Khan et al., 1990).

Less clearly defined types of socio cultural change promoted by tourism include the demonstration effect, a phenomenon where residents, particularly young residents, seek to imitate the cultural behaviours of visitors. This can be viewed as a social cost as it may degrade local culture and traditions, and can frequently encourage resentment of tourism as the demonstrated foreign culture can rarely be achieved or is inappropriate in the destination setting (Brunt & Courtney, 1999; Harrill & Potts, 2003; Mathieson & Wall, 1982). However, the imitation some foreign values, such as a strong work ethic, might be perceived as beneficial for future economic development (Ashley et al., 2001).

Tourism can have an impact on language in society, as increased exposure to foreign visitors can encourage locals to learn a new language. The opportunities for development and education in learning new languages may be considered a social benefit, but the introduction of foreign slang into local language might be perceived as degradation of the native language and may be considered a social cost (Brunt & Courtney, 1999; Mathieson & Wall, 1982).

Positive impacts of tourism on culture may include the preservation of architecture as well as traditional arts, crafts and activities (Nettekoven, 1979). Tourism may also stimulate a pride in self and place for residents. However, culture might be degraded where it takes on qualities of visiting cultures and eventually loses unique cultural elements. The commodification of culture might magnify this where traditional designs and practices are adapted for the tourist market, losing their original significance (Reisinger, 1994, cited Robinson & Bonniface, 1999; Schadler, 1979).

At this point, it is important to note that there are some overlaps between socio cultural and other tourism impacts. For example, impacts on the environment will have an impact on the lives of the community residing in the environment. In turn, economic impacts attributable to tourism also have an impact on the lives of the resident community, perhaps through improved standards of living, prosperity and employment opportunities. Therefore, some economic and environmental impacts can be included as potential socio cultural impacts due to the influence of these impacts on the lives of the resident community.

In all these scenarios, the real socio cultural impact of tourism on a community depends, due to its intangible nature, not so much on the existence of positive or negative changes in a community but, instead, on the perceptions of these changes and attitudes towards them (Ap, 1992; Brunt & Courtney, 1999; Kayat, 2002). It is therefore important to identify the potential socio cultural impacts on the resident community and determine resident perceptions. The current study will therefore undertake to measure resident community perceptions of the socio cultural impacts of tourism.

1.3. Factors Influencing the Perception of Tourism Impacts

Previous studies have identified a number of factors that potentially influence resident community perceptions of the impacts of tourism development, some of these include: proximity of the community to the tourist site, the size of the community, the destination carrying capacity and demographic factors. Each of these will be discussed

in more detail before discussing the very important role that host guest interactions play in resident community perceptions of tourism development.

1.3.1. Proximity

Previous research has identified a potential relationship between the location of the community in the relation to the tourist centre and community perceptions of tourism impacts. That is, the closer the community to the tourism centre, the greater the range of tourism impacts identified and the more the severity of these impacts is magnified.

Belisle and Hoy (1980, cited Brunt & Courtney, 1999) conducted a study in which the proximity of the resident community to concentrated tourist areas appeared to cause an increase in the perception of negative tourism impacts and led to a negative attitude towards tourism. This was supported by Brunt & Courtney (1999) in their study of a coastal town of Dawlish in the United Kingdom.

Capenerhurst (1994, cited Mason & Cheyne, 2000) further expanded on this issue and claimed that impacts of tourism in the resident community are usually restricted to small spatial areas close to the tourism activity or concentrated tourism areas. In addition, Capenerhurst applied this idea to small resident communities. As tourism occurs in a small resident community, the proximity of the community and the small size of the community would concentrate the impacts of tourism on the community. Therefore, such communities would express stronger reactions to tourism as the impacts would be more visible to the community.

1.3.2. Community Size/Scale

An interesting finding of the research conducted by Mason and Cheyne (2000) was the potential link between the issue of proximity and community size in the relative strength of perceptions and perceived socio cultural impacts. Belisle and Hoy (1980, cited Brunt & Courtney, 1999) supported Mason and Cheyne (2000), asserting that negative perceptions of tourism would increase as distance to the destination decreased and visibility of tourism within the destination increased.

1.3.3. Destination Carrying Capacity

Studies have identified a relationship between the volume of tourists and the perceptions of the resident community towards tourism. Studies by Butler (1980, cited Smith & Krannich, 1998) and Getz (1983, cited Smith & Krannich, 1998) suggest that the visibility of tourism in the community had a direct impact on the perceptions of tourism by the resident community. A large tourist presence in a community magnifies negative perceptions of tourism (Capenerhurst, 1994, cited Mason & Cheyne, 2000).

1.3.4. Demographics

In the assessment of socio cultural impacts on resident communities, some previous studies have attempted to find influencing variables based on demographics such as age, income, length of residence, etc (Murphy, 1981 & Pizman 1978 cited Mason & Cheyne, 2000; Mathieson & Wall, 1982).

Studies have produced varied results to support the extent of the influence of demographics on perceptions in resident communities of tourism. For example, four towns studied in the Rocky Mountains West by Smith and Krannich (1998) revealed no data to support the influence of demographics on resident perceptions. Though initial findings implied a slight relationship between age and income to resident perceptions, statistical testing proved the link insignificant.

Some studies have identified demographics as identifying factors in the assessment of the perceptions of resident communities towards tourism. Other research does not support this position (Brunt & Courtney, 1999; Honggen & Huyton, 1996; Kayat, 2002; Smith & Krannich, 1998; Williams & Lawson, 2001). No demographic links were found between residents and perceptions of tourism that were of any significance. Thus, the influence of demographics in the perceptions of tourism by the resident community is unclear.

1.3.5. The Role of Host Guest Interactions

The role of host guest relations is important in sustainable tourism development because, beyond the factors discussed above, it has been identified that positive host

guest relations can promote a positive perception by local communities of tourism impacts. Likewise negative host guest relations often increase resentment towards tourism (Costa & Ferrone, 1995).

In essence, host guest relations describe any interaction between the guest (tourist or visitor) and the host (resident community). These interactions can occur in three settings; the interaction between host and guest in the purchase process of a good or service, the co-existence of the host and guest in a common area and the interaction of the host and guest in an informal information exchange setting (de Kadt, 1979).

Host guest relations are important in resident community assessment of tourism as such interactions will provide information for the resident community to draw conclusions regarding perceived tourism impacts (Perdue, Long, & Allen, 1990, cited (Costa & Ferrone, 1995). Though a relationship between perceptions of tourism and host guest relations exists, it requires further investigation. The role of the tourist in tourism is implicit and therefore the resident's perception of the tourist is implicit in the resident's perception of tourism.

Host guest relations may be influenced by the nature of the host guest interaction together with the perceived importance of the interaction by the resident, which is all being influenced by the socio cultural background of the resident community (Brunt & Courtney, 1999; Nettekoven, 1979). The tourists usually spend a small amount of time at a destination, engaged in a range of activities with a range of motivations (Andreu, Kozak, Nilgun, & Cifter, 2005; McKercher, Ho, du Cros, & So-Ming, 2002; McKercher, Wong, & Lau, 2005). Therefore, the 'guest' may have reduced interest in the quality or meaning of any host guest interaction. The tourist often has little desire to contribute to the interaction, placing greater importance on the role of the host and the impact of the interaction on the host (Nettekoven, 1979).

The concentration of host guest interactions in high density tourism areas suggests that host guest relations will typically occur between guests and a predicted collection of 'hosts' who are directly involved in the tourism industry, described as the 'purchase'

type of host guest interaction. Thus the impact of host guest relations may be considered differently by individuals of the resident community due to the different levels of exposure of residents to such interactions and their level of participation in the tourism industry (Nettekoven, 1979).

Negative outcomes of host guest relations could include misunderstandings, cultural clashes, feelings of isolation and resentment. Host guest relations can also promote some negative aspects of the demonstration effect mentioned previously (Reisinger, 1994, cited Robinson & Bonniface, 1999) or lead to the commodification of culture as a tourism product, degrading the original cultural significance of affected elements (Aramberri, 2001; Brunt & Courtney, 1999).

Positive host guest interactions include promote positive socio cultural impacts for a community by stimulating pride of self and pride of community for the residents. It can improve educational opportunities, by providing socialisation with other cultures, and the opportunity to learn new languages. Host guest relations can also be used to challenge image stereotypes of the host, guest and the destination. Host guest relations also have the ability to enhance tourist satisfaction (Reisinger, 1994, cited Robinson & Bonniface, 1999).

Even with opportunities for positive host guest relations, overall the literature suggests that host guest relations become increasingly negative as contact with tourists increases in frequency. It is therefore important to consider how host guest interactions might be managed in LDCs where tourism development is currently in the early stages, but has the potential to rapidly move through the development cycle. Due to the interrelationship between socio cultural impacts and resident community experiences of host guest interactions, it is proposed that this study undertakes to investigate resident community perceptions of host guest relations to complement the previously proposed research into the resident community perceptions of the social cultural impacts of tourism.

Despite the influences of proximity, destination carrying capacity and demographics on the perceptions of resident communities towards tourism, a cross sectional study in a new setting cannot substantially address these issues in addition to host guest relations. As the concept of host guest relations is a more critical factor on the perception evaluation process, this research will focus on this area as a key component of the research question. These other issues will only be briefly addressed as they appear relevant.

1.4. *Current Theoretical Viewpoints for the Evaluation of Resident Community Perceptions of Tourism*

In order to undertake this study of resident community perceptions of tourism, the socio cultural impacts of tourism and host guest relations, the theoretical bases of social exchange theory and economic dependency theory will now be critiqued and considered as potentially useful theoretical tools.

1.4.1. Social Exchange Theory

Social exchange theory emerged as a theoretical framework that attempts to understand the perceptions that residents of a community hold towards tourism. Ap (1992) understood that tourism was required to improve the economic, social and psychological well being of the community. Social exchange theory helps develop an understanding of resident perceptions based on examining the way the resident evaluates the benefits or costs of tourism in order to determine if they are in favour of the 'exchange' (Ap, 1992).

Tourism development is not usually instigated by the resident community. It is usually the result of the imposition of tourism on the community. Teye, Sonmez and Sirakaya (2002) expanded on this by saying that in the case of developing nations, tourism development is instigated by government and international agencies which forcibly remove all control of tourism development from the resident community.

The theory asserts that a resident who perceives the benefits of tourism to be more important than the perceived costs of tourism will support tourism. Studies by

Rothman (1978, cited Kayat, 2002) and Milman and Pizam (1988, cited Kayat, 2002) support this claim. In social exchange theory, there are two perspectives, each relating to the role of power in the social exchange process.

The evaluation process of residents is dependent on a number of factors. Power in this case represents the control a participant has in the exchange of the exchange process. Power can be represented by the possession of resources available for use in the exchange process (Kayat, 2002). This allows the exploration of the economic dependence of residents on tourism using the social exchange model. Typically, in LDCs, the possession of resources within the resident community is limited, as governments and other large institutions (including international agencies) possess the resources used for tourism (Teye et al., 2002). Therefore, it is more likely for the resident community to have low power positions in the social exchange process.

Blau's (1967, cited Kayat, 2002) model of social exchange theory is that residents with few alternate opportunities to tourism for economic benefits were more dependent on the industry and were thus committed to the social exchange. Such residents would have a positive perception of tourism despite a low level of power in the social exchange process. Such residents would minimise the perceived negative tourism impacts and hold a stronger positive view of tourism as there was no alternative.

This challenges Ap's (1992) model of social exchange theory as Ap disregarded the element of economic dependency visible in Blau's social exchange model (Kayat, 2002). Therefore, powerless residents economically dependent on the tourism industry are viewed as being disadvantaged in the social exchange. Such residents would perceive little value from social exchange, resulting in a negative perception of tourism.

The findings of Kayat's study of resident perceptions of tourism in Langkawi Island, Malaysia (2002) supported the hypotheses based on Blau (1967, cited Kayat, 2002). Positive perceptions of tourism were not restricted to residents with power in social

exchanges. A causal link between economic dependence on tourism and perceptions of tourism was apparent.

Social exchange theory is suited to the identification of perceived socio cultural impacts of tourism on residents as it is based upon a cumulative evaluation of the residents' tourism experiences. The evaluation process of residents is dependent on a number of factors, but is useful for a LDC scenario as it allows for consideration of the economic dependence of residents on tourism.

1.4.2. Economic Dependency Theory

The economic benefits of tourism were the first recognised impacts of tourism in research. As awareness of other impacts has emerged, economic benefits have still remained a primary concern for tourism, tourism development and resident communities. Haralambopolous and Pizam (1996, cited Mason & Cheyne, 2000) stated that economic dependency on the tourism industry "was the single most important factor affecting views" (Mason & Cheyne, 2000, p. 393).

Further studies have supported the role economic dependency has on the perceptions of the resident community. Dependence on the industry influences residents to overlook the severity of negative impacts and retain a positive and optimistic perception towards tourism (Kayat, 2002). However, dependence on the industry does not imply that residents are unaware of the negative impacts of tourism. On balance, according to social exchange theory, the perceived benefits, in this case, economic benefits, outweigh the socio cultural and environmental costs as perceived by the resident community (Kayat, 2002; Williams & Lawson, 2001). If perceptions are positive, there is an implication that the resident community is satisfied with the tourism in their community, which would indicate a level of social well being in the community, regardless of the reality which is being overlooked (World Tourism Organization, 2001).

The progression of residents from positive to negative perceptions of tourism is limited by economic dependence on tourism. Highly dependent residents with few alternative

opportunities are likely to consider tourism positive in the long term due to the economic benefits it provides (Blau, 1967, cited Kayat, 2002). Evidence is provided by Getz in a longitudinal study of Spey Valley, Scotland (1994, cited Smith & Krannich, 1998). The idea of economic dependency also challenges Doxey's Irridex model (Mason, 2003). Dependency on tourism promotes longevity of positive perceptions of tourism and socio cultural impacts by residents. This does not agree with Doxey's claim that residents will progressively gain negative perceptions of tourism over the life of the destination.

The economic dependence of the resident or the resident community on tourism has a key influence on the residents' perceptions of tourism. In the context of social exchange theory, dependence on tourism is a positive element in the evaluation of the exchange process. The common finding is, that regardless of the demographics of the resident, dependence levels are an important indicator of potential perceptions towards tourism, host guest relations and socio cultural tourism impacts.

From this discussion it is evident that in the case of LDCs, economic dependency theory is highly relevant. However, it is also clear that social exchange theory considers economic dependency theory in its approach towards measuring resident perceptions of tourism, tourism impacts and host guest relations. Therefore, social exchange theory in how it incorporates economic dependency theory is more appropriate for this research, and will be the primary model used.

1.5. Theoretical Assumptions Underpinning the Research

For practical purposes, some theoretical assumptions have been adopted based upon traditional paradigms in tourism research. These paradigms include Doxey's Irridex model in conjunction with Butler's destination life cycle, and the concept of community homogeneity.

1.5.1. Theoretical Models on Tourism Development

Doxey (1975, cited Mason 2003) proposed a model for the progression of resident attitudes from positive (euphoria) to negative (antagonism) over the development of

the tourism destination. This model is an important foundation for the study, as it makes the assumption that destinations experiencing early stages of tourism development will perceive tourism positively, characterised by the 'euphoria' stage (Doxey, 1975, cited Mason, 2003).

This corresponds with Butler's destination life cycle (1980, cited Weaver & Lawton, 2002), which mapped the progression of a destination's 'life' through the earliest stage of exploration to maturity and finally, decline. The 'exploration' stage is characterised similarly to Doxey's 'euphoria', as there is limited tourism in the destination during this stage, with small numbers of visitors and early stages of tourism development (Butler, 1980, cited Weaver & Lawton, 2002). In recognising the study site for this research as a destination experiencing early stages of development, the assumption being tested is that this site is in the 'euphoria' and 'exploration' stages according to these models.

1.5.2. Community Homogeneity

Research gauging the perceptions of residents of tourism (including socio cultural impacts and host guest relations) has considered communities to be homogenous groups. This has led on from the popular models for socio cultural impact measurement and resident attitudes. Both Doxey's Irridex and Butler's destination life cycle make an assumption that the resident community is a homogenous group with common characteristics which allows for the generalisation of perceptions across the entire population.

The idea of a homogenous resident community has subsequently been discounted by further empirical research that has identified a number of destinations that conflict with Doxey's and Butler's model (Pearce & Butler, 1993). Hall (1994, cited Mason & Cheyne, 2000) identified that resident communities are composed of groups and individuals with mixed views. Traditionally, communities had been identified on a geographical or political basis. Honggen and Huyton (1996) tested the homogeneity of resident communities by assessing the resident perceptions of tourism and tourist interactions in two cities identified as homogenous in terms of socio demographics, geography and politics. Though some of the findings of the study showed similarity

between the two cities, significant differences were uncovered regarding tourist and resident perceptions.

The evidence supporting the existence of heterogeneous communities challenges any research for the support of any tourism development, as every destination will have unique characteristics influencing the perceptions. It must be recognised that most theory considers communities to be homogeneous. However, the diversity that occurs in a community must not be discounted, especially in Cambodian culture. Homogeneous communities, though not a natural reality, represents a means of identifying broad community level perceptions which may have applications in large scale development if applied judiciously.

1.6. *Review of the Theoretical Research Context*

It is asserted here that the perceptions of residents towards tourism and host guest relations are a key indicator of the well being of the community as a result of perceived socio cultural tourism impacts and that this is the first step in evaluating the effectiveness of LDC sustainable tourism development strategies. Moreover, the socio cultural impacts of sustainable tourism development are particularly important in LDCs (World Tourism Organization, 2001a, 2002a)

As an exploratory study, it therefore is proposed to examine the current state of the resident community and its perceptions of tourism, tourism impacts and host guest relations in an area experiencing little, but growing tourism. This will help to inform the progress of future tourism development in the region by identifying the potential for the application of LDC tourism development strategy to develop a quality, sustainable tourism destination for the benefit of the local community.

While this type of research has been undertaken in several parts of the world, South East Asia has been almost entirely overlooked therefore it is proposed that one South East Asian LDC be selected as a case study for a study of resident community perceptions of the socio cultural impacts of tourism and host guest relations.

Several theoretical frameworks were examined but social exchange theory was the most appropriate to adopt as it incorporates the influences of economic dependency theory in the social exchange process through the evaluation of economic impacts which have socio cultural implications. However, economic dependency will not be fully discounted; rather it will be considered in the application of social exchange theory in this research. Though social exchange theory will be the key model for this discussion, Doxey's Irridex and Butler's destination life cycle will be considered briefly in discussion. For the practicability of this research, it has already been noted that though communities are typically heterogeneous, theory and practical application of research findings must be based on an assumption of community homogeneity.

In accordance with social exchange theory and economic dependency theory, it would be expected that resident perceptions of tourism would be positive or negative proportional to the resident community's perceived economic dependence on tourism.

Positive or negative outcomes for host guest relations will also act as an indicator of the perceived value of current tourism development. If there are currently few benefits to locals, it is likely that there will be negative host guest relations. This could give important insights for sustainable tourism planning and management.

Social exchange theory will therefore be a useful approach to determine the perceptions of tourism, tourism impacts and host guest relations. The primary outcome of this research will be that the perceptions of the resident community towards tourism, tourism impacts and host guest relations, either positive or negative, will be determined.

1.7. *The Research Setting*

In and around South East Asia there are a number of LDCs that could be selected for this study, including Myanmar, Bangladesh and Bhutan. Figure 1.1 illustrates the countries in South East Asia.



Figure 1.1: Cambodia in South East Asia

Source: <http://www.mytravelguide.com/travel-tools/maps/Southeast-Asia-map.php>

Cambodia was selected as it has characteristics that are conducive to further study (as will be explored in the following discussion). Moreover, the researcher has a Cambodia heritage and this provided an opportunity to undertake a South East Asian study with the appropriate cultural tools to effectively collect and interpret data from this sc nario (this will be further considered in the methodology).

1.7.1. Cambodia, South East Asia

Cambodia is a country of many natural and cultural assets which form a strong basis for tourism development. Highlights include the temples of Angkor which were constructed in the 9th to 13th century and mark the height of the Khmer empire. However, the country declined in the 15th century and spent many years in territorial conflict with neighbouring Thailand before becoming a French colony in 1862. French colonisation ended in 1953, when territorial conflict with Thailand and Vietnam resumed (Ray, 2005).

The Vietnam War entered Cambodia in 1970, and was followed by a bloody civil war, led by the Khmer Rouge and Pol Pot. The strategies of this regime resulted in the deaths of 2 million Cambodians through genocide, torture, famine and disease. The civil war ended with Vietnamese intervention in 1978, where Hun Sen, the current political leader, took power. Civil unrest, continued fighting with the Khmer Rouge and political instability continued for the next 20 years (Ray, 2005).

As a result of this dark history, Cambodia has suffered a great deal in terms of recovery and development. Thus, the status given to Cambodia of a Least Developed Country by the World Tourism Organization (WTO) in 2001, highlighted the plight of the country and the potential for tourism to be used to improve the status quo (Nuth, 2001; Vellas, 2001). Ironically, it is both the rich heritage and dark history that creates potential for economic development via tourism in Cambodia.

Cambodia joined the WTO in 1975, and is a member of ASEAN (Association of the South East Asian Nations) for the regional promotion of South East Asia as a destination (ASEAN Secretariat, 2007a, 2007b). Subsequently Cambodia has taken some active steps for the development of a sustainable tourism industry to ensure the economic, social and environmental future of the country. The aim of the Cambodian government, via the Ministry of Tourism, is to develop tourism as a 'means of achieving economic growth with equality and the reduction of poverty' (Nuth, 2001 cited, World Tourism Organization 2001a, p. 265).

In 2001, tourism and transport (including air, land and sea tourist arrivals) were considered to be the most valuable export for Cambodia, representing an annual income of \$228 million USD for the country in 2000. In 2004, a 50.53% increase in tourist arrivals from the previous year saw 1 055 202 tourists arrivals (World Tourism Organization, 2005b). Two million international tourists are expected for 2007 (Ministry of Tourism, 2007). Primary tourist markets for Cambodia include East Asia, USA and France (Ministry of Tourism, 2007; Nuth, 2001). In 2006, the biggest market

was Korea, representing 16.79% of the market share, with Japan holding the second largest market share, 9.31% (Ministry of Tourism, 2007).

Cambodia was recognised in 2001 as a LDC with a significant level of growth in international arrivals (Vellas, 2001). However, the distribution of tourists throughout the country is not even, and thus the income derived from tourism is generated in specific high tourism density areas (Vellas, 2001; World Tourism Organization, 2001b). The most popular tourism destination in Cambodia is Siem Reap, the gateway city to the Temples of Angkor, a World Heritage Site (UNESCO World Heritage Centre, 2007). Tourism development in this north western region of the country is progressing rapidly in comparison to other regions (Padeco Co. Ltd, 2001). The need to distribute tourists becomes more important as international arrivals continue to grow, in order to prevent overcrowding and to maximise the growth potential of tourism in Cambodia (World Tourism Organization, 2002b).

Phnom Penh, as the capital city of Cambodia, provides an ideal alternate destination to Siem Reap. Tourism is already prevalent in the city, though the development of the industry is still in its infancy in some districts. Attractions exist and provide a rich resource for the development of tourism (Phnom Penh Municipality, n.d.-a; Planning Department of Phnom Penh Municipality, 2004). Cambodia is implementing sustainable tourism strategies, commencing with WTO training. Funding is provided by the Netherlands Development Organization (SNV). However, evaluation of these strategies is limited. Most activity undertaken by the WTO occurred before 2001, and with the exception of the SNV program, no further missions are ongoing (World Tourism Organization, 2007b). However, the activity of other international and national Non Government Organizations (NGOs) is still ongoing in the country, the majority being funded by the Asia Development Bank (ADB) and World Bank.

Current tourism policy in Cambodia emphasises the development of tourism resources using existing natural and cultural tourism assets. The improvement of infrastructure and access for tourism is currently a high priority for the Cambodian Ministry of Tourism, as this is the most valuable avenue for tourism development (Planning

Department of Phnom Penh Municipality, 2004). The role of communities is currently growing in consideration but needs to be further developed for sustainability in tourism development to be achieved.

Phnom Penh, located on the intersection of the Mekong, Sap and Bassac rivers is made up of seven districts (Planning Department of Phnom Penh Municipality, 2004). The population of Phnom Penh is approximately 1.3 million, representing 9.1% of the country's population (14 million). Population growth in Phnom Penh is currently close to 3.2%, with a Gross National Product of \$830 USD per capita. The density of the population is concentrated in central Phnom Penh, in the urban districts. These districts are Khan Chamkar Mon, Khan Doun Penh, Khan Prampir Meakkarra, and Khan Toul Kouk (Planning Department of Phnom Penh Municipality, 2004).

The country's strongest economic centre, Phnom Penh is focused on agriculture and manufacturing. To encourage future investment in the capital city from private investors, large scale infrastructure development has been undertaken to improve the image of the city. This includes expansion of ports and airports, new housing, road works, new drainage systems, public transport systems, and improving water, sewerage, electricity and telecommunications services (Planning Department of Phnom Penh Municipality, 2004). This development potentially favours tourism.

Tourism destinations in Phnom Penh are found inside the city and just beyond, but no formal tourism management strategies are yet in place for the future development of tourism in the capital city (Phnom Penh Municipality, n.d.-a). The 2004 Phnom Penh Master Plan was designed to address the issues of development in Phnom Penh with the support of external agencies. Much of the planned infrastructure development is aimed to attract foreign investment. This has the potential to improve the city to attract tourists and tourist development (Phnom Penh Municipality, n.d.-b; Planning Department of Phnom Penh Municipality, 2004).

However, it still remains that the most popular tourism destination in the country is the Temples of Angkor, located close to the Thai border in Siem Reap. With direct

flights now available, the number of transitory tourists in Phnom Penh has declined. This reinforces the importance of developing Phnom Penh as a tourist destination in its own right (Phnom Penh Municipality, n.d.-b) There is considerable potential for this, as current tourism attractions in Phnom Penh include a significant number of cultural and historical attractions. These include the Silver Pagoda and Royal Palace, Wat Phnom, The National Museum of Fine Arts, Toul Sleng Museum of Genocidal Crime, theatres and French colonial architecture. Other cultural attractions include festivals, handicrafts, food, agricultural lifestyles, entertainment, shopping and some natural attractions also exist, such as the riverside and wildlife (Phnom Penh Municipality, n.d.-a; Ray, 2005).

1.8. *Boeung Keng Kang I, the Phnom Penh Field Study Site*

Recognising the value of Cambodia and, in particular, Phnom Penh, to the understanding of the socio cultural impacts of tourism and host guest relations in a South East Asian LDC context, a particular field study site has been selected. The area under study falls within the district of Khan Chamkar Mon, referred to as *sangkat* (suburb) Boeung Keng Kang I. Khan Chamkar Mon has a resident population of 148 432, and the resident community under study a population of 6752 (June 2007), with approximately 5235 eligible participants (S. Puon, personal communication, 16th July 2007). The socio economic level of this district may be described as high in Phnom Penh, but there is evidence that this description is inaccurate due to a substantial financial distribution gap.

Sangkat Boeung Keng Kang I is a suburb with a number of foreign residents due to the large number of foreign agencies and embassies located in the region. Six embassies are within the boundaries of Boeung Keng Kang I. Many NGOs and international businesses operate in the area. There are also a number of shops, hotels and restaurants potentially engaging in the tourism industry.

The Independence Monument and surrounding sculpture park is a significant tourist attraction in the area (Ray, 2005). Charity based souvenir shops and galleries specifically targeting international tourists can also be found in this area (Cambodia

Community Based Ecotourism Network, 2006; Ray, 2005). It is recognised that the above list considers formal tourism activities operating in the region. Informal tourism activities may include transport, such as moto taxis and other businesses and services providers. Figure 1.2 presents a map of Phnom Penh city and the field study site.



Figure 1.2: Phnom Penh and the Field Study Site

Source: <http://www.tourismcambodia.com/TripPlanner/Map/Index.asp?PID=PhnomPenh&View=Full>

This is a relevant case study because *sangkat* Boeung Keng Kang I represents a typical area of Phnom Penh not heavily invested in tourism, but with a concentrated tourism area and foreign visitors. It is anticipated that this will yield information of the perceptions of the resident community towards tourism and host guest relations in a

stage of early tourism development and establishment in the area. The findings from the study of this area may prove beneficial in the development of tourism management strategies in this area as well as adjacent areas now or in the future.

