



AWARENESS OF SANCTIONED BEHAVIOR AND RESPONSIBLE
BEHAVIOR OF FOREIGN TOURISTS TO CAMBODIA

by
PHENG VIMEAN

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

July, 2009

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

The damage tourism causes to the people, economy and environment of the host area, especially in the long term remains hidden from the tourist. The behavior that tourists display during their holiday has important consequences on the well being of the local community too. Responsible tourism has been suggested as the way of maximizing the positive and minimizing the negative impacts of tourism. Within the responsible tourism debate, the tourist is often at best overlooked, and at worst represented as abandoning all sense of responsibility while on holiday. This research illustrates on the awareness of sanctioned behavior and responsible behavior of foreign tourists to Cambodia. The result will therefore benefit tourists, tourism planner as well as concerned authorities in Cambodia by enabling them to gain a better understanding of the awareness of sanctioned behavior and responsible behavior of foreign tourists too.

The data was collected by a set of questionnaires distributed to 340 foreign tourists, who visited Cambodia during February to May, 2009. Descriptive statistics along with One-way ANOVA, and Pearson's Correlation Coefficient were used to test the relationship.

Results of Statistical analysis indicated partially significant differences among foreign tourists in the awareness of sanctioned behavior and responsible behavior while on their visit to Cambodia. Majority of tourist who mainly came for the purpose of "leisure" on their "first time" visit to Cambodia strongly obliged to respect local traditions, protect local culture and maintain local pride.

Recommendations based on the finding suggest that whilst Cambodian people are among the most tolerant and forbearing of hosts, they have nevertheless a number of customs and taboos which the visitor should respect. To help with this the

researcher suggests to follow Do's and Don'ts in Cambodia. The tourism planners and concerned authorities in Cambodia should ensure more responsible and enjoyable experiences for tourists and hosts through more meaningful connections with each other, and a greater understanding for the tourists of Cambodian culture and environmental issues”

KEYWORDS: Cambodia, culturally responsible behavior, foreign tourist, responsible tourism, sanctioned behavior



ACKNOWLEDGEMENT

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Vimean Pheng

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CHAPTER I

GENERALITIES OF THE STUDY

“Preserving buildings is not just about retaining architecture. It is about preserving our history, our culture, our way of life and our spirit of community.”

Mayor Anthony Williams, (May 2005)

1.1 Introduction of the Study

Tourism is now a major sector of the world economy, especially as it refers to the international trade in services. According to the UNWTO report, travel and tourism has become the world's largest and fastest expanding industry, showing a consistently growth each year. This report also states that the year 2007 exceeded expectations for international tourism with arrivals reaching new record figures close to 900 million. The UNWTO World Tourism Barometer says international tourism arrivals expanded by 6% in 2007, equivalent to 898 million international tourist arrivals, as compared to 2006. All regions and sub-regions succeeded in achieving positive growth, although the regional averages mask some fairly mixed performances across different sub-regions and countries.

Tourism is for all social classes; it means that the right to holidays or right to holiday travels increasing yearly. The international travel market is changing. Increased spending power per capita, greater leisure time, a better traveled and more discerning public, and major socio-demographic changes in the developed world, point to a substantially different travel market in the 1990s to that which existed during the 1970s and early 1980s (Chew, 1987; Lickorish, 1987; Martin and Mason, 1987; Shackleford, 1987 cited in Hall, and Weiler, 1992, p.1). Furthermore the baby boomer and motivation of the individual traveler to look outside for what they cannot

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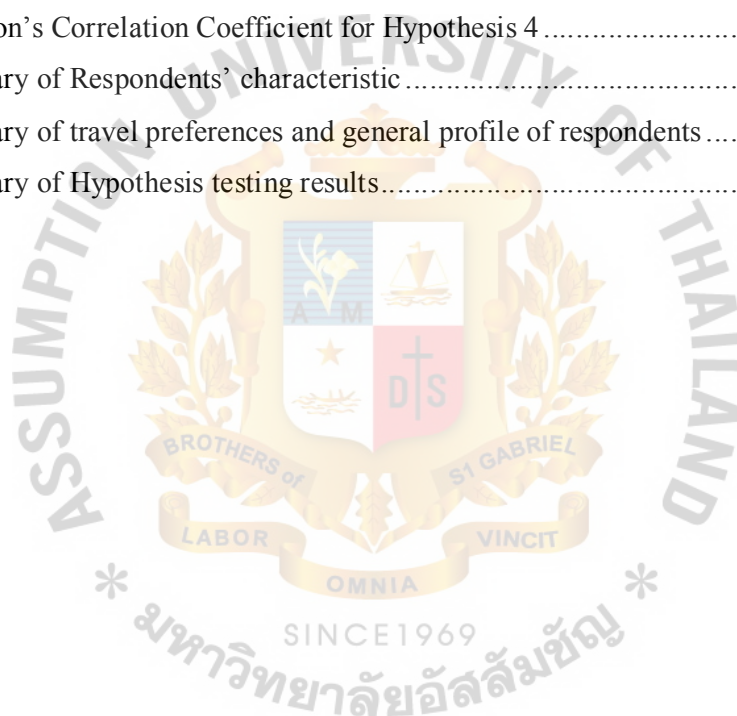
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find inside themselves for relaxation and holiday are synonymous with travel, with getting away. And more and more money is being spent on leisure (Krippendorf, 1987).

1.1.1 Tourism in Cambodia

At present Cambodia tourism, both domestic and international, is a significant component of economic development and poverty reduction. Cambodia is a developing country which has recently seen a substantial increase in its tourist arrivals, and the government is making efforts to expand the industry further. Tourism is being employed as a core component in strategies; one objective is to accelerate the achievement of full development status. As a result it is noticed and ranked as one of the foremost growth. As a matter of fact, 2.01 million international visitor arrivals in the calendar year 2007, this is an 18.5% increase (Ministry of Tourism Annual Report, 2007).

Cambodia is rich in cultural, historical, and natural resources. Since the late 1990's, the number of international tourists arriving in Cambodia has increased dramatically. In 2000, the number of visitor arrivals totaled 466,365 and in 2006, the number had increased to 1,700,041. Last year, the number of tourists arriving in the country totaled 2,015,128 as shown in Table 1.1. In response to the rapid increase in the number of domestic and international tourists, Angkor Wat as one of the greatest tourist attractions in Indochina and has been visited for almost a century (Wager, 1995). Meanwhile, in spite of continuing political difficulties in the country, tour operators are promoting Angkor as the chance to discover a previously unexplored. The tourism industry is an export economic activity and it contributes to foreign exchange, investment and employment opportunities. Furthermore tourism, the business of attracting tourists and providing to their needs, has rapidly grown into the

worlds' largest industry. In recent years, tourism has become one the fastest growing sectors in the world economy and is widely recognized for its contribution to regional and national economic development (Seddighi, Nuttall, and Theocharous, 2001).

Table 1.1 International Visitor Arrival to Cambodia from 1993-2007

Tourism Highlights					
Visitor Arrivals, Average Length of Stay, Hotels Occupancy and Tourism Receipts 1993 - 2007					
Years	Visitor Arrivals		Average Length of Stay (Days)	Hotels Occupancy (%)	Tourism Receipts (Million US\$)
	Number	Change (%)			
1993	118,183	-	N/A	N/A	N/A
1994	176,617	49.44%	N/A	N/A	N/A
1995	219,680	24.38%	8.00	37.00	100
1996	260,489	18.58%	7.50	40.00	118
1997	218,843	-15.99%	6.40	30.00	103
1998	289,524	32.30%	5.20	40.00	166
1999	367,743	27.02%	5.50	44.00	190
2000	466,365	26.82%	5.50	45.00	228
2001	604,919	29.71%	5.50	48.00	304
2002	786,524	30.02%	5.80	50.00	379
2003	701,014	-10.87%	5.50	50.00	347
2004	1,055,202	50.53%	6.30	52.00	578
2005	1,421,615	34.72%	6.30	52.00	832
2006	1,700,041	19.59%	6.50	54.79	1,049
2007	2,015,128	18.53%	6.50	54.79	1,400

Source: Ministry of Tourism: <http://www.mot.gov.kh/statistic.php>

Angkor is at the very heart of Cambodia's identity, and with two million tourists coming to the country last year with more than half of them visiting Angkor (Table 1.2), it is recognizing the need to keep these precious ruins intact. However the impacts of tourism, both good and bad, are many and diverse.

Table 1.2 Visitor Arrivals to Cambodia from Jan-Dec 2006-2007

Visitor arrivals to Cambodia from Jan - Dec 2006 - 2007					
Visitor arrivals			share (%)		change (%)
	2006	2007	2006	2007*	2007*/06
Air	1,027,064	1,296,513	60.41	64.34	26.23
Phnom Penh Int'l Airport	427,389	535,262	25.14	26.56	25.24
Siem Reap Int'l Airport	599,675	761,251	35.27	37.78	26.94
Land and Water ways	564,286	576,054	33.19	28.59	2.09
Land	524,501	532,366	30.85	26.42	1.50
Boat	39,785	43,688	2.34	2.17	9.81
Sub-Total	1,591,350	1,872,567	93.61	92.93	17.67
Same-day visitors	108,691	142,561	6.39	7.07	31.16
Total	1,700,041	2,015,128	100.00	100.00	18.53

(Source: Ministry of Tourism, tourism statistical report 2007)

According to Los Angeles Times, “Too much adoration at Cambodia’s Angkor temples”, these days the onslaught begins in the early morning darkness, when invading columns of buses, taxis and sputtering tuk-tuks converge on a dirt parking lot across from Angkor Wat’s broad moat. Furthermore the sculpture on the shrine at the center of the temple is in very fragile condition and has not been treated for conservation yet. So tourists shouldn’t really be touching it or going anywhere near it.

This study attempts to focus on awareness of sanctioned behavior and responsible behavior of foreign tourists to Cambodia.

1.1.2 Why responsible tourism?

Tourism is the largest migration in the history of humankind performed yearly by more than 10% of the world’s population. Desired worldwide for its potential to generate income and economic growth, tourism is expanding fast and is predicted to double in the next 15 years (WTTC, 2007).

Within the responsible tourism debate, the tourist is often at best overlooked, and at worst represented as abandoning all sense of responsibility while on holiday. With the comparison between corporate and government efforts, tourists are much less interested to adopt sustainable lifestyles or support responsible tourism products. Tools and strategies such as awards, eco-labels and certification schemes, communication awareness, and educational campaigns are designed to steer tourist's behavior towards responsible tourism. However, tourist response is still low and fails to parallel industry goals (Martens and Spaargaren, 2005 cited in Budeanu, 2007).

Conversely, in response to this reality of negative impact of tourism at the destination, tourists have become aware of this and want something different. Also, tourism companies are becoming aware that not taking care of the environment, supporting the local communities, respecting the host culture, and benefiting the local economy is bad business in the long term. Awareness of ethical or responsible tourism is growing. From around one million responsible holidays taken in 2006, industry forecasts predict that it will top up 2.5 million by 2010 (Rhodes Espinoza, 2004 and R:travel, 2008). Furthermore R:travel added that the responsible traveler appreciates local peoples' relationship with their environment, and that income from tourism can be a powerful incentive for their conservation. Yet, responsible tourists want to get more out of their travels, and to give a bit back to the places and people that they encounter and to experience things that are integral to local people's traditions, cultures, and rituals rather than those specially created or re-packaged for tourism.

Above all, the responsible traveler wants to cut loose and explore the world to have an unforgettable experience and bank some great memories. It may be hard to

always do the right thing, but experienced responsible travelers are humble and they learn from their mistakes.

1.2 Statement of the problem

Responsible tourism emerges as another iteration of a long line of related terms including, for example, alternative tourism, ecotourism, and sustainable tourism, which have attempted to address tourism's many externalities. Consumers are also playing a part in the future planning and development of the tourism industry regarding responsible industry practice and tourism certification. Such has been report by Weeden (2001), who notes that tourists are starting to make decision on the basic of the ethical credentials of operators on issues related to tour operators-host community relations, treatment of employees, product marketing, and operators' actions and attitudes towards the natural environment. Similar conclusions have been reached by Goodwin and Francis (2003), who reports that tourist are willing to pay more for their holiday if their money guarantees better wages and working conditions for tourism workers.

There has been a tremendous increase in travel to cultural destinations. With the growing demand, a destination positions them to capitalize on the influx of such visitors without much consideration to potential impact on host cultures. As such, with increased visitation, culturally sensitive communities and regions come under increasing pressure and are vulnerable to change. Destination managers are under increased pressure to implement sustainable practices. One possible avenue of integrating socio-cultural responsibility in tourism planning is to try to attract consumers who are intrinsically interested in protecting the cultural and consequently behave in a way that leads to minimum impact on the social life.

It is imperative for tourism destinations to be proactive in order to maximize tourism opportunities while at the same time sustaining the integrity of the host communities. A tool to ameliorate socio-cultural impacts of tourism has been codes of responsible conduct. Such codes have had on positive influence on visitors in generating awareness of this potential impact upon the tourism destination visited.

There is no doubt that Cambodia possesses many significant attractions for cultural tourism. Cambodia's quest to generate tourism is fraught with difficulties. It is competing for visitors in a region of the world where neighboring countries not only promote their own scenic and historic attractions, but also possess better-developed infrastructure, and access. Nonetheless, Cambodia's historic sites do offer the Khmer people and tourists the opportunity to engage in a unique experience in a country that remains under visited and little appreciated.

It seems that responsible visitor behavior is a major step in minimizing socio-cultural impacts, as well as facilitating a more enjoyable tourist and host experiences. Visitors to Cambodia come from many regions; many of these visitors are experiencing this culture for the first time. Consequently, the challenge for both operators and local residents is to develop and promote tourism that encourages visitation while, in time cultural practices are often foreign to those visitors and occasionally there is minor conflict caused by lack of awareness of cultural norms.

Research questions are:

1. To what extent foreign tourists behave culturally responsible in Cambodia?
2. To investigate are characteristics of foreign tourists significantly relate to sanctioned behaviors in Cambodia?

1.3 Research objectives

1. To assess the issue contributing to foreign tourists' attitude and culturally responsible behavior in Cambodia.
2. To investigate foreign tourists awareness of sanctioned behaviors (differentiate in terms of purpose of trip and repeat visit).

1.4 Scope of the Research

This research mainly aims to investigate the awareness of sanctioned and responsible behavior of foreign tourists visiting Cambodia. A set of 340 questionnaires were distributed to foreign travelers who are travelling to Cambodia. The research is conducted by distributing the self-administered questionnaire at Siem Reap and Phnom Penh. The duration of survey was from February to May 2009. Issues concerning both positive and negative aspects of awareness of sanctioned behavior and responsible behaviors of foreign tourists visit Cambodia are included in this study.

1.5 Limitations of the Research

The present research is conducted in Cambodia; therefore its findings might not be applicable to other destinations. Also, the researcher noted that the findings cannot be generalized to all foreign tourists who are visiting Cambodia, as the present research is conducted in the specific timeframe from February-May 2009. As the questionnaire was delivered to English speaking tourists, individuals or backpackers from February to May 2009 at differences locations in Phnom Penh and Siem Reap resulted in majority of tourist who mainly came for the purpose of “leisure” only on their first time visit to Cambodia. These particular characteristic might affect the statistical result.

1.6 Significance of the Study

The research results could provide meaningful information to government, tourism industry, tour guides, destination planners and marketers for more understanding of the foreign tourist behavior, characteristics and their profiles and for them to help each other in promoting responsible tourism.

1.7 Definition of terms

Alternative tourism: generally used to refer to forms of tourism that seek to avoid adverse and enhance positive social, cultural and environmental impacts and is perceived as alternative to mass tourism. Usually characterized by small scale; individual, independent or small group activity; controlled and regulated development; as well as an emphasis on travel as experience that host cultures and on maintenance of traditional values and societies (Medlik, 2003).

Appropriate tourism: the type and scale of tourism which is considered suitable for an area in view of its economic, social, environmental and other conditions (Medlik, 2003).

Cultural responsible tourism: is a component of responsible tourism that contributes to mutual understanding and respect between people and societies (Gray, Reisinger, Jung and Thapa, 2005).

Ethic tourism: the understanding and promotion of the ethical values are explicit with an attitude of tolerance and respect for the diversity of religious philosophical and moral beliefs, are both the foundation and consequence of responsible tourism (UTWTO, 1999). http://www.world-tourism.org/code_ethics/eng/brochure.htm

Host community: the local inhabitants of tourism destinations. Their culture, environment and values may be influenced by tourists, both adversely and favorably; hence there is an increasing awareness on the part of planners and developers of the

need to involve host communities in the planning and development process (Medlik, 2003).

Repeat customer: customer who buys products or services from the same supplier, e.g., guest staying at the same hotel or traveler using the same airline. Hence repeat tourist or visitor is one who returns to the same destination (Medlik, 2003).

Responsible tourism: as relating to all forms of tourism with respect to the host, natural, built and cultural environments, and the interests of all the parties concerned (Wheeller, 1990).

Sanctions: are decisive for norm enforcement and is most widely viewed as rules that are socially enforced-sanctioning are an important component of norms. Thus, understanding norms requires explaining the conditions and processes that lead to norm enforcement (Horne, 2008).

Social norms: are standards of behavior that are based on widely shared beliefs on how individual group members ought to behave in a given situation (Fehr and Fischbacher, 2004).

Social tourism: tourism participation of people of limited means and those disadvantaged through age, disability, or family circumstances encouraged and made possible by special measures (Medlik, 2003).

Tourist (travel) behavior: the way consumers search, select, use, and behave after they have purchased travel service (Marrison, 2002).

Tourist codes (Code of Ethics for Tourism): generate awareness and compliant visitor behavior, it serves as a global forum for tourism policy issues and practical source of tourism know-how (UNWTO, 2001).

CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

2.1 Introduction

Today, changing patterns of leisure time availability also shaped views on how that time should be spent. Krippendorf (1987) observed that “people are becoming more determined to derive satisfaction from all areas of life, and travel must provide something extra to attract the potential tourists away from a fulfilling job and pleasurable home life. The emergence of satisfaction as the principal, criterion of vacation selection has led to a marked shift towards active’s holidays.”

According to Zeppel and Hall (cited in Weiler and Hall, 1992, p.47) in recent years, culture has been rediscovered as an important marketing tool to attract those travellers with special interests in heritage and the arts. Throughout the world, museums, art galleries, heritage sites, historic buildings, archaeological monuments and sites, and arts festivals have become major tourism attractions.

The purpose of this chapter is to provide an introduction to the key concepts of study, discussion of related literature and studies (which includes theories used in this research), the main variables used in the research framework, and empirical studies.

2.2 Hosts and Guests making relationship

The nature of the host-guest contact and its results received a great deal of attention in the study of tourism (Cohen, 1984; Reisinger, 1994; Smith, 1978 cited in Uriely and Reichel, 2000). Inconsistent reports regarding the contact raise the possibility of different factors that determine the results of the host-guest contacts (Uriely and Reichel, 2000). Much of the established literature holds that tourists bring with them positive and negative impacts, but the latter dominated host-guest relations.

Such views are most extreme when tourists come into contact with marginal or peripheral economies and sensitive cultures (Shaw and Williams, 1994). A generally held view is that the impact of tourism on a host community will vary according to the differences between the tourists and their host. Similarly, Pearce (1988 in Uriely and Reichel, 2000) suggests that the encounter between tourists and their hosts only confirms their previous attitudes toward each other, regardless of whether these attitudes were positive or negative.

The United Nations (1999) gave a number of factors, which are important for understanding host-visitors relationships and developing strategies to achieve harmony. It includes the points of interaction; the types of interaction and encounters; and the responses of hosts to visitors.

2.2.1 Point of interaction

The principle points of interaction between members of the host community and tourists are the points of principle tourism use (tourist accommodation, the tourism business district, entertainment districts and transport); the points where facilities are used jointly by the host community and tourists (transport, the beach, and shops); and the points staffed by members of the host community and used most by visitors (information centers, exchanges, banks, tourism businesses and emergency services.)

2.2.2 Types of interactions and encounters

There are three types of interaction and encounter. First, the encounter which are essentially transitory, in which the residents' allegiance and responsibility for the destination may contrast sharply with tourists' attitudes, which will be influenced by the temporary, transient nature of the stopover in the destination. Second, encounter derived from curiosity and inquiry with enthusiasm to witness

local culture being superficial and with little effort to understand the depth of meaning behind local traditions and customs. In addition, tourists' curiosity may be offensive to local residents if it interferes with their regular life style. Finally, encounters most likely to occur in what may be spatially differentiated as the tourism business district or contiguous districts; congestion of tourist amenities and facilities is preferred by the tourist who may wish to see and do as much as possible within the available time scale, so that a dispersion of attractions and services may be an irritation.

2.2.3 Host responses

The responses of the host community to the presence of tourists are influenced by number of tourists and types of tourists and the impact of tourism on such matters as the environment, land prices, service charges and costs of shopping; and the perception of threats to the prevailing quality of life and perception of tourist responsibility for various social disorders within the local community.

2.3 Host community

Tourism leaders must balance the opportunities and concerns of all community sectors by working against conditions where positive impact benefits only one part of the community, such as one social or geographical group. The main goal in developing tourism is to maximize the positive impact while minimizing the negative impact to the host community including the business community and local residents (Ritchie and Inkari, 2006). Social-cultural impact is people impact's concern about the effects on host communities due to their direct and indirect association with tourists (Mathieson and Wall, 1982). The social and cultural characteristics of the host community are continuously influenced by the broader political, economic, social, social, cultural and environmental context (Ritchie and Inkari, 2006). Many studies of residents' perceptions and attitude of the impact of tourism suggest that residents may

view tourism development depending on the development in their community such as economic, social, cultural and environmental situation (Murphy, 1983; Perdue *et al.*, 1987; Allen *et al.*, 1988; Ritchie, 1988; Harvey *et al.*, 1995 and Martin and McCool's 1992 cited in Ritchie and Inkari, 2006).

According to Williams and Lawson (2001) and Gursoy, Jurowski and Uysal, (2002) the integrated host community attitudes toward tourism are important, particularly issues concerning resident's quality of life. Furthermore Smith (1994), added that the host population is itself a part of the tourism 'place' product. The locals are subjects to be viewed and interacted with or settings for tourist activities, and their attitudes and behavior constitute the 'hospitality' resource of a destination. The more the local residents gain from tourism, the more they will be motivated to protect the area's natural and cultural heritage and support tourism activities. If they do not benefit from tourism development, they may become resentful. This may drive tourists away from a destination as tourists do not like visiting places where they are not welcomed. However, there is some guarantee that tourists, by choosing one of the holidays will be responsible, as all the holidays and organizations represented in the guide have some level of community involvement and are believed to be beneficial to the local community. For instance, the Ministry of Tourism, Cambodia, the Lao National Tourism Administration, and the Vietnam National Administration of Tourism published one book "The Guide to Responsible Tourism in Cambodia, Laos and Vietnam". The objective of this book is to show tourists how to meaningfully participate in responsible tourism activities by showing them where and how to do it.

2.4 Attitudes of host community towards the socio-cultural

The attitudes of local residents are crucial for the construction of their beliefs about tourism development. Most tourism researchers are strongly convinced that a

good relationship between local residents and tourists is essential for the long-term development of a tourist destination (Ap 1992; Ap and Crompton 1998 cited in Ambroz, 2008), but the attitudes of local residents towards tourism and tourists are strongly differentiated. Attitudes towards tourism are difficult to measure, because they are often the result of short interactions with tourists, and not the result of their profound experiences with tourism and tourist. Nevertheless, the interactions of local residents with tourism and tourist could be a good source for the development of their attitudes toward tourism and tourists, as well as a solid background for the development of their attitudes towards tourism development (Ambroz, 2008).

The resident evaluation of the positive and negative effects of tourism is influenced by a number of factors. Gursoy and Rutherford (2004), demonstrate that tourism creates a demand for local art, increases pride and cultural identity, cohesion, and exchange of ideas, and increases knowledge about the culture of the area. It also creates opportunities for cultural exchange and improves the image of the community. However, the literature also suggests that it creates negative cultural impact, as a factor of social and cultural conflicts at the destination community, due to socio-cultural differences, economic welfare, and purchasing gaps between hosts and tourists.

In sum, the local resident attitude toward the socio-cultural is varied. Some view tourism as having both positive and negative impact; some are likely to perceive it as having negative social and cultural ones, and some view it as positive. However, according to Jurowski and Gursoy (2004), residents who are more knowledgeable about tourism and those who are most concerned about the local economy, will use a different set of criteria to evaluate the impact of tourism than others.

2.5 Tourists

Tourism promotes responsibility to the environment through its sustainable use, responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities (DEAT, 1996). The visitors have considerable share of responsibility and can define what the impact his/her travel and stay will have, from the selection of the destination, to the means of transport, to the accommodation and of his/her behavior at the destination. Responsible tourism is about making a positive difference when we travel, whether it is for business or leisure. Such have been reported by Weeden (2001) who notes that tourists are starting to make decisions on the basis of the ethical credentials of operations on issues related to tour operator-host community relations, treatment of employees, product marketing and operators' actions and attitudes towards the natural environment. A similar conclusion has been reached by Goodwin and Francis (2003), "Responsible tourism is emerging as a significant market trend in the UK as wider consumer market trends towards lifestyle marketing and ethical consumption spread to tourism." He reports that tourists are willing to pay more for their holiday if it guaranteed better wages and working conditions for tourism workers (Tearfund 2000; Tearfund 2001; see also the results of a responsible travel survey of 79 independent travelers by Planeta.com and Transition Abroad, the responsible travel handbook in Schwarz, 2006).