1.9. Research Questions

This research will specifically focus upon the perceptions of a LDC resident community towards tourism, tourism impacts and host guest relations. In order to achieve this, the following question will be investigated: *What is the perception of tourism impacts and host guest relations of the resident community in sangkat Boeung Keng Kang I, Phnom Penh, Cambodia?*

This question can be broken down into the three key sub-questions with integral components:

1. What is the general perception held by the resident community of tourism?
 - What is their understanding of 'tourism'?
 - What is their relationship with tourism and tourists?
 - Is tourism, overall, perceived to be negative or positive?
2. What socio cultural impacts do the residents perceive that the resident community is experiencing as a result of tourism?
 - What positive and negative aspects of tourism do locals identify?
 - How are the issues raised in the literature (ranging from improved employment opportunities through to changing moral standards) reflected or contrasted by the Cambodian situation?
3. What is the nature and status of host guest relations as perceived by the resident community?
 - What are the resident community's perceptions of visitors?

These research questions comprise the basis for this explorative study of resident community perceptions of the socio cultural impacts of tourism and host guest relations in Boeung Keng Kang I, South West Phnom Penh, Cambodia.

1.10. Chapter Summary

This chapter has defined the theoretical scope and setting of this research before examining Cambodia and Phnom Penh as a potential research setting. This has uncovered a unique opportunity to conduct research on the perceived socio cultural impacts of tourism and host guest relations from a community perspective. Also novel is conducting research in an area experiencing an early stage of tourism development guided by LDC tourism development strategies set by external third parties. *Sangkat Boeung Keng Kang I* represents a part of the capital city of Phnom Penh, Cambodia which is appropriate to this research.

The research itself is focused on three key areas, that of the general perceptions of the community towards tourism, the impacts of tourism on the community which are attributed to tourism by the residents, and the nature and status of host guest relations between the residents and tourists in the community. Based on the literature, it is anticipated that this research will uncover a range of socio cultural benefits and costs related to tourism, which, if focusing upon the socio cultural benefits of tourism will potentially support positive perceptions of tourism. The evaluation of perceptions of host guest relations will also contribute to the perceptions of tourism in the community overall, as either positive or negative.

The following chapter will outline the methodological framework in use for this research. As a mixed methodology is used, the quantitative and qualitative data will be analysed and discussed separately. A final discussion and conclusion will unify these findings to produce a holistic response to the research question.

CHAPTER TWO

THE METHODOLOGICAL FRAMEWORK



**Image 2: The Researcher Engaging in the Community, Psaar Boeung Keng Kang
Source: Ross Ellis**

This chapter will guide the reader through the research process, from the development of the research tools and the practical needs of the field work, to recounting the data collection process. Prior to this it will outline the critical role of the researcher in this research.

2.1. *The Researcher*

Before proposing to undertake a mixed methodology study in a cultural setting other than Australia, it is important for the researcher to clearly outline personal qualities that motivated, facilitated and, in many ways, influenced this research.

The researcher is of Cambodian origin, with a Cambodian mother, and Australian father. As such, she has always been involved in learning Cambodian culture, traditions and the Khmer language, whilst growing up in Australian society. Therefore, for this research, the researcher represents both the local resident and the Western outsider. As such, the researcher has a dual perspective, with the advantage of being an outsider and a local resident in the community.

The researcher's cultural heritage and training in tourism management through undergraduate study enables her to have an informed and practical approach to tourism research in this community. As family reside within this community and elsewhere, this research has far reaching implications for their future, and therefore piques personal interest. This project is very important as it has implications for the livelihood of the researcher's family and their country. It also enabled the researcher to embrace her cultural heritage, and grow closer to her family through learning more about her heritage and potentially helping in ensuring Cambodia's future in a small way.

2.2. *Research Design*

Miles and Huberman (1994, cited Jennings, 2001) suggest four techniques for combining quantitative and qualitative methodology to form a mixed methodology. The most appropriate to this study is the use of qualitative methodology following the completion of quantitative research. Miles and Huberman (1994, cited Jennings, 2001)

argued that the qualitative data would provide richness and a depth of understanding to complement the quantitative data. This research will therefore be exploratory and descriptive using a mixed methodology approach.

Quantitative data collection and analysis was used to measure resident community perceptions of tourism, tourism impacts and host guest relations. Qualitative data collection and analysis was used to develop a deeper understanding and inform the quantitative data by using a phenomenological approach. Phenomenology focuses specifically on understanding the resident and their interpretation of phenomena, which is ideally suited to extracting resident perceptions and the bases used by the resident which influence the formation of their perceptions (Jennings, 2001). The information gathered from other stakeholder groups helped develop a broader perspective on tourism in Cambodia in general as well as provide a more informed and external perspective on the themes being raised.

Thomas (2003) and Jennings (2001) emphasise that all research involves researcher subjectivity, intentional or not. The influence of researcher on the research is present in questionnaire design, data sources, the interpretation of results and the relationships formed with members of the sample group. In this case, a mixed methodology compliments this assertion (Jennings, 2001; Thomas, 2003) by intentionally allowing a subjective influence on the research. However, by acknowledging this openly in the research process, this may be critiqued both by the researcher and those reviewing the study.

Quantitative research was conducted using a questionnaire developed from the World Tourism Organization's baseline indicator survey for the assessment of the well being of host communities in developing tourism destinations. The questionnaire (refer to Appendix 2) was adapted to include a more destination specific approach for the measurement of the impact of host guest relations (World Tourism Organization, 2005a). Interviewer completion of questionnaires was intended to minimise the limitations inherent in surveys in quantitative data collection. Such limitations include low response rates, no opportunity for participants to clarify questions, not allowing

for any spontaneity in responses and no supplemental information can be provided to the participant (Kumar, 2005).

Qualitative research was conducted through the use of semi structured interviews with high level government and NGO representatives, and members of the resident community. Guides that addressed the key themes to be covered during the interview were used (refer Appendix 2). A flexible framework was maintained, but the cultural setting necessitated a more structured approach to compensate for a lack of openness in the Cambodian culture. This method has been selected as interviews are a qualitative data collection tool that yields information that is rich and descriptive (Taylor & Bogdan, 1998). It is a good technique for complex subjects or situations where the information collected can be supplemented or clarified by the researcher to create an image of the situation that understands the setting and the people involved, as is typical of the phenomenological approach (Kumar, 2005; Riley & Love, 2000; Taylor & Bogdan, 1998).

2.3. *Research Framework*

This study is intended to explore and describe the perceptions of the resident community in an area of Phnom Penh, Cambodia in relation to socio cultural tourism impacts and the impacts of host guest relations. The research is informed by the theoretical framework, illustrated below (Figure 2.1). The framework in use for this research is the community well being baseline indicator survey formulated by the WTO (World Tourism Organization, 2005a). It is intended that the use of this framework will be valid as a foundation study in the measurement of socio cultural tourism impacts for the planned development of tourism using LDC tourism development strategy. This also presents an opportunity for the baseline indicator survey to be tested in a new environment.

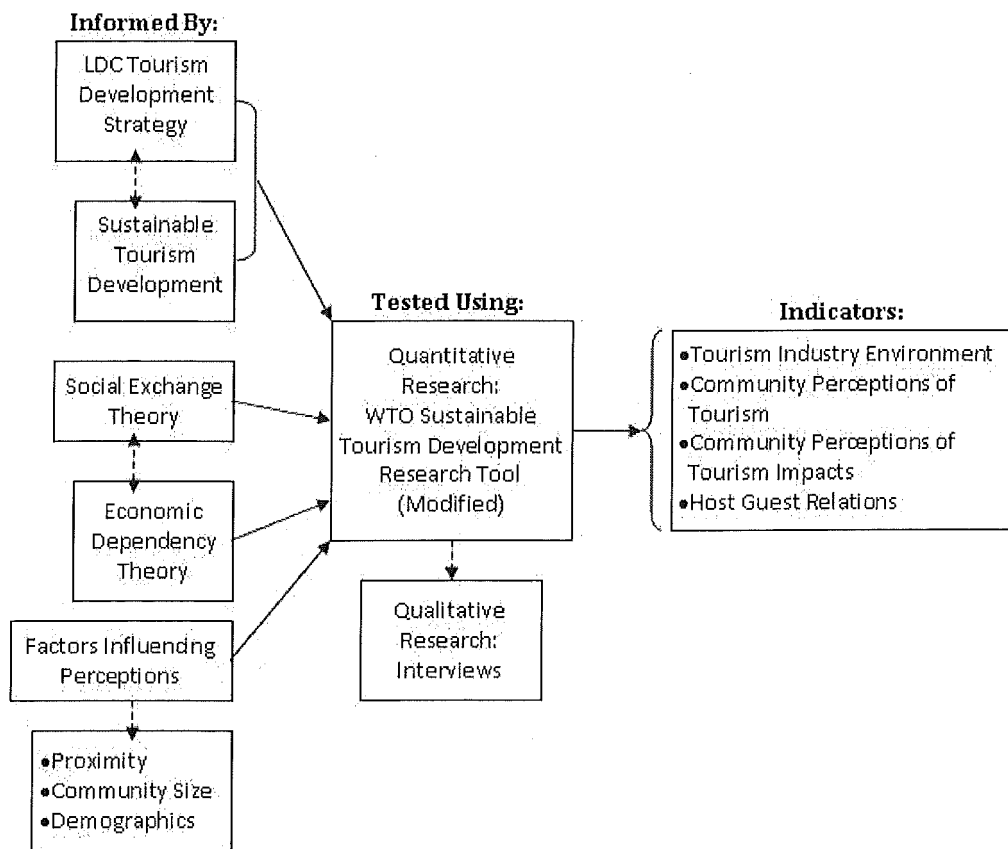


Figure 2.1: Research Framework

Figure 2.1 identifies the theoretical foundations of the research and its intended outcomes.

The WTO baseline indicator survey for community well being in tourism destinations assesses the overall impact of tourism and the extent of socio cultural impacts. The WTO baseline indicator survey is formulated on the assumption that resident communities are impacted positively and negatively by tourism. Also, the questionnaire assumes that resident community satisfaction with tourism is essential to sustainable tourism development (World Tourism Organization, 2005a). The variables the questionnaire intends to investigate include levels of community satisfaction with tourism and associated tourism components, social benefits, general impacts on community life and changes to resident lifestyles (especially regarding culture, cultural change, occupations, values and customs) (World Tourism

Organization, 2005a). Therefore, the perceptions of the resident community will indicate the social well being of the community in relation to tourism, as these perceptions also indicate satisfaction levels of tourism in the community (World Tourism Organization, 2001).

For the purpose of the study, the survey has been amended using the guidelines set by the WTO to include demographic data collection and address destination specific issues (World Tourism Organization, 2005a). The issue under examination addresses host guest relations, which has been identified as critical in the evaluation and determination of resident perceptions of tourism impacts. Demographic data collection will identify any emergent demographic patterns which may occur and aid in the identification of other influences on perceptions.

Tourism development in Cambodia may benefit from the use of the WTO baseline indicator survey to assess current community well being prior to the planning of future tourism development due to the comprehensiveness of the WTO tool and the potential for comparability with other national case studies. Moreover, the use of qualitative inquiry to address the key themes of the baseline indicator survey will allow the presentation of views relevant to the bodies involved in the tourism development process in Cambodia and therefore help to develop a more complete picture.

2.3.1. Questionnaire Design

To investigate the question: *What is the perception of tourism impacts and host guest relations of the resident community in sangkat Boeung Keng Kang I, Phnom Penh, Cambodia?* This problem is divided into 3 parts. Firstly, what is the general perception held by the local community of tourism? Secondly, what socio cultural impacts do residents perceive that the local community is experiencing as a result of tourism? Thirdly, what is the nature and status of host guest relations as perceived by the community?

The questionnaire was based on the community well being survey constructed by the WTO, and as such attempts to answer questions on perceptions of tourism overall and

perceptions of the socio cultural impacts of tourism in a community setting. This addresses the first 2 components of the research question. Amendments made to the final questionnaire used in this study addresses host guest relations, the third component of the research question. The intended minimum response rate for this research was 100.

The questionnaire incorporated demographic questions, scaled response questions and open ended questions. Demographic questions have used ordinal and interval scales. Demographic questions were devised based on the potential patterns to emerge from the data on perceptions of tourism. Also, demographic questions also form the test criteria question for respondents, identifying whether they qualify for the sample. Existing literature suggests a potential relationship between perceptions and age, gender or income. Also, considering social exchange theory and economic dependency theory, questions to identify the level of dependency and contact of residents with tourism and tourists have been added, regarding occupation, frequency of contact and income.

The scaled questions in Part 2 of the questionnaire use a single 5 point Likert scale ranging from 1, strongly disagree, to 5, strongly agree, with 3 being a neutral response. Host guest relations specific questions are included here using the same scale as the original WTO survey to ensure that the questionnaire remains fluid and user friendly (Gillham, 2000). Original questions from the WTO survey address issues regarding tourism. Host guest relations use tourist specific questions. The questions are an even distribution of positive, negative and neutral statements. Such a balance prevents the influence of bias through the use of these statements.

Part 3 includes test questions regarding the overall perceptions of tourism in the community. Five point Likert scales are also used, but scales are question specific. Part 4 includes open ended questions for the identification of emerging issues and popular perceptions which would be solely used for informing the issues to be addressed in the qualitative interview process.

2.4. Research Process

The research process began in January 2007 with data being collected in the field in between the dates of the 1st of July, 2007 and the 31st of August, 2007. Finally the research write up was concluded in November 2007. Figure 2.2 illustrates the research process used for this research.

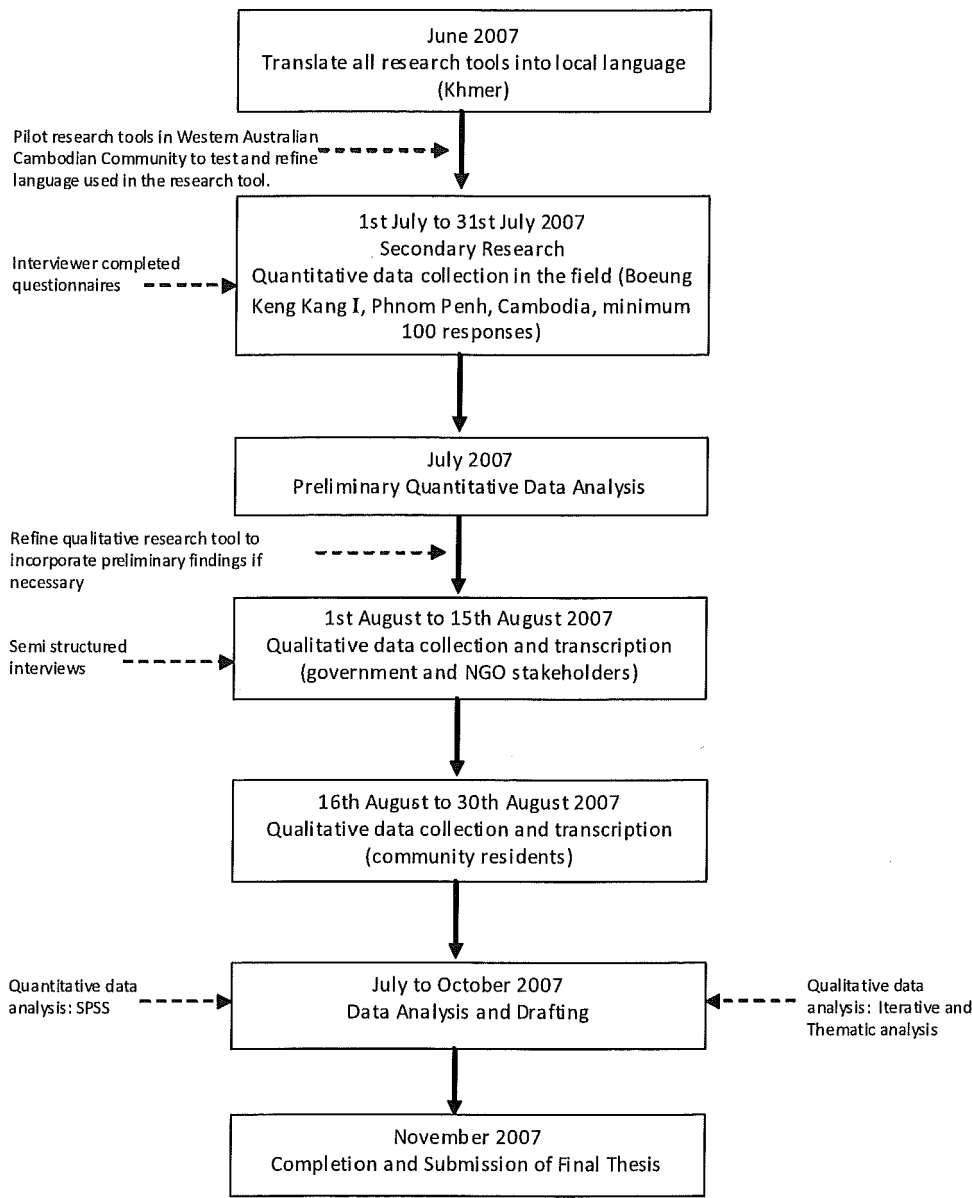


Figure 2.2: Research Process

First, the questionnaire was translated into the local language, Khmer. The translation of the questionnaire was verified by a Cambodian Australian NAATI (National Accreditation Authority for Translators and Interpreters) qualified translator (Level 3). A pilot study was undertaken where the pilot group included a second qualified NAATI interpreter and a member of the Western Australian Cambodian community with knowledge of Cambodian culture as well as Khmer and English, engaged in teaching Khmer as a second language. The questionnaire was tested to facilitate its use in the field, and standardised approaches to countering possible cultural issues and difficult vocabulary were set.

Phase one data collection (1st of July to 31st July, 2007) involved the collection of quantitative data. Questionnaires were interviewer completed to avoid any issues with literacy and provided a source of clarification for the respondents. Interviewer completed questionnaires were used to overcome literacy issues, but did not alienate any residents based on their level of education. Concurrent to phase one data collection was the gathering of secondary research data from sources within the country. This included sources from the Ministry of Tourism and sources of tourism publications.

Phase two data collection involved the conduct of qualitative data collection. This process followed the conclusion of quantitative data collection (from 1st August, 2007 to 31st August 2007). This was intended to allow for the inclusion of any emergent issues identified from the preliminary analysis of the quantitative data collected. Qualitative data were collected in two stages. Firstly, five interviews with high level industry and government stakeholders were conducted. These stakeholders represented key groups concerned with the tourism industry, the tourism school at the national university, national NGOs active in tourism development, the Ministry of Tourism and private tourism enterprises. Secondly, ten interviews were conducted with residents of the community using the same sample conditions used for the quantitative data collection. The interviews addressed the same themes identified in the questionnaire, in order to test the quality of the quantitative data and to either provide support or contradict the results. Due to the cultural context, all interviewees

were approached through referrals and introductions. Each interview was digitally recorded with the permission of the participant to aid in data analysis along with detailed field notes. In cases of extreme language difficulty, an onsite interpreter (NAATI Level 3 Accredited) was used in the interview process.

Quantitative data analysis techniques were used to interpret the data collected based on the variables identified in the questionnaire. In the field, data was coded and entered into Microsoft Excel in preparation for analysis. Upon return from the field, the data was transferred to SPSS Version 14.0. Data analysis techniques are discussed in more detail in the Chapter 3. From the data, descriptive statistics were identified perceived socio cultural impacts of tourism and host guest relations on the resident community for discussion. It is understood that the potential sample may be too small to create valid, generalisable findings in quantitative analysis. Therefore, the more detailed quantitative analysis process will take this into consideration, and the findings from Pearson's simple bivariate correlation analysis will be used to identify trends in the sample only.

Qualitative data analysis was conducted using an iterative analysis based on interview transcripts. During the progression of the interviews, ongoing preliminary analysis was conducted to identify any emergent themes to be addressed in future interviews. Thematic analysis will be conducted upon the conclusion of qualitative data collection using reflection and transcripts to identify key themes. Coding was then used to categorise the emergent themes in order to identify any patterns to help investigate the research question (Grbich, 1999).

2.5. *Field Study Site and Sample*

The research was conducted in South West Phnom Penh in one site, referred to as *sangkat* Boeung Keng Kang I. The population size of this area is 6752 permanent local residents (June 2007, S Puon, personal communication, 16th July, 2007). The site was selected as being satisfactorily representative of Phnom Penh in terms of socio demographics, physical characteristics and levels of tourism development. Also, due to the operation of foreign embassies and international agencies in the region, the

residents of this community have an established awareness of foreigners in their community.

The quantitative component of the research focused on residents. Participants were selected using non-probability convenience sampling. This means that participants were not selected randomly but, instead, were chosen for convenience to this exploratory study.

In order to select potential participants each participant was tested against the following criteria prior to their participation. The participant had to be a:

- Daytime resident within the study area, in which the respondent is a resident of the community, or works full time in the community.
- Cambodian citizen
- Over 18 years of age

These criteria were selected, as it would ensure that the participants would have an interest in their community and its future. The age restriction satisfied ethical concerns for the research.

The first qualitative component of the research focused on the informed understanding of stakeholders in the tourism industry. The selection of key informants was based on criteria relevant to the study to ensure informants are in a position to apply their general knowledge of tourism in Cambodia to the interview themes to extract information regarding broader issues. Informants represented both public and private tourism interests. Five interviews were conducted, and referrals and introductions were used to select the interviewees.

The second part of the qualitative research component included interviews with ten members of the resident community. The respondents were tested against the same criteria as used for the quantitative component, and were interviewed regarding issues raised in the questionnaires. Again, interviewees were selected based on referrals, availability and willingness to participate.

2.6. *Data Collection*

Due to the cultural setting, it was necessary for the researcher to use introductions to find eligible participants. There was an inherent difficulty in finding residents wishing to disclose their opinions to a perceived outsider. This may have been a result of the culture and political oppressiveness of the country's history. The use of the traditional language as well as community connections and visibility in the community by the 'outsider' was a vital aid to building rapport and trust with participants.

The majority of data collection occurred in the early afternoon, out of peak times, so as to not disrupt the work of the participants, especially those working in street and market stalls, and shops in the area. Normally, participants were approached by the researcher and invited to participate. The cultural setting would have made other approaches very difficult. As the sample was not intended to be large enough to be considered a statistically significant sample, this issue was considered minor. The information letter was issued and discussed with the participant prior to commencement of the questionnaire (Refer to Appendix 3 for sample ethics information letters). Standardised examples and explanations of the use of the questionnaires were used to ensure that no bias was to affect the data due to varied explanations of the research tool by the researcher.

All the completed questionnaire responses were kept recorded in a book which held no identifying information from the participant. Instead, each response was numbered prior to data entry as an alternative method of identification.

Following the conclusion of quantitative data collection, qualitative data collection began. It was intended to conduct 5 interviews with relevant industry stakeholders and 10 interviews with community residents. Using existing connections and acquaintances, the researcher was introduced to the informants. Those informants who were educated overseas, and were familiar with research techniques were interviewed using the original stakeholder interview guide. A second, more structured interview guide was developed for the remainder of the informants, as it was apparent

that an unstructured interview would not be effective in a Cambodian cultural setting, where informants were reluctant to openly express themselves and their opinions.

Community interviews were conducted in a similar way. Participants who had expressed an interest in participating in the interviews were approached as respondents for this component, along with other respondents approached through introductions and acquaintances. Again, a simple, but structured interview guide was used for the above reasons. All interviewees were given information letters and written consent was obtained prior to commencement of the interview (refer to Appendix 3 for sample of the information letters and consent forms). These interviews were also digitally recorded, and a NAATI interpreter was present at all the interviews.

2.7. Chapter Summary

This chapter outlined the role of the researcher in this research before proposing to use a mixed methodological approach in the collection of data. This approach utilised the fourth approach advocated by Miles and Huberman (1994, cited Jennings, 2001), in which quantitative data collection was conducted prior to qualitative data collection. Mixed methodology makes concessions for the inevitable subjectiveness of all research data, and this approach provides a means of adding depth of understanding to the quantitative data by using qualitative data.

The quantitative research tool utilises the WTO community well being survey that has been adapted to address all the aspects of the research questions. As such, the qualitative research tools also reflect the key themes of general perceptions of tourism, perceptions of tourism impacts and host guest relations. Data collection considered all the relevant issues regarding these techniques and tools, and compensated for the cultural setting found in the field.

This chapter has outlined the methodological approach to this research and described the research process. Following data collection, data analysis will identify and discuss the key results from both components of the research separately, before undertaking a more complete exploration of the research questions at hand.

CHAPTER THREE

UNDERSTANDING THE COMMUNITY:

ANALYSIS AND INTERPRETATION OF THE QUANTITATIVE QUESTIONNAIRE DATA



**Image 3: Psaar Boeung Keng Kang Market, Boueng Keng Kang I
Source: Sotear Ellis**

This chapter will present the results from the quantitative data that was collected. Firstly, the descriptive statistics will be examined and then, factor analysis and Pearson's correlations will be used to identify the trends in the sample amongst the key extracted variables from the questionnaire. This chapter will then proceed to interpret the results via a discussion of the results in relation to the key research issues namely resident perceptions of tourism, perceived impacts of tourism and host guest relations.

To investigate the question: *What is the perception of tourism impacts and host guest relations of the resident community in sangkat Boeung Keng Kang I, Phnom Penh, Cambodia?* This problem is divided into 3 parts. Firstly, what is the general perception held by the local community of tourism? Secondly, what socio cultural impacts do residents perceive that the local community is experiencing as a result of tourism? Thirdly, what is the nature and status of host guest relations as perceived by the community?

The questionnaire was based on the community well being survey constructed by the WTO, and as such attempts to answer questions on perceptions of tourism overall and perceptions of the socio cultural impacts of tourism in a community setting. This addresses the first 2 components of the research question. Amendments made to the final questionnaire used in this study addresses host guest relations, the third component of the research question.

Demographic data was collected as Part 1 of the questionnaire, and consisted of eight questions collecting demographic information on age, gender, length and place of residence, occupation and monthly income and level of contact with foreign visitors.

Parts 2 and 3 of the questionnaire included 25 questions regarding overall opinions of tourism (Part 2A, Part 2B, and Part 3), perceived impacts of tourism on the community (Part 2C, perceptions) and the perceived impacts of the tourists on the community (Part2D, host guest relations).

Part 4 included two open ended questions which was used to provide feedback on critical issues to be raised in the qualitative component of the data collection process that will be discussed later. Refer to Appendix 2 for a sample of the questionnaire.

The intended minimum response rate for this research was 100. A total of 106 valid surveys were collected to ensure 100 valid responses. Based on the preliminary analysis of the data, this number was considered sufficient. It allowed for statistical analysis, but the overwhelming similarity of responses made the continuation of quantitative data collection unimportant, as a statistically significant sample was not required, and a saturation point in the responses had certainly been reached.

The sample criteria stipulated that all respondents be Cambodian citizens living or working full time within the study site. The sample included stall holders, shop owners and employees and residents. By using interviewer completion of questionnaires, no missing data was recorded, and all responses were valid.

3.1. *Results of the Descriptive Analysis*

3.1.1. Respondent Characteristics

From the 106 respondents, 70.8% lived in the study site, and 29.2% resided elsewhere, but worked full time in the study site. The majority of respondents had either lived or worked in the area for more than 24 months (86.8%). The peak age range for respondents was 18 to 45 years (72.6%), and was made up of 45 males and 61 females.