The Responsible Travel Handbook 2006 was prepared for the first annual Responsible Travel Forum in partnership with the Educational Travel Conference. This handbook will help guide tourists along the winding trail that is called responsible travel. As one responsible traveler said "First do no harm" (Hippocratic Oath).

Swarbrooke (1999) said that in every aspect of our lives we have responsibilities to ourselves, our friends and family, our work colleagues, and society as a whole. Often these responsibilities are reflected in laws and accepted codes of behavior; and that the responsibilities which tourists might have can be divided into two groups as basic responsibilities, which should expect of anyone who is a resident in another country, albeit temporary, and more contentious responsibilities relating specifically to sustainable tourism for basic responsibilities of the tourist (see appendix B).

2.6 Sustainable development

Tourism is rapidly becoming one of the most important sectors of economic growth in the world. While tourism is often seen as a welcome source of economic development, “conventional” mass tourism is associated with numerous negative effects, such as the destruction of ecological systems and loss of cultural heritage (Lansing and Vries, 2007). Over the last decade, the concept of sustainable tourism development has become the focus of increasing attention amongst tourism theorists and practitioners alike. The notion of sustainable tourism has its roots in the concept of sustainable development which was generally, defined by the World commission on Environment and Development and was set up, with Gro Harlem Brundtland as its Chair, in response to a United Nations General Assembly resolution in 1987 as, “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Since then, it has been adopted and applied in a wide range of human contexts, in an attempt to address simultaneously both developmental and environmental imperatives.

Sustainability has been widely viewed as holding considerable promise to be a vehicle for addressing the problems of negative tourism impact and maintaining its long term viability. Liu (2003) claims that sustainable tourism requires both the

sustainable growth of tourism's contribution to the economy, society, and the sustainable use of resources and environment. Neither can be achieved without a sound understanding and proper management of tourism demand. But demand issues have generally been ignored in the sustainable tourism debate with the exception of few writers and case of on-site visitor management, which is often used as an impact control measure. From this point, the researcher tends to agree. Siem Reap nowadays is facing this problem from the impact of mass tourists, local resident in term of benefits of tourism and the economic linkage. According to Teruo Jinnai, UNESCO's top official in Cambodia, "when you have such a huge mass of tourists visiting then we are concerned about damage to the heritage site and the temples and the monument" (China-daily, March 2007).

2.6.1 Sustainable tourism and marketing at heritage site

The historical sites now are featured strongly as sites for visitation. However, such sites are often connected with historical events, which are sensitive to visitors, and thus highly contentious when utilized in the development of tourism (Austin, 2002). Increasing visit to historical sites, including those that portrayed events associated with human suffering and mass death, have become a significant aspect of tourist visitation, for reasons such as opportunities for visitors to re-live those historical events and for the monetary value of such visits for conservation purpose. Visit to such sites as private enjoyment of pleasure in the events associated with those sites at least for some visitors (Waitt, 2000 and Rojeck, 1993 cited in Austin, 2002). However, although it is possible that some visitors may be fascinated by the "gruesome", such sites are rarely developed to serve the pleasure needs of visitors, but some entertaining activities may be included to help maintain visitor numbers. These influences on the nature of visitation at sensitive historical sites have

challenging implications for the marketing of such sites. For instance the current growth in tourism number to the site at Angkor Wat has led to the recognition that consideration needs to be given to a sustainable tourism marketing strategy to be maintained for future generations. Because different groups of visitors accessing the same visitor site see themselves as being in conflict as a result of historical events of the past associated with the site, then we can expect them to exhibit biased behavior over the site and its presentation to confirm those feelings. And visitors have different interests and requirements, and so to satisfy the mass market different variation of service products should be available. Accessibility in terms of the availability of the key attraction of a site, its buildings, and visitor facilities need to be considered in the context of visitors' convenience and visiting times.

Owing to the International Center for the Study of the Preservation and Restoration of Cultural Property (2008) which published an irreplaceable treasure at Angkor Wat, the number of tourists visiting Angkor Wat each year is dramatically increasing. This phenomenon is quite recent and so is its destructive impact. Individual behavior can make a difference to the preservation of Cambodia's heritage (see appendix C)

2.7 Culture and Tourism

Culture has been a popular issue of market research in the tourism industry because an understanding of it helps identify new emerging market trends, including the diversified and subdivided international travel market. Cultural and tourism industries are now growing fastest in areas which used to be on the margins of global production. For instance, according to the UNWTO, there are estimates that cultural tourism accounts for 37 percent of all tourist trips and that demand is growing by 15 percent per annum (Richards, 1996).

While culture is only one of the overall attractions of tourism region, it is a very rich and diverse one. Year after year, many tourists choose to experience other cultures by approaching some unique cultural landscapes and cultural events, and in so doing they learn about how those people live, work, and play. Cultural tourism is seen both as a way of providing the necessary financing to rehabilitate and interpret heritage resources as well as a tool for creating economic development (YanJun and Jufeng, 2004; Jamieson, 1998).

Response to UNESCO (1996) and such transnational bodies as the World Tourism Organization (WTO) has set about constructing a language of “cultural tourism” as a key to Angkor’s future development. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with the local people.

2.7.1 Cultural responsible tourism

Responsible tourism implies a proactive approach by tourism industry partners to developing, marketing, and managing the tourism industry in a responsible manner so as to create a competitive advantage. Responsible tourism is a management strategy that embraces planning, management, product development, and marketing to bring about positive economic, social, cultural and environmental impact (Goodwin and Francis, 2003). This type of tourism promotes responsibility to the environment through its sustainable use, as well as involving local communities in the tourism industry. In addition, responsible tourism is focused on the safety and security of visitor. These responsibilities are held by a combination of government agencies, employees of the tourism industry, employees outside the tourism industry, and members of local communities.

Gray, Reisinger, Jung and Thapa (2005) culturally responsible tourism is a component of responsible tourism that contributes to mutual understanding and respect between people groups and societies. Culturally responsible tourism requires culturally responsible behavior that is referred to as being aware of and sensitive to cultural values, traditions and customs of a foreign society, and complying with the rules of behavior and way of life of the host society to match the host society's expectations. A culturally responsible tourist learns about cultural differences through verbal and non-verbal communication cues, food, dance, human interactions, and religious beliefs, forms of address, manners, gestures or time orientations. Moreover, a culturally responsible tourist also understands how his/her behavior may influence the experiences and feeling of the host community.

2.8 History of Responsible Tourism

The story of responsible tourism was launched in April 2001 in **responsibletravel.com** with backing from a small group of private investors, including Anita and Gordon Roddick from the Body Shop. This story started with Justin Francis during his trip to Zambia in 2000. He spent his holiday with the people of Kawaza, a traditional Kunda village not far from South Luangwa National Park. Justin Francis got a good experience from his holiday by the interaction between him and host communities and explanations from Jackson, a village headman, as to how the benefits of tourism provided the village with employment, adequate school funding, a clinic, a new well, and money for orphans. Following that time, the **responsibletourism.com** grew steadily with very modest funding and in May 2004 it was offering holidays in 140 countries from more than 200 leading tourism organizations (R:travel, 2008).

However the term Responsible Tourism has been instead used by the UNWTO in 1999 from the term Ethical Tourism. This is view supported by Harold Goodwin, director of the International Centre for Responsible Tourism (ICRT), who reported that currently what tour operators are looking for help with are ways to make themselves more responsible (Goodwin, 2003). In order words, operators want to adopt responsible policies, but are currently unable to understand how they can achieve this.

2.9 Definition of Responsible tourism

Responsible tourism is a wonderful expression. It describes all of our obligations as tourists without really describing any. The ambiguity of the word 'responsible' is perfect. Picking up your rubbish and taking off your hat in church is, of course, responsible behavior; but so is speaking some of the local language and paying a fair price for things at the market. Responsible tourism means more than just obeying rules of social etiquette and being on your best behavior; you must be proactive as well as reactive. Responsible tourism emerges as yet another iteration of a long line of related terms including, for example, alternative tourism, ecotourism, and sustainable tourism, which have attempted to address tourism's many externalities (Fennell, 2008).

Responsible tourism is being used in tourism to emphasize the importance of fair and equitable distribution of benefits to local populations and to safeguard ecology as it is often treated synonymously with ethical tourism, sustainable tourism, social responsibility, and ecotourism (Wagner 2005; Connell 2000; Rhodes Espinoza, 2004; see also Sirakaya et al 1999; Juric et al 2002; cited in Fennell, 2008). Godfrey (1998) also argues that sustainable tourism development is a process. If this is so, then it is logical to identify the appropriate means by which to engage in that process.

This have been reflected in the different types of ‘alternative’ tourism that have evolved from the theory of sustainable tourism development as solutions to the problems of tourism and as ways of promoting the benefits of tourism including in this research is responsible tourism.

In the introduction of Practicing Responsible Tourism, Husbands and Harrison (1996), defined responsible tourism as representing a way of doing tourism planning, policy and development to ensure that benefits are optimally distributed among impacted populations, governments, tourists and investors. Furthermore, responsible tourism practices require strong leadership and involvement in ways of managing tourism resources to achieve optimum benefits for the interests of different communities. In short, responsible tourism is not a tourism product or brand. It is a way of doing tourism. The World Travel Market is using the same definition on responsible tourism as stated by the Cape Town Declaration in 2002 (see appendix D).

Finally, responsibletravel.com defined that responsible tourism is a new way of traveling for those who have had enough of mass tourism. It's about respecting and benefiting local people and the environment – but it's about far more than that.

From these definitions we can conclude some key points. Firstly, responsible tourism is not a tourism product or brand. It represents a way of doing tourism planning, policy and development to ensure that benefits are optimally distributed among impacted populations, governments, tourists and investor. Cambodia can adapt its practices for responsible tourism to any destination, especially in Siem Reap.

2.10 Sanctioned behavior of tourist

Cultural practices, whether Asian, Hindu, or uniquely Balinese in nature, are often foreign to the visitor, and occasionally there is minor conflict caused by lack of awareness of cultural norms (Iverson, 2008). Sanctioned behavior is decisive for norm enforcement and that they are largely driven by non-selfish motives (Fehr and Fischbacher, 2004).

Social norms are standard of behavior that is based on widely shared beliefs on how individual group members ought to behave in a given situation (Fehr and Fischbacher, 2004). Follow by Horne (2008) norm is most widely viewed as rules that are socially enforced-sanctioning are an important component of norms.

Tourists are outsiders in general and culturally distant first-time visitors are extreme outsiders. They have no innate knowledge of social norms in the destination and instead must interpret a variety of verbal and non-verbal cues to tell them how to act (McKercher *et al.*, 2008). The behavior that tourists display during their holidays has important consequences on the well being of the local community. During holidays, tourists tend to replicate their usual leisure patterns, such as alcohol consumption and sexual activities, which in the case of pleasure-oriented tourist, have reached excessive levels (Carr, 2002). The differences in culture, status, economy and religious between guests and hosts can cause clashes and tensions, ending with social disruptions in local community and antagonizes the atmosphere towards tourism (Holloway, 1998). The quality of visitor's on-site experience is an important factor influencing and underlying much sustainable tourism (Yagi and Pearce, 2007). It has been argued for some time that tourists who are satisfied and appreciative of visited settings and support services help sustain the business in the region both as existing and repeat visitors and through referrals (Cooper *et al.*, 2005). In a social context,

appreciative and enthusiastic visitors are typically cast as behaving towards others in an affirmative and sensitive style with more positive pro-environmental behavior also being reported (Moscardo, 1999; Lawton and Weaver, 2001 cited in Yagi and Pearce 2007). Furthermore, holiday behavior is strongly determined by personal safety concerns, motivations, culture, and race and is influenced by the surrounding group (Carr, 2002). Furthermore, there is a specific culture in holiday destinations that encourages people to behave in a hedonistic manner that is not acceptable in the place of origin. However, the careless attitude of tourists towards locals' social priorities accounts mostly for their ignorance of cultural differences, rather than on their conscious malevolence (Roggenbuck, 1992 cited in Budeanu, 2007).

According to Trafimow and Finlay (2001); Kaise *et al.*, 1999 cited in Budeanu, (2007) subjective norms reflect the individual's willingness to comply with the desires of relevant social actors and results from normative beliefs according to social and moral values, balanced by personal motivations. Yet, awareness-raising campaigns organized by local authorities and industry in destination countries and international campaigns research show that persuasive measures such awareness are most effective when tourists act unintentionally and out of ignorance, but have little influence on altering behaviors driven by desires to claim status and belongingness to a certain group (Roggenbuck, 1992 cited in Budeanu, 2007). Finally, Swarbrooke (1999) emphasizes on awareness-raising, rather than tourist education. There should be awareness of the issues and leaving tourists to decide for themselves what they should do in relation to sustainable tourism in terms of their behavior as tourists and becoming involved in pressure groups and the political process.

2.11 Purpose of visit

Travel has played a vital role in the development of civilization (Edgell, 2006). In the new age of tourism with multiple products to choose from, around half the world's population will travel for one reason or another.

According to Holloway (1994) there are three categories of purpose, these being: holidays, business (including meeting, conferences, etc.) and others (to include study, religious pilgrimages, health, etc.).

The business travel will differ from holiday travel, in that the business person has little discretion in their choice of destination or the timing of their trip. Business travelers need the convenience of frequent, regular transport, efficient service and good facilities at the destination. The business traveler indicates that price is inelastic. Holiday travel, however, is highly price-elastic; lower prices will encourage an increase in the number of travelers generally, and will encourage others to switch their destinations. Leisure travelers will be prepared to delay their travel, or will book well in advance of their travel dates, if it means that they can substantially reduce their costs.

2.12 First-time versus Repeat travelers

First-time visitors and repeat visitors constitute two types of tourists who may visit a destination. Both groups play a fundamental role in the overall well-being and success of a destination (Lau and McKercher, 2004). Further understanding the different motives of first-time and repeat visitors can provide valuable insights into the understanding of tourist behavior that will influence the positioning of a destination in the market place and guide new product development and the likelihood of success in dispersing tourists throughout the destination. The perspective first-time visitors may choose to visit or avoid destinations for a variety of reasons that have

little to do with the actual quality of experiences available. First-time visitors are destination naïve tourists who may not be aware of what is available and who, even when aware, will be consuming experiences for the first time (Lau and McKercher, 2004). However, repeat visitors represent a stabilizing influence for most destinations and aware of the range of activities available (Oppermann, 2000).

However, Oliver (1999) states that repurchased intention cannot be explained by satisfaction alone, with switching barriers such as cost and time offering an alternative explanation (Fornell, 1992). Furthermore, in tourism, special circumstances affect the intention to revisit a destination. For example, there is often uncertainty regarding the intention to return, since the consumption of tourism products is less frequent than other products. Also note that even if tourists are satisfied, they may seek new experiences in a different destination, they may choose a completely new destination for each holiday as a way of seeking variety. Clearly tourists' satisfaction with a destination does not guarantee their return (Sirakaya, et al 1996; McDougall and Munro, 1994 cited in Weaver et al. 2007).

From this perspective, we can finally sum up that it is generally accepted that repeat and first-time visitors exhibit different behaviors while at the destination. From the marketing point of view, popular destinations achieve a balance between first-time and repeat visitors. As Weaver et al., (2007) says, destination marketers need to determine how extraneous factors affect their own particular destination. Popular wisdom would suggest that if a destination provides high quality service, visitors would be likely to return.

2.13 Source of information

Tourists need information about the destination, accommodation, transportation, sightseeing and/or other activities when planning their trips. These are stages in the travelers' decision process (Lo, Cheung and Law, 2004). Information search behavior can be categorized into "internal" and "external" search behaviors. Internal information search is a cognitive process of memory search based on prior consumption or experience in which consumers will rely on the information they have in their memory (Kotler and Armstrong, 2001).

Fodness and Murray (1997) articulates that sources of tourism information can be classified in terms of whether the source is commercial or noncommercial, and is received through personal or impersonal communication (Table 2.1)

Table 2.1 Classifications of Tourism Information Sources

Source of information	Type of Information	
	Impersonal	Personal
Commercial	Brochures	
	Guide books	Auto clubs
	Local tourists offices	Travel agents
	Sate travel guides	
Noncommercial	Magazines	Friends or relatives
	Newspapers	Highway welcome centers
		Personal experience

Source: Fodness and Murray (1997)

Finally, according to Gursoy and McCleary (2004) whenever tourists realize that they need to make a decision, information search is likely to take place, and almost always initially takes places internally, such as when previous experiences and knowledge are used as the basis for planning a repeat visit.

2.14 Empirical Studies

2.14.1 Goodwin and Francis (2003): Ethical and responsible tourism: Consumer trends in UK

This study reviews recent survey evidence about consumer attitudes towards responsible tourism and ethical aspects of the tourism they consume, and places this in the context of campaigns by Voluntary Service Overseas and Tearfund. VSO's World-Wise campaign encouraged consumers to demand holidays where more of the money tourists spend would benefit local communities. VSO sought change from the industry. Tearfund commissioned a survey of consumer attitudes towards ethical issue in tourism amongst a nationally and regionally representative sample of adults (15+) from 1999-2001. They are asked the same questions and in two years, the percentage of respondents aspiring to be willing to pay more for an ethical holiday increased by 7 percent (from 45 percent to 52 percent). Other survey attitudes toward responsible tourism were among UK tour operators. In 2001 Tearfund published "Tourism Putting Ethics into Practice". This report reviews practice in the UK industry and reports on benefits to local communities, charitable giving by companies in the destinations, the development of local partnership, and responsible tourism policies of companies. They surveyed 65 UK tour operators looking for examples of good practice and their sample was skewed towards those companies thought most likely to be adopting responsible practices. In discussing the implications Weeden (2001) has argued, ethical tourism can allow companies to compete on more than just the price. Krippendorff (1987) too argued that in a competitive market, scales often depend upon a unique selling proposition (USP), and responsible tourism commitment is an added value which may secure additional booking.

2.14.2 Gray *et al.*, 2005 Do US tour operators' brochures educate the tourist on culturally responsible behaviors? A case study for Kenya

This exploratory study examined the extent to which US tour operators promote culturally responsible behaviors to tourists who plan trips to Kenya. An examination of the travel brochures containing information on Kenya was performed to understand the role tour operators play in educating tourists. The research method is sampling frame. The US Tour Operators Association (USTOA) was chosen as sampling frame for this study. The list of members of the USTOA is posted on its website. Only those tour operators that organize trips to Kenya were selected. Of the total membership of 118 tour operators in the USTOA, only 26 met the criteria for inclusion in the study. Of the 26 operators, eight admitted they no longer organize tours to Kenya and thus they were eliminated from the study. Later on, only 14 tour operators remain. The selected tour operators were personally contacted in August 2004 and asked to send their travel brochures with information on Kenya to researchers. The researcher probed for printed materials on culturally responsible behavior by asking "I understand that Kenya is a culturally sensitive place. Do you have any materials that you could provide to tourists which tell them how to behave while they are in the country? Can you send that in addition to your regular packet on Kenya?" The total response rate was 78 percent (14/18). Also, ten themes emerged when examining the travel brochures: four from the tour operator information section, five from the destination information section, and one from the traveler information section.

The principal purpose of this study was to explore travel brochures of US tour operators for information on culturally responsible behavior in Kenya. It was found that very few travel brochures of US tour operators educate the tourist about culturally

responsible behaviors. The results suggest that the promotional brochures distributed by US tour operators to tourists who plan trips to Kenya need to contain more information on culturally responsible behavior. Furthermore, tourists traveling to Kenya need to be presented with specific guidelines or instructions about appropriate behavior in particular, rules that conform to the unique cultural norms of Kenya society.

2.14.3 Weeden (2001): Ethical tourism: An opportunity for competitive advantage?

This paper seeks to establish whether specialist tour operators consider ethical tourism to be niche market opportunity. It will explore the concept of ethical tourism, examine specialist operators' perceptions of consumer demand for ethical holidays, and determine the essential attributes for ethical operators in this specialist field. All businesses make decisions and choices directly related to moral issues, and tours operators are no exception. Ethics in business is not an option, but an absolute requirement for success. For tour operators in a highly competitive industry, however ethical policies may be considered a luxury and cost rather than a long term investment. Research methods draw upon the main finding of an empirical investigation into specialist tour operators, their perception of ethical tourism and to what extent they recognize it as an opportunity for competitive advantage. From the sampling out of Association of Independent Tour Operators (AITO) members and the 16 members of Tourism Concern's Community Tourism Directory a non-probable, purposive sample frame of 42 independent specialist tour operators was developed. Overall, this study has proved inconclusive as to whether specialist operators regard ethical tourism as a niche opportunity while more than a quarter of the operators surveyed recognized the commercial opportunities of ethical tourism an equal number

were undecided. In conclusion, the issues raised in this paper are complex and will be regarded as a significant step towards understanding ethical tourism and the opportunities afforded to operators which offer such products.

2.14.4 Iverson (2008): Sanctioned behavior in Bali

Cultural practices, whether Asian, Hindu, or uniquely Balinese in nature, are often foreign to these visitor and occasionally there is minor conflict caused by lack of awareness of cultural norms (Iverson, 2008). This paper investigates tourists' awareness of sanctioned behavior on the Bali Island, Indonesia. An initial list of taboos was developed from available tourism literature. Pre-testing the instrument with foreign students at Udayana University resulted in a revision and some expansion of the taboos. The findings show a profile of the respondents. Groupings show that just down under six percent were from Japan, long haul travelers from Europe comprised 39% of the sample; while the North Americans amounted to 22% of the total. With the present awareness of taboos by survey year, results are quite stable particularly in the two larger samples except for the first taboo. Possibly, there may have been a campaign among tour guides to educate visitors in this regard. High awareness was expressed for the behavior concerned with the sanctioned in Bali. The recommendations of the study for future research indicated that tourists in Ubud are a bit quite revealed, but one cannot generalize the results across the inbound market as the common notion of the Ubud tourists is that they are more interested in culture.

2.15 Summary of the literature reviewed

In this chapter, the researcher studied the literature, both books and articles, about the awareness of sanctioned behavior and responsible behavior of foreign tourists to Cambodia. Goodwin and Francis (2003): Ethical and responsible tourism: Consumer trends in UK. This study reviews recent survey evidence about consumer

attitudes towards the responsible tourism and ethical aspects of the tourism. Furthermore, Gray et al., (2005): Do US tour operators' brochure educate the tourist on culturally responsible behavior. The brochures were examined for specific word, such as ethics, values, religions, and moral beliefs, social and cultural tradition.



CHAPTER III

RESEARCH FRAMEWORKS

This chapter consists of the conceptual framework, the operational definitions, and hypothetical statements. In the conceptual framework, the major theories in chapter two are used to conceptualize the framework. With regard to the part of operational definition, the researcher includes the concept, conceptual definition, operational components (sub variables), and level of measurement. The hypothetical statements based on conceptual framework will be tested and are mentioned at the end of this research.

3.1 Theoretical Framework

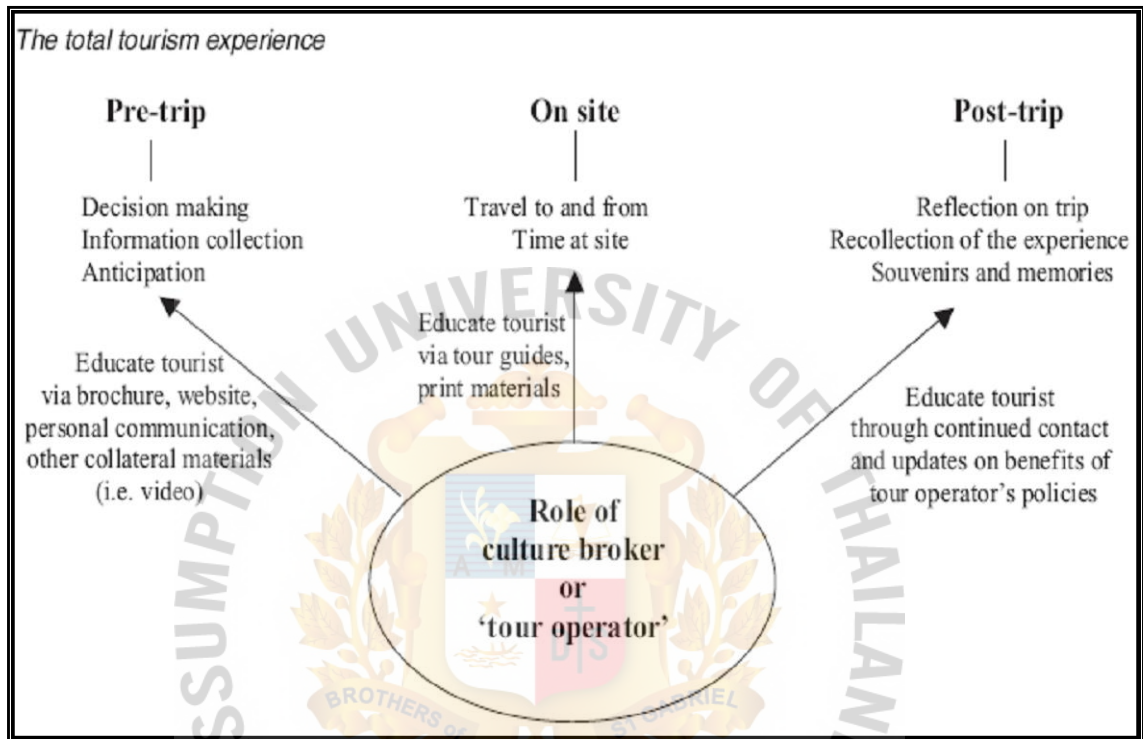
A theoretical framework is a conceptual model of how one theorizes the relationships among several factors that have been identified as important to the problems (Sekaran, 1992). The literature of two studies were reviewed and utilized specifically to propose the conceptual framework.