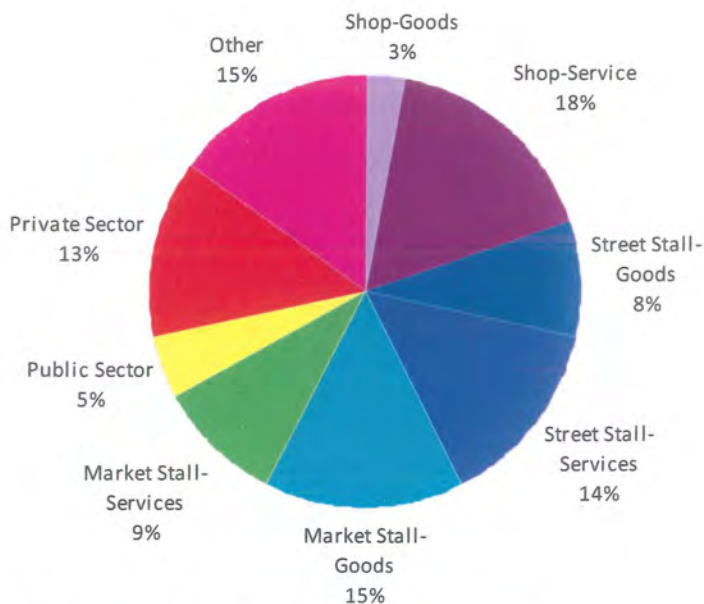


Figure 3.1: Primary Occupation Distribution of Respondents (n=106)

The respondents were chiefly employed in shops providing services (17%), market stalls selling goods (15.1%) or street stalls providing services (14.2%). Other occupations listed included shops selling goods, street stalls selling goods, market stalls providing services, public service, occupation within the private sector, and others, which includes students, retirees, and the unemployed (Figure 3.1).

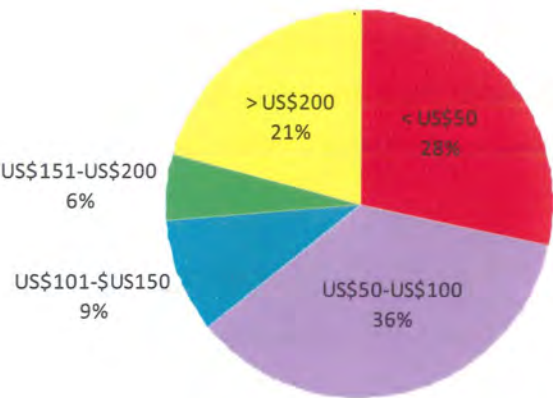


Figure 3.2: Monthly income of Respondents (n=106)

The majority of respondents had an income of less than US\$100 per month (64.2%). The next largest group of respondents (20.8%) had an income of more than US\$200 per month, and the remaining 15.1% of respondents had a monthly income between US\$101 and US\$200 (Figure 3.2).

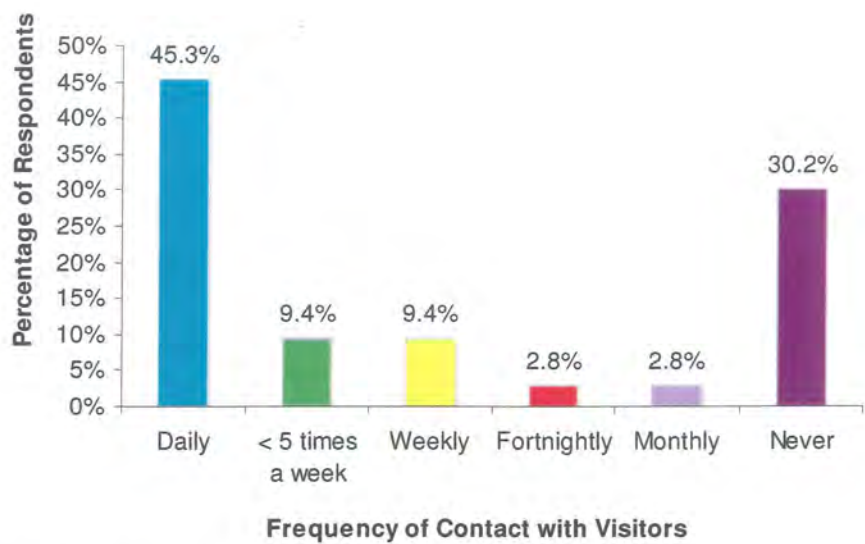


Figure 3.3: Level of Contact of Respondents with Foreign Visitors (n=106)

The data notes two extreme peaks in the level of contact of the respondents have with foreign visitors in the community; the majority of respondents (45.3%) had daily contact, and 30.2% of respondents had no contact with foreign visitors (Figure 3.3). This presents an interesting dichotomy in which the majority of respondents had either high levels of contact or no contact at all.

3.1.2. General Perceptions of Tourism

Four Likert scaled questions were used to elicit an overall opinion of the community regarding tourism. Firstly, tourists were asked to respond to statements “Tourism is good for my community” and “I personally benefit from the tourism industry” (see Figure 3.4).

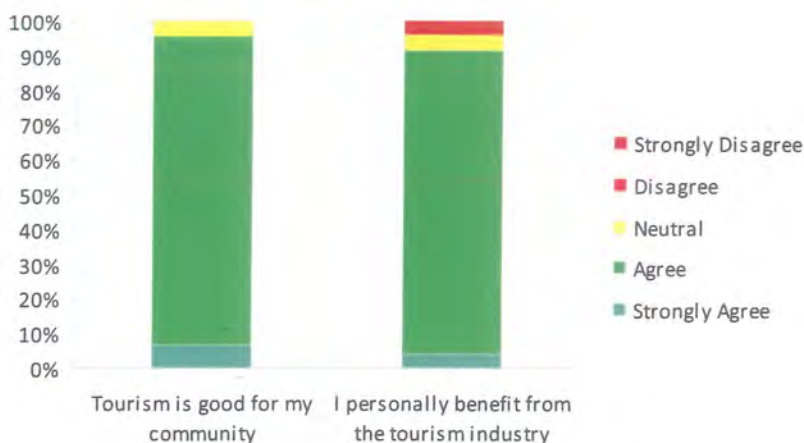


Figure 3.4: Responses to Statements Regarding General Perceptions of Tourism (n=106)

Tourism was generally perceived positively. No respondents disagreed with the statement that ‘tourism is good for my community’. A total of 95.3% of respondents indicated agree (88.7%) or strongly agree (6.6%), with 5 respondents (4.7%) remaining neutral (Figure 3.4). A majority of 91.5% of respondents identified a ‘personal benefit from tourism’ (agree, 87.7%, strongly agree, 3.8%). Only 3.8% of respondents disagreed that tourism provided a personal benefit, and 4.7% remained neutral.

Tourists were then asked about their overall opinion of tourism (Figure 3.5) and if they wanted more or less tourism in their community (Figure 3.6).



Figure 3.5: Responses to the Question “Overall, what is your opinion of tourism?” (n=106)

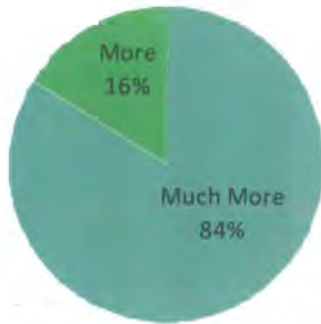


Figure 3.6: Responses to the Question “Would you like more or less tourism in future in your community?” (n=106)

All respondents had a satisfactory (45.3%), good (27.4%) or excellent (27.4%) opinion of tourism overall (Part 3, Q1), and a very strong (84%) or strong (16.4%) desire for more tourism in the community (Part 3, Q2).

3.1.3. Perceptions of Tourism Impacts in the Community

For simplicity, the results will be discussed in three sections, perceived socio cultural impacts, perceived economic impacts and perceived environmental impacts. Firstly, the responses to statements regarding perceived socio cultural impacts will be discussed.

Figure 3.7 demonstrates the distribution of responses for statements considering the perceived socio cultural impacts of tourism as seen by the respondents, which included views on community control, crime and other socio cultural aspects.

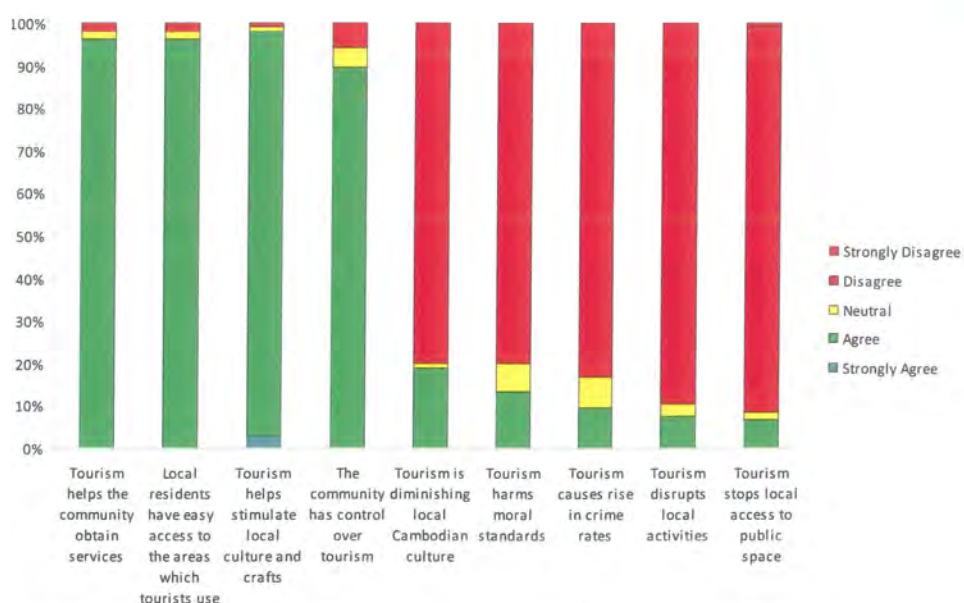


Figure 3.7: Responses to Statements Regarding Perception of Socio Cultural Impacts (n=106)

Respondents reported overall positive perceptions of the social cultural impacts of tourism in Boeung Keng Kang I. Locals felt they had control over tourism in their community (89.6% agree) and refuted that ‘tourism stops local access to public space’ (90.6% disagreed and 0.9% strongly disagreed). Most local residents had access to tourist facilities (96.2%) and, moreover believed that ‘tourism helps the community to obtain services’ (96.2%).

The majority of respondents disagreed that ‘tourism diminishes local culture’ (80.2%), instead they believed that ‘tourism stimulates culture and crafts’ in their community (agree, 95.3%, strongly agree 2.8%). Overall there was no perceived disruption to local activities as a result of tourism (89.6%). However, while most respondents (80.2%) did not perceive that ‘tourism harms moral standards’, some did (13.2%). Moreover, while most (83%) disagreed that ‘tourism increases crime’, although, again, 9.4% of respondents agreed with this statement. This suggests that, for at least some members of the community, tourism is associated with some negative changes in the community.

Overall the respondents perceived that tourism in the community provided many positive socio cultural benefits. Any negative impacts on culture were either perceived as not yet visible to the majority or of overall minor concern.

Now, the responses to economic impacts will be identified. These impacts include views on employment opportunities, community retention of tourism earnings and community perceptions of the impact of tourism on the prices for commodities. Each of these impacts has major socio cultural implications (Figure 3.8).



Figure 3.8: Responses to Statements Regarding Perceived Economic Impacts (n=106)

Employment was perceived as a positive impact, with 95.3% of respondents agreeing that ‘tourism creates jobs in the community’. Furthermore, 94.3% of the respondents agreed that ‘tourism creates employment for the local youth’, with 2.8% of respondents strongly agreeing with the statement.

‘Money spent by tourists in the community remains in the community’ was a more divisive question, with 64.2% of respondents agreeing and 20.8% disagreeing. Interestingly, a high number of respondents remained neutral (15.1%). This question

may indicate perceived community control (or lack of control) over the economic components of tourism.

In response to the statement ‘tourism causes increased prices for goods’, 55.7% of respondents disagreed and 35.8% agreed with the statement (8.5% neutral). Perceptions were based only upon the impact of tourism in causing higher prices for goods and not other factors.

Finally, the questionnaire addressed issues regarding environmental impacts which have an influence on the perception of socio cultural impacts of tourism (Figure 3.9). These statements considered views on perceptions of harm to the environment as a result of tourism, and the use of natural resources by tourism.

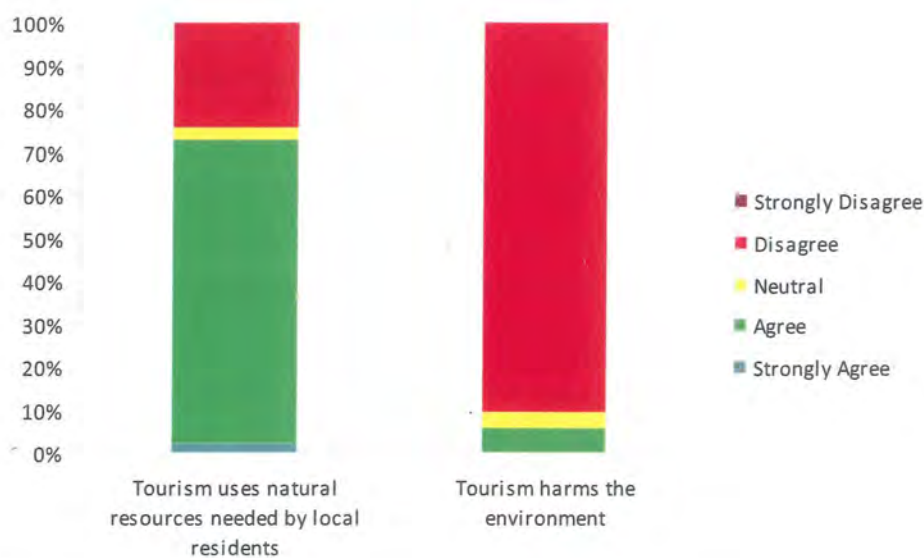


Figure 3.9: Responses for Statements Regarding Perceived Environmental Impacts (n=106)

The results indicate that the respondents perceived that tourism was mostly beneficial to the environment, and had little or no negative impact on their environment.

An interesting outcome concerned the consumption of natural resources by tourism, with 70.8% of respondents agreeing that 'tourism consumes natural resources needed by the local residents'. This may be that the resources needed by local residents are of a nature that must be needed by visitors also, such as food and water. Additionally, 1.9% strongly agreed with this view, while 24.5% of the respondents disagreed and 2.8% of respondents remained neutral. Residents were did not consider this a negative impact, but merely made an observation.

The impact of tourism on the environment was perceived to be a positive one, aiding rather than degrading the environment. A majority, 90.6% of respondents disagreed with the statement that 'tourism harms the environment'. Only 5.7% of respondents perceived an impact on the environment and 3.8% remained neutral.

Refer to Appendix 4 for full descriptive statistics.

3.1.4. The Perceived Impacts of Host Guest Relations

In order to discover the impact of host guest relations on the community, data was collected regarding some of the key issues in host guest relations. Data was collected in six questions from Part 2D of the questionnaire. These issues included the attitudes of the host (resident community) and the perceived behaviour of the guest (tourist). In summary, tourists were very well received in the community and do not cause offence to the resident community in any way. The residents accordingly were hospitable in all incidences of contact. The percentages of responses to host guest relations variables are shown in Figure 3.10.

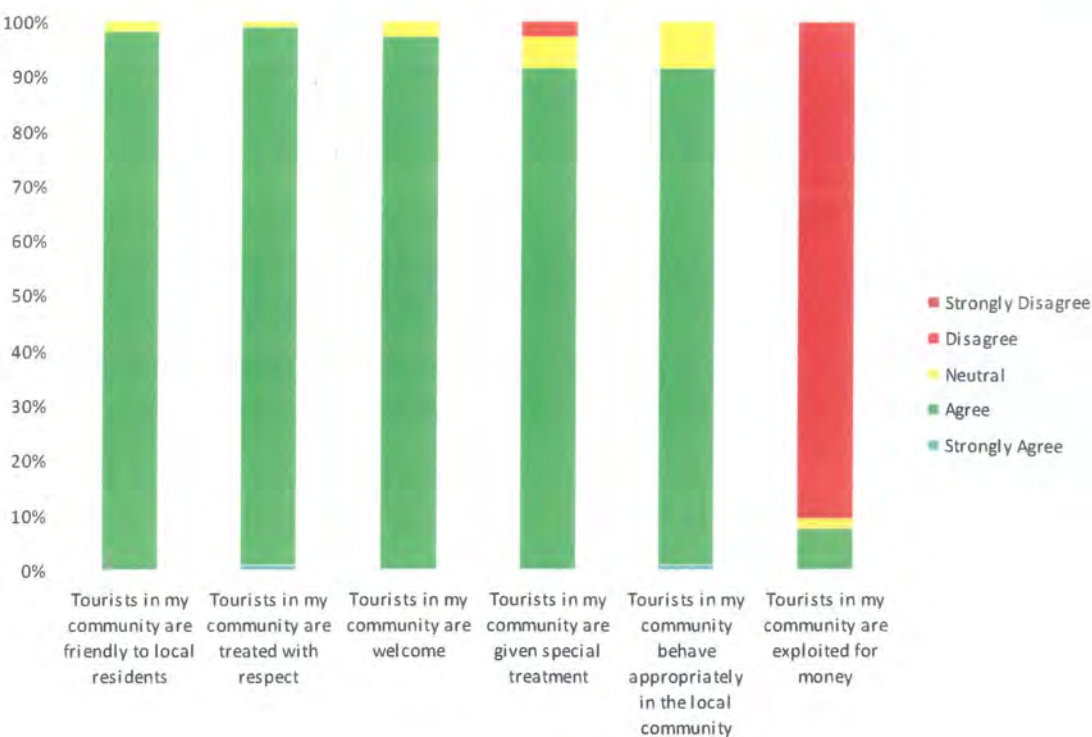


Figure 3.10: Responses to Statements on Host Guest Relations (n=106)

An overwhelming majority of 99.1% of the respondents believed that the tourists in the community were treated with respect by the community (agree, 98.1%, strongly agree, 0.9%). This may be considered along with the question ‘tourists are friendly to the residents’ where 98.1% of respondents indicated that tourists were, overall, friendly towards the residents of the community.

The attitudes of the respondents towards the tourists in the community were overall positive, with 97.2% of the respondents agreeing that tourists are welcome in the community. No respondents disagreed with the statement, which corresponds with the Cambodian cultural image of friendliness and hospitality.

Respondents perceived that tourists received special treatment in the community with 91.5% agreeing with the statement. Further to this perceived special treatment, 90.6% of respondents disagreed with the idea that ‘tourists are exploited for money’ by the community. This demonstrates that tourists are valued in the community by the respondents.

The behaviour of tourists was also perceived by the respondents to be good with 91.5% of respondents (90.6% agree, 0.9% strongly agree) believing that tourists behaved appropriately while they were in the community.

To summarise the results from these descriptive statistics, the typical respondent from the group was a female, residing and working full time in a shop or market operating within the study site. Her monthly income is under US\$100, and she has daily contact with foreign visitors. Overall, her perceptions of tourism in her community are very positive. Tourism is good for her community, and she perceives a personal benefit from tourism. She is satisfied with the current state of tourism in her community and has a very strong desire to see tourism increase in the future.

Tourism is seen to create jobs for the residents and their children. It also helps the community to obtain services. Tourism is controlled by the community and imposes no restrictions upon it. The community retains the earnings from tourism and tourism helps stimulate culture and craft in the community. Tourism has no impact on prices for goods or crime rates. It has no impact on culture or the environment. However, tourism is seen to consume natural resources needed by the community.

The community is keen to welcome tourists, and perceive tourists to be friendly and well behaved. The typical respondent respects the tourists and gives them special treatment while they are in the community.

Refer to Appendix 4 for full descriptive statistics.

3.2. Identifying Data Trends and Relationships Through Further Data Analysis

Descriptive statistics have been used to determine the characteristics of the respondents and the overall opinions of the sample. It is now important to identify any visible trends and relationships in the data to present some evidence for the descriptive statistics results.

The research tool involved a number of variables, gathering demographic information (7 variables in Part 1), overall perceptions of tourism (4 variables, Part 2A and B, and Part 3A and B), data on respondents' perceptions on tourism related impacts (15 variables in Part 2C) and perceptions of host guest relations (6 variables in Part 2D).

Pearson's simple bivariate correlation analysis of all the variables in the research tool (31 variables in total) using SPSS version 14.0 yielded 67 correlations significant to 0.01 ($p \leq 0.01$) and 44 correlations significant to 0.05 ($p \leq 0.05$). Due to the large number of correlations and the large number of variables, factor analysis was employed for perceptions of tourism impacts and perceived host guest relations. As more than 100 responses were collected, factor analysis was appropriate.

Overall perceptions of tourism and demographic information was analysed using Pearson's correlations without any factor analysis. The results will follow the research questions, first addressing general perceptions of tourism, and then perceived impacts of tourism, and host guest relations. Finally, in concurrence with the expected outcomes for the research, demographic relationships will be studied to see if any trends emerge to support existing literature.

The following sections show the trends and relationships that emerged through the conduct of Pearson's simple bivariate correlations analysis. Many relationships exist overlapping the key areas; perceptions of tourism, perceptions of tourism impacts, host guest relations and demographics. The most pertinent correlations will be discussed under each heading of general perceptions of tourism, perceptions of tourism impact and host guest relations. Finally, demographic correlations will be discussed independently.

3.2.1. Trends and Relationships for General Perceptions of Tourism Variables

Pearson's simple bivariate correlations were conducted using the variables for the general perceptions of tourism variables against factors extracted from the

perceptions of impacts factors, host guest relations factors and demographic variables. Five significant correlations were revealed (Table 3.1).

For full definitions of factors, refer to sections 3.2.2 and 3.2.3. Appendix 5 contains full factor analysis information.

Table 3.1: Pearson’s Correlations with a Significance of $p \leq 0.01$ for General Perceptions Variables (n=106)

Bivariate Correlations ($p \leq 0.01$)			
Variable	Variable	Relationship	<i>rho</i> Value
Personal benefit from tourism	Etiquette of tourists and residents	Moderate Negative	-0.41
Personal benefit from tourism	Level of contact with visitors	Low Negative	-0.254
Tourism is good for my community	Small tourism business entrepreneurship	Low Positive	0.258
Personal benefit from tourism	Monthly Income	Low Positive	0.278
Personal benefit from tourism	Resident Hospitality	Low Positive	0.31

A moderate negative relationship emerged between the personal benefit from tourism and the etiquette of tourists and residents ($r=-0.41$). This indicates that a resident’s perceptions of whether they receive a personal benefit for tourism may be adversely affected by the respondent’s perception of behaviour of tourists and residents in the community.

An interesting outcome was that residents perceiving a personal benefit from tourism are less likely to have frequent contact with tourists ($r=-0.254$). This is unexpected, and may illustrate the enthusiasm the residents have for tourists.

A positive relationship between small tourism business entrepreneurship and a perception of tourism as good for the community ($r=0.258$) demonstrates that residents interested in the economic opportunities of tourism may perceive tourism as being good for the community.

A single demographic relationship affecting the residents’ general perceptions of tourism is demonstrated by a low positive correlation between a perceived personal benefit from tourism and monthly income ($r=0.278$). This indicates that residents with a higher monthly income are more likely to perceive a personal benefit from tourism.

A positive relationship also exists between a perceived personal benefit of tourism and resident hospitality ($r=0.31$). This indicates that residents perceive a personal benefit from tourism when tourists are received well in their community.

Table 3.1 shows the correlations and their corresponding *rho* values. For full statistics, refer to Appendix 6.

3.2.2. Trends and Relationships in the Perception of Impacts Variables

There were 15 respondent perceptions of impacts variables which were used to evaluate respondents’ perceptions of impacts attributable to tourism in the community. In order to facilitate the identification of trends and relationships from such a large amount of data, factor analysis was employed. Principal Axis Factoring and Varimax Rotation using Kaiser Normalisation were used in the factor analysis.

Three factors were extracted from 12 variables. Three variables were excluded during factor analysis to yield a clean result in the rotated matrix. The exclusion of these three factors resulted in the most significant total variance explained, therefore making the elimination of the three variables necessary and appropriate. These variables were ‘tourism increases prices of goods’, ‘the community has control over tourism’ and ‘tourism uses natural resources needed by my community’. The communalities of the variables all exceed 0.373 (‘Tourism causes a rise in crime rates’). Three factors were extracted as having eigenvalues greater than 1, with 56.48% of variance explained (Table 3.2).

Table 3.2: Factor Analysis of Perceptions Variables (n=106)

Component	Total Variance Explained							
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance
1	3.158	28.713	28.713	3.158	28.713	28.713	2.528	22.982
2	1.840	16.730	45.442	1.840	16.730	45.442	1.992	18.107
3	1.215	11.044	56.486	1.215	11.044	56.486	1.694	15.397
4	0.967	8.790	65.276					
5	0.848	7.710	72.986					
6	0.726	6.596	79.583					
7	0.634	5.759	85.342					
8	0.555	5.044	90.386					
9	0.496	4.512	94.898					
10	0.348	3.161	98.059					
11	0.213	1.941	100					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix(a)			
		Component	
		1	2
Creates jobs			0.659
Employs local youth			0.644
Helps community obtain services		0.705	
Raises crime rates	0.557		
Harms moral standards	0.623		0.358
Disrupts local activities	0.804		
Harms the environment	0.710		0.428
Stop local access	0.658		-0.408
Stimulate culture and craft			0.608
Money spent remains in the community		0.602	-0.445
Local residents have access to tourist areas	-0.404		0.753

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
a. Rotation converged in 7 iterations.

Factor One: Negative impacts of tourism

The first factor extracted encompasses five variables considering the negative impacts of tourism. These include 'tourism causes an increase in crime rates', 'tourism harms moral standards', 'tourism disrupts local activities', 'tourism harms the environment' and 'tourism stops local access to public space'. This factor is described as the negative impacts of tourism in future discussion.

Factor 2: Benefits of tourism

The second factor includes four variables associated with the positive impacts of tourism. These include 'tourism helps the community to obtain services', 'tourism employs local youth', 'the money spent by tourists remains in my community' and 'local residents have access to tourist areas'. These variables describe the general benefits experienced in a community as a result of tourism and will therefore be referred to as benefits of tourism in future discussion.

Factor 3: Entrepreneurship in small tourism businesses

The final factor includes two variables, 'tourism creates jobs' and 'tourism stimulates culture and craft in the community'. These variables are related to tourism opportunities and will be referred to as small tourism business entrepreneurship in the future.

Refer to Appendix 5 for full factor analysis statistics.

Following factor analysis, Pearson's simple bivariate correlation was again considered. ANOVA and T-Tests were excluded as these tests were unsuitable due to the overall positive nature of the responses causing the negative categories to have insufficient responses (<2) rendering these tests inappropriate. Therefore, Pearson's simple bivariate correlation analysis was conducted to determine any relationships, positive or negative, in between the variables (Table 3.3). As the data is not of statistical significance within the population, an identification of trends among the respondents using this technique is sufficient.

Table 3.3: Pearson’s Correlations with a Significance of $p \leq 0.01$ for Perceptions Variables (n=106)

Bivariate Correlations ($p \leq 0.01$)			
Variable	Variable	Relationship	<i>rho</i> Value
Small tourism business entrepreneurship	Resident hospitality	Low Negative	-0.316
Small tourism business entrepreneurship	Age	Low Negative	-0.267
Negative impacts of tourism	Resident hospitality	Low Negative	-0.246
Benefits of Tourism	Resident hospitality	Low Positive	0.249
Small tourism business entrepreneurship	Tourism is good for my community	Low Positive	0.258
Negative impacts of tourism	Etiquette of tourists and residents	Low Positive	0.289
Negative impacts of tourism	Tourism is good for my community	Low Positive	0.295

A negative relationship exists between small tourism business entrepreneurship and the resident hospitality ($r=-0.316$). It would indicate that respondents who do not perceive any benefits to employment or culture and crafts still welcome and treat visitors well in the community. This may be contributed to the hospitable nature of the Khmer people.

Age is an influencing factor on a resident’s support for small tourism business entrepreneurship. A negative relationship of $r=-0.267$ indicates that younger residents are more inclined to take advantage of tourism opportunities such as this.

A negative relationship also exists between the perceived negative impacts of tourism and the etiquette of tourists and residents ($r=-0.246$). This suggests that respondents perceiving tourism to be having negative impacts on the community may not perceive any of these negative impacts to be attributable to the behaviour of tourists in the community or the treatment of tourists by the residents.

The impacts perceived by the respondents had a vital impact on their view of tourism in the community.