The study of Gray et al., (2005) asks the question, “Do US tour operator’s brochures educate the tourist on culturally responsible behavior?” Brochures were examined for specific words such as ethics, values, religion, moral beliefs, social and cultural traditions, responsible tourism, customs, rules and guidelines, and education and training.

A conceptual framework diagram for this study begins with the premise that the role of a tour operator is to be a “culture broker” (see figure 3.1) who facilitates communication, understanding, and action between hosts and tourists who differ culturally. Culture brokers are mediators who control or manipulate local culture for the tourists’ purpose. One of the responsibilities of the tour operator as a culture broker is to educate the tourist on the culture of the destination.

Education of a tourist occurs at three stages of the tourism experience: onsite, pre-trip and post-trip. At each stage, the tourist develops knowledge via a variety of sources of information that prepares her/him for the experiences about to embark on.

Figure 3.1 Role of culture broker



Source: Gray et al, (2005) the total tourism experience

In the pre-trip stage of the travel experience, high levels of interaction occur between a travel provider and tourists. Tour operators supplement brochure information with broader knowledge about the destination being visited. Usually, this pre-travel stage involves the use of various methods of advertising and personal communication. The aim is to inform, persuade, and remind tourists about the resources and opportunities available at the destination. The tour operator, in particular, has an opportunity to inform and educate the tourist on **culturally responsible behaviors**.

In the on-site stage of the tourism experience, information for the tourist is more likely to be communicated through a tour guide, who plays a vital role in educating the tourist about a foreign destination. In order to avoid a gap between information presented in the print material and that presented by the guide, tour operators and guides need to consult each other as to what information needs to be provided in the brochure. This is particularly important when it comes to information related to socially and culturally responsible behaviors.

In the post-trip stage of the tourism experience, the tour operators' information is communicated through continued contact with the tourist and updates on benefits of the tour operator's policies. For example, if the tour operator has policies that reduce the cultural impact of tourism, the outcome of these policies can be communicated to tourists on an ongoing basis after returning home.

These three elements are important as the basic of information linked to inappropriate behavior at contested as general in Cambodia. The behavioral changes are more likely if all three elements are included. Likewise, the corporate cultural advertising is expected to present a statement of the corporate concern for the culture, information on how the company is involved, and committed to the preservation of culture and explanations of outcomes of its engagement.

The paper of Iverson (2008) investigates tourists' awareness of sanctioned behavior on Bali Island, Indonesia. Bali is atypical in many regards. It is a Hindu enclave in a predominantly Muslim nation. It is also frequently cited as a destination that has been able to accommodate tourism without destroying culture, though this view is not shared by all. The existence of a tourism network has made the Balinese people feel that now tourism has become part of their life, and some even say that is it apart of Balinese culture. An initial list of taboos was developed from available

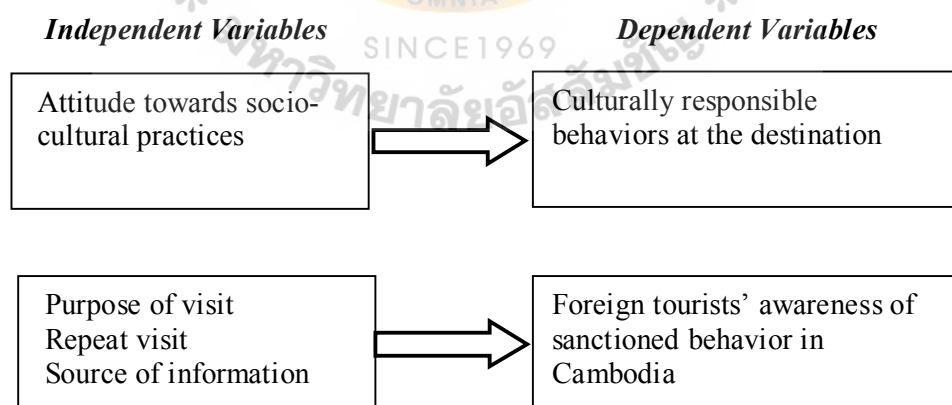
tourism literature. The questionnaire captured awareness of offensive behaviors by asking respondents to list observed offense by other tourists.

This study is utilized for drawing up the conceptual framework. There is a high degree of respect between guest and host and for the most part, a desire by tourists to observe local customs. The tourist's awareness of sanctioned behavior on a particular destination is important as the basis of information linked to inappropriate behavioral and profound understanding of their own culture, and the relationship between their values and those of visitors.

3.2 Conceptual Framework

A conceptual framework diagram for this study is presented in (figure 3.2). In this research, attitude toward socio-cultural practices, the purpose of visit, repeat visit and source on information are represented as independent variables while culturally responsible adopted from Gray et al. (2005) and tourists awareness of sanctioned behavior adopted from Iverson (2008) in Cambodia are the dependent variables as illustrate below.

Figure 3.2 Conceptual Framework of the research study



Source: Modified and adopted from Gray et al. (2005) and Iverson (2008)

3.2.1 Independent Variables

The independent variable is a variable that causes changes to a dependent variable or variables (Saunders et al., 2007). The independent variables in this study are the attitudes towards socio-cultural practices, purpose of visit, repeat visit, and source of information.

3.2.1.1 Attitude toward socio-cultural practices

Socio-cultural impact of tourism appears to be the relationship between hosts and guests. The impact is dependent not just upon numbers, but also on the kind of tourists which the region attracts.

3.2.1.2 Purpose of visit

According to Holloway (1994) there are three categories of purpose, these being: holidays, business (including meeting, conferences, etc.), and others (to include study, religious pilgrimages, health, etc.).

3.2.1.3 Repeat visit

Repeat visitors, on other hand, represent a stabilizing influence for most destinations (Oppermann, 2000). Oppermann (1998, 2000 cited in Alegre and Cladera, 2006) highlighted different reasons why repeat visitation has been regarded as a desirable phenomenon in marketing and tourism literature.

3.2.1.4 Source of information

Travel consumption research has shown that past experience is one of the strongest information sources and influences destination image, vacation choice and trip consumption, particularly when only one information source is used (Vogt and Andereck, 2003).

3.2.2 Dependent Variable

Dependent variable is a variable that changes in response to changes in other variables (Saunders et al., 2007). In this research, culturally responsible behavior at the destination and foreign tourist's awareness of sanctioned behavior in Cambodia are the dependent variables discussed in chapter two.

3.3 Research Hypotheses

Hypotheses are a testable proposition about the relationship between two or more variables. Testing operational hypotheses will involve an experiment or some other form of empirical inquiry (Saunders et al, 2007). The hypotheses of this study are as follows:

- H1o: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit is not significant.
- H1a: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit is significant.
- H2o: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is not significant.
- H2a: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is significant.
- H3o: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of information source is not significant.

H3a The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of information source is significant.

H4o: A positive attitude towards socio-cultural practices does not lead to positive culturally responsible behavior at the destination.

H4a: A positive attitude towards socio-cultural practices leads to positive culturally responsible behavior at the destination.

3.4 Operationalization of the independent and Dependent Variables

The operational definition gives meaning to a concept by specifying the activities or operations necessary in order to measure under investigation.

Table (3.1) Operationalization of Independent Variable

Independent Variable	Conceptual Definition	Operational Component	Level of Measurement	Q No.
Attitude towards socio-cultural practices	Items of social cultural practices	<ul style="list-style-type: none"> -Have open mind to other cultures -know local people, traditions and practices -Travel independently, travel in a small group -local art, handicraft, music, dance and sculpture -local people with language barrier -I diversity 	Interval Scale	7-15
Information sources	Variety of tools used by tourists to know details of destination to be visited	<ul style="list-style-type: none"> -Travel agent, brochure from tour operators -Advertisement in the media, tourist offices in my home country, local or regional tourist office -Guide books, internet -Friends, relatives 	Nominal Scale	30

Purpose of visit	Choice of tourists travel at the destination	-Leisure (holiday) -Business -Both business and leisure -Other please specify	Nominal Scale	31
Repeat visit	Number of times a destination is visited by the tourists	-First-time -Two-three times -More than three time	Nominal Scale	32

Table (3.2) Operationalization of Dependent Variable

Dependent Variable	Conceptual Definition	Operational Component	Level of Measurement	Q No.
Culturally responsible behaviors at the destination	Behavior at the destination that respect the culture	-Relevant information -Study the history and background -Learn local language -Choose tour operators responsible, information about dress code -Respect local culture, tradition and environmental values -Boycott hotels/resorts that have poor reputation on environmental issue -Local rules and regulations -Use public transportation -Buy locally produced food -Endangered flora and fauna items -Follow the group leader/tour guide -Photograph of local people -Activities that are widely condemned by society	Interval Scale	16-29

Sanctioned behavior in Cambodia	Some tourist behavior that are considered offensive by Cambodia people	<ul style="list-style-type: none"> -Local culture, traditions, and local pride -Observe standard food and accommodation charges -Be patient, friendly and sensitive -Holding hands or kissing in public -Wearing long loose clothes and tight fitting clothes are disliked -Bathing nude in public place -Touching someone head -Distribution of political propaganda -Taking photographs, respect privacy. 	Interval Scale	36-47
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CHAPTER IV

RESEARCH METHODOLOGY

The purpose of this chapter is to provide an overview of the research methodology that will be employed in this research. This chapter is dedicated to the research methodology that includes the research methods used, respondents and sampling procedures, research instruments/questionnaires, collection of data/gathering procedures, pre-testing and statistical treatment of data.

4.1 Research Methods

Descriptive research is used to portray an accurate profile of persons, events or situation. This may be an extension of, or a forerunner to, a piece of exploratory research or a piece of explanatory research (Robson, 2002 cited in Saunders, 2007). Furthermore, for Zikmund (2003), descriptive research as the term implies, describes characteristics of population or phenomenon. It is typical on large representative sample. A descriptive design seeks to determine the answers to who, what, when, where and how questions. It often helps segment target markets and determines the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroup. This method is a common method of generating primary data and provides the researcher with easy, cheap, quick, efficient, and accurate means for information assessment about the population. Moreover, it uses self-administered questionnaires that require the respondents to fill out by themselves.

4.2 Respondents and Sampling procedures

4.2.1 Target population

Target population is the specific, complete group relevant to the research project (Zikmund, 2003). In other words, a population is a group of interest to a

researcher, the group to which he or she would like the result of the study to be generalized. The target population is a specific complete group relevant to the research project. The target population in this study is a group of foreign tourists who visit Cambodia and the study site are Siem Reap and Phnom Penh.

4.2.2 Sample Size

According to Saunders, *et al* (2007) sample size lets the researcher know the level of confidence and margin of error of the research. It is relatively easy to estimate the proportion of responses you expect to have a particular attribute (see Table 4.1). There is no list of target population available from where the target respondents could be chosen. The target population being foreign tourists, not constant making it difficult to determine the minimum sample size.

Table 4.1 Theoretical Sample Size for different sizes of population and a 95 percent level of certainty

Population (Sampling Frame)	Require Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G. *Fundamental of Educational Research*, 1996 p.202

However, for Anderson (1996), 5% required sample tolerates error; minimum sample is within the range of 381 – 384 for the population ranging between 50,000 and 25,000,000. According to tourism statistical report 2007 from the Ministry of Tourism, the international visitor arrival to Cambodia was **2, 015,128**. Thus, a sample size of **384** respondents will be used as the representative sample for the foreign tourist visit Cambodia.

4.2.3 Sampling Procedure

Sampling method is classified as either probability or non-probability. In this research, the sampling procedure was non-probability sampling in which units of the sample are selected on the basis of personal judgment of convenience (Zikmund, 2003). Non-probability sampling (non-random sampling) provides a range of alternative techniques to select samples based on researcher subjective judgment Saunders, *et al* (2007).

In this research, a convenience sampling method is conducted to determine respondents. Convenience sampling is the sampling procedure used to obtain a large number of completed questionnaires quickly and economically (Zikmund, 2003). That is to say those 384 questionnaires will be given to the target population of this study, who are foreign tourists on their visit to, Cambodia.

4.3 Research Instrument/Questionnaire

A questionnaire is a general term including all data collection techniques in which each person is asked to respond to the same set of questions in a predetermined order. It includes delivery and collection questionnaires, interviewer-administered questionnaire, online questionnaire, postal questionnaire, and self-administered questionnaire (Saunders, *et al*, 2007). The main advantages of this kind of questionnaire are that responses can be collected in a complete form within a short

period of time and can be obtained from the target respondent with immediate completion. This approach is also easy to be interpreted through computer (Zikmund, 2003).

In this research, the researcher uses a structured questionnaire to illustrate the awareness of sanctioned and culturally responsible behavior at the destination.

The questionnaire of this study comprised five major parts.

Part I: Travel Preferences

The first part of the questionnaire is about the preferred activities, interests and options about the travel. A total of three questions were formulated in this part.

Part II: Profile of Respondents

The second part of the questionnaire asks for the demographic information. A total of three questions constituted this part.