A positive correlation of $r=0.289$ demonstrates a weak positive relationship between the etiquette of tourists and residents and negative impacts. This indicates that respondents who perceive tourists and residents to behave appropriately during their interactions are likely to still perceive an impact on their social, physical and economic environment as a result of tourism.

Overall, 'tourism is good for my community' was perceived positively. When considered in conjunction with perceived negative impacts of tourism, a low positive relationship was revealed ($r=0.295$). This relationship suggests that tourism is considered good for the community when respondents consider negative impacts as a result of tourism in their community.

As the statement 'tourism is good for my community' preceded questions addressing negative tourism impacts, this may indicate a lack of association between tourism overall and negative impacts attributed to tourism questioned later. An alternative would be that regardless of the negative impacts, respondents valued tourism in their community so much that they were willing to accept the negative impacts as inconsequential in comparison, particularly as descriptive statistics reveal that residents understand but do not perceive negative tourism impacts at this stage.

Respondents with a positive view regarding small tourism business entrepreneurship were more likely to indicate satisfaction with tourism in the community, as indicated by a correlation of $r=0.258$.

Also, those respondents who understood the benefits of tourism were more likely to perceive that tourists were treated hospitably. This is indicated by a positive relationship between the variables ($r=0.249$).

There were no relationships between the perceived impacts variables. The correlations values were $r=0.00$, suggesting that the variables were wholly unrelated.

Table 3.3 lists the correlations and corresponding *rho* values. Refer to Appendix 6 for full correlations.

3.2.3. Trends and Relationships in Host Guest Relations Variables

Factor analysis was also conducted for the variables associated with the host guest relations of the respondents towards tourists, extracted from Part 2D of the research tool. Again, factor analysis was conducted using Principle Axis Factoring and Varimax Rotation using Kaiser Normalisation. Again, three factors were extracted. No variables were excluded, and the communalities were all greater than 0.656 ('Tourists receive special treatment'). Three eigenvalues had a value greater than 1, identifying 3 factors with a total variance explained of 75.55% (Table 3.4). As before, ANOVA, and T-tests were excluded due to the nature of the data.

Table 3.4: Factor Analysis of Host Guest Relations Variables (n=106)

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.863	31.045	31.045	1.863	31.045	31.045	1.563	26.046	26.046
2	1.491	24.858	55.903	1.491	24.858	55.903	1.509	25.144	51.190
3	1.179	19.649	75.552	1.179	19.649	75.552	1.462	24.362	75.552
4	0.626	10.440	85.992						
5	0.489	8.142	94.134						
6	0.352	5.866	100						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a			
	Component		
	1	2	3
Welcome	0.822		
Friendly to residents	0.464		0.769
Treated with respect	-0.122		0.928
Special treatment	0.810		
Behave appropriately		-0.869	
Exploited for money		0.865	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 4 iterations.

Factor One: Resident hospitality

The first factor included the two variables 'tourists are welcome in my community' and 'tourists receive special treatment'. This factor addresses the hospitality of the community towards tourists. This will be referred to as resident hospitality in all discussion.

Factor 2: Etiquette in the host guest interaction

The second factor includes two variables associated with etiquette of tourists and residents in the community. The variables are 'tourists in my community behave appropriately' and 'tourists are exploited for money'. This factor will be described as etiquette of tourists and residents in this research.

Factor 3: Host guest relationships

The final factor includes two variables, 'tourists are friendly to residents' and 'tourists in my community are treated with respect'. These variables address the issues of social relationship between the resident and the tourist. This factor will be described as host guest relationships in all discussion.

For full details on factor analysis, refer to Appendix 5.

Again, Pearson's simple bivariate correlations were used to identify trends in the data (Table 3.5).

Table 3.5: Pearson’s Correlations with a Significance of $p \leq 0.01$ for Host Guest Relations Variables (n=106)

Bivariate Correlations ($p \leq 0.01$)			
Variable	Variable	Relationship	<i>rho</i> Value
Etiquette of tourists and residents	Personal benefit from tourism	Moderate Negative	-0.41
	Small tourism business	Low	
Resident hospitality	entrepreneurship	Negative	-0.316
Resident hospitality	Negative impacts of tourism	Low	-0.246
	Tourism is good for my community	Negative	
Resident hospitality	Benefits of Tourism	Low Positive	-0.239
Resident hospitality	Age	Low Positive	0.249
Etiquette of tourists and residents	Negative impacts of tourism	Low Positive	0.271
	Personal benefit from tourism	Low Positive	
Resident Hospitality			0.289
			0.31

The etiquette of tourists and respondents had an influence on the overall opinion of tourism in the community and the perceived personal benefit the respondents could attribute to tourism.

A moderately negative correlation reveals that respondents who did not feel that etiquette between resident and tourist was appropriate, were less likely to perceive a personal benefit as a result of tourism ($r=-0.41$).

A weak negative relationship ($r=-0.239$) exists between the perception of tourism being good for the community and resident hospitality. This also indicates that the respondents are more likely to continue treating tourists well in the community regardless of their opinion of ‘tourism is good for my community’. This may be explained again by the hospitable culture of the Khmer people.

Respondents were also more likely to perceive a personal benefit from tourism if they believed that tourists were treated well in the community (resident hospitality) ($r=0.31$).

Other key relationships addressing host guest relations and perceived tourism impacts have been discussed previously. No significant relationships are evident between the host guest relations variables, and the majority of demographic variables. One demographic correlation was identified, in that age is positively correlated to resident hospitality ($r=0.271$). This suggests that older residents are more likely to receive tourists well in the community.

Table 3.5 demonstrates all the correlations and corresponding *rho* values. Refer to Appendix 6 for all statistical correlations.

3.2.4. Trends and Relationships in Resident Characteristics

Pearson’s simple bivariate correlation analysis also reveals two demographic relationships in the data (Table 3.6).

Table 3.6: Pearson’s Correlations with a Significance of $p\leq0.01$ for Demographic Variables (n=106)

Bivariate Correlations ($p\leq0.01$)			
Variable	Variable	Relationship	<i>rho</i> Value
Monthly Income	Level of contact with visitors	Low	-0.326
		Negative	
Primary Occupation	Level of contact with visitors	Low Positive	0.292

Much of the literature debates the presence of demographic relationships in terms of perceptions of tourism. Some relationships in the respondent characteristics were identified in Pearson’s simple bivariate correlation analysis in this particular study.

It is indicated by a weak negative relationship that low monthly income increased the likelihood of the respondent to have frequent contact with foreign visitors ($r=-0.326$).

Another outcome identified some key characteristics of the respondent group. The findings suggest that primary occupation is a key indicator of the frequency of contact a respondent had with foreign visitors ($r=0.292$).

Table 3.6 indicates the correlations and their *rho* values. Refer to Appendix 6 for correlations.

3.2.5. Summary of the Analysis of the Quantitative Data

Factor analysis of this study's data supports the descriptive statistics in that tourism, overall, is supported by the respondents of the community. The overwhelming positive response would suggest that there would be limits on the visible significant trends in the data. Nevertheless, 16 correlations have been identified in all four areas, general perceptions of tourism, perceived impacts of tourism, host guest relations and demographic variables. Each of these help us to further understand the positive results identified in the descriptive statistics, as well as further help us identify with the respondents and their motivations for their views on tourism in their community. The implications of these correlations will be discussed in more detail.

Through analysis, the quantitative data has yielded some very interesting results. The descriptive statistics can be used in this exploratory research to create a snapshot of the community at the time of this research. We can answer the research questions on a basic level. However, the data that was collected was able to be further analysed to see if there was any ways that the findings could be further interpreted to give us more meaning and understanding of the results yielded by the descriptive data.

3.3. *Discussion of the Quantitative Findings*

Discussion of the findings from the quantitative data analysis will enable the statistical values to be given meaning in terms of identifying the perceptions of tourism, perceptions of tourism impacts and perceptions of host guest relations in Boeung Keng Kang I. It will also investigate the effectiveness of social exchange theory in this case. In order to do so, the following discussion sections will consider each component of the research question.

3.3.1. Discussion of the General Perceptions of Tourism

These results are very much in support of tourism in the community overall. However, the results do raise one question. If the perceived personal benefits of tourism, belief in tourism as a good for the community and the desire for future tourism are so strong, it is strange to note that there is such a heavy emphasis on overall perceptions of tourism being satisfactory. This could be explained by suggesting that tourism is so well accepted and desired in the community, that such strong desire for future tourism development leads to current perceptions of tourism being only satisfactory in anticipation of the tourism of the future. Clearly, however, tourism is considered a great positive for the community by providing personal benefits, and so, there is a strong desire for more tourism.

This result has implications for this research. One of the key findings from these results is that more than 90% of community residents perceive a benefit from tourism, even though it is clear that they are not all directly involved in the tourism industry. On face value, it would suggest that the residents perceive an economic benefit from tourism primarily. It is supporting the notion of economic dependency on tourism by suggesting that economic benefits are stimulating positive perceptions of tourism overall. Whether this perceived benefit is real or only perceived is unimportant, for the impact this has on supporting Blau's model of social exchange theory is important.

The overall positive perceptions of tourism also support Doxey's Irridex model. Doxey proposed that communities experiencing early stages of tourism development, with limited exposure to tourists, would experience euphoria, in which all tourists and tourism would be unconditionally embraced (Mason, 2003; Mason & Cheyne, 2000).

This proof also confirms the importance of the role of host guest relations in considering resident perceptions and perceived impacts as a result of tourism. Doxey's stage of euphoria is characterised by the limited contact residents of the community have with tourists at such an early stage of tourism development in the community

(Mason, 2003). Therefore, host guest relations play a significant role in the assessment of tourism by the residents.

However, this study raises some pertinent questions. The results indicate that there is a significant level of contact with foreign visitors amongst community residents. A combined 54.7% of respondents indicated that they had contact with foreign visitors regularly during a week long period. This may be said to challenge Doxey's description of community attitudes to tourists in stages of early tourism development (Mason, 2003). Yes, the residents in the community are indeed euphoric in their acceptance and love of tourism (and indeed, tourists). This however, according to Doxey, should be representative of the population with little to no tourist contact, which, according to the results, is less than 50% of the sample. The still positive outlook of tourism in the rest of the sample population diminishes the acceptability of Doxey's Irridex model, and implies that there are more important influences on the evaluation process used by the residents of a community exposed to tourism.

If the level of contact of residents is a contributing, but not major factor in the resident evaluation process, it may be inferred that issues of community proximity and carrying capacity need further attention. These concepts address similar issues to the impact of the level of contact residents have with tourists on their perceptions of tourism. Both proximity and destination carrying capacities relate to the visibility of tourists in the community to the residents (Brunt & Courtney, 1999; Mason & Cheyne, 2000; Smith & Kränich, 1998).

In this case, proximity of the community to the tourists is increasing, but perceptions of tourism remain positive. This is also the case for destination carrying capacities. Residents in very frequent contact with tourists are still retaining their positive perceptions of tourism overall, despite their personal carrying capacity being approached. It may be that these influences are not appropriate in an early tourism development setting, as it is unlikely for early stage tourism development to have extremely high visitation levels, but the concepts should be further investigated to discover how residents perceive destination carrying capacity, whether it is based on

their personal experiences and interactions, or through observing the wider community in which they are members. This could be a result of economic dependency theory in that positive perceptions are maintained long term despite more frequent contact with tourism by the resident community.

Previously, it was identified that the positive perceptions of tourism and the perceived personal benefit from tourism received by the participants indicated a support for economic dependency theory, and thus Blau's model of social exchange theory (1967, cited Kayat 2002). With this is the being the case, it can be seen that this study has implications for the implementation of LDC tourism development theory in that perceived personal benefits derived from tourism would support the aims of LDC tourism development strategy in poverty alleviation and community well being (World Tourism Organization, 2002a; 2005a). With the Ministry of Tourism endeavouring to provide widespread benefits to all Cambodians by utilising they key approaches recommended by the WTO, it can be seen as successful, as 91.5% of participants, both directly and indirectly involved in tourism, are perceiving a benefit from tourism.

In order to successfully prove this point, however, the participants must also perceive positive economic benefits as a result of tourism. The next section will address the subject of perceptions of tourism impacts in the resident community.

Bivariate correlation analysis revealed telling relationships between the general perceptions of tourism variables and host guest relations variables. This suggests that host guest relations are an influence on the resident perceptions of tourism overall.

It also has emerged that a perceived personal gain from tourism has an influence on general perceptions of tourism. This is demonstrated by the positive relationships between general perceptions variables and small tourism business entrepreneurship and resident hospitality, where it is clear that tourism is well received where tourism presents opportunities, and personal benefit is gained by treating tourists well. Demographic relationships also support the influence of perceived personal gain on general perceptions of tourism, for example, residents with a higher monthly income

perceive a personal benefit from tourism, regardless of whether the income is derived directly from tourism or not.

From quantitative data analysis, it can be concluded that general perceptions of residents towards tourism are very positive. General perceptions of tourism are influenced by host guest relationships and a perceived personal gain. However, these are only contributing factors.

3.3.2. Discussion of the Findings of the Perceived Impacts of Tourism

The quantitative questionnaire considered 14 variables on the subject of impacts attributable to tourism in order to gauge the perceptions of the residents in relation to these impacts. Like the overall perceptions of tourism, the results were very positive. All but one of the impacts were perceived positively, and it can be argued that the single variable receive a marginally more negative response merely as an observation of the participants as opposed to a genuine perceived threat.

Such positive perceptions of all the impacts tested would imply that the participants perceive that tourism is beneficial to themselves and their community in all ways. This would support the overall positive perception of tourism in the community, as it is suggested by social exchange theory that overall perceptions are based upon a cumulative evaluation process (Kayat, 2002). This is a very positive response for the role of tourism development in Cambodia at the moment, and proves that tourism development is being approached in such a way that works for the benefit of the community, which may be called a successful implementation of LDC tourism development strategy (Prats, 2001).

It should be noted, however, that there may be underlying factors which are contributing to the positive perceptions of the impacts of tourism in this community. For example, Blau's model of social exchange theory and economic dependency theory suggests that in cases where tourism provides an important economic benefit to a community with no alternative source of income, the true impact of tourism will be

favourably overlooked due to the dependence of the community on the financial benefits (Blau, 1967, cited Kayat, 2002). This implies that the perceived impact of tourism will be positively skewed compared to what may be considered the reality of the impacts of tourism in the community.

An interesting finding to emerge from the results concerns the economic impacts of tourism on the community. Socio economic issues, including employment for the community, were well received, with a strong majority of the participants agreeing that tourism is providing opportunities for the whole community. However, the more direct economic impacts have received a more mixed response. These include the statements 'money spent by tourists remains in my community' and 'tourism raises prices of goods'. The results are positive, in that the majority of residents perceive that tourism does not raise prices of goods, and the money spent by tourists does remain in the community, but compared to the very high percentages of positive responses on other statements, the division of opinion in these cases would appear noteworthy.

This research has considered economic dependency as a factor influencing perceptions of tourism, particularly in an LDC context (Vellas, 2001; World Tourism Organization, 2002a). Such findings highlight the perceived importance of economic impacts in the resident community, as it is clear that community opinion on this issue is more divided than other issues. Therefore, if the economic impacts of tourism are personally being considered more important to the resident, there is evidentiary support for tourism providing tangible economic benefits to the community which is affecting community perceptions according to economic dependency theory and Blau's social exchange model (Kayat, 2002).

Another inference to be made from these findings is that there is a failure in the implementation of LDC development theory, as it is clear that there are mixed opinion on whether the community is retaining a good share of the income from tourism. It is one of the most significant challenges of LDC tourism development strategy, to ensure that all residents, whether directly or indirectly involved in the tourism industry are able to benefit from tourism in their community (World Tourism Organization, 2001b,

2002a). It is evident from these results that residents do not always perceive this to be the case, even though the results are on the whole positive. This issue may be further considered in future tourism planning to ensure that this perception improves or at least does not decline.

A final conclusion to be drawn is that these results highlight the issue of community homogeneity or heterogeneity argument discussed in the literature. The consistently strong positive responses indicate a strong coherence in the opinions of the participants. The participants' perceptions of tangible economic impacts however, suggest that the community is not as homogeneous as can be inferred on examination of other responses. For the purposes of this research, the community is considered homogenous, though the conflict in opinion on tangible economic benefits suggests that the community is indeed heterogeneous, divided by their level of participation in the tourism industry in the community as it is suggested by Honggen and Huyton, (1996).

It must be noted, however, that this conflict in the minority of results is only small, and the majority of participants still retain positive perceptions of these economic issues. Therefore the overall positive responses can be assessed together.

Firstly the overall positive responses to the perceived impacts of tourism support Doxey's Irridex model (Mason, 2003) in that there is a very positive perception of all aspects of tourism in the early development stages of tourism.

On consideration of the questionnaire, the statements can be viewed as outlining the disadvantages and benefits of tourism, and determining if the participant agrees or disagrees with the statement. Therefore, much of the results indicate the benefits tourism is providing to the community as perceived by the participants, for example, employment opportunities or the provision of services. Such perceived benefits form a positive input into the social exchange process (Ap, 1992).

According to Ap (1992), this positive result in the social exchange process would suggest that the participants in this case feel powerful in the social exchange process. The high number of benefits potentially negates the role of economic dependency theory, as it is clear that the residents are receiving enough other socio cultural benefits, so as to increase their satisfaction in the social exchange process. This perception of power, or possession of benefits, supports the implementation of effective tourism development in the region as suggested by LDC tourism development strategy (Ashley et al., 2001; World Tourism Organization, 2002a). However, the strength of evidence for economic dependency theory means that the role of economic impacts should in this case further strengthens both models of social exchange theory as the economic impacts enhance the positive evaluation process as well as considering the economic impacts.

It must be said that the research tool used addresses well documented issues regarding socio cultural tourism impacts, such as those put forward by Nettekoven (1979) and Mathieson and Wall (1982). It then allows these theoretical concepts to be evaluated by the participants to establish the perceived impacts of tourism on the residents in a practical manner. The influence of resident perceptions however, has a marked impact on the theoretical or academic perspectives traditionally imposed on resident community impact evaluations (Brunt & Courtney, 1999; Mason & Cheyne, 2000; Nyaupane & Thapa, 2006). We cannot then assume that the research tool comprehensively addresses all the socio cultural impacts visible to the subjective community perceptions outside the theoretical boundaries.

From the identified trends and relationships, some other comments can be made on the perceived impacts of tourism on this community in relation to economic dependency. Trends and relationships in the data demonstrate the effects of economic dependency on the perceptions of the resident community first hand. For example, the negative relationship between 'tourism is good for my community' and negative impacts of tourism implies that participants who perceive tourism as good will have a less negative perception of tourism impacts. Furthermore, those who perceive tourism

as good for the community are also more likely to be involved or have a positive perception of small tourism business entrepreneurship.

3.3.3. Discussion of the Findings of Host Guest Relations

The issue of host guest relations was considered using six variables that were added to the original WTO format for the purposes of this study, as it was established during the literature review that host guest relations have a key role in the evaluation process of resident perceptions of tourism. The results from these six variables showed positive results.

The results discount the notion that an increased number of host guest interactions will stimulate negative views of tourism overall as is suggested in the literature (Ap, 2001). It is shown that the perceptions of host guest relations by the resident community were very positive. The results also show a dramatic division in the level of contact the participants had with visitors, suggesting that their perceptions of tourism was not wholly dependent on the number of host guest interactions, but the interactions, that actually occurred.

Social exchange theory requires that the resident evaluates an exchange process (Ap, 1992). The most obvious exchange process in the tourism context is the interactions between the resident and the tourist. Therefore, it can be suggested that where residents perceive the host guest interaction favourably, there will be a corresponding increase in their positive perceptions of tourism impacts, and consequently, tourism. This is demonstrated by the positive results for host guest relations variables in addition to positive perceived impacts of tourism and general perceptions of tourism.

Host guest relations can be significantly influenced by culture, on the part of both the host and the guest (de Kadt, 1979; Nettekoven, 1979). In the case of this study, as the resident perspective was being considered, the influence of Cambodian culture on host guest relations was discovered.

Resident hospitality was a factor that has a strong influence on the host guest interaction. A negative relationship between resident hospitality and 'tourism is good for my community' indicates that the hospitality with which residents welcome guests into their community is still strong even when the resident does not perceive tourism as good for the community. This is the same for the negative relationship between perceived personal benefit of tourism and tourist and resident etiquette, where residents deriving no personal benefit from tourism still have positive perceptions of tourists in their community and the behaviour of both resident and tourist in the host guest interaction. In contrast, despite a positive view of the etiquette of residents and tourists, this does not prevent the resident from perceiving the impacts tourism has on the community, as indicated by the positive relationship between etiquette and negative impacts. Nevertheless, in this case though the 'negative impacts' factor helps to identify the impacts of tourism on the community, the descriptive results actually indicate that the residents do not perceive any of the negative impacts to be occurring as yet.

The implications of this is that such relationships are undermining the assumption of a selfish motivation on the part of the resident to be friendly and welcoming to tourists in the community and to treat them well for economic benefits. Many of the correlations identified suggest that there is no need for a perception of personal or community benefit from tourism to have positive perceptions of host guest relations. Further examples include a negative relationship between small tourism business entrepreneurship and resident hospitality, and negative impacts with resident hospitality. There is only one example that conflicts with this position, which is a positive relationship emerging between a perceived personal benefit from tourism and resident hospitality, suggesting that residents are more hospitable to tourists when perceiving a personal benefit to themselves.

The conclusion that can be drawn from this is that though host guest relations are important in the evaluation process which residents use to form their opinion of tourism and tourism impacts, there are influences on the host guest interaction that are more than just a selfish desire to extract benefits from tourism via the tourist (Ap,

2001). Such an influence could be the culture of the resident community as is suggested in the literature (de Kadt, 1979). Cambodia describes its culture as smiling and friendly, which could be influencing the host guest interaction which explains the hospitable treatment and positive perceptions of resident and tourist etiquette in the absence of perceived personal or community benefit.

3.3.4. Implications of the Findings for the Qualitative Research Component

The quantitative data revealed areas that needed to be addressed in the qualitative component that was designed to deepen the understanding of the questionnaire data by placing it in a more comprehensive context. Based on the quantitative data the themes for the semi structured interviews were designed to mirror the themes addressed in the questionnaire. These themes were founded upon the research questions, addressing the three main themes of general perceptions of tourism, perceived socio cultural impacts of tourism and host guest relations.

However, the results of the quantitative data revealed that some emphasis was required on certain areas to yield the most important information, and to support the quantitative data. This included uncovering the resident understanding of ‘tourism’ and ‘tourists’, as well as focusing on socio cultural themes, particularly language.

3.4. Chapter Summary

This chapter presented the results and discussed the findings from the quantitative research, helping to give meaning and understanding to the statistical results. The key findings from the quantitative analysis indicate a strong support for tourism in the community, from participants directly and indirectly involved in the community. This support for tourism includes a strong positive opinion for tourism and for tourism development in the future. Also, the residents only perceive positive impacts from tourism in their community. This supports Doxey’s Irridex model in that this community is having such a positive tourism experience in this early stage of tourism development in the community (Mason, 2003).

The overall positive perception of tourism impacts also supports social exchange theory and economic dependency theory as cumulative evaluation by the residents is indeed presenting overall satisfaction with tourism in the community, with specific attention to economic benefits (Ap, 1992; Kayat, 2002).

The results have also supported that host guest relations have a very strong influence on the social exchange process. It is also revealed that there are influences, such as cultural influences, impacting on host guest interactions and therefore perceptions of tourists and tourism in the community. It is important that tourism research considers other potential influences in future studies.

The next chapter will identify and discuss the results from the qualitative component of the research.

CHAPTER FOUR

UNDERSTANDING THE COMMUNITY:

ANALYSIS AND INTERPRETATION OF THE QUALITATIVE DATA FROM THE COMMUNITY AND KEY INFORMANT INTERVIEWS



Image 4: Construction Workers
Source: Ross Ellis

This chapter will initially extract the results that emerged from the qualitative interview process, before considering resident community views on tourism, tourism impacts and host guest relations. This chapter will then look at the implications of these findings in relation to the research questions to reveal the deeper meaning and provide a richer understanding of the data collected through the quantitative process. It will also outline some of the broader underlying issues in Cambodia's tourism industry today, and provide the context for the final combined quantitative and qualitative discussion of the outcomes of this research.

The qualitative component of the research seeks to tell the story of the resident community via analysis of their views of tourism and tourists. Five initial interviews were conducted with expert informants from the national tourism industry to gain a detailed perspective of tourism in Cambodia. Each expert informant represented a different stakeholder in the tourism industry, including the School of Tourism at Cambodia's national university, representatives of the Ministry of Tourism and the Planning Department of the Ministry of Tourism, a local NGO participating in national tourism development programs and an owner of a travel agency, participating in and dependent upon the tourism industry. One stakeholder, the travel agent, was also a community resident.

The questions raised in these stakeholder interviews mirrored those of the resident questionnaire. It was intended that these expert informants would contribute more in-depth knowledge and contribute to a deeper understanding the meaning of the questionnaire responses.

Of the five interviews, two were conducted in English and three conducted in Khmer. Each was digitally recorded and transcribed. The Khmer interviews were interpreted by a NAATI interpreter prior to transcription to ensure a true reflection of the content of the interviews. Refer to Table 4.1 for a list of the expert informants.

Table 4.1: Expert Informants

Expert Informant	Role in Tourism Industry
EI1	Lecturer, School of Tourism, Royal University of Phnom Penh
EI2	Director, local NGO, participating in projects for the Mekong Tourism Board
EI3	Representative of the Ministry of Tourism, Cambodia
EI4	Representative of the Ministry of Tourism, Cambodia, Planning Department
EI5	Travel Agent Owner

Ten in-depth interviews were then conducted with a cross section of residents of the Boeung Keng Kang I community. Again, these interviews were undertaken with a view to attaining a more in-depth understanding of the results from the quantitative questionnaire. Seven females and three males were interviewed, in an age range of 18 to 77 years, participating in a wide range of occupations both directly and indirectly involved in tourism. These included business owners, students, housewives, retirees, public servants, and private employees. Table 4.2 is a list of community informants.

Table 4.2: Community Informants

Community			
Informant	Gender	Age Category	Primary Occupation
CI1	F	60+ years	Retired
CI2	F	45-55 years	Housewife
CI3	M	25-35 years	Police Officer
CI4	F	60+ years	Housekeeper
CI5	M	18-25 years	NGO Employee
CI6	F	18-25 years	Student
CI7	F	18-25	Private Sector Employee
CI8	F	60+ years	Retired
CI9	F	18-25 years	NGO Employee
CI10	M	25-35 years	Private Business Owner

The themes emerging from the qualitative research process addressed some key areas, such as community understanding of tourism and tourist, general perceptions of tourism, tourism impacts, host guest relations and the role of government. These findings will now be discussed.

4.1. Key Findings

4.1.1. Community Understanding of Tourism

It is important to first outline the informants’ understanding of ‘tourism’ and ‘tourists’. While the expert informants would be expected to use widely accepted definitions of tourists and tourism, it is important to understand the definitions being used by the community informants as these may shape their very perceptions of tourism and its impacts. What is perceived, or not perceived, to be tourism may well determine overall attitudes towards the tourism industry in Boeung Keng Kang I.

In the interview process, the definitions of tourism were made as general statements. Overall, many residents considered tourism in the big picture, and not in the context of

their community. This general understanding of tourism is very revealing; however, the perceptions of tourism in the community are highly relevant as it is indicative of the impact of tourism directly upon their everyday lives. In fact, the relevance of tourism to the Boeung Keng Kang I community was only recognised by two of the community informants.

A local business owner, who has frequent dealings with foreign visitors and expatriates, commented that, *"There are no real tourist attractions [in the community]. They [the tourists] travel through the community or stay for a short time only"* (C110). A retiree and grandmother, concurred, but made the comment applicable to the whole city of Phnom Penh, saying *"There isn't anything to see here, you need to go to other provinces"* (C18).

This shows that the residents of the community understood the difference between tourism in the community and in the country, but many chose to see tourism overall. This enabled the community informants to comment on tourism and relate the personal influence tourism has had on their lives. There were two obvious perspectives on a definition of tourism, considering tourism as an attraction or tourism as an experience.

4.1.2. Tourism as an Attraction or an Experience

Some respondents considered tourism in a very narrow manner. It was difficult for many of the community informants to define 'tourism', and as such, they provided examples of what they considered to represent tourism. Tourism was thus defined by its attractions or the associated recreational activities, such as sightseeing. The key attractions that were mentioned were interestingly not in this community, but outside it.

For example, a now retired local recognises tourism as visiting historical cultural attractions:

"There are attractions like Angkor. There are other attractions like Phnom Tamao, Phnom Chisor or Phnom Oudong. There are lots of attractions around Cambodia." (C18)

A local housewife defined tourism as: *"Recreation, Angkor. You would visit tourist areas like temples, ocean, river, Koh Dach, tourist areas, mostly in Siem Reap"*(C12). This definition includes the idea of tourism being the recreational activities associated with visiting attractions and tourist areas. In this case, the emphasis was on attractions to be found in the province of Siem Reap, the largest tourist destination in the country. This is recognised by many of the community informants as being the key tourist area. A local housekeeper commented: *"Siem Reap is the biggest place for tourists to go..."* (C14) and continued to identify key tourism development areas: *"...Angkor, Prey Angkor, Rattanakiri and Kratie"* (C14).

It was interesting to note that while some attractions mentioned were in greater Phnom Penh, many of the attractions were from other provinces in the country. This implies that locals from Boeung Keng Kang I did not clearly identify that their community was at all part of Cambodia's tourism industry.

Where community informants did understand tourism to be more than just the physical attraction or the activities that could be pursued there, they considered it to be an experience.

A local resident working for an NGO broadly defined tourism in the experiential sense: *"[Tourism is] to see different landscapes, anything different from where they live. They want to experience different cultures from their own"*(C15).

A police officer also considered tourism as being more than the attraction:

"Tourists want to know about recreation, leisure, they want to see the tourist sites, like Angkor, the museum and experience Khmer culture and civilisation. Places like Kompong Som and Kampot"(C13).

What is common with these experiential definitions is the seeking of a new or different places and experiences. Cambodia is in a unique position to do both for all its international visitors:

“Recreation. They [tourists] want to see what is different to what they know. Places like Angkor Wat, Kompong Som, the mountain regions and other attractions” (Private sector employee, CI7).

Overall tourism is understood by the community as either attractions and their associated activities or as a tourism experience. Some community informants related tourism to iconic attractions whereas others believed that creating an experience was part of tourism and tourism was therefore potentially an achievable goal in any community. This perspective might influence attitudes towards local opportunities for tourism and, overall, attitudes towards tourism.

4.1.3. Defining a ‘Tourist’

Informants also identified the meaning of the word ‘tourist’. The residents believed that they saw tourists in their everyday lives, and recognise them typically as the Western foreigner, looking for relaxation and a cultural experience.

To illustrate, a local business owner, described a tourist as: *“Someone who travels for recreation or a different experience that they are unfamiliar with. They come from Western countries.”* (CI10)

Though it is true that Western foreigners are more widely recognized in the community, simply by standing out, respondents recognised the presence of other foreign tourists. A local housewife identified tourists as: *“foreigners visiting Cambodia, from all countries”* (CI2). The police officer concurred, saying: *“[tourists are] people coming from other countries to visit Cambodia. They are all nationalities”* (CI3). East Asia is the highest growth market for international tourism in Cambodia, explaining the identification of other non-Western tourists.

Tourists are mostly recognised as international, though domestic tourists do exist, however, very few travel to the community in any obvious way. A university student defined a tourist as: *"Someone who travels for recreation, either domestic or international"* (CI6). A retiree likewise identified two categories of tourists as: *"foreigner or domestic tourist"* (CI1).

This wider understanding of tourists as being both domestic and international is reflected amongst many of the informants. As such, a local NGO employee and a student provided broader definitions of tourists. A tourist is: *"someone participating in recreation, travelling for leisure from one area to another, on vacation from work"* (CI5). Or, a tourist is: *"a person from any region coming for recreational purposes"* (CI7).

Some of the informants also considered tourists in the community setting. A local retiree, for example, noted that: *"Here, [in the community] there are expatriates and foreigners, not tourists"* (CI8). A local business owner also noted that the community was not exposed to high levels of tourist visitation, commenting that: *"There are not really that many tourists, mostly they are only staying here"* (CI10). This is partially supported by another local, who described tourists as: *"foreigner from the outside. They come for recreation or to work, like opening companies etc."* (CI9). This description also notes the presence of expatriates in the community as well as tourists.

It is evident from these results that for the purposes of this research, the community informants have an adequate understanding of international tourists, the main focus of this study due to the potential for cultural factors to contribute to host guest relations.

4.1.4. General Perceptions of Tourism

The residents of the community have an overall positive view of tourism as being good for the community and the residents themselves. A local housewife explained that: *"Tourism improves lives...I am very happy to have tourists"* (CI2). This housewife sees

the benefits tourism has for the people. A housekeeper agreed, as: *"Tourism makes the people happy...I am happy to have tourism here as the tourists are good"* (CI4). The local police officer saw tourism as a benefit for the community as a whole: *"I have no concerns about tourism in the community...Tourism has a lot of positives, it increases the standard of living and improves the environment"* (CI3).

From this brief look at the general perceptions of tourism held by the informants, some things become evident; the impacts of tourism and the host guest relationship have an important impact on the general perceptions of tourism. As such, we shall now examine these issues in order to further understand the general perceptions of tourism held amongst the community informants.

4.1.5. The Perceived Impacts of Tourism

Research participants in Boeung Keng Kang I identified both positive and negative tourism impacts. Positive socio cultural impacts included the introduction of services, new foreign languages, tourism as a development tool and a pathway to the global economy. Negatives included loss of cultural practices and traditions, including local language, but also losses to the arts and architecture. There were also impacts on cultural identity, with the issues of acculturation, reputation and fear of criminal activity.

Services, facilities and infrastructure

Tourism in the resident community improved facilities and services for the people. For example, a local business owner commented: *"Tourists are good for the community and provide lots of services"* (CI10) Also, the community believed that tourism was an agent for a more peaceful community. One NGO employee noted that: *"More tourists means more safety and peace"* (CI5). While a government employee from the Ministry of Tourism Department of Planning explained that: *"the government tries very hard in this area...they have created a special police force, it's like a tourism police force"* (EI3)

A tourism academic from the national university described the tangible benefits tourism provided to the people: *"The infrastructure is, you know, improving at the*

moment. Also part of the...effort to promote tourism as well" (EI1). Again, this benefit, though primarily intended to improve the environment for the benefit of the tourists, acts for the residents as well, who as long term residents, may actually benefit more from such development.

However, the tourism academic also noted some of the damage that is a result of rapid tourism development with no laws in place as yet: *"Also, the development of the tourism industry, like hotels, they don't actually pay much attention to the development of infrastructure, for example, the sewerage system, the treatment of raw sewerage before draining into the river or other places"* (EI1). He also noted that this impact is small, and restricted to only large hotels, uncommon in the Cambodian tourism context and outside the current government role. Overall, most residents perceived that positive impacts derived from tourism were boosting Cambodia's development; one local summed it up by stating: *"The country progresses as a result of tourism"* (CI9).

Language

Language is an important part of culture and society, and it is expected that tourism would have some impact on language. These impacts are perceived in the community to be progressive, enabling the community, and Cambodia, to begin to engage in the global economy. However, these opportunities are also being seen as a risk for the preservation of culture and tradition, by threatening Khmer as the traditional language.

The impacts on language in the community are focused on the emergence of English and other foreign languages, and their growing importance in the everyday lives of the residents. The university lecturer elaborated:

"But language is developing a lot at the moment, English language. It is ahead of any other languages. Before we used to have, like French, but now French is dying. It is not completely dead, but fewer people are speaking French. The old generations from the French colonisation" (EI1).

This reveals a cultural expectation for the evolution of language and the adoption of new languages dominantly used in society. Such acceptance is perceived to be very positive, improving learning and employment opportunities, as described by a police officer, and again by a housewife: *"It [tourism] has a good impact on the language, it helps to improve the children's' education and prospects by learning English"* (CI3). The local NGO director supported this, as well as the improvement of cultural awareness that tourism provides: *"I think that the good thing is that Cambodians are aware, they learn a lot, about other cultures and experience different cultures of the people speaking a few languages"* (EI2).

Also, the positive impact of tourism on language as perceived by the community has led to a dependence on the second languages. It has become a part of the hospitality on offer. Two local retirees supported this, as: *"Multiple languages are used to help the tourists. Learning foreign languages is important to speak to the tourists"* (CI1).

However, despite this growing expectation and dependence on multiple languages in the community, the residents do not perceive any change to their traditional language. The travel agent commented: *"Khmer is not affected by tourism, but you have to have a second language to get along in business"* (EI5). The dependence is still there, but the foundation of tradition through language is perceived to remain in tact. A local NGO employee asserted that: *"There is no impact on languages. Learning English is normal, it is not a worry, there is little impact"* (CI9).

However, one resident did identify a negative impact on language, a loss of vocabulary: *"Some Khmer words are disappearing in favour of English alternatives. There is a loss of vocabulary"* (CI5). It is evident, though, that most impacts on language are mostly considered positive, with minimal actual impact on their cultural identity through impacts on the traditional language.

While loss of vocabulary can be considered to have an impact of the cultural values of a community, the loss of parts of the traditional language has not occurred

substantially here at this time. However, tourism has an impact on the cultural practices and traditions of the host community, causing losses, not only in language, but architecture and the arts. This phenomenon is acculturation.

Acculturation

As tourism becomes more common in the community, the adaptation and adoption of new cultures is to be expected. Acculturation has been identified by the informants and the stakeholders as the cause for degradation of culture, architecture and values:

“I think actually Cambodians are very easy to adapt to other cultures ... I’m not so like that, but people are not so aware of the limit. They should decide the border, that is Cambodian music and that is Cambodian dance, that is Western music and then Western Dance, but there is no line, otherwise, slowly, slowly, the culture of Cambodia is lost” (Local NGO Director, EI2).

It is suggested here that the Cambodian culture is vulnerable to the influence of other cultures, and tourism is a means of introducing them, as a local business owner indicated: *“The culture of the tourists gets copied, as the children behave and act like the foreigners, causing degradation” (CI10).* A local housewife, agreed, and named Thailand and Vietnam as such a foreign culture: *“There is an invasion of Thai and Vietnamese culture, affecting traditional culture. For example, clothes, architecture, copying from other cultures, drugs, law and order. Not much, it is only a small percentage” (CI2).* However, she remarks that the impact is minimal.

A local NGO Director also raised the issue of changed behaviour and loss of traditional styles:

“I see all this kind of behaviour, a lot of bars, people going to the bars drinking. And the ... style, because ... for example, you go to Siem Reap, there were some old houses representing Cambodian style, since the many foreigners come all the old, Cambodian style of the buildings changing into the other culture, so I think that it is not good” (EI2).

He also went so far as to explain why new cultures are having such a rapid impact on traditional Khmer culture:

"You know why? They know that the young generations like Western culture. So the easy thing and the fast way to make money is just adapting Western style, western music, western movies and that kind of thing, therefore, Cambodian culture stops. No idea. To develop our culture" (EI2).

According to the NGO director, the lure of economic benefits from tourism is contributing to the decline of culture which is occurring as a result of acculturation. Whether this is the case or not, there is substantial evidence to suggest that tourism is having a negative effect on some aspects of traditional Khmer culture and behaviour.

Sense of self and cultural identity

Another impact of tourism on the local community is the loss of identity of self, where crime, prostitution, child sex tourism and drugs are potentially having an effect on the resident community and their perceptions. The residents see this as a degradation of their culture as a result of the increase of tourists in their lives. There is concern for behavioural changes in the residents for the worse, as well as the introduction of criminal tourists into their community. Whether the impacts are highly visible is irrelevant to the residents. The fear and subsequent damage to their identity of self and reputation in the world is impact enough.

The residents perceive a risk in rising crime rates against tourists, as suggested by a local housekeeper: *"I am afraid that other people will commit crime against the tourists"* (CI4). Also, as a result of the cultural exposure of tourism, the university lecturer made the comment: *Overall, the Khmer people are honest, there is no fraudulent behaviour, but...because the society is more open now, because there are more people interacting, some people become bad people...there are always some dishonest people"* (EI1).

However, exposure to tourism in some ways has improved this situation. Drugs are acknowledged as a major problem, but tourism is helping to control the problem, as explained by local NGO director:

"Oh, I think that is the one major impact.. You may hear before that in Cambodia, the ganja, the marijuana, before... it was legal, since...tourism comes, and they [tourists] came here and they like marijuana a lot and all this trading and stuff, so marijuana becomes illegal now"(EI2).

The other key negative socio cultural impact concerns sex tourism, prostitution and child sex tourism. This problem alludes to the introduction of criminal elements as a result of tourism, as criminally minded tourists take advantage of the situation. The NGO director noted: *"The negative that I can think of also, myself, is that prostitution, what do you call it, sex selling, that is also increasing, because as more tourists come, but I do not blame all the tourists"* (EI2). A local business owner objected to the attraction of criminally minded tourists: *"Drugs. Some tourists come for sex tourism and child sex tourism, which destroys the culture"* (CI10). A local NGO employee finds the perpetuation of criminal activity as a result of tourism a negative: *"Sex tourism. Also treasure looting and black market sale of antiques. Some people are criminals and hide here as tourists"* (CI5).

The residents also have a concern with the negative impacts of tourism on the future of tourism and Cambodia. There is a concern for the image of Cambodia that is being portrayed to visitors. A local housekeeper finds the negative socio cultural impacts a real threat to Cambodia's reputation, and said that: *"Drugs are brought into the community. Cambodia will lose its reputation if they follow the drug culture"* (CI4). One retired resident commented that: *"I am afraid that they will damage the name and reputation of Cambodia"* (CI1). Impacts on society have an impact on reputation and the identity of self of the residents, making the negative socio cultural impacts even more concerning to the community.

Associated economic impacts

The previous section has focused on both the positive and negative socio cultural impacts of tourism. Next, the economic impacts of tourism, as they relate to socio-cultural impacts, will be considered.

The most obvious impact of tourism in Cambodia, and indeed, the resident community at this stage of tourism development are economic impacts. Economic impacts are quickly visible in the short term and have the most profound impact on communities like the one under study, which, in being in an LDC, are arguably poor. The results of this part of the research revealed that the perceived economic impacts are very positive. It is expressed perfectly by the university lecturer from the national university: *"The most important positive impact is economic impacts"* (EI1).

Tourism is perceived to have a bright future for the prosperity of Cambodia. Indeed, maybe the only future for the country:

"Tourism in Cambodia. I think tourism in Cambodia is very important, we are talking about economics of the country as a whole. I think tourism is one of the main incomes for the Cambodian government actually, right now. Uh, I think there is no other thing else" (Local NGO Director, EI2).

Economic prosperity, as a result of tourism, reaches a wide range of groups. A local police officer noted how important tourism was for the government: *"There is tax income for the local authorities, it helps the government and provides jobs in companies....not much bad stuff, it provides income for the government"* (CI3). The community also identified who benefits most from tourism in addition to the government, as being: *"hotel and guesthouse owners, goods sellers and restaurants that are for the tourists"* (CI2) and *"moto drivers, remorque drivers, restaurants and food shops. Above all, the people who rent houses"* (CI5).

An NGO employee saw the benefits tourism would bring to the community through investment, and said: *"Tourists stimulate investment from rich tourists"* (CI5). The majority of the community informants, however, saw tourism as economic prosperity for themselves and other members of the community. A NGO employee succinctly voiced the opinions of a number of the informants, by commenting: *"It [tourism] brings prosperity to the people"* (CI9).

Employment was also an obvious benefit the community received as a result of tourism. Many of the community informants saw tourism provide many opportunities for the community. Tourism also provided better opportunities. One local commented: *"It provides jobs and Cambodians have better jobs"* (CI1).

The expert informants also recognised the importance of tourism in providing employment opportunities for economic benefit. The government saw tourism providing employment as much more important, identifying the benefits of the multiplier effect that tourism created through the provision of direct and indirect employment opportunities:

"There are opportunities for people to work directly in the tourism sector. Like in hotels, and in the travel agents, etc. And there are people who work indirectly... So there are many job opportunities...in 2006... it can be 200 000 jobs...the indirect jobs go into millions, It's like the people who are carrying people on the motorcycles or the taxis. Like the tuk tuks, or anybody who has a business related to providing services for tourists". (EI3)

Another representative from the Ministry of Tourism also considered the socio cultural impacts of the employment opportunities provided by tourism. Tourism jobs are helping rural residents find employment in their own region, slowing migration to the big cities, particularly to jobs in clothes manufacturing, such as those in Ta Khmau, outside Phnom Penh:

"If you observe other provinces like Kompong Spieue ... where tourism hasn't developed much ... the sewing factory workers, they come from those provinces...But in Siem Reap, even though there are poor people around, they don't escape to the big cities, there is work created there for them, so they don't have to migrate to the big cities to find work."(E14)

Also, tourism job opportunities were seen as being available to everyone, so local residents can participate in the tourism industry, regardless of their level of education:

"People who know something or have an average education can have a business relating to tourism. And as for people who don't have the education, they still come and participate in the work force, like come as a worker on the construction site of a hotel."(E14)

Tourism has the opportunity to provide a wide range of direct and indirect jobs which helps bring prosperity to the people. It is the most obvious and repeated benefit of tourism identified by all the respondents. It also has social implications, especially as regional tourism is being developed. But the key to economic prosperity through tourism is making it equitable. As mentioned previously, the informants were able to identify those groups which benefit from tourism, as the government and participants in the industry, suggesting that the informants feel that there is currently an uneven distribution of the income from tourism.

A very descriptive example of this uneven distribution of economic benefits is illustrated by a local NGO director, based in Phnom Penh, and travelling throughout the provinces:

"One thing is very strange, I think if you look in the economic survey that was mentioned recently about Siem Reap, in there, it is the biggest tourist attractive place, but if you look at the GDP in Siem Reap it is the poorest. It is the poorest province in Cambodia. And why? Because most of the investors, all the business that is over there, they are not residents of Siem Reap. They just come from the outside, foreign investors, people from Phnom Penh..." (EI2).

Despite the economic prosperity tourism brings to Cambodia, it is at times poorly distributed. But: *"...now Cambodia's government is now launching again another project, Pro Poor Community Based... funded by World Bank"* (EI2). It is from this uneven economic distribution of economic benefits that strategies are emerging to counteract this problem. A local NGO director gave another example of a strategy the government intends to use to address this problem:

"The people in the Siem Reap Angkor town centre, they are rich, you can see. Especially the land is very expensive, compared with Phnom Penh, but if you get out of Siem Reap, many people they are very poor. That is why I think the Cambodian Government is also launching what they call "One village, One product". These strategies are also supported by many NGOs to help in each village to produce some handicraft."(EI2)

Though the government is taking steps to alleviate the impact of this problem regarding the distribution of income from tourism, another dimension of the uneven distribution of tourism income emerges, relating to the subject of leakages, where income is invested internationally instead of being retained by the community or the country. A Ministry of Tourism representative explained:

"It is very hard to retain the income because the goods in Cambodia come mostly from imports... But in the city... like Siem Reap...or Phnom Penh, the money will flow out as well. Most of the things that they use come from imports. It is like Phnom Penh or in Siem Reap, those 4 or 5 star hotels, they don't use the local products at all" (EI4).

Another representative from the Ministry of Tourism explained why this is the case, particularly at this stage of tourism development.

"In Cambodia in general, we import a lot of goods from overseas to support and to provide for tourists. So, when we import, our money leaks out...For example... like building a hotel, you have to import steel, cement and other materials needed. And in the hotel sector...they need the import of some food, like good wine and some meat... It is imperative to do it to support the industry, because the tourists demand these products...But we have to accept that this is inevitable, we cannot avoid this" (EI3).

However, the government is also considering ways of reducing the impact of economic leakages, and create more economic opportunities for Cambodia to benefit from tourism:

"We also try very hard to get this produce locally, we want our people to produce all these products ourselves as well, like fruit, vegetables so that we could use that to support that need in tourism as well. In this way, we could reduce the imports so that the income from tourism can stay inside the country" (EI3).

Overall, it is clear that economic impacts are very important to both groups of informants. The economic impacts of tourism are being viewed favourably, and the government is making a concerted effort to minimise the potential negative economic impacts of tourism.

Associated environmental impacts

Environmental impacts of tourism are fairly limited in Cambodia on the whole and in the community under study. The majority of informants perceive no impact on the environment. Those who perceive an impact understand the impression to be a positive one. The Ministry of Tourism told of their success in promoting conservation for tourism:

"In Chambok, Kompong Spieue... previously there wasn't any tourism, the people in the area went into the forest, cutting down the forest to make charcoal or hunting the animals and birds, and then we thought this area is a valuable place to develop tourism. Then...people were educated in that area about tourism, and guides, and taught about it. And now, people believe in this tourism sector very much, and they stopped...They understand the importance of tourism now...So, I think that tourism development hasn't impacted the environment. It only helps to conserve it" (Ministry of Tourism, EI4).

Negative impacts on the environment are perceived to be minimal. A university lecturer commented: *"The small hotels don't have much of an impact on the environment"* (EI1). Also, though impacts are perceived, they are not considered to have a negative influence:

"Some of the negative impacts would be on the environment, and peace. The visitation levels are normal, so it is not really a problem...the impacts on the environment include immorality, hygiene and pollution, especially of the atmosphere" (Travel agent, EI5).

This demonstrates that the negative impacts perceived by the community are not considered severe and can be solved through management.

4.1.6. Host Guest Relationships in the Tourism Context

In this study, tourists were typically welcome in the community. The Boeung Keng Kang I people believe in their friendly, honest and hospitable nature. Indeed, it was

common to hear the Cambodian culture to be described throughout history as a smiling culture:

"Overall, the people welcome tourist... in Cambodia, when we see people along the road, we smile at one another... the Khmer people are good, are straight" (Ministry of Tourism, E13).

It is understandable that the community saw this as an attraction for tourists, which is in a way unique to them: *"Tourism promotes culture. Tourists buy the clothes. It is a smiling culture, the hospitality means that tourists will want to come back."* (Travel agent, E15)

The residents welcome the tourists and enjoy having the tourists in the community. One local student said: *"The Khmer people are happy, friendly and welcoming"* (C16). A local business owner acknowledges that despite tourists being welcome in the community, there are some underlying issues. For example: *"The Khmer people have respect for tourists, they are treated normally, but they are seen as having more money, and it makes people nervous"* (C10). This again reflects the importance of economics in the tourism story in the community and indeed, the country. A local police officer also alluded to economic issues, with: *"there are no problems with interactions with tourists, they do sell goods at higher prices to tourists, but it is a bit unclear"* (C13). Still, it can be seen from this that this potential conflict is no problem and the relationship is strong. This issue will be further discussed as host guest enterprise.

Typically, the residents, as the host, are eager to have tourists in the community: *"I am happy, I see people come. I want more tourists to come, especially Koreans"* (Police officer, C13). The residents also perceive that the tourists should receive certain levels of treatment in order for them to be welcome and at ease. The police officer continued: *"Locals need to treat the tourists well, be friendly"* (C13), which is supported by a local retiree, who says: *"We should be friendly, happy and helpful"* (C18) to tourists. It is clear that the residents are satisfied with the tourists in the community

and wish to encourage the relationships, as a part of their desire for tourism as well as their nature. But such positive views may not be deserved.

The resident community's positive perceptions of tourists in general continue in their study of tourist behaviour in the community. It was widely acknowledged that there is no problem with the tourists in the community: *"They behave well or okay in the community"* (Housekeeper, CI4).

Nevertheless, there are frequent references to incidents of bad or inappropriate behaviour by tourists when they are in the community. For example, a local NGO director described: *"Sometimes I see foreigners running around they look very bad behaviour, get drunk on the road, just a few, most of them are okay"* (EI2). Also, a local university student recognised more problematic behaviour in: *"Contraband items get imported. Some tourists break the law, but not all the tourists"* (CI6). A common element to both of these examples is the admission that such onerous behaviour is due to a minority of tourists and that on balance, tourists are well behaved. The NGO director explained it well:

"It is very difficult to say, like Cambodians, there are good and bad people, and they are everywhere, good and bad people, of course there are good and bad tourists...not a big problem, I think we can control it" (EI2).

The local travel agent shares a similar view, where: *"There are some good and some bad tourists. It is not really a concern. However, tourists from Europe, where it is so different (like the people and hygiene) it can be a problem"* (EI5). This suggests that the relationships and levels of acceptable behaviour are influenced by the cultural distance of the tourist, but the problem is still minor.

So, overall, host and guest are compatible. However, though each party is open to positive interaction, other issues arise, such as cultural differences and the economic influence on the host guest relationship. The relationship is dependent on the cultural

distance between the host and the guest. It is apparent from the data that the culture of the tourist impacts perceptions of the tourist.

The local travel agent implies that issues of acculturation and the strength of the impact of this was dependent upon the suitability of the invading culture: *"Different cultures do clash, and the foreign cultures do get copied. It depends on whether they like the culture or not"* (EI5). A local housewife went further to differentiate Europeans from other tourists, as: *"European tourists always help rather than hinder"* (CI2).

With economic benefits being crucial to the residents, the risk of opportunism is high. This is a potentially negative interaction between host and guest. The interviews revealed some issues in this area, such as fraud, exploitation and opportunistic crime. For example: *"There is a risk that they [tourists] will be targets of crime. There is some exploitation, the big places don't, but the motos do it and where the prices aren't fixed"* (Police officer, CI3).

The risk of theft and exploitation is linked to the perception that tourists have more money, which perhaps justifies the behaviour: *"They do rip off tourists, but the tourists have lots of money. They are charged slightly higher prices. Some prices are the same, if the prices were too high, they couldn't sell"* (Travel agent, EI5). This is supported by a local retiree, with:

"Tourists get ripped off, the locals want to get lots of money off them, selling things at higher prices to locals, for example, 1000 riel [US\$0.25] becomes 2500 riel [US\$0.60]. It happens a lot" (CI1).

Such exploitation is based on opportunism, and the residents note that it is not a wholly accepted practice. A university lecturer explained:

"Usually they don't have labelled price labels, so the shop keeper are the ones who say how much they are willing to sell to the tourists for, they have opportunities for example, about how much" (EI1).

However, in the case of theft, the justification that the tourists can afford it is repeated: *"The robbery, I think most of the robbery is just looking for money, it is not so badly and most of the foreigners don't have much money with them"* (EI2)

Such treatment of the tourists is a common story among the residents of the community. However, it is not just a problem for the tourists. Such exploitation and opportunities are seized wherever possible regardless of the victim:

"It is the same for the Cambodian people, for example if you are in a province, if you were a Cambodian living in Cambodia, and you came from the province and you want to take the moto taxi, the same thing. It does not only happen to tourists, it also happens to the local people as well...Cambodians are not hospitable sometimes, so sometimes you get ripped off. I think they have a problem with their customer service" (Ministry of Tourism, EI3).

This is supported by a local resident: *"But it is not only tourists though, we also have to be careful"* (EI2). So, it is clear that such problems exist but are not isolated to the tourists. Nevertheless the prevalence of the problem for tourists has encouraged the government to take action on some of these problems in popular tourist areas:

"And also fake products... cheating is a problem even though it does not happen to every tourist...but it depends on where you are going, for example, if you go to...the Russian Market, I think...maybe less often, because there is some control over the market ...The Ministry of Tourism is trying to control that market because that market is the one that is being promoted for tourists, but the control is not high enough." (University lecturer, EI1)

Therefore, despite the prevalence of the problem and the difficulties in controlling it, it is considered a minor problem for the resident community which can be controlled in circumstances if deemed appropriate. However, though it occurs, it appears to be accepted by the residents.

The relationships between the host and the guest are, on the whole, a positive relationship. There are no significant problems perceived by the resident community. There is evidence of opportunism exploiting the tourists from their money in an effort to increase the economic benefits from tourism for personal gain, though this is mostly acceptable to the community. The residents perceive their culture to be welcoming and friendly and an environment which they encourage tourists to visit. The tourists themselves conduct themselves appropriately for the residents, though there are some unsavoury tourists who do not behave appropriately. This problem is not fundamental enough to deter the resident community from seeking tourism or a relationship with the tourists. Therefore, it can be concluded that the residents perceive no negative perceptions of tourists, and have a positive opinion of tourists in their community.