Part III: Attitude towards socio-cultural practices

In this part, the respondents' circle their responses about their attitude towards socio-cultural practices on an agreement scale and this section comprises nine questions. The levels of agreement range from strongly agree to strongly disagree, measured on a 5-point Likert Scale, strongly agree – 5, agree – 4, neither agree nor disagree – 3, disagree – 2, and strongly disagree – 1.

Part IV: Responsible behavior at the destination

For this part, the respondents tick their responsible behavior at the destination. This part is divided into two sections: pre-trip and on-site. The level of agreement range from strongly agree to strongly disagree, measured on a 5-point Likert scale where 5= strongly agree, 4= agree, 3= neither agree nor disagree, 2= disagree, and 1= strongly disagree.

A section is inserted to have information (information source; purpose; repeat visit and awareness of sanctioned visiting Cambodia). The last three questions in this section are open-ended questions.

Part V: Sanctioned behaviors in Cambodia

For this part, the respondents tick about the sanctioned behaviors in Cambodia. This section starts from a question, “From what extent do you consider yourself morally obliged to carry out the following behaviors?” There are twelve situations stated in this part, measured on a 5-point Likert Scale: 5= totally obliged, 4= mildly obliged, 3= unsure, 2= rather not obliged, 1= not at all obliged.

4.4 Collection of Data/Gathering Procedures

4.4.1 Primary Data

In this study, the researcher used both primary and secondary data. In order to receive the primary data, the researcher distributed 340 questionnaires in 5-month period from February to June 2009 in the areas of Siem Reap and Phnom Penh in Cambodia. The respondents of this research were foreign tourists who were traveling to the said country. Initially the researcher chose these two destinations for this study because these are the main tourist attractions in the country. Due to time and budget constraints, this study utilized convenient sampling for the province of Siem Reap and in the capital city, Phnom Penh.

Even though the sample size was initially planned to be 384 respondents (refer to Table 4.1), there were 527 questionnaires that were distributed but only 340 questionnaires were collected back during the five-month period. The following paragraphs will show how these questionnaires were collected.

Firstly, after the research proposal was defended in January 2009, the researcher changed some parts of the questionnaire. The researcher started to distribute the

questionnaires from February to March 2009 on the following three (3) places and one (1) companies in Siem Reap, namely: Angkor Wat, Phnom Bakkheang, and Pub Street near the old market, and group of tour guides for both freelance and those who are connected with some companies. The researcher distributed two hundred and seven (207) in those respective places with Angkor Wat , Phnom Bakkheang and Pub Street. For the group of tour guides for both the freelance and those connected with some companies, the researcher asked some friends to distribute the questionnaire instead of the researcher giving it directly to the tourists. The researcher explained each question in detail to these tour guides and gave out 30 copies to them. The group of tour guides working for the companies was also asked by the researcher to distribute the questionnaire to the visiting foreign tourists. There were fifty (50) questionnaires distributed.

Secondly, from March to April 2009, the researcher distributed fifty (50) copies of the questionnaire and collected the same amount in the capital city, Phnom Penh. The following four (4) places were: Okay Guesthouse, Riverside at Sisowath Quay, Toul Sleng Museum and the National Museum. Okay Guesthouse is a budget guesthouse, where many backpackers and budget travelers stay. The researcher asked the approval of the owner of the guesthouse to distribute the questionnaire in the afternoon and evening time. There were twenty (20) copies of the questionnaires distributed. Riverside at Sisowath Quay is firmly on the tourist trail and is accessible to other destinations in Phnom Penh. The researcher distributed ten (10) copies of the questionnaire. Toul Sleng Museum is the main tourist attraction in the capital city and it serves as an important reminder of the Cambodian history that tourists visit. The researcher distributed ten (10) questionnaires there. The National Museum is the

historical and archaeological museum in Phnom Penh. The researcher distributed ten (10) questionnaires to tourists who visited the place.

Thirdly, from April to May 2009, the researcher went back to the province of Siem Reap to the same three (3) places and two (2) companies, namely, Angkor Wat, Phnom Bakkheang and the Pub Street, and the group of tour guides for both freelance and those who are connected with some companies. The researcher distributed one hundred (100) in those respective places with Angkor Wat, Phnom Bakkheang and Pub Street. For the group of tour guides for both the freelance and those connected with some companies, the researcher asked some friends to distribute the questionnaire instead of the researcher giving it directly to the tourists. The researcher explained each question in detail to these tour guides and gave out 20 copies to them. The group of tour guides working for the companies was also asked by the researcher to distribute the questionnaire to the visiting foreign tourists. There were thirty (30) questionnaires distributed.

From May to June 2009, the researcher went back to the capital city, Phnom Penh and distributed twenty (20) copies of the questionnaire and collected the same amount. But this time, only the following two (2) places were considered: Okay Guesthouse and the National Museum. The same procedure was done in getting the manager's permission at Okay Guesthouse and there were fifteen (15) copies of the questionnaire distributed. At the National Museum, the researcher distributed five (5) questionnaires to tourists who visited the place.

On May 21, 2009, the researcher distributed 150 questionnaires that were given out to some friends from the group of tour guides both the freelance and those who are working for the companies, travel agents and those working in the hotels and these

were collected from the period of June 5-14, 2009 where only fifty (50) copies were received.

Table 4.2 Primary data collection

Time Schedule/ Duration	Study site research and survey locations	Primary data collection		Response rate (%)
		Number of questionnaire distributed	Number of questionnaire received	
In Siem Reap	Angkor Wat Temple	70	70	100
	Phnom Bakkheang	35	35	100
	Pub Street (near old market)	22	22	100
	Tour Guide	Freelance	8	27
		Company	15	30
Feb-Mar, 2009		207	150	72
In Phnom Penh	Okay Guesthouse (Budget Guesthouse)	20	20	100
	Riverside	10	10	100
	Toul Sleng Museum	10	10	100
	National Museum	10	10	100
Mar-Apr, 2009		50	50	100
In Siem Reap	Angkor Wat Temple	20	20	100
	Phnom Bakkheang	20	20	100
	Pub Street (near old market)	10	10	100
	Tour Guide	Freelance	10	50
		Company	10	33
Apr-May, 2009		100	80	80
In Phnom Penh	Okay Guesthouse (Budget Guesthouse)	15	15	100
	National Museum	5	5	100
May-Jun, 2009		20	20	100
In Siem Reap	Collected all questionnaires from friends, tour guide and travel agent, hotels	150	50	33
June 05-14, 2009		150	50	33
Feb-Jun, 2009 total	9 places	527	340	64.5

4.4.2 Secondary Data

The researcher uses secondary data to obtain information data to support this research from many sources such as text books, newspaper articles, academic tourism researches, journals, e-news, statistics from the Ministry of Tourism of Cambodia,

Apsara Authority in Siem Reap, online database from library, Scholar Google, and the web site of Tour Company that relevant to the study and etc.

4.5 Pretest and reliability test

Pre-test is a small scale study to test the questionnaire, interview checklist or observation schedule, in order to minimize the likelihood of respondents having problems in answering the questions and of data recording problems as well as to allow some assessment of the questions' validity and the reliability of the data that will be collected (Saunders et al. 2007). The Pre-testing process allows the researchers to determine if the respondents have any difficulty understanding the questionnaire and whether there are any ambiguous or biased questions (Zikmund, 2003). The reliability of the data is tested using Cronbach's alpha coefficient to test for internal consistency. As advised by Hair et al. (1998), the generally agreed lower limit for Cronbach's alpha is .70, and this may be lowered to .60 for an exploratory study.

The researcher conducted a pre-test by distributing 40 copies of questionnaire to tourists visit Cambodia from December 8 to December 31, 2008 to assess the reliability of the questionnaire. The data obtained from the pre-test study were decoded and processed by the Statistical Package of Social Science (SPSS) program, to find the validity and reliability level.

Reliability assessment was carried out by using the Cronbach's Coefficient Alpha Scale. The outcome of reliability analysis-scale or alpha of 40 items was greater than .6 (see Table 4.2). Hence, it could be considered that the questionnaire was reliable and met the research objective.

Table 4.3 Pretest Results**9 Items on Attitude towards socio-cultural practices**

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	40	100.0	.746	9
	Excluded	0	.0		
	Total	40	100.0		

14 Items on Responsible tourist in Cambodia

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	40	100.0	.885	14
	Excluded	0	.0		
	Total	40	100.0		

12 Items on Sanctioned behavior in Cambodia

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	40	100.0	.930	12
	Excluded	0	.0		
	Total	40	100.0		

4.6 Statistical Treatment of Data**4.6.1 Descriptive Statistics**

Descriptive statistics is a generic term for statistics that can be used to describe variables (Saunders *et al.*, 2007). This kind of statistics is used to describe or summarize information about a population or sample (Zikmund, 2003).

4.6.2 Inferential Statistics

Inferential statistics is used to make inferences or judgments about a population on the basis of a sample (Zikmund, 2003). In this research, the researcher will use two statistical treatments of data; they are the one-analysis of variance (ANOVA) and Pearson coefficient.

The ANOVA is a statistical test to determine the probability (likelihood) that the values of a quantifiable data variable for three or more independent samples or groups are different (Saunders *et al.* 2007).

Pearson correlation is a statistical test that assesses the strength of the relationship between two quantifiable data variables (Saunders *et al.* 2007).

4.7 Statistical Tests Used

Table 4.4 Summary of statistical tests used

Hypothesis	Statement	Statistical Test
Hypothesis 1	The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit is significant.	One-way ANOVA
Hypothesis 2	The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is significant.	One-way ANOVA
Hypothesis 3	The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of information source is significant.	One-way ANOVA
Hypothesis 4	A positive attitude towards socio-cultural practices leads to positive culturally responsible behavior at the destination.	Pearson Correlation

CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter focuses on the data analysis and findings of the research study. It consists of two sections. The first section presents the data analysis which summarizes the data collected from 340 questionnaires. The second section illustrates the hypothesis testing results.

5.1 Data Processing and Analysis

In order to achieve the objective of this research and test the hypothesis, the Statistical Package for Social Science (SPSS) 15.0 was employed to summarize the data.

For better understanding, the descriptive analysis provide initial summary of the collected data represented in term of the mean and standard deviation of each research variables.

5.1.1 Descriptive information of travel preferences of respondents

5.1.1.1 Frequency of choice on holiday

Table 5.1 demonstrates that majority of the respondents' choice on holiday in this research study is "affordable cost" represented by 351 respondents (or 35.6%), followed by 95 respondents (or 27.1%) choice on "good information available on the social, economic and political", 87 respondents (or 24.8%) chose "a significant opportunity for interaction with the local people", and 44 respondents (or 12.5%) chose "trip has been specifically designed to cause a little damage". Therefore, it can be concluded that majority of the respondents' (35.6 %) choice on holiday in Cambodia because of "affordable cost".

Table 5.1 Choice on holiday

Criteria of your choice on holidays	Responses	
	N	Percent
Affordable cost	125	35.6%
Good information available on the social, economic and political situation	95	27.1%
A significant opportunity for interaction with the locals	87	24.8%
Trip has been specifically designed to cause a little damage as possible	44	12.5%
Total	351 ^a	100.0%

(a) Multiple responses permitted

5.1.1.2 Frequency of information concerning an overseas holiday

According to the outcome shown in Table 5.2, the statement “local customs and appropriate dress” was important information to 167 respondents (or 47.0%), for 103 respondents (or 29.0%) “ways for tourists to support the local economy” was important information, 46 respondents (or 13.0%) chose “how to protect the local environment and reduce waste while on overseas” and 39 respondents (or 11.0%) responded “local religions beliefs”. The results provided firm evidence that “local customs and appropriate dress” was important to foreign tourists concerning information for Cambodia holiday.

Table 5.2 Information concerning an overseas holiday

Information concern your holiday	Responses	
	N	Percent
Local customs and appropriate dress	167	47.0%
Ways for tourists to support the local economy	103	29.0%
How to protect the local environment and reduce waste while overseas	46	13.0%
Local religious beliefs	39	11.0%
Total	355 ^a	100.0%

(a) Multiple responses permitted

5.1.1.3 Activities willing to pay as part of your holiday

Table 5.3 demonstrates that out of 343 respondents in this study, 172 respondents (or 50.1%) were willing to pay more as long as “worker in the destination are

guaranteed good wages and working conditions”, 111 respondents (or 32.4%) chose the statement, “money goes towards preservation of local environment” and 60 respondents (or 17.5%) responded, “Money goes to support a local charity”. It can be concluded that half of the respondents (50.1%) were willing to pay more as long as “worker in the destination are guaranteed good wages and working conditions”.

Table 5.3 Activities willing to pay as part of your holidays

Activities willing to pay on holiday	Responses	
	N	Percent
Worker in the destination are guaranteed good wages and working conditions	172	50.1%
Money goes towards preservation of local environment	111	32.4%
Money goes to support a local charity	60	17.5%
Total	343 ^a	100.0%

(a) Multiple respondent permitted allow

5.1.2 Descriptive general profile of respondents

5.1.2.1 Country of region

Table 5.4 shows that out of 340 respondents in this study, 167 respondents (or 49.1%) came from Europe, 72 respondents (or 21.2%) came from North America, 39 respondents (or 11.5%) came from Asian, 27 respondents (or 7.9%) came from Australia, 13 respondents (or 3.8%) came from New Zealand, 6 respondents (or 1.8%) came from Korea, 4 respondents (or 1.2%) came from Japan, 6 respondents (or 1.8%)

Table 5.4 Country of origin

Country of origin	Frequency	Percent	Valid Percent	Cumulative Percent
Europe	167	49.1	49.1	63.8
North America	72	21.2	21.2	85.0
Asian	39	11.5	11.5	96.5
Australia	27	7.9	7.9	7.9
New Zealand	13	3.8	3.8	11.8
Korea	6	1.8	1.8	14.7
Japan	4	1.2	1.2	12.9
Other	12	3.5	3.5	100.0
Total	340	100.0	100.0	

came from Korea, 4 respondents (or 1.2%) came from Japan and 12 respondents (or 3.5%) came from other country. It can be concluded that most of the respondents (49.1%) came from Europe.

5.1.2.2 Summary of respondents by Gender

Table 5.5 demonstrates that majority of the respondents were male represented by 182 respondents (or 53.5%). The remaining 158 respondents (or 46.5%) were female.

Table 5.5 Summary respondents by gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	182	53.5	53.5	53.5
Female	158	46.5	46.5	100.0
Total	340	100.0	100.0	

5.1.2.3 Summary respondents by Age

Table 5.6 shows that out of 340 respondents, ages of 174 respondents (or 51.2%) range from 18-29 years old, 78 respondents (or 22.9%) are from the 30-44 years old age range, and 88 respondents (or 25.9%) are over 45 years old.

Table 5.6 Summary respondents by age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	174	51.2	51.2	51.2
30-44	78	22.9	22.9	74.1
over 45	88	25.9	25.9	100.0
Total	340	100.0	100.0	

5.1.3 Frequency Distribution of Independent Variables

5.1.3.1 Purpose of Visit to Cambodia

Table 5.7 demonstrates that 308 respondents (or 90.6%) of the respondents visit Cambodia for leisure, followed by 13 respondents (or 3.8%) who visited Cambodia for business, 10 respondents (or 2.9%) visited Cambodia for both business and leisure, and only 9 respondents (or 2.6%) visited Cambodia for other reasons. Therefore, it

can be concluded that the purpose of visit to Cambodia for majority of the respondents (90.6%) was leisure.

Table 5.7 Purpose of Visit to Cambodia

Purpose of visit	Frequency	Percent	Valid Percent	Cumulative Percent
Leisure	308	90.6	90.6	90.6
Business	13	3.8	3.8	94.4
Both business and leisure	10	2.9	2.9	97.4
Other	9	2.6	2.6	100.0
Total	340	100.0	100	

5.1.3.2 Frequency of Visit

Table 5.8 shows that out of the 340 respondents in this study, 303 respondents (or 89.1%) visited Cambodia for the first time. 23 respondents (or 6.8%) visited the country two or three times. The remaining 14 (or 4.1%) visited Cambodia for more than three times.

Table 5.8 Frequency of visit of the respondents

Frequency of visit	Frequency	Percent	Valid Percent	Cumulative Percent
First time	303	89.1	89.1	89.1
Two-three times	23	6.8	6.8	95.9
More than three times	14	4.1	4.1	100.0
Total	340	100.0	100	

5.1.3.3 Information Source of Cambodia

Tables 5.9 demonstrate that out of 340 respondents, the largest proportion of the respondents represented by 100 respondents (or 29.4%) got information about Cambodia from the internet, 85 respondents (or 25.0%) received information of Cambodia via friends and relatives., 60 respondents (or 17.6%) received it through advertisement in the media (print and electronic), 50 respondents (or 14.7%) received it from a travel agent, 25 respondents (or 7.4%) received it from tourism offices, and 20 respondents (or 2.4%) received information from a copy of handbook. Therefore, it can be concluded that most of the respondents (29.4%) got information about Cambodia from the internet.

Table 5.9 Source of Information frequencies

Source of information	Frequency	Percent	Valid Percent	Cumulative Percent
Internet	100	29.4	29.4	75.0
Information from friends relatives	85	25.0	25.0	100.0
Advertisement in the media	60	17.6	17.6	38.2
Information from travel agent brochure from tour operator	50	14.7	14.7	20.6
Information from tourist office in my home country	25	7.4	7.4	45.6
Copy of hand book	20	5.9	5.9	5.9
Total	340	100.0	100.0	

5.1.3.4 Foreign Tourists' Attitude towards Socio-cultural Practices

According to the outcome shown in Table 5.10, attitudes towards socio-cultural practices have an effect on foreign tourists.

The statement, "I have an open mind to other cultures," got the highest mean score, that is 4.59, followed by "I respect diversity," 4.58, "I enjoy local traditions and practices," 4.24, "I travel to know local people," 3.86, "I prefer traveling independently," 3.85, "I prefer to travel in a small group" 3.50.

Table 5.10 Foreign Tourists' attitude towards socio-cultural practices (N=340)

Descriptive Statistics		
Attitude towards socio-cultural practices	Mean ^a	Std. Deviation
I have an open mind to other cultures	4.59	.709
I do not support displacement of local communities (to vacate sites to be used for tourism development)	4.12	1.021
I travel to know local people	3.86	.826
I enjoy local traditions and practices	4.24	.735
I prefer traveling independently	3.85	1.089
I prefer to travel in a small group	3.50	1.068
I am interested in local art, handicraft, music, dance and sculpture	4.12	.867
Interacting with local people with language barrier does not bother me	4.07	.866
I respect diversity	4.58	.676

(a) A 5-level scale was used wherein 1 means strongly disagree and 5 means strongly agree.

The results provided firm evidence that the foreign tourists' attitude toward socio-cultural practice were open mind when visit to Cambodia.

5.1.3.4.1 Frequency response of Foreign tourists' attitude towards Socio-cultural practices

Table 5.11 indicates the frequency and percentages response of foreign tourists' attitude towards socio-cultural practices. To measure on the socio-cultural practices, the respondents were instructed to rate their level of agree. A five point Likert Scale was used where 1 indicate strongly disagree and 5 indicate strongly agree.

Table 5.11 Frequency response of foreign tourists' attitude towards socio-cultural practices (N=340)

Items of social cultural practices	Strongly Agree (5)	Agree (4)	Neither agree not disagree (3)	Disagree (2)	Strongly disagree (1)
I have an open mind to other cultures	67.4% (n=229)	27.9% (n=95)	1.5% (n=5)	2.6% (n=9)	0.6% (n=2)
I do not support displacement of local communities (to vacate sites to be used for tourism development)	46.8% (n=159)	27.6% (n=94)	18.5% (n=63)	4.7% (n=16)	2.4% (n=8)
I travel to know local people	22.6% (n=77)	45.0% (n=153)	28.8% (n=98)	2.6% (n=9)	0.9% (n=3)
I enjoy local traditions and practices	37.1% (n=126)	53.2% (n=181)	6.5% (n=22)	2.6% (n=9)	0.6% (n=2)
I prefer traveling independently	37.4% (n=127)	24.1% (n=82)	25.6% (n=87)	11.8% (n=40)	1.2% (n=4)
I prefer to travel in a small group	17.4% (n=59)	36.5% (n=124)	30.3% (n=103)	10.3% (n=35)	5.6% (n=19)
I am interested in local art, handicraft, music, dance and sculpture	38.8% (n=132)	39.7% (n=135)	17.1% (n=58)	3.8% (n=13)	0.6% (n=2)
Interacting with local people with language barrier does not bother me	33.8% (n=115)	46.2% (n=157)	13.8% (n=47)	5.6% (n=19)	0.6% (n=2)
I respect diversity	66.5% (n=226)	26.5% (n=90)	5.3% (n=18)	1.8% (n=6)	0% (n=0)

It can be seen that majority of foreign tourists followed the cultural practices when they visited Cambodia. The top three attributes of socio-cultural practices, "Open mind to other culture," (67.4%), followed by "I respect diversity," (66.5%); while most of

foreign tourists' responses agreed to "I enjoy local traditions and practices," (53.2%), "I do not support displacement of local communities," (46.8%), "Interacting with local people with language barrier does not bother me," (46.2%) and lastly "I travel to know local people," (45.0%) respectively. This indicates that the foreign tourists' attitude toward socio-cultural practices were open mind and respect diversity, while most of foreign tourists' responses enjoyed local traditions and practices also.

5.1.4 Frequency distribution of Dependent Variables

5.1.4.1 Culturally responsible behavior in Cambodia

(i) Pre-trip to Cambodia

In accordance with the outcome shown in Table 5.12 the mean score between pre-trip and on-site trip while in Cambodia were different. "Before trip" the top three mean score of cultural responsible behavior items in Cambodia are "I inquired information about proper dress codes," (3.93), "I gathered relevant information about Cambodia before setting out," (3.85) and "I studied the history and background of Cambodia to understand local culture and tradition," (3.71).

Table 5.12 Descriptive statistics response of foreign tourists on cultural responsible behavior in Cambodia (N=340)

Descriptive Statistics

Pre-trip to Cambodia	Mean	Std. Deviation
I gathered relevant information about Cambodia before setting out.	3.85	.937
I studied the history and background of Cambodia to understand local culture and tradition.	3.71	.879
(Before holiday) I tried at least to learn a few words of local language.	3.02	1.106
I chose tour operators that are environmentally and socially responsible by reading company policies and looked for certification of environmental awareness issued by recognized organizations.	3.29	1.055
I inquired information about proper dress codes.	3.93	.994

The results revealed that before trip, the foreign tourists were “inquired information about the proper dress codes,” and “gathering relevant information about Cambodia”. However, not many foreign tourists tried to learn a few word of local language or how address Cambodian people and say “hello” or “thank you”.

(ii) On-site while in Cambodia

The foreign tourists behaved differently trip to Cambodia. As the result shown that the top three mean score while in Cambodia, “I avoided taking part in activities that are widely condemned by society, such as sex with children or spread infections such HIV and hepatitis B,” (4.81), followed by “I did not buy endangered flora and fauna items,” (4.54), “On arriving at Cambodia, I respected local culture, tradition and environmental values,” (4.51).

Table 5.13 Descriptive statistic response of foreign tourists on cultural responsible behavior in Cambodia (N=340)

Descriptive Statistics		
On-site while in Cambodia	Mean ^a	Std. Deviation
On arriving at Cambodia, I respected local culture, tradition and environmental values.	4.51	.649
I boycotted hotels/resorts that have a poor reputation on environmental issues.	3.79	1.022
I followed local rules and regulations.	4.47	.649
I used public transportation to get to destination and to travel around in Cambodia.	3.76	1.174
I bought locally produced food.	4.05	.917
I did not buy endangered flora and fauna items.	4.54	.792
I followed the group leader/ tour guide.	3.64	1.327
I took photograph of local people with their consent.	4.26	.982
I avoided taking part in activities that are widely condemned by society, such as sex with children or spread infections such HIV and hepatitis B.	4.81	.654

- a. A 5-level scale was used where 1 indicates strongly disagree and 5 indicates strongly agree

The results provided firm evidence that while in Cambodia, the foreign tourists “avoided taking part in activities that are widely condemned by society, such as sex

with children or spread infections such as HIV or hepatitis B”. In the meantime they respected local culture, tradition and environmental values too.

5.1.4.1.1 Frequency response of foreign tourists toward cultural responsible behavior in Cambodia

Table 5.14 indicates the frequency and percentages of foreign tourists toward cultural responsible behavior in Cambodia. To measure on the socio-cultural practices, the respondents were instructed to rate their level of agree. A five point Likert Scale was used where 1 indicate strongly disagree and 5 indicate strongly agree.

(i) Pre-trip to Cambodia

It can be seen that the top three frequency of foreign tourists toward cultural responsible behavior before trip shown that, “I studied the history and background of Cambodia to understand local culture and tradition,” (54.2%), “I inquired information about proper dress codes,” (52.1%), followed by and “I gathered relevant information about Cambodia before setting out,” (48.2%).

Table 5.14 Frequency of respondents toward cultural responsible behavior in Cambodia (N=340)

Pre-trip	Strongly Agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly disagree (1)
I gathered relevant information about Cambodia before setting out	24.1% (n=82)	48.2% (n=164)	17.9% (n=61)	7.9% (n=27)	1.8% (n=6)
I studied the history and background of Cambodia to understand local culture and tradition	15.0% (n=51)	52.4% (n=178)	22.9% (n=78)	7.9% (n=27)	1.8% (n=6)
(Before holiday) I tried to learn a few words of local language, at least	7.9% (n=27)	27.1% (n=92)	35.3% (n=120)	18.5% (n=63)	11.2% (n=38)
I chose tour operators that are environmentally and socially responsible by reading company policies and looked for certification of environmental awareness issued by recognized organization	12.4% (n=42)	29.4% (n=100)	40.0% (n=136)	10.9% (n=37)	7.4% (n=25)
I inquired information about proper dress codes	27.4% (n=93)	52.1% (n=177)	10.9% (n=37)	5.3% (n=18)	4.4% (n=15)

Interestingly, most of foreign tourists were undecided to learn few words of local language of place to be visited and did not check the credential of tour operator before choosing.