4.1.7. The Role of Government in Tourism

Throughout data analysis, role of government in tourism emerged as a theme including the importance of tourism to the government, current issues facing the government in tourism, strategies for better communities through tourism, training and education and marketing strategies. This theme creates a more detailed description of the tourism industry and its purpose for Cambodia, and also the practicalities of implementing strategies for the promotion and support of tourism in Cambodia.

The WTO, in declaring Cambodia an LDC, identified tourism as an opportunity for development. The Ministry of Tourism identified just how important tourism was for the country:

“In Cambodia we don’t have heavy industries...so we [Ministry of Tourism] think that this industry is very important to us. We only have industry like manufacturing of clothes and then after that, tourism. So tourism in this case is quite important in the economic development of Cambodia. So this could help people from every part of the country to cooperate into this industry so that it saves them from poverty and hardship” (EI3).

The local NGO representative, also heavily engaged in tourism development felt that tourism held the best hope for Cambodia's future:

"Tourism is good for the country, that is what I foresee. Cambodians cannot do anything else. That is my opinion. What can Cambodians do? If you look, industry? No way. You cannot compete with our neighbours, we cannot, in terms of our population, we are very small, in terms of human resources, we have just escaped from our war, everything, we cannot compete, so I think that the only thing the Cambodian economy can rely on is tourism...because...I am very proud as a Cambodian, we have this Angkor Wat from the ancient...We will not develop from agriculture, I don't think so" (E12).

Tourism is a future for Cambodia. The dedication of the government, along with international agencies and NGOs demonstrates the role tourism is to play in the future of Cambodia. The interviews also yielded some evidence as to the growth of tourism as a potential primary income for the country.

Tourism is a new industry in Cambodia, and is experiencing rapid growth. The Ministry of Tourism related a brief history of tourism and its rapid expansion:

"Tourism in Cambodia, it has just started to develop after the election (UNTAC). After the election during the 90s, 1993. But in 1993 there was very little tourism here and there, but the development started a lot in 1998 and 1999 onwards. And until 2005-2006 there was over 1 million tourists visited. And in 2006 it's about 1.4 to 1.5 million tourists...in 2007, tourist numbers will increase to 1.7 million. But the first 6 months of this year, the tourists were up to 900 000 already. Because it is nearly a million already, by the end of the year it may be up to 1 and a half million tourists." (E14)

This growth of tourism is having already positive results for the industry, represented by the owner of the travel agency remarked that: *"the hotels and restaurants are full from November to March"* (EI5).

It is clear from this evidence that tourism is very important to the country, and that there is potential for development of this opportunity due to its already successful beginnings. However, tourism is not without its challenges for the government.

One of the flow on problems from the rapid growth of the industry is the speed at which it grows. A lecturer from the national university intimated: *"I think the thing is it has developed very fast"* (EI1). This is supported by the travel agent: *"tourist numbers are increasing at a high rate, maybe too high"* (EI5). This rapid growth has led to development issues, in which the industry cannot keep up with the demand. A local NGO director provides an example:

"There is no waste water collection system, there is no waste water treatment, when it is flooding, you see that all the waste it just overflows everywhere on the street and looks terrible to the tourists" (EI2).

Though it is currently the priority of the government to address these issues and others (as will be described later in the context of strategies for community improvement), there is a perceived risk that issues with the development of tourism will be a hindrance:

"But the problem is that we don't actually have tourism laws at the moment. There is no regulation for the tourism industry for example, can be part of the obstacle to tourism development in Cambodia. So, we don't have systematic building, problems, for example, some guides do not have the license, it's hard to control. And also, the development of the tourism industry, like hotels, they don't actually pay much attention to the development of infrastructure for example, the sewerage system, the treatment of raw sewerage before draining into the river and other places" (University lecturer, EI1).

Despite the importance of tourism and the priority attention it is receiving there are still some recognised problems facing tourism development in Cambodia. One of the techniques being utilised to overcome some issues facing the government is training and education. Human resources are a problem in the growing tourism industry.

Obstacles to tourism development in Cambodia have previously, in part been attributed to the recovery from the war. A local NGO director commented that human resources have been adversely affected by this history. The Ministry of Tourism and the national university are using training and education to combat this human resource issue:

"When more tourists are coming, we need some more tourist guides for example, and also, promoting tourism courses at the universities, so...they are also making efforts to improve human resources of tourism, and also, the Ministry, you know, thinks of new strategies as well, they are planning to have enough guides, for example, guides who speak Korean, because many Korean visitors are coming" (University Lecturer, E11).

The travel agent supported this by saying: *"The Ministry of Tourism and the government cooperate to provide the tourism police and tourism training"* (E15).

This emphasis on training and education is aimed at helping tourism development in the country by providing skilled human resources. Another key role education plays in tourism development is getting the residents on side:

"The most important is to get the people to understand tourism properly. We would like people to understand and to learn about the tourism sector and to participate in developing tourism...But our people have a very low level of understanding, a very low knowledge of things. Because we went through the war and tourism is a new thing, so...we need to educate" (Ministry of Tourism, E13).

Education is an important part of the oft side of tourism development, and is discussed further in conjunction with other key tourism development strategies where it is being used to support other tangible developments.

Tourism development in Cambodia is charged with achieving a lot more than just producing a marketable product for visitors. Tourism is a means of helping Cambodia escaping its label as an LDC. Many strategies are in place for tourism development. A local business owner succinctly outlined some of the key strategies operating at this time:

"The government helps the tourists. There are embassies, visas on arrival, and they are improving access. There is the tourist police for the safety of the tourists. There is education, licensing for the tour guides and schools. The government is against exploitation...They are promoting Rattanakiri for ecotourism and they are developing the infrastructure. They had a Seven Wonders Expo in Sweden to promote awareness of destinations in Cambodia" (CI10).

Many of these strategies are the focus of the government. The Ministry of Tourism already recognises the benefits of tourism in the more developed tourist sites in Cambodia, such as Siem Reap. Therefore, it is important to replicate these benefits elsewhere. A representative the Ministry of Tourism explained:

"It's the policy of the government to try to make people visit other areas as well as the big cities so that they can visit smaller places so that the people can get benefits from this" (EI3).

The benefits being described are mostly economic as: *"we try to develop the tourism over there, we hope that the money will stay in the community"* (Ministry of Tourism, EI3). These economic benefits are designed to help the people of the communities experiencing the tourism development. The Ministry representative continued:

"At the moment, we try to develop tourism in the community. With help from the NGOs and the government. Because the strategy of having tourism in the community is a way to alleviate poverty. That is, even though the income is little, it stays there" (E14).

It is evident that tourism is an important strategy for Cambodia and its people. Despite being the overarching purpose of tourism, community improvement is being implemented in more structured ways. A local NGO director is heavily involved in such strategies being implemented across the country, utilising tourism in community improvement. The largest project concerns a collaboration of the government, international agencies and local NGOs:

"It is called the Mekong Tourism Development Project, and this project is funded by ADB [Asia Development Bank], as a loan. And that project has several components...One, they look at infrastructure, related to tourism. Number two, they look at Pro Poor Community again in tourism, and number three, they look more at regional development of tourism...one of the projects... is a subproject for the infrastructure related to tourism, and that is the waste water management project in Siem Reap."(E12)

This project is focused on the improvement of infrastructure in Cambodia's densest tourist site. It is intended in part to improve the amenity of the town to the tourist, but has the benefit of providing the residents of the area a waste water management system designed to stop the flooding of the city and homes in the monsoon season. The tourists have a nicer place to visit, but on balance, the residents are getting the majority of the benefits.

Other more community well being focused strategies are also in place. The Ministry of Tourism already recognizes the need to encourage tourism in other not so popular tourist areas to spread benefits to all the Khmer people. The local NGO director elaborated:

"...if you get out of Siem Reap, many people, they are very poor. That is why I think the Cambodian government is also launching what they call 'One Village, One Product', these strategies are also supported by many NGOs to help in each village, to produce some handicraft" (E12).

Projects for the future include a government initiative in the process of tendering:
"Now Cambodia's government is now launching again another project, Pro Poor Community Based, something like that, funded by World Bank..." (E12).

Another prominent tourism strategy relates to the safety and security of the country for the protection of the tourists. It is another key strategy that yields benefits for both resident and tourist, as described by a university student and a local housewife: *"There is peacekeeping for the tourists, and they improve the environment for the community"* (C12). The Ministry of Tourism provided more details of the strategy:

"The government tries very hard in this area [safety and security], like they have created a special police force, it's like a tourism police force...The police are helping solve problems for tourists, like when they lose their equipment and things...so in general, we don't have much of a problem [with crime rates, etc.]" (E13).

The data reveals a number of strategies being implemented by the government to improve the lives and well being of not only the tourists but the members of the community. In this way, tourism is being utilised as much as possible to improve the lives of the Khmer people. Another role of the government in tourism is the involvement of the government in marketing.

The government is involved in a number of marketing initiatives through alliances and collaborations. Much of these initiatives involve international promotion of Cambodia as a tourist destination:

"The job of the Ministry is to develop a policy on tourism, and we try to advertise or spread information to overseas. We participate in the expos, the tourist expos, like in Korea or Japan, Europe. Another thing, we receive [funding] from the Asia Development Bank to develop the Mekong Tourism Board" (Ministry of Tourism, EI4).

A university lecturer provided more detail:

"The Ministry of Tourism are promoting, they are holding events, cultural events, for example, like Angkor Gyeongyu, cultural events like this between Korea and Cambodia. The Ministry of Tourism I think is planning more cultural events between Cambodia and other countries to promote tourism...in Cambodia...and also at the moment the Ministry is also focusing on like eco tourism in the northern part of Cambodia, places like Stung Treng, Rattanakiri and Monduliri" (EI1).

Much of the marketing being done involves the promotion of cultural and eco tourism destinations to key growth tourist markets, like Korea. The government, however, is using collaboration in this process. The travel agent, a member of CATA (Cambodian Association of Travel Agents), described the benefits of such collaboration:

"Lots of marketing is being done, and there is more awareness, especially of Siem Reap...The Ministry of Tourism is working with CATA. They have a lot of international tourism connections. CATA membership is compulsory...They participate in ASEAN expos." (EI5).

With such a focus on attracting international visitors, it is interesting to note the level of awareness of marketing activities within the community. During the community interviews, it emerged that the efforts of the government and its collaborative partners is not reaching the people:

"The government doesn't actually do much. Malaysia has a good marketing plan outside, but Cambodia doesn't. Not enough marketing is done, and no one knows about Cambodia" (NGO Employee, CI5).

A local retiree agreed: *"I'm not sure, I don't know of anything. It isn't on TV. I don't see the government do anything"* (CI8). This shows that the residents are unaware of the efforts the government making to promote tourism with the ultimate goal of helping the Khmer people. One local noted that there was some evidence of the marketing efforts of the government, remarking: *"There is marketing done on the TV, and education programs on the TV on tourism and tourism destinations"* (Student, CI6).

This may be due to the predominance of the international emphasis on the definition of tourism being used by the community informants, which fails to recognize domestic tourism marketing to some extent. It also shows the efforts the government is making to educate the Khmer people on tourism and the benefits it has for the people, emphasising its importance for the country's future.

4.1.8. Summary of the Qualitative Results

Five expert informants and ten community residents were interviewed for the qualitative component of this research. The themes emerging from these semi structured interviews reflected the issues addressed in the questionnaire, to enhance the meaning of the quantitative data and improve an understanding of the function of tourism in Cambodia and the community. Key themes were found and identified as understanding tourism (tourism as an attraction and tourism as an experience), perceptions of 'tourist', the role of the government in tourism, encompassing the importance of tourism, strategies and marketing, economic impacts of tourism, environmental impacts of tourism, socio cultural impacts of tourism and host guest relationships in the tourism context.

Overall, the findings of the qualitative data support positive perceptions of tourism for the community and helps to develop an understanding of why this is the case throughout the community and the country. At this point, there are very few negative impacts attributed to tourism. There are many positive impacts being identified, and

the positive impacts of tourism are so important to the community that negative impacts are overlooked. For example, in reference to tourism, a resident commented: “*There are no bad impacts*” (CI3). This is reiterated by two separate community informants.

The results from the qualitative component of the research will now be discussed in regards to the setting of the research. This will be followed by a discussion of the results in terms the research questions, general perceptions of tourism, perceived tourism impacts and host guest relations. Other emergent issues will be discussed last.

4.2. *Interpretation and Discussion of the Results of the Qualitative Data*

The community identified tourism in two ways, as the physical attractions and related activities, or as an experience, which included cultural elements beyond the recreational experiences to be enjoyed at the recognised tourism attractions. The definitions of tourism in this case are very superficial. None of the community informants considered the unseen components of tourism, such as the industry which supports it, including the role of the government and external agencies. The expert informants did recognise this point, as it was in their tourism interests, as they themselves were key stakeholders in tourism. However, for the purposes of this study, this simple definition of tourism would be sufficient for the resident community to evaluate tourism adequately.

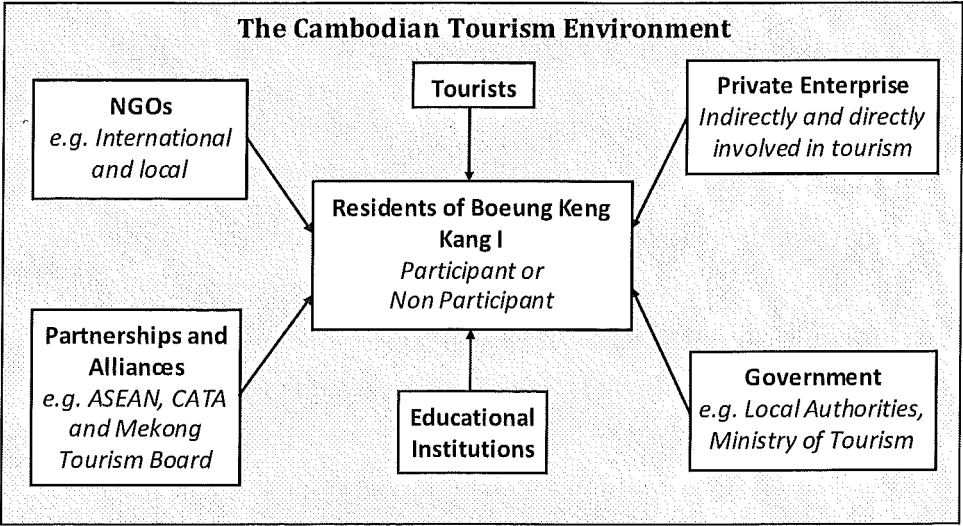
Tourists were identified as being international or domestic visitors participating in recreational activities. The community informants in this had a very balanced view of tourists in their community. The community informants did, overall, recognise the difference between the tourists in their community and the expatriate residents.

The only concern with the definitions the resident provided is that a lack of awareness of the wider stakeholder groups in tourism may have led to some potential impacts of tourism being overlooked as unrelated, or the strength of the impact being under or over represented. However, as this component of the study seeks to look at the

perspective of the resident, as community informants, this potential effect is a key influence on the perceptions of tourism and tourism impacts to be discovered. It enables us to truly understand the perceptions of the informants, experiencing their true understanding based on their own experiences and understandings (Teye et al., 2002).

4.2.1. Identifying the Stakeholders in the Tourism Industry

Throughout the interviews, it was important to establish an image of the tourism in Cambodia in order to see how this interacted with the lives of the residents of the community of Boeung Keng Kang I. In this case, the resident, represented by the community informants, was central, and it was important to see the stakeholders operating around them. The expert informants represented these external stakeholder groups. These groups included private enterprises, directly and indirectly involved in tourism, international and local NGOs, local and federal government agencies, educational institutions and tourism relevant partners and allies. The tourism environment in the community can be represented pictorially to demonstrate the influence of these stakeholders on tourism, and thus the perceptions of tourism and tourism impacts held by the resident community (Model 4.1).



Model 4.1: The Cambodian Tourism Environment Influencing the Resident

4.2.2. Perceptions of Tourism in the Community

The community responded very positively to tourism. The general perceptions of tourism were very positive. However, in relating their positive opinion of tourism overall, the statements were all qualified. Their positive perceptions of tourism were as a result of positive perceptions of impacts of tourism or positive perceived host guest relations. This has important implications. It indicates that the community informants always used their evaluation of tourism impacts and host guest relations to inform their overall opinion of tourism.

This finding supports social exchange theory, in which the perceptions of tourism are informed by the resident's experiences of tourism through the impact of tourism on their lives (Ap, 1992; Kayat, 2002). It is clear that residents' perceptions of impacts and host guest relations have a critical influence on their overall perceptions of tourism (Costa & Ferrone, 1995). Therefore, this validates the study, as it shows that discovering community attitudes of tourism demands a study of the influences on this decision, such as impacts and host guest relations, which are used in the evaluation process.

Again, in this case, the overall positive perceptions of tourism in this community experiencing early stages of tourism development supports Doxey's Irridex model discussed in the literature, as the community is still experiencing euphoria, characterised by the positive view of tourism overall (Mason, 2003).

4.2.3. Perceived Impacts of Tourism in the Community

The qualitative interviews revealed more about the impacts of tourism in the community that was beyond the more theoretical approach of the questionnaire. More positive impacts were revealed than negative impacts, and the informants considered a much wider perspective. The impacts of tourism in this case can be considered in two categories. Firstly, there are impacts which have a direct effect on the respondent. In this case, these impacts are the provision of services and development of infrastructure, education, safety and security and language. Secondly, there are impacts which have an impact on the resident's local community or wider.

These include employment, the environment, tourism management strategies, global awareness, marketing strategies, loss of culture, loss of identity, loss of tradition, economic leakages and acculturation.

The socio cultural impacts of tourism address impacts regarding the provision of services and infrastructure, and language (Khan et al., 1990; Mathieson & Wall, 1982; Weaver & Lawton, 2002). The informants had very positive views of the benefits tourism was providing the community. These benefits included the provision of services, and increased safety and security as a result of the introduction of the tourism police. The development of infrastructure, designed to lure tourists and tourist investment, provides long term benefits for the community residents also. As such, this is an aim of LDC tourism development theory, in which benefits for the tourism industry also have long term benefits for the resident community (World Tourism Organization, 2001b). Improving the quality of the tourist product also improves the living environment of the residents (Ashley et al., 2001).

Language was another identified socio cultural impact of tourism. Language is evolving, as the residents learn English and other additional languages, as a part of improving their prospects and success in business. Such emphasis on other languages is causing an evolution in language in Cambodia in general. But respondents are not seeing any degradation of their own language, and therefore, their cultural authenticity. Some respondents are noting a loss of vocabulary. Language is central to a culture, and in this case, is unique to Cambodia, where it has survived many challenges to its development and survival. This is even considered by the Cambodian tourism industry as a selling point for cultural tourism.

Languages are continuously evolving and being influenced by external factors (Brunt & Courtney, 1999). Therefore, language is possibly the most vulnerable cultural element affected by the introduction of tourism. However, communication becomes necessary as tourists, and, in the case of Cambodia, external aid agencies and investors enter the country, and introduce Cambodia to the world. Thus, language becomes the essential

tool for Cambodia's future development and change is the price to be paid for enabling Cambodia to participate in the global community.

Tourism in Cambodia and the resident community is having a number of impacts on Cambodian cultural practices and traditions. The influence of visiting cultures is a particular concern for vulnerable countries, such as LDCs. In the case of Cambodia, the respondents are observing new cultural changes in the arts, fashion, dance and architecture. This has been grouped as acculturation (Brunt & Courtney, 1999; Robinson & Bonniface, 1999).

The impact of acculturation on a community includes the loss of cultural authenticity through the loss of unique cultural practices and traditions (Robinson & Bonniface, 1999; Simpson, 1999). Many of the cultural changes being experienced are coming from neighbouring countries, and the Western world, as dance styles, clothes and housing is now favouring these outside influences. The enthusiasm in the community to adopt other cultural practices and traditions in favour of their own suggests a perceived inferiority of their own culture, or a perceived superiority of the visiting culture, making it preferable to their own (Simpson, 1999). In the case of Cambodia as an LDC, this is especially problematic, as economic dependency on the visiting cultures means that the visiting culture is indeed perceived as superior economically, and this has a flow on effect to socio cultural aspects.

From the interviews, many already documented impacts of tourism emerged. These address the issues of crime, drugs and prostitution. The community informants recognised these potential impacts, but saw them predominantly as potential threats to their community and way of life. A minority of tourists were considered to pose this threat, and the impact of drugs, crime and prostitution was to damage the culture and reputation of the community and the country. The fear grows with the potential growth of tourism in the community. The community informants were not, however, willing to give up tourism in response to this threat. The benefits of tourism were great enough to outweigh the threat of these negative impacts from a minority of tourists.

The implication of this is that it demonstrates a consciousness in the community for the image and reputation of their community and their country. It also demonstrates that the community informants are aware of the potential future issues tourism might bring, and consider these risks realistically in comparison to the benefits tourism is currently providing. This may indicate the level of dependence of the community informants on tourism. It also suggests that reputation is important to the resident community, so fear of impacts makes the impact as important as the genuine impacts the residents perceive as actually occurring in the community right now.

In the early stages of tourism development, the primary benefits of tourism in LDCs are the economic benefits, such as the improved income and employment opportunities for the resident community. The community informants did indeed identify the economic benefits of tourism as being the most important benefits tourism could offer the community and the country in both the short and long term.

The tangible economic benefits of tourism were income, prosperity and investment. Employment was also an important benefit, as tourism in the community was seen to provide many job opportunities and better job prospects for the resident community and its younger generations. Despite the overwhelming importance of the economic benefits to all of the community informants, it is also revealed that the community informants rarely felt that they were actually personally benefiting from this income themselves. Many saw other groups, such as moto drivers, and the authorities as profiting from tourism.

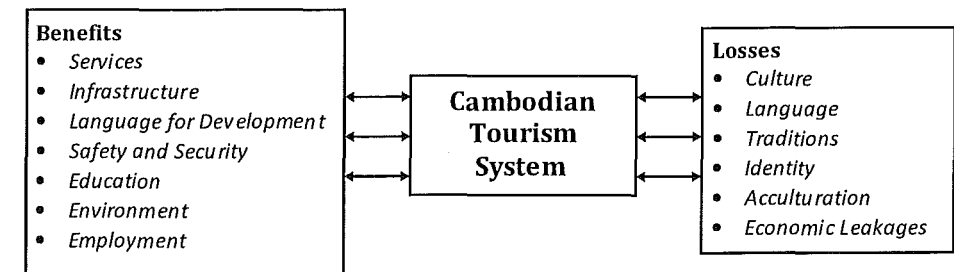
Regardless, the economic benefits of tourism was the most important impact of tourism, and the community informants, whether they directly benefited from tourism or not, justified their approval of tourism with the tangible economic benefits it provided. It is interesting that the respondents in most cases identified that the beneficiaries of tourism as being external to themselves, for example, the local and federal government authorities. Nevertheless, benefits are still perceived. However, the government authorities were concerned with the issue of economic leakages, as

supporting the tourism industry sees much of the income from tourism being lost to importation costs for the tourists.

Economic leakages are a significant problem identified as the WTO for vulnerable LDC countries. The nature of the tourism industry worldwide makes economic leakages inevitable (World Tourism Organization, 2001a; 2001b). However, though this problem is acknowledged by the government, it is beyond the awareness of the residents. Nevertheless, the resident community do recognise the need for tourism to benefit not only themselves but their community and their country as a whole.

The community informants only saw that tourism provided benefits for the environment. The level of awareness and importance of natural assets has been highlighted by the emergence of tourism, in particular, eco tourism destinations in the country (World Tourism Organization, 2002b). As tourism is developing Cambodia in this era of eco tourism and environmental awareness, the importance of preserving these areas as destinations is deeply ingrained into LDC tourism development theory (World Tourism Organization, 2002b; 2006). Tourism is thus definitely benefiting from starting this development with this knowledge, so as to prevent the need to correct any previous negative impacts on the environment.

Overall, tourism was seen as having more positive impacts on the community than negative impacts. The impacts of tourism on the community as perceived by the informants are illustrated below (Model 4.2).



Model 4.2: The Benefits and Losses in the Cambodia as Perceived by Stakeholders and Residents

This model identifies the positive and negative impacts of tourism as benefits and losses. This perspective makes it easier to understand the role of perceived tourism impacts in the assessment of tourism overall according to social exchange theory. The evaluation of tourism overall is based upon the perceived impacts of tourism experienced by the resident (Kayat, 2002). In this case, it is clear to see that the benefits of tourism outweigh the losses as a result of tourism, which encourages residents to perceive tourism positively. Closer examination of these impacts would note that losses as a result of tourism include threats, and not actual impacts being experienced. Therefore, social exchange theory is applicable in this setting.

4.2.4. Host Guest Relations

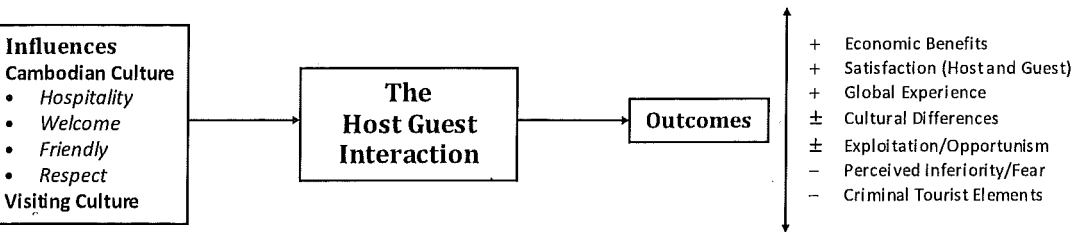
A study of the way in which the respondents sought to evaluate their perceptions of tourism overall identified that host guest relations played a critical role in this evaluation process. The community informants identified a number of influences that affect this process. Firstly, the host has a key influence on the host guest interaction (de Kadt, 1979). In this case, the host represents the resident community. The culture of this community, which is hospitable and friendly, sought to welcome the guests and expected them to be treated well within the community (Chhay, n.d.). This culture has an influence on the host guest interaction, as it is the nature of the community to be open and welcoming to tourists (Brunt & Courtney, 1999).

The guest also has a major influence on the community, bringing an external cultural influence. It was revealed through the interviews that the level of cultural distance would affect the impact of the guests on the community, as European tourists and their behaviour was seen as being very different, and potentially, more alien and distant from their own. Also, residents had different stereotypes for the tourists based on their origin region, as their unique cultural influences during their interaction with the community would vary based on their origin culture, and how different this culture was to the resident community.

The result of the host guest interaction was usually very positive from the perspective of the community informants. Many of the community informants commented on the

opportunities tourists in the community presented for the residents. This opportunism usually took the form of exploitation of the tourists. This is widely accepted practice in the community, and though tourists are not the sole targets, the act is justified due to the perceived superiority and wealth of the visitors. This may have serious future implications for the tourist and the tourism industry in the future, and this issue is being addressed, but at this stage, the resident community is accepting this and not foreseeing any problems in the future.

Overall, host guest interactions are very important in the determination of the resident community’s overall perceptions of tourism (Robinson & Bonniface, 1999). Therefore, the influencing factors and the outcomes of the host guest interaction are an important indication of the community’s response to tourism. The influences on the host guest interaction have been identified as cultural influences of both the host and the guest. In this case, the outcomes of the host guest interaction as identified by the informants include economic benefits, host and guest satisfaction, global experience, cultural differences, exploitation or opportunism, perceived inferiority and fear of criminal tourist elements. This is demonstrated in Model 4.3.



Model 4.3: The Host Guest Interaction Process

4.2.5. The Role of Government in Tourism

The role of the government and the activities surrounding the development of the tourism industry is a focal point for the informants. It shows a good awareness within and outside the industry of the tourism industry. Tourism is clearly very important for Cambodia. The WTO recommended tourism as a development solution (World Tourism Organization, 2001a, 2005a), and this aim is being implemented with some vigour.

Tourism is the most viable long term industry for Cambodia that will allow the country to escape its LDC label (World Tourism Organization, 2001a). However, there are issues being faced by the developing tourism industry. The enthusiasm for tourism is causing high growth rates that may be supportable or sustainable. The infrastructure development and other plans cannot be implemented quickly enough to meet demand. If this is the case, there is bound to be a period of development which is too slow for the growth of the market that will have impacts on the tourism industry which will have to be countered or amended in the future. The lack of regulation is not helping these circumstances.

In order to fulfil the WTO's LDC tourism development strategy requirements, much change needs to be undertaken, especially in the culture of the government and the people (World Tourism Organization, 2001b). There is a real argument that in this case there is a real danger that such socio cultural changes will have adverse effects on the cultural authenticity of the destination, which damages the product, the tourist experience, and the lives of the residents (Ashley et al., 2001).

There are many strategies in place to combat this problem, utilising training and education and strategies for increasing global awareness of Cambodia as a destination as well as developing schemes which promote poverty alleviation and community improvement through tourism. With this campaign, the residents themselves learn of the importance of tourism for their personal futures. These approaches support the principles of LDC tourism strategy, and it is clear that tourism development for the most part is progressing with the intention of benefiting the Cambodian people. There is still a long way to go, but as tourism grows throughout many new LDC destinations, it is positive to see the principles in action and see that the residents themselves perceive the benefits that were intended for them.

The role of government in tourism in this instance has a significant potential impact on the community. The close involvement of the government yields other benefits for the community. The previous benefit-loss system identified in Model 4.2 (page 115) will be

affected by the role of government in the tourism industry. The government's role in this case is to facilitate the increase of benefits of tourism, through tourism management and marketing strategies and stimulating global awareness in the local and global community.

Through this facilitation, and in conjunction with the benefits and costs currently perceived by the resident community, social exchange theory would indicate positive perceptions of tourism overall.

4.3. Chapter Summary

This chapter identified definitions of tourism and tourist used by the community and the key stakeholders influencing the resident perceptions of tourism were identified. It was also highlighted that, the informants held very positive views of tourism in their community overall. It was discovered through qualitative data analysis, however, that general perceptions of tourism are dependent on the resident's perceptions of tourism impacts and host guest relations, and that general perceptions of tourism were never considered independently of these issues.

The impacts of tourism were similarly perceived to be positive. Positive impacts that were identified included education, safety and security, the development of services and infrastructure, language as a development tool, employment, the environment, global awareness and strategies for tourism management and tourism marketing. Another level of concern did emerge, where fear of negative impacts not as yet occurring in any visible way had a strong impact. These included loss of identity of self, where there was fear of crime, drugs, and sex tourism threatening the reputation and image of the residents. Other negative impacts included acculturation and the loss of cultural practices and traditions, Loss of language, and economic leakages.

The issue of host guest relations yielded a better understanding of the operations of the host guest interaction. Influences on the host guest interaction were identified as being cultural influences, from the host and the guest. Outcomes of this process included economic benefits, satisfaction (host and guest) global experience, cultural

differences, exploitation/opportunism, perceived inferiority/fear and criminal tourist elements.

A final theme to emerge from the qualitative data was the importance of the role of the government in understanding tourism in the community and the country. Tourism is being seen as vitally important for the country, and the government has a huge role in training and education, tourism management strategies, for improving the community via tourism, marketing strategies, and facing the issues tourism now faces in Cambodia today.

This chapter has helped to develop a more detailed picture of the tourism processes in operation in Cambodia. Qualitative research has allowed a depth of understanding in addition to the statistical information. Now, it is important to combine these two approaches to logically investigate the questions at hand.

CHAPTER FIVE

**RESIDENT COMMUNITY PERCEPTIONS
OF THE SOCIO CULTURAL IMPACTS OF TOURISM
AND HOST GUEST RELATIONS IN
SOUTH WEST PHNOM PENH, CAMBODIA:
*THE RESEARCH OUTCOMES, IMPLICATION OF THE FINDINGS
AND RECOMMENDATIONS FOR THE FUTURE***



Image 5: Remorques Near the Independence Monument
Source: Sotear Ellis

This chapter will consider the overall outcomes, quantitative and qualitative, from this exploratory study designed to answer the question: *What is the perception of tourism impacts and host guest relations of the resident community in sangkat Boeung Keng Kang I, Phnom Penh, Cambodia?*

This research question was addressed by investigating:

- What is the general perception of tourism held by the resident community?
- What socio cultural impacts do the residents perceive that the resident community is experiencing as a result of tourism?
- What is the nature and status of host guest relations as perceived by the resident community?

This chapter will now identify and explore the implications of the key overarching outcomes from the research. This will be followed by a discussion of the cultural challenges and limitations this research before indicating the way forward for LDC sustainable tourism in Cambodia and in other cultural settings.

5.1. What is the General Perception of Tourism Held by the Local Community?

Data for the assessment of the general perceptions held by the resident community regarding tourism came from three sources; the descriptive and correlations derived from the questionnaire, and the qualitative data from the community and stakeholder interviews.

The descriptive statistics determined that the residents of the Boeung Keng Kang I community had a positive attitude towards tourism in their community. The majority of the residents perceived tourism to be good for the community, personal benefits from tourism and desired more tourism development in the future. Overall, the residents were satisfied with tourism in their community.

Bivariate correlations analysis suggested the influence of host guest relations on the general positive perceptions of tourism held by the residents. The results indicated

that host guest relations were a contributing factor, and were affected by the etiquette of the tourists. The results also indicated that the behaviour and attitudes of the resident have a minimal impact on general perceptions of tourism.

The bivariate correlations analysis also suggested an emergent relationship between general positive perceptions of tourism and personal gain from tourism development. It appeared that the residents' perceptions of tourism are affected by their perceptions of receiving a personal benefit from tourism as a result of small tourism business entrepreneurship or resident hospitality. There was also some evidence of other influences on the general perceptions of tourism, from the level of contact residents have with tourists and the monthly income of the resident and the perceived personal benefit the resident receives from tourism. Those residents with high levels of contact and higher monthly income have more positive perceptions of tourism as they perceive a personal benefit from tourism in their community.

The qualitative data revealed one key finding. In discussing their overall opinions of tourism, the residents would always qualify their statements, identifying positive impacts or host guest relations as reasons why they perceived tourism positively in their community. This indicated that general perceptions of tourism are dependent on the resident's perception of tourism impacts in the community and host guest relations.

Together the quantitative and qualitative data suggested that the residents' general perception of tourism was influenced by their perception of tourism impacts in their and host guest relations in their community. It can now be said that the general perceptions of tourism held by the resident community in this case is based on their evaluation of tourism impacts in their community and host guest relations. This supports social exchange theory, as social exchange theory postulates that perceptions of tourism are based on an evaluation of the cumulative personal and observed tourism experiences of the resident (Ap, 1992; Kayat, 2002). Such experiences are founded on their interactions with tourism, and the direct and indirect impacts of tourism on their lives.

The notion of the influence of personal gain would suggest that Blau's model of social exchange theory is more appropriate than Ap's model(1992), which excluded Blau's notion of economic dependency (Kayat, 2002). Residents perceiving a personal benefit from tourism were, in most cases, inclined to have more positive opinions of tourism. The relationship of personal benefit from tourism and general perceptions of tourism was mostly evident in the quantitative results, and was marginally supported in the interviews.

The resident community of Boeung Keng Kang I was generally favourable to tourism in their community and look forward to future tourism development. This positive perception of tourism overall was influenced by their perception of tourism impacts in their community and host guest relations. This makes the next sections key in understanding the total impact of tourism on this community.

However, these overall positive perceptions of tourism have further implications for theory and practice. As Boeung Keng Kang I is experiencing early stages of tourism development, positive perceptions of tourism overall support Doxey's Irridex model in which residents experience 'euphoria' in relation to tourism (Mason, 2003). These findings also support social exchange theory and economic dependency theory in the field of tourism research concerning resident perceptions of tourism (Ap, 1992; Kayat, 2002).

From a practical standpoint, these results were favourable to LDC tourism development strategies and currently provide positive feedback to the Ministry of Tourism in Cambodia. However, the interrelationship between perceived positive attitudes towards tourism and personal gain plus positive host guest relations suggests that the WTO is correct in challenging governments to empower communities in tourism development in any region, rather than risking negative perceptions in the future (World Tourism Organization, 2002a, 2005a, 2006).

5.2. *What Socio Cultural Impacts do the Residents Perceive that the Local Community is Experiencing as a Result of Tourism?*

Based on the WTO community well being survey, the primary focus of this study's questionnaire was to identify and measure socio cultural impacts. The results of quantitative data analysis of resident perceptions of tourism impacts for Boeung Keng Kang I were overwhelmingly positive. This was supported by the subsequent qualitative findings, a more in depth investigation into impacts in the community.

Of the socio cultural, economic and environmental impacts measured, such as provision of services and employment opportunities, effects on culture and moral standards, perceptions of retention of tourism income and effects of tourism on the environment etc, all but one of the impacts was considered positively: the consumption of natural resources by tourists. Even then, while residents perceived that tourists indeed used up the natural resources required by the community, it was not necessarily perceived as a problem in all cases. Therefore, all the impacts measured were perceived favourably by the community.

Analysis of the descriptive statistics showed that the resident population answered very similarly and very positively on most points. Tangible economic benefits, however, were the subject of more conflict. This supports the theory of economic dependency on tourism being commonplace in LDCs using tourism as a means of escaping poverty (World Tourism Organization, 2001a). It also suggests that the community is not as homogenous as the other results would indicate, particularly on the most important impacts in this case. It also calls for more attention in future on the subject of the even distribution of tourism income amongst residents in order to ensure community well being.

By conducting bivariate correlations analysis, some of the influences on perception of impacts in the community were revealed. The correlations revealed a link between the perceptions of impacts by the resident community and host guest relations. Negative

impacts were viewed more strongly where tourists behaved inappropriately in the community. The residents also associated the benefits of tourism with being hospitable to the tourists. It is interesting to note that also, the resident's perceptions of impacts in their community, good or bad, were not correspondent to the hospitality of the residents. This would imply that the residents were assessing tourism impacts based on their external experiences with tourism and tourists in particular, and not themselves.

The qualitative data collection process addressed the same impact areas as the quantitative components, to ensure that no areas were neglected. The qualitative data did extract a richer understanding of the residents regarding their perceptions of impacts related to tourism. Notably this included the community informants' fears of potential impacts now and in the future. Such was the strength of this fear and the consequences it would have on Cambodia's image and reputation that it made these impacts seem real, even if they were not actually visible in the community at this time.

In comparison of the quantitative and qualitative results, two conflicts emerged. The quantitative results discovered that the residents of the community felt that the money received from tourism remained in the community. With investigation in the interviews, many of the community informants felt that the money did remain in the community, but was poorly distributed. The stakeholders identified a serious problem of economic leakages as a result of a dependence on imports to support the growing tourism industry.

Secondly, the quantitative data also revealed that residents perceived no impact on culture. The interviews with the stakeholder groups identified some serious cultural changes attributable to tourism, and many of the community informants also recognised other negative cultural impacts as a result of tourism in the community. These issues were not fully addressed in the quantitative data as it was impossible to do so within the restrictions of the questionnaire.

In this case, qualitative data yielded more specific information and helped develop a richer understanding of the true impacts residents perceive in the community, and those seen to exist in the community by the stakeholders. The combined results revealed that tourism was, on balance, having a positive effect on the resident community under study. The impacts recorded in both components of the research process can be identified in the following table (Table 5.1).

Table 5.1: Positive and Negative Impacts of Tourism as Perceived by the Community

Positive Impacts	Negative Impacts
<ul style="list-style-type: none"> • Tourism Management Strategies (Stimulate Culture and Craft, Community Improvement) • Global Awareness • Marketing Strategies • Environment (inc. Accessibility) • Employment • Prosperity • Language for Development • Education • Services • Safety and Security • Infrastructure 	<ul style="list-style-type: none"> • Loss of Culture (Arts, Language, Architecture) • Loss of Identity (Drugs, Sex Tourism, Crime, Fear for Reputation) • Acculturation • Economic Leakages (Community and Country) • Loss of Traditions

The above summary of the impacts measured as positive or negative, through the analysis of both quantitative and qualitative data, it is clear that the residents of the community at this stage perceived more positive impacts attributable to tourism. This supports Doxey’s Irridex model as the results are so positive in this early tourism development community (Mason & Cheyne, 2000).

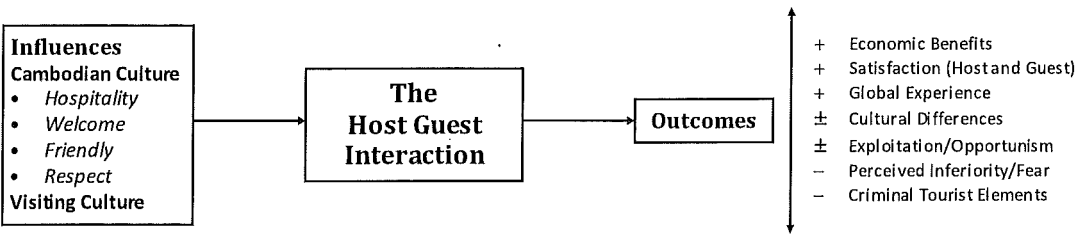
The above impacts that were extracted from both quantitative and qualitative data can alternatively be considered as socio cultural impacts, economic impacts and environmental impacts. This mirrors the impacts considered identifiable in the LDC context by the WTO (World Tourism Organization, 2005a). This demonstrates the success of the quantitative research tool, and shows the support the qualitative data provides for the quantitative results.

The influence of host guest relations on the perceptions of impacts supports social exchange theory. The evaluation process in social exchange theory is based on the personal experiences of the resident. Host guest interactions are an obvious example of a personal experience of tourism (Costa & Ferrone, 1995; Kayat, 2002).

5.3. *What is the Nature and Status of Host Guest Relations as Perceived by the Resident Community?*

The final issue to address is that of host guest relations. The influence of host guest relations on general perceptions of tourism and perceived impacts of tourism have already been discussed. Host guest relations were perceived positively in the quantitative data, with all variables having very positive results. Tourists were welcome in the community and treated with respect and given special treatment. Tourists also behaved well in the community.

The qualitative data supported the findings of the quantitative data. Host guest relations were perceived very positively. The resident community was happy to welcome tourists, and viewed their interactions and experiences with tourists positively in most cases. The data did give better insight into the host guest interaction, identifying the cultural influences and outcomes of the host guest interaction. This is demonstrated in Model 5.1, below:



Model 5.1: The Host Guest Interaction Process

The notion of cultural influences on the host guest interaction is supported in the quantitative data and the literature (Brunt & Courtney, 1999). A correlation between age and resident hospitality may be said to imply that older residents, with more traditional values, are more hospitable to the tourists. Therefore, the above model is

an accurate illustration of the positive and amicable host guest interactions occurring in Boeung Keng Kang I as perceived by the residents.

The qualitative results did have one conflict with the quantitative data. Exploitation of tourists was not perceived as occurring in the quantitative study, but became a recurring theme in the qualitative interviews of both stakeholders and the community. This conflict has a mixed impact for host guest relations. For the tourist, it can have negative impacts on satisfaction, but by providing economic opportunities and benefits, the resident community may see it as enhancing their satisfaction of tourism (de Kadt, 1979; Robinson & Bonniface, 1999). As it is culturally acceptable, it is not seen as a negative impact, and therefore, despite the frequency of its occurrence, it did not emerge as a negative impact in the quantitative data.

It was identified in the literature that host guest relations have the ability to stimulate pride of self and pride of community amongst the residents (Aramberri, 2001; Nettekoven, 1979). This supports the interrelationships of host guest relations and perceived impacts of tourism, as it is clear that image and reputation are important in the perceptions of impacts, as demonstrated in the fears of the residents of loss of identity. This fear also suggests that in this case, the positive impact of host guest relations identified in the literature regarding pride of self and pride of community is not yet visible in this community.

Host guest relations are influenced by separate cultural factors. But host guest relations also have a key influence on perceived impacts and general perceptions of tourism. The interconnections of these notions will be further investigated in the following section.

5.4. *The Research Outcomes*

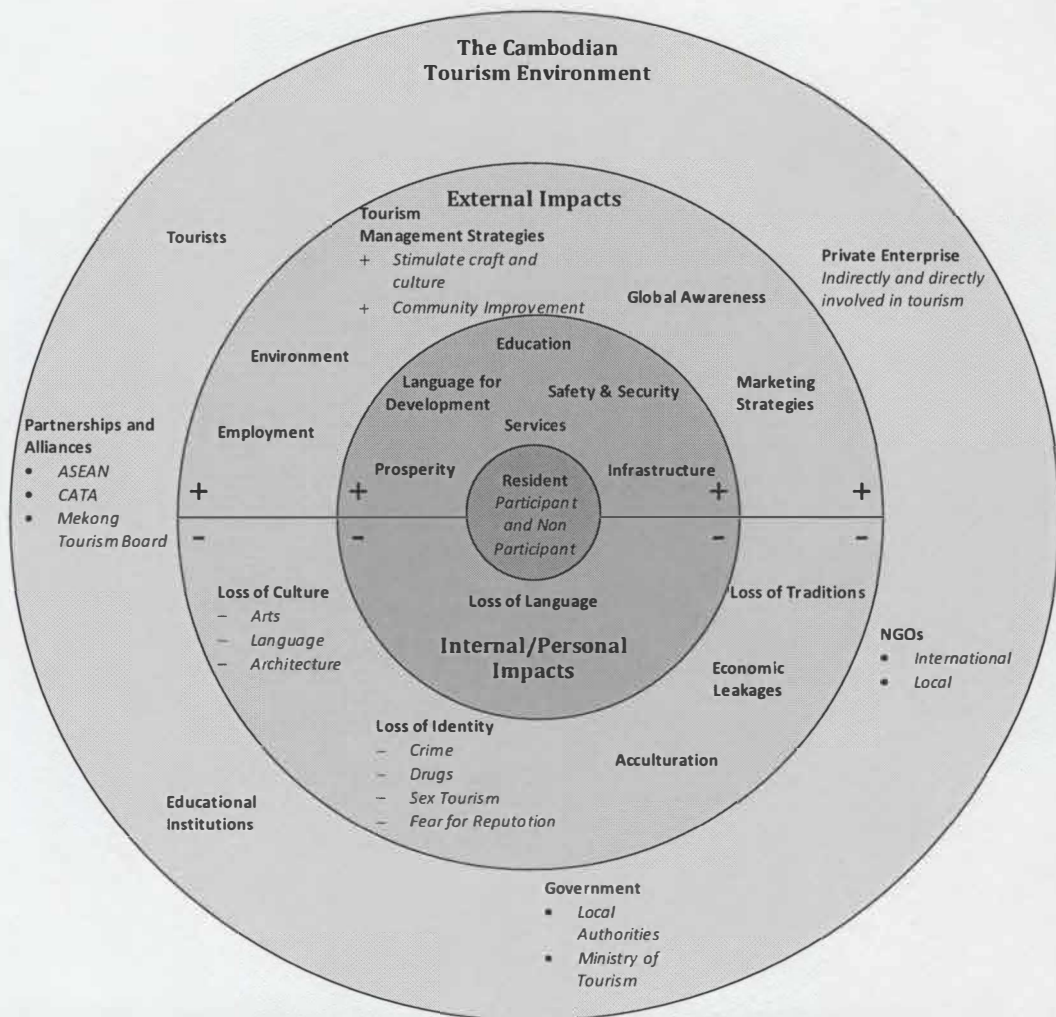
Previously, it was noted that the residents' general perceptions of tourism are influenced by the perceived impacts occurring as a result of tourism and host guest relations. The results have shown that the general perceptions of a resident

community of tourism are heavily influenced by host guest relations and socio cultural impacts.

In this case, it has been revealed that general perceptions of tourism are based on the cumulative evaluation of perceived impacts of tourism and host guest relations. This supports social exchange theory which poses an evaluative process based on the personal experiences and observations of the resident of tourism in their community. Personal experiences with tourism can be host guest relations, which, in turn, as previously discussed, is influenced by cultural factors and has a number of outcomes, or to unify terms, impacts, used in the evaluation process.

In the evaluation process, the resident will be more strongly influenced by those impacts internal to themselves, or those having a direct impact on their lives. Other, external or indirect impacts observed by the resident will not have such a strong influence on the evaluation process. The balance of this evaluation will determine the resident's general perceptions of tourism in their community.

In the previous chapter, the Cambodian tourism environment was illustrated to demonstrate the forces acting on the resident. By combining these with the external and internal positive and negative impacts of tourism, we can develop a model that demonstrates all the influences that are acting upon the residents of the Boeung Keng Kang I community to identify the perceptions of tourism and tourism impacts in the community (Model 5.2). It should be noted that host guest relations are also influencing the perceptions of tourism in this model by providing the means of interfacing between the resident and the internal impacts of tourism.



Model 5.2: Influences on the General Perceptions of Tourism Held by the Boeung Keng Kang I Community

From this model (Model 5.2) we can see that a positive perception of tourism overall is obvious, as there are more perceived positive impacts of tourism. To incorporate the previous model on the host guest interaction from the previous section, it becomes clear that the residents of Boeung Keng Kang I, Phnom Penh, Cambodia, are having a positive tourism experience overall.

5.5. *Implications of the Findings*

This research has a number of implications for Cambodia, and tourism practice and theory throughout the world. This research has examined in detail tourism, tourism impacts and host guest relations as perceived by a community in Phnom Penh, Cambodia. It has revealed the positive progress tourism development in Cambodia is hoping to achieve. The findings of this research may provide the Cambodian Ministry of Tourism with an understanding of the practical effects of their current tourism development strategies, which can inform future development in similar situations. It may also help inform tourism development in similar stages of development and cultural context.

The research also tested the WTO's community well being survey in a practical, South East Asian LDC context. The results would indicate that the survey, on face value, is effective at measuring the superficial well being of the community. It is also demonstrated that the qualitative data provided a better understanding and context for the issues raised in the questionnaire. This should be considered in any future use of the questionnaire in its current format.

The Boeung Keng Kang I community can be seen as a miniature case study in the successful implementation of elements of LDC tourism development theory for the development of a sustainable tourism industry for the long term benefit of the residents of the community. It identifies some of the challenges in such implementation, such as the heterogeneous nature of community views and conflicts between immediate community needs and wants and long term government strategies. Though the results are positive for tourism development in this community, it cannot be used as a model for future tourism development. It is a guide for the practical actioning of LDC tourism development strategies, with unique challenges.

The research validated the use of social exchange theory in the measurement of perceptions of tourism and tourism impacts. It also succeeded in examining the role of economic dependency in social exchange theory, particularly pertinent in the LDC

context. However, it does identify further gaps in social exchange theory in terms of influences on the social exchange process, where the original models were not exhaustive. Though this research has sought to identify these influences, this is also incomplete, as the focus exists mainly on socio cultural impacts.

5.6. *Cultural Challenges for the Research Design*

The research design, based on recommendations from the WTO, had a very Western approach. In the field, the cultural setting in Cambodia made the conduct of the field work challenging. The culture of the Khmer people made it very difficult to approach potential participants, as the Khmer people were very unwilling to openly express their beliefs and opinions to a stranger. Thus, it made introductions and referrals necessary. However, with the researcher being a resident of the community with frequent interactions with the community and established relationships with community members, this problem could be overcome.

In addition to a reluctance to talk to strangers, the Khmer people were also very reluctant to truthfully express themselves to a foreigner, as previously, foreign visitors, such as the Russians following the civil war, were idolised and considered superior. The researcher was in a unique position, bridging the gap between local resident and foreign researcher. Being able to communicate directly with participants in their traditional language was also very helpful, building trust and rapport.

It was still evident, during the interview process, that those unfamiliar with qualitative research techniques were still reluctant to openly express themselves. Therefore, the interview guides were amended to be more structured in order to reduce the expectations of detailed answers and allowing the participants to become more comfortable with the interview process which made answers more forthcoming. By adapting the research design to compensate for these cultural challenges, and approaching the research mindful of these challenges, the research was able to negate these effects.

5.7. *Recommendations*

While there were few perceived negative impacts, education programs aimed at the resident communities to increase awareness and stimulate pride in Cambodian culture may encourage the Cambodian people to resist the influences of visiting cultures more successfully. This would help preserve Cambodian culture, language, traditions and help the community to resist the effects of acculturation. Currently, effort is being made in this area, but publications of this nature developed by the Ministry of Tourism are not targeting a resident community audience and are not readily available to the community at this time.

The issue of economic leakages is a priority for the Ministry of Tourism at this time. The Ministry of Tourism also acknowledged that economic leakages to some extent are inevitable in developing tourism for their country. Education programs aimed at tourists that promote the use and consumption of local products are ongoing, available as publications from the Ministry of Tourism. However, these publications need to be made more accessible to the tourists and the same efforts need to be made for industry and investors, to encourage these groups to use local products and manufacturers, as opposed to importation.

Host guest relations can also be improved using educational programs. A more complete understanding of Cambodian culture will enable tourists to behave more appropriately in the community and understand the traditions of Cambodia. This may also assist in their preservation. In turn, a broader awareness of visiting cultures will encourage residents to be more understanding and accepting of tourists' behaviours, and help the residents delineate between local and foreign culture.

The major outcome for this research is to highlight the importance of community in tourism development, particularly in the case of LDCs. Thus, this research provides a necessary foundation for the continuation of research in tourism development that considers the role of community.

5.8. *Future Research Considerations*

This research identifies many avenues for future research for practical and theoretical applications.

It is recommended that this research be repeated throughout the development of tourism in the Boeung Keng Kang I community in order to monitor the well being of the community. This will allow for the ad hoc adjustment of tourism development plans in this community to ensure that tourism development for community improvement objectives are met. It will also provide a practical example of tourism development in Cambodia at all stages of development that can inform future developments in Cambodia or similar contexts. It may also provide a foundation for the revision of LDC tourism development strategies for the WTO based on a practical study, complete with failures, challenges, solutions and successes.

Theoretical research should continue in the field of community well being in tourism development. The role of community in tourism development and tourism as a solution of LDCs demands closer investigation of community issues in tourism theory. Communities represent a major attraction in cultural tourism, and therefore, communities cannot and must not be neglected as cultural tourism grows. The role of communities in tourism is implicit, and further research to fully understand this must be undertaken. A wider study of social exchange theory and the influence of economic dependency on social exchange theory should be undertaken to understand the different influences on social exchange in a wide range of contexts, be it an LDC context or varied cultural contexts, particularly where host guest relations and the attendant cultural influences have such an influential role in the evaluation process. Host guest relations itself is also a field worthy of further study in a range of cultural contexts and in the LDC context to discover an exhaustive list of the influences and outcomes of the host guest interaction in different circumstances.

5.9. *Limitations*

This research was subject to some limitations. Though some were inevitable, with hindsight, more become evident, challenging the innovation of the researcher in the

field. The research was very ambitious in attempting to address both issues of perceptions of tourism and tourism impacts and host guest relations. This made the research very challenging for a young researcher. However, the results indicating the interrelatedness of all three issues would suggest that the findings justify the challenges of such a large research. And ultimately, in many ways, the research was intensely rewarding and a true learning experience for the researcher.

This research, with its short time frame, was very much affected by time and financial resources restrictions. Conducting research overseas imposes further limits on time and finances, as it is impossible to return to repeat or correct for errors that emerge. Thus, it was essential for the field work component to be well prepared for all eventualities before entering the field. Data collection had to be conducted quickly and efficiently. Extensive planning and adaptation in the field negated the need to repeat any field work components and conserve resources.

The sample size of the quantitative component is smaller than ideal, with 106 responses being less than a significant sample. Due to the time and resource constraints of the research, it was anticipated prior to data collection that a significant sample size could not be collected. Therefore, it was decided that a sample suitable for factor analysis would be collected, and that it be acknowledged that the results of this research cannot be generalised for the population. The results merely represent trends and relationships amongst the participants only. This was also a reason behind the selection of a mixed methodology, as the combined results could not be generalised either, and the small sample could be strengthened by the qualitative data.

The sample size of the qualitative component of the research is also smaller than ideal. Though saturation was reached with the community respondents, further interviews could have improved the data extracted from the stakeholder interviews. It could also be argued that the stakeholder interviews were unnecessary within the boundaries of this research. However, the information provided by the stakeholders has proved invaluable by providing much needed context in this exploration into an almost unknown research setting. Nevertheless, to improve the validity and reliability of the

data from both quantitative and qualitative research, the sample sizes should have been larger and broader in both cases.

5.10. Concluding Remarks

This research achieved its goals to determine the resident community perceptions of tourism, based on their perceptions of tourism impacts and host guest relations in their community. Using a mixed methodology approach, 106 interviewer completed questionnaires and 15 semi structured interviews were used to answer the primary research question: *What is the perception of tourism impacts and host guest relations of the resident community in sangkat Boeung Keng Kang I, Phnom Penh, Cambodia?*

The quantitative results describe the perceptions of the community in a broad way, in which it is uncovered that tourism in Boeung Keng Kang I is received positively, and is encouraged by the community. Tourism provides many benefits, and, at this time, no truly negative impacts are being perceived by the resident community. Further analysis of these results highlighted the interrelationships between perceptions of tourism impacts and perceptions of the nature and status of host guest relations and the influence this has on the community's overall perception of tourism in the community.

Qualitative data generally supported the findings from the quantitative data, but highlighted some underlying issues and influences related to the subject of tourism impacts, such as the fears of loss of identity of the community, and the emergence of acculturation and other negative impacts which may increase in severity with time.

By enhancing the quantitative results with the qualitative data, a model was developed to illustrate how residents in this community evaluate tourism, and the influences that impact upon this evaluation and the host guest interaction. With this understanding, it becomes clear that social exchange theory is successful in this case, as it is evident that residents do use cumulative evaluation of internal and external tourism impacts and host guest relations to decide their position on tourism in the community, in this case, positive.

Moreover, the key findings support a new approach to social exchange theory and host guest relations by qualifying this relationship and identifying potential influences unique to the perception formation of these residents, and thus expanding the understanding of social exchange theory and host guest relations. This includes the influences of the Cambodian tourism environment, internal and external impact perception and the influence of culture on the host guest interaction.

Though the models developed during this research identify the influences in this case, future research should consider further investigating other possible influences on the social exchange process and host guest relations, particular in a variety of cultural contexts. Also, continuation of this research as a longitudinal study presents an opportunity to create a case study on sustainable tourism development in LDCs with the view to informing future developments from a community perspective. Action should also be taken to minimise the emergent negative impacts in this community to ensure the success of future tourism development in this community, and to improve the practical implications of this case study in the future.

To conclude, tourism in Boeung Keng Kang I is proving itself to be extremely successful and for the benefit of the community, as it should. Let us hope that this will continue into the future.

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Appendix 1 Glossary

1.1. ASEAN

Association of South East Asian Nations, working for the economic prosperity, peace and socio cultural development of the member nations, incorporating Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam (ASEAN Secretariat, 2007a).

1.2. LDC

Least Developed Country (World Tourism Organization, 2001a)

1.3. LDC Tourism Development

Tourism improving domestic economic development by acting as a catalyst to stimulate development (Vellas, 2001).

1.4. NAATI

National Accreditation Authority for Translators and Interpreters (NAATI, 2007)

1.5. NGO

Non Government Organization (Weaver & Lawton, 2002)

1.6. Perceptions

The understanding or awareness [of the resident and/or community] developed through personal observation that informs an opinion or judgement of a situation (Collins, 1994).

1.7. Resident Community

In tourism theory, this concept refers to the residents of an area in which the tourism industry operates (Weaver & Lawton, 2002)

1.8. Sangkat

Quarter, district, section (Master Group, 2000)

1.9. Sustainable Tourism Development

The World Tourism Organization (WTO) definition is: "Sustainable tourism development [is tourism that] meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." (World Tourism Organization, 2002a)

1.10. Sustainability [in tourism]

"Refers to the environmental, economic and socio cultural aspects of tourism development, and a sustainable balance must be established between these three dimensions to guarantee its long term sustainability" (World Tourism Organization, 2002b)

1.11. Tourism

"Comprises the activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (World Tourism Organization, 2002a)

1.12. WTO

World Tourism Organization, also known as UNWTO since its incorporation into the United Nations (UN) (World Tourism Organization, 2007b)

Appendix 2 Research Tools

2.1. Resident Questionnaire

Thank you for taking the time to complete this questionnaire. By participating you are accepting the conditions outlined in the participation letter supplied to you in conjunction with this questionnaire. Please ask your interviewer any questions regarding the project you may have.

I agree to participate with full knowledge of my rights ☐ Yes ☐ No

Part 1

A) Are you a Cambodian Citizen?

	1. Yes		2. No
--	--------	--	-------

B) Do you live in Boeung Keng Kang I?

	1. Yes		2. No
--	--------	--	-------

C) How long have you lived there?

	1. < 3 months		2. 3-6 months		3. 7-12 months		4. 13-24 months		5. > 24 months
--	---------------	--	---------------	--	----------------	--	-----------------	--	----------------

D) How old are you?

	1. 18-25		2. 26-35		3. 36-45		4. 46-55		5. 56-65		6. 66+
--	----------	--	----------	--	----------	--	----------	--	----------	--	--------

E) Are you male or female?

	1. Male		2. Female
--	---------	--	-----------

F) What is your primary occupation? _____

G) What is your average monthly income?

	1. < \$50		2. \$50 - \$100		3. \$101 - \$150
	4. \$151 - \$200		5. \$201 - \$250		6. \$251+

H) How often do you have direct contact with foreigners?

	1. Daily		2. <5 times per week		3. Weekly/ Once a week
	4. Fortnightly/ Once a fortnight		5. Monthly/ once a month		6. Never

Part 2

Question	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
A) Tourism is good for my community					
B) I personally benefit from the tourism industry					
C) Tourism in my community/region has the following effects (bulleted below):					
i. Creates jobs for local residents					
ii. Employs local youth					
iii. Raises prices for goods					
iv. Helps the community obtain services					
v. Causes rise in crime rates					
vi. Harms moral standards					
vii. Disrupts local activities					
viii. Harms the environment					
ix. Stops local access to public space					
x. Helps stimulate local culture and crafts					
xi. Uses natural resources needed by local residents (e.g. fish, game, water, etc)					
xii. The community has control over tourism					
xiii. The money spent by tourists remains in my community					
xiv. Local residents have easy access to the areas which tourists use, etc.					
xv. Is diminishing local Cambodian culture					
D) Tourists in my community/region:					
i. Are welcome					
ii. Are friendly to local residents					
iii. Are treated with respect					
iv. Are exploited for money					
v. Are given special treatment					
vi. Behave appropriately in the local community					

Part 3

A) Overall, what is your opinion of the tourism in your community?

1 Very Unsatisfactory	2 Poor	3 Satisfactory	4 Good	5 Excellent

B) Would you want more or less tourism in future in your community?

1 Much Less	2 Less	3 Same	4 More	5 Much More

Part 4

A) What is your main concern regarding tourism in your community?

B) What could be done to improve tourism in your community?

Comments

2.2. Stakeholder Interview Guides

Two interview guides were used. The second guide was available in Khmer.

Stakeholder Interview Guide Version 1

- 1. Describe some of the socio-economic impacts of tourism you are aware of.**
Employment, employment of youth, goods prices, services availability
- 2. What level of community control over tourism do you think exists?**
Control of tourism (reality and preference), experiencing benefits, retention of tourism earnings, natural resource control, services availability
- 3. Do you perceive any environmental impacts as a result of tourism?**
Environmental impacts, natural resource control
- 4. What is your opinion of government/NGO perceptions of tourism?**
Overall opinion and perception (good/bad) of tourism, future of tourism, benefits of tourism, improvements to tourism (comments)
- 5. What are the dimensions of host guest relations in your view?**
Perceived attitudes, treatment (exploitation), perceived behaviour
- 6. What effects have tourism had on culture?**
Moral standards, culture and crafts, activities, accessibility of sites and tourism sites, role of tourism in this issue

Stakeholder Interview Guide Version 2

1. What are the positive impacts of tourism?
2. What are the negative impacts of tourism?
3. Who has control over tourism?
4. How much control does the community have over tourism?
5. How do you feel about tourism?
6. What is being done (and by whom) to help tourism in Cambodia?
7. How do you think tourists get treated?
8. Do the tourists behave well when they visit in the community/country?
9. How does the community feel about tourism?
10. Does tourism have an effect on culture and language? If so how?

2.3. Community Interview Guide

Community Interview Guide (Available in Khmer)

Perceptions and Meanings of Tourism

1. How would you define the word 'tourist'?
2. How would you define the word 'tourism'?
3. How do you feel about tourism in your community?
4. Tell me about any strategies or programs the government is using to help tourism in Cambodia that you are aware of?
5. Who has control over tourism?
6. Who benefits the most from tourism?

Positive and Negative Impacts of Tourism

1. What are the good things about tourism?
2. What are the bad things about tourism?
3. What effect does tourism have on Culture?
4. What effect does tourism have on Language?

Nature and Status of Host Guest Relations

1. How do you feel about having tourists in your community?
2. Do you have any concerns about the tourists in your community?
3. How do you think your community treats tourists?

Appendix 3 Ethics Information Letters and Consent Forms

3.1. Sample Ethics Information Letter (Quantitative)

You are invited to participate in a project designed to explore the socio cultural impacts of tourism and host guest relations upon the resident community of Boeung Keng Kang, Phnom Penh, Cambodia, which is being conducted as a component of a thesis for a Bachelor of Business Honours Program at Edith Cowan University.

By identifying the impacts tourism has on communities in a developing tourism destination, tourism can be successfully planned for the long term benefit of the community. This project will utilise a survey designed for the World Tourism Organization for the measurement of community well being. This study will test for its practical use in developing tourism destinations.

If you choose to participate in this project, you will be asked to complete a short survey with the assistance of an interviewer. It should take between 10 and 15 minutes.

The information will be used to develop an understanding of the opinions on tourism of the resident community in the Boeung Keng Kang area of Phnom Penh. Any information collected will only be available to the researcher, and research assistants or translators, as necessary.

This is an anonymous questionnaire. No personally identifiable information will be collected from you. Participation in this project is entirely voluntary. If you choose to participate, you are free to withdraw at any time prior to data analysis, without giving any reason or any negative consequences. Any information that may identify you may also be withdrawn from the study at any time.

All individual data will be treated with the strictest confidence and only used for the purposes of this project. If the information you provide is published, you will not be identified in any written work or presentation. All data gathered will be retained for a period of up to five years, and then will be destroyed.

If you have any further questions or require any further information regarding this research, please contact:

Sotear Ellis

[REDACTED]

[REDACTED]

[REDACTED]

Email: s.ellis@ecu.edu.au

Dr Lynnaire Sheridan PhD

Principal Supervisor

Edith Cowan University

School of Marketing, Tourism and Leisure

Faculty of Business & Law

100 Joondalup Drive

JOONDALUP WA 6027

Australia

Tel: +61 8 6304 5606

Email: l.sheridan@ecu.edu.au

If you have any concerns or complaints about the project and wish to speak to an independent person, you may contact:

Research Ethics Officer

Phone: +61 8 6304 2170

Email: research.ethics@ecu.edu.au

3.2. Sample Ethics Information Letter and Consent Form (Qualitative)

You are invited to participate in a project designed to explore the socio cultural impacts of tourism and host guest relations upon the resident community of Boeung Keng Kang, Phnom Penh, Cambodia, which is being conducted as a component of a thesis for a Bachelor of Business Honours Program at Edith Cowan University.

By identifying the impacts tourism has on communities in a developing tourism destination, tourism can be successfully planned for the long term benefit of the community.

If you choose to participate in this project, you will be asked to participate in a semi structured interview. It will take approximately 30 minutes, and will be conducted at a time and place of your convenience

The interview will be digitally recorded. Access to these recordings will be restricted to the researcher, and interpreter, as necessary. To ensure your anonymity, your name will be coded. Participation in this project is entirely voluntary. If you choose to participate, you are free to withdraw at any time prior to data analysis, without giving any reason or any negative consequences. Any information that may identify you may also be withdrawn from the study at any time.

All individual data will be treated with the strictest confidence and only used for the purposes of this project. If the information you provide is published, you will not be identified in any written work or presentation. All data gathered will be retained for a period of up to five years, and then will be destroyed.

If you have any further questions or require any further information regarding this research, please contact:

Sotear Ellis

[REDACTED]

[REDACTED]

[REDACTED]

Email: s.ellis@ecu.edu.au

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If you have any concerns or complaints about the project and wish to speak to an independent person, you may contact:

Research Ethics Officer

Phone: +61 8 6304 2170

Email: research.ethics@ecu.edu.au

This project is a component of a thesis satisfying the requirements for Bachelor of Business Honours at Edith Cowan University. It is investigating the socio cultural impacts of tourism and host guest relations on the resident community of Boeung Keng Kang.

You are invited to participate in a semi structured interview that will last for approximately 30 minutes. As a participant, I am seeking your views on the above topic in accordance with your existing knowledge of government and/or industry issues.

If you would like to participate, please complete the form below. Any queries can be directed to me at s.ellis@ecu.edu.au or my supervisor, Dr Lynnaire Sheridan PhD, at l.sheridan@ecu.edu.au. Further contact information is provided on the information letter given to you.

Thank you,
Sotear Ellis

I, _____, have read and understood the information letter and consent form given to me relating to the project. Any questions I have asked have been answered fully and to my satisfaction. I agree to participate in this project by participating in a semi structured interview. I understand that I am able to change my mind and withdraw from the interview at any time.

I understand that my interview will be recorded. I know that this recording and all other information regarding my participation will be kept strictly confidential.

I agree that the information that I provide will be used in this study and may be published, but no personal details will be disclosed.

I understand that this project has been approved by the Human Research Ethics Committee at Edith Cowan University, Western Australia. I have been provided with the details of this institution in the case I wish to raise any concerns.

With full knowledge of the particulars, I agree to participate in this interview.

Name of Participant: _____
Signature: _____
Date: / /

Appendix 4 Descriptive Statistics

Place of Residence

Yes	75	70.8%
No	31	29.2%

Length of Residence

< 3 Months	3	2.8%
3-6 Months	2	1.9%
7-12 Months	8	7.5%
13-24 Months	1	0.9%
>24 Months	92	86.8%

Age

18-25 yrs	23	21.7%
26-35 yrs	28	26.4%
36-45 yrs	26	24.5%
46-55 yrs	15	14.2%
56-65 yrs	12	11.3%
66+ yrs	2	1.9%

Gender

Male	45	42.5%
Female	61	57.5%

Primary Occupation

Shop-Goods	3	2.8%
Shop-Service	18	17.0%
Street Stall-Goods	9	8.5%
Street Stall-Services	15	14.2%
Market Stall-Goods	16	15.1%
Market Stall-Services	10	9.4%
Public Sector	5	4.7%
Private Sector	14	13.2%
Other	16	15.1%

Monthly Income

< US\$50	30	28.3%
US\$50-US\$100	38	35.8%
US\$101-\$US150	10	9.4%
US\$151-US\$200	6	5.7%
> US\$200	22	20.8%

Level of Contact

Daily	48	45.3%
< 5 times a week	10	9.4%
Weekly	10	9.4%
Fortnightly	3	2.8%
Monthly	3	2.8%
Never	32	30.2%

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
n=106										
Tourism is good for my community	7	6.6%	94	88.7%	5	4.7%	0	0.0%	0	0.0%
I personally benefit from the tourism industry	4	3.8%	93	87.7%	5	4.7%	4	3.8%	0	0.0%
Tourism creates jobs for local residents	2	1.9%	101	95.3%	3	2.8%	0	0.0%	0	0.0%
Tourism employs local youth	3	2.8%	100	94.3%	1	9.0%	2	1.9%	0	0.0%
Tourism raises prices for goods	0	0.0%	38	35.8%	9	8.5%	59	55.7%	0	0.0%
Tourism helps the community obtain services	0	0.0%	102	96.2%	2	1.9%	2	1.9%	0	0.0%
Tourism causes rise in crime rates	0	0.0%	10	9.4%	8	7.5%	88	83.0%	0	0.0%
Tourism harms moral standards	0	0.0%	14	13.2%	7	6.6%	85	80.2%	0	0.0%
Tourism disrupts local activities	0	0.0%	8	7.5%	3	2.8%	95	89.6%	0	0.0%
Tourism harms the environment	0	0.0%	6	5.7%	4	3.8%	96	90.6%	0	0.0%

n=106	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
Tourism stops local access to public space	0	0.0%	7	6.6%	2	1.9%	96	90.6%	1	0.9%
Tourism helps stimulate local culture and crafts	3	2.8%	101	95.3%	1	0.9%	1	0.9%	0	0.0%
Tourism uses natural resources needed by local residents	2	1.9%	75	70.8%	3	2.8%	26	24.5%	0	0.0%
The community has control over tourism	0	0.0%	95	89.6%	5	4.7%	6	5.7%	0	0.0%
The money spent by tourists remains in my community	0	0.0%	68	64.2%	16	15.1%	22	20.8%	0	0.0%
Local residents have easy access to the areas which tourists use	0	0.0%	102	96.2%	2	1.9%	2	1.9%	0	0.0%
Tourism is diminishing local Cambodian culture	0	0.0%	20	18.9%	1	0.9%	85	80.2%	0	0.0%
Tourists in my community are welcome	0	0.0%	103	97.2%	3	2.8%	0	0.0%	0	0.0%
Tourists in my community are friendly to local residents	0	0.0%	104	98.1%	2	1.9%	0	0.0%	0	0.0%
Tourists in my community are treated with respect	1	0.9%	104	98.1%	1	0.9%	0	0.0%	0	0.0%
Tourists in my community are exploited for money	0	0.0%	8	7.5%	2	1.9%	96	90.6%	0	0.0%
Tourists in my community are given special treatment	0	0.0%	97	91.5%	6	5.7%	3	2.8%	0	0.0%

n=106	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
Tourists in my community behave appropriately in the local community	1	0.9%	96	90.6%	9	8.5%	0	0.0%	0	0.0%
	Very Poor		Poor		Satisfactory		Good		Excellent	
Overall, what is your opinion of the tourism in your community?	0	0.0%	0	0.0%	48	45.3%	29	27.4%	29	27.4%
	Much Less		Less		Same		More		Much More	
Would you want more or less tourism in future in your community?	0	0.0%	0	0.0%	0	0.0%	17	16.0%	89	84.0%

Appendix 5 Factor Analysis Tables

5.1 Perceptions of Impacts Variables

Communalities		
	Initial	Extraction
Creates jobs	1	0.436
Employs local youth	1	0.606
Helps community obtain services	1	0.573
Raises crime rates	1	0.373
Harms moral standards	1	0.516
Disrupts local activities	1	0.712
Harms the environment	1	0.696
Stop local access	1	0.602
Stimulate culture and craft	1	0.407
Money spent remains in the community	1	0.562
Local residents have access to tourist areas	1	0.731

Extraction Method: Principal Component Analysis.

Component	Initial Eigenvalues				Total Variance Explained			
	Total		Cumulative %		Extraction Sums of Squared Loadings		Rotation Sums of Squared Loadings	
		% of Variance			Total	% of Variance	Total	% of Variance
1	3.158	28.713	28.713	3.158	28.713	28.713	2.528	22.982
2	1.840	16.730	45.442	1.840	16.730	45.442	1.992	18.107
3	1.215	11.044	56.486	1.215	11.044	56.486	1.694	15.397
4	0.967	8.790	65.276					
5	0.848	7.710	72.986					
6	0.726	6.596	79.583					
7	0.634	5.759	85.342					
8	0.555	5.044	90.386					
9	0.496	4.512	94.898					
10	0.348	3.161	98.059					
11	0.213	1.941	100					

Extraction Method: Principal Component Analysis.

Component Matrix(a)			
	Component		
	1	2	3
Creates jobs		0.542	-0.369
Employs local youth	-0.317	0.674	
Helps community obtain	-0.611	0.337	
Raises crime rates	0.571		
Harms moral standards	0.529	0.457	
Disrupts local activities	0.801		
Harms the environment	0.667	0.489	
Stop local access	0.527		0.523
Stimulate culture and craft		0.621	
Money spent remains in the	-0.353		0.654
Local residents have access to	-0.762		

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix(a)			
	Component		
	1	2	3
Creates jobs			0.659
Employs local youth		0.644	0.437
Helps community obtain		0.705	
Raises crime rates	0.557		
Harms moral standards	0.623		0.358
Disrupts local activities	0.804		
Harms the environment	0.710		0.428
Stop local access	0.658		-0.408
Stimulate culture and craft			0.608
Money spent remains in the		0.602	-0.445
Local residents have access to	-0.404	0.753	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Component Transformation Matrix			
Component	1	2	3
1	0.812	-0.577	0.090
2	0.228	0.456	0.860
3	0.538	0.678	-0.502

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

5.2 Host Guest Relations Variables

Communalities		
	Initial	Extraction
Welcome	1	0.685
Friendly to residents	1	0.808
Treated with respect	1	0.877
Special treatment	1	0.656
Behave appropriately	1	0.756
Exploited for money	1	0.751

Extraction Method: Principal Component Analysis.

Total Variance Explained									
Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.863	31.045	31.045	1.863	31.045	31.045	1.563	26.046	26.046
2	1.491	24.858	55.903	1.491	24.858	55.903	1.509	25.144	51.190
3	1.179	19.649	75.552	1.179	19.649	75.552	1.462	24.362	75.552
4	0.626	10.440	85.992						
5	0.489	8.142	94.134						
6	0.352	5.866	100						

Extraction Method: Principal Component Analysis.

Component Matrix(a)			
	Component		
	1	2	3
Welcome	0.677		-0.471
Friendly to residents	0.835	0.188	0.275
Treated with respect	0.489	0.193	0.775
Special treatment	0.611	0.108	-0.521
Behave appropriately	-0.200	0.841	
Exploited for money	0.234	-0.833	

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix(a)			
	Component		
	1	2	3
Welcome	0.822		
Friendly to residents	0.464		0.769
Treated with respect	-0.122		0.928
Special treatment	0.810		
Behave appropriately		-0.869	
Exploited for money		0.866	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Component Transformation Matrix			
Component	1	2	3
1	0.745	0.229	0.627
2	0.118	-0.970	0.214
3	-0.657	0.086	0.749

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Appendix 6 Correlations

Correlations													
Resident Hospitality	Etiquette of Tourists and Residents	Host-Guest Relationships	Negative Impacts of Tourism	Small Tourism Business Entrepreneurs	Opinion of Tourism	Desire for Tourism	Place of Residence	Length of Residence	Age	Gender	Primary Occupation	Monthly Income	Tourism is good for my community
1.00	0.00	0.00	-0.25	0.25	0.14	-0.02	-0.03	-0.11	0.27	-0.18	-0.19	0.04	-0.09
Sig. (2-tailed)	1.00	1.00	0.01	0.01	0.16	0.85	0.75	0.38	0.00	0.06	0.05	0.89	0.36
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Etiquette of Tourists and Residents	1.00	1.00	0.29	-0.02	0.00	-0.05	-0.15	0.12	-0.05	0.04	0.10	-0.09	0.16
Sig. (2-tailed)	0.00	1.00	0.00	0.86	0.34	0.60	0.55	0.23	0.44	0.71	0.19	0.38	0.16
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Host-Guest Relationships	0.00	1.00	-0.22	0.17	0.01	-0.03	-0.03	-0.01	0.05	0.04	0.15	-0.07	0.06
Sig. (2-tailed)	1.00	1.00	0.02	0.09	0.04	0.95	0.80	0.93	0.61	0.69	0.13	0.51	0.56
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Negative Impacts of Tourism	-0.25	0.29	1.00	0.00	-0.13	-0.08	0.05	0.09	0.03	-0.09	0.04	0.00	-0.04
Sig. (2-tailed)	0.01	0.00	0.02	1.00	0.18	0.34	0.59	0.76	0.25	0.36	0.97	0.69	0.69
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Benefits of Tourism	0.25	-0.02	0.00	1.00	-0.01	0.16	-0.03	-0.02	0.19	-0.13	-0.05	0.01	-0.06
Sig. (2-tailed)	0.01	0.86	0.99	1.00	0.90	0.10	0.76	0.82	0.03	0.17	0.63	0.91	0.52
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Small Tourism Business	-0.02	0.09	0.00	1.00	-0.06	0.11	0.04	-0.09	-0.27	0.01	-0.03	0.19	-0.15
Sig. (2-tailed)	0.00	0.34	1.00	1.00	0.52	0.25	0.68	0.38	0.01	0.96	0.75	0.06	0.13
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Opinion of tourism	0.14	-0.05	0.01	-0.13	1.00	0.15	-0.19	0.01	0.01	-0.09	0.01	-0.06	-0.23
Sig. (2-tailed)	0.16	0.60	0.95	0.18	0.90	0.52	0.06	0.93	0.95	0.34	0.93	0.54	0.02
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Desire for tourism	0.06	0.06	-0.03	0.00	0.11	1.00	-0.11	-0.07	0.69	0.06	-0.17	-0.03	-0.05
Sig. (2-tailed)	0.85	0.55	0.75	0.43	0.10	0.25	0.24	0.45	0.52	0.09	0.78	0.91	0.62
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Place of Residence	-0.03	-0.15	-0.03	0.05	-0.04	-0.11	1.00	-0.18	-0.04	-0.12	0.07	-0.23	0.12
Sig. (2-tailed)	0.75	0.13	0.80	0.59	0.76	0.68	0.06	0.24	0.69	0.02	0.23	0.44	-0.04
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Length of Residence	-0.11	0.12	-0.01	0.09	-0.02	-0.07	-0.18	1.00	0.21	0.33	-0.12	0.08	0.07
Sig. (2-tailed)	0.28	0.23	0.93	0.34	0.82	0.38	0.07	0.06	0.03	0.02	0.23	0.44	-0.07
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Age	0.27	-0.05	0.05	0.03	0.19	-0.27	-0.04	0.21	1.00	0.00	0.01	-0.23	0.08
Sig. (2-tailed)	0.00	0.64	0.61	0.72	0.05	0.01	0.69	0.33	0.04	0.96	0.95	0.72	0.42
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Gender	-0.18	0.04	0.04	-0.09	-0.13	0.01	-0.12	0.23	0.00	1.00	-0.07	-0.02	0.25
Sig. (2-tailed)	0.06	0.71	0.69	0.36	0.17	0.96	0.09	0.02	0.96	0.01	0.51	0.83	-0.01
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Primary Occupation	-0.19	0.16	0.15	0.04	-0.03	0.01	-0.03	0.07	0.00	0.01	1.00	-0.18	0.29
Sig. (2-tailed)	0.05	0.10	0.13	0.71	0.63	0.75	0.49	0.23	0.95	0.51	0.00	0.67	0.29
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Monthly Income	0.04	-0.09	-0.07	0.00	0.01	-0.06	-0.23	0.08	-0.03	-0.03	-0.07	1.00	-0.18
Sig. (2-tailed)	0.63	0.38	0.51	0.97	0.91	0.06	0.54	0.02	0.72	0.83	0.44	0.00	0.29
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Level of Contact	-0.09	0.14	0.06	-0.04	-0.06	-0.05	0.12	0.07	0.06	0.25	0.29	-0.33	1.00
Sig. (2-tailed)	0.36	0.16	0.56	0.69	0.52	0.13	0.23	0.45	0.01	-0.07	0.01	0.00	-0.13
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Tourism is good for my community	-0.09	0.16	0.07	0.00	-0.08	0.10	-0.04	-0.07	-0.03	-0.01	0.06	0.08	-0.11
Sig. (2-tailed)	0.31	0.10	0.08	0.80	0.30	0.01	0.36	0.46	0.76	0.93	0.53	0.39	0.19
N	106	106	106	106	106	106	106	106	106	106	106	106	106
Personal benefit from tourism	0.00	-0.41	0.09	-0.11	0.21	-0.11	-0.17	-0.17	0.02	-0.11	-0.21	0.28	-0.25
Sig. (2-tailed)	0.00	0.00	0.35	0.25	0.03	0.26	0.29	0.08	0.82	0.25	0.03	0.00	0.01
N	106	106	106	106	106	106	106	106	106	106	106	106	106

* Correlation is significant at the 0.05 level (2-tailed).

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