(ii) On-site while in Cambodia

It can be seen Table 5.15 the top three frequency response of foreign tourists toward cultural responsible behavior while in Cambodia shown that, the top frequency were “I avoided taking part in activities that are widely condemned by society, such as sex with children or spread infections such HIV and hepatitis B,” (88.8%), followed by “I did not buy endangered flora and fauna items,” (69.1%), “On arriving at Cambodia, I respected local culture, tradition and environmental values,” (57.4%), and “I followed local rules and regulations,” and “I took photograph of local people with their consent,” got the same score (52.9%).

Table 5.15 Frequency of respondents toward cultural responsible behavior in Cambodia (N=340)

On-site	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
On arriving at Cambodia, I respected local culture, tradition and environmental values	57.4% (n=195)	37.9% (n=129)	3.2% (n=11)	1.2% (n=4)	0.3% (n=1)
I boycotted hotels/resorts that have a poor reputation on environmental issue	30.0% (n=102)	30.9% (n=105)	29.4% (n=100)	7.6% (n=26)	2.1% (n=7)
I followed local rules and regulations	52.9% (n=180)	43.2% (n=147)	2.4% (n=8)	0.9% (n=3)	0.6% (n=2)
I used public transportation to get to destination and to travel around in Cambodia	32.4% (n=110)	33.2% (n=113)	18.8% (n=64)	9.7% (n=33)	5.9% (n=20)
I bought locally produced food	37.9% (n=129)	34.7% (n=118)	23.5% (n=80)	2.4% (n=8)	1.5% (n=5)
I did not buy endangered flora and fauna items	69.1% (n=235)	18.5% (n=63)	10.0% (n=34)	1.8% (n=6)	0.6% (n=2)
I followed the group leader/ tour guide	37.9% (n=129)	15.6% (n=53)	28.8% (n=98)	7.4% (n=25)	10.3% (n=35)
I took photographs of local people with their consent	52.9% (n=180)	28.5% (n=97)	12.9% (n=44)	2.6% (n=9)	2.9% (n=10)
I avoided taking part in activities that are widely condemned by society, such as sex with children or spread infections such HIV and hepatitis B	88.8% (n=302)	6.8% (n=23)	2.1% (n=7)	0.9% (n=3)	1.5% (n=5)

However, it seems that foreign tourists (23.5%) were not sure to bought locally produced food and (29.4%) boycott hotels/resorts that have a poor reputation on environmental issue while in Cambodia.

5.1.4.2. Sanctioned behavior in Cambodia

Table 5.12 shows that out of the 340 respondents the statement, “As a guest, respect local traditions, protect local culture, and maintain local pride” got the highest mean score, which is 4.69, followed by “Speaking loudly in a temple or in a village is

Table 5.16 Sanctioned behavior in Cambodia (N=340)

Descriptive Statistics		
Sanctioned behaviors in Cambodia	Mean ^a	Std. Deviation
As a guest, respect local traditions, protect local culture and maintain local pride.	4.69	.620
Observe standard food and accommodation charges and do not condone overcharging.	4.15	.875
Be patient, friendly, and sensitive.	4.60	.623
Holding hands or kissing in public is disliked by local people.	3.87	.981
Leave plants to flourish in their natural environment. Taking cutting seeds and roots is illegal.	4.54	.832
Long loose clothes are preferable to short, skimpy tops, and tight fitting clothes are disliked by local people.	3.86	.995
Bathing nude in a public place is impolite.	4.60	.790
Each time a tourist smokes opium or marijuana in a village, it is illegal and it encourage addiction	4.32	.981
Speaking loudly in a temple or in a village is impolite	4.61	.811
Touching someone’s head is impolite	4.46	.870
Do not distribute political propaganda	4.45	.916
When taking photographs, respect privacy. Ask permission	4.59	.796

- a. A 5-level scale was used where 1 indicates not at all obliged and 5 indicates totally obliged

impolite” 4.61, “Be patient, friendly, and sensitive” and “Bathing nude in a public place is impolite” got the same score 4.60, “Holding hands or kissing in public are disliked by local people” 3.87 and “Long loose clothes are preferable to short, skimpy tops and tight fitting clothes are disliked by local people” 3.86. It can be concluded that most of the respondents were aware about the sanctioned behaviors in Cambodia.

5.1.4.2.1 Frequency response on sanctioned behavior in Cambodia

Table 5.17 indicates the frequency and percentages of respondents toward sanctioned behavior in Cambodia. To measure on sanctioned behavior in Cambodia, the respondents were instructed to rate their level of obliged. A five point Likert Scale was used where 1 indicate not at all obliged and 5 indicate totally obliged. It can be seen that the respondents were “Respect to local traditions and protect local culture” (76.8%), followed by “speaking loudly in a temple or in a village is impolite” (75.3%), “Bathing nude in public place is impolite” (73.5%), “When taking photographs, respect privacy, Ask permission” (72.1%), “Leave plants to flourish in their natural environment, taking cutting seeds and roots is illegal” (68.5%), “Do not distribute political propaganda” (66.5%), “Be patient, friendly and sensitive” and “Touching someone head is impolite” got the same score (65.9%), and “Each time tourist smokes opium or marijuana in a village it is illegal and it encourage addiction” (61.2%). Interestingly, most of the respondents were unsure to observe local dress rules are disliked by local people which are bad influence on local culture.

Table 5.17 Frequency of respondents on sanctioned behavior in Cambodia (N=340)

Sanctioned behaviors in Cambodia	Totally obliged (5)	Mildly obliged (4)	Unsure (3)	Rather not obliged (2)	Not at all obliged (1)
As a guest, respect to local traditions, protect local culture and maintain local pride	76.8% (n=261)	17.1% (n=58)	5.0% (n=17)	1.2% (n=4)	0% (n=0)
Observe standard food and accommodation charges and do not condone overcharging	41.5% (n=141)	36.2% (n=123)	19.4% (n=66)	1.8% (n=6)	1.2% (n=4)
Be patient, friendly and sensitive	65.9% (n=224)	30.0% (n=102)	2.9% (n=10)	0.9% (n=3)	0.3% (n=1)
Holding hands or kissing in public are disliked by local people	31.5% (n=107)	33.2% (n=113)	27.9% (n=95)	5.6% (n=19)	1.8% (n=6)
Leave plants to flourish in their natural environment, taking cutting seeds and roots is illegal	68.5% (n=233)	22.4% (n=76)	5.3% (n=18)	2.1% (n=7)	1.8% (n=6)
Long loose clothes are preferable to short, skimpy tops and tight fitting clothes are disliked by local people	30.9% (n=105)	35.0% (n=119)	26.2% (n=89)	5.6% (n=19)	2.4% (n=8)
Bathing nude in public place is impolite	73.5% (n=250)	17.4% (n=59)	5.9% (n=20)	2.1% (n=7)	1.2% (n=4)
Each time a tourist smokes opium or marijuana in a village it is illegal and it encourage addiction	61.2% (n=208)	16.2% (n=55)	17.6% (n=60)	3.5% (n=12)	1.5% (n=5)
Speaking loudly in a temple or in a village is impolite	75.3% (n=256)	15.3% (n=52)	5.9% (n=20)	2.1% (n=7)	1.5% (n=5)
Touching someone head is impolite	65.9% (n=224)	19.4% (n=66)	11.2% (n=38)	2.4% (n=8)	1.2% (n=4)
Do not distribute political propaganda	66.5% (n=226)	18.5% (n=63)	10.0% (n=34)	3.5% (n=12)	1.5% (n=5)
When taking photographs, respect privacy. Ask permission	72.1% (n=245)	19.1% (n=65)	5.3% (n=18)	2.4% (n=8)	1.2% (n=4)

5.2 Open-ended questions

5.2.1 Awareness of foreign tourist behavior consider offensive by local people in Cambodia

According to the outcome shown in Table 5.18 out of 340 respondents, the researcher got 119 respondents for the open-ended questionnaire, the highest proportion of the respondents was “inappropriate dress” 36 respondents (or 30.3%), 16 respondents (or 13.4%) “touching someone head”, 13 respondents (or 10.9%) “do

not respect local people”, 11 respondents (or 9.2%) “Public displays of attention”, 18 respondents (or 15.2%) “taking photographs and loud talking or shouting at temple” got the same score, 6 respondents (or 8.3%) “sex with children”, 10 respondents (or 8.8%) “women not touching monk and drinking alcohol and drug got the same score, 4 respondents (or 3.4%) “leaving the chopstick in the V shape”, 3 respondents (2.5%) “not using trash disposal and the last 2 respondents (or 1.6%) “tourists that give money directly and not trying local food”.

Table 5.18 Frequency of foreign tourists’ behavior that considered offensive by local people

Tourist behavior considered offensive	Responses	
	N	Percent
Inappropriate dress	36	30.3%
Touching someone head	16	13.4%
Do not respect to local people	13	10.9%
Public displays of attention	11	9.2%
Loud talking or shouting at temple	9	7.6%
Taking Photographs	9	7.6%
Sex with children	6	5.0%
Drinking alcohol and Drug	5	4.2%
Women not touching monk	5	4.2%
Leaving chopstick in the v shape	4	3.4%
Not using trash disposal	3	2.5%
Tourists that give money directly	1	.8%
Not trying local food	1	.8%
Total	119	100.0%

5.2.2 Are you offended by any tourist codes?

Tables 5.14 demonstrate that out of 340 respondents, only 10 respondents answered to this question. 6 respondents (60%) replied to adapt to local culture and 4 respondents (40.0%) replied on prices on certain things.

Table 5.19 Frequencies of Tourist Codes

Offended by any tourist codes	Responses		Percent of Cases
	N	Percent	N
To adapt to local culture	6	60.0%	60.0%
Price on certain things	4	40.0%	40.0%
Total	10	100.0%	100.0%

5.2.3 Are you offended by Cambodian people in any way?

In accordance with the outcome in Table 5.15, 29 respondents answered to this question. 15 respondents (51.7%) answered, “No, generally Cambodian people are friendly”, 6 respondents (20.7%) said that they were offended by the disorderliness of the taxi driver, 5 respondents (17.2%) were offended by begging money from tourists, and 3 respondents (10.3%) were offended by insisting to buy goods from Cambodian people.

Table 5.20 Are you offended by Cambodian people

Offended by Cambodian	Responses	
	N	Percent
No, generally friendly	15	51.7%
Disordering of the taxi driver	6	20.7%
Begging for money	5	17.2%
Insisting to buy goods	3	10.3%
Total	29	100.0%

5.3 Hypothesis Testing

Hypothesis is a testable proposition about the relationship between two or more events or concepts Saunders, *et al* (2007).

Hypothesis testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement. The hypothesis which is developed for the purpose of testing is called the null hypothesis, designated

H₀. The alternative hypothesis is the statement that is accepted if the sample data provide sufficient evidence that null hypothesis is false. It is designated H₁ (Lind, Marchal and Wathen, 2005). The significance level determines the probability level 0.05 or 0.01 that is to be considered too low to warrant support of the null hypothesis. If the probability of occurrence of the observed data is smaller than the level of significance, then the data suggest the null hypothesis should be rejected (Zikmund, 2003).

This research study consists of four hypotheses that were tested; One-way ANOVA, and Pearson's Correlation Coefficient were used to test the hypotheses. The significance level used in this research study is 0.05 or 95% level of confidence.

5.3.1 Hypothesis 1

H_{1o}: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit is not significant.

H_{1a}: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit is significant.

The One-Way ANOVA analysis in Table 5.21 reveals that three items mainly: "Observe standard food and accommodation charges and do not condone overcharging" (P=0.829); "Be patient, friendly and sensitive" (P=0.701) and "Holding hands or kissing in public are disliked by local people" (P=0.113) have significance value are more than 0.05. Therefore, the null hypothesis failed to reject for these items. This means that the difference among foreign tourists with regard to "Observe standard food and accommodation charges and do not condone overcharging"; "Be patient, friendly and sensitive"; and "Holding hands or kissing in public are disliked

by local people” when classified on the basis of purpose of visit is not significant.

Table 5.21 One-way ANOVA Test for Hypothesis 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
As a guest, respect local traditions, protect local culture and maintain local pride.	Between Groups	8.821	3	2.940	8.140	.000
	Within Groups	121.367	336	.361		
	Total	130.188	339			
Observe standard food and accommodation charges and do not condone overcharging.	Between Groups	.683	3	.228	.296	.829
	Within Groups	258.667	336	.770		
	Total	259.350	339			
Be patient, friendly, and sensitive.	Between Groups	.553	3	.184	.473	.701
	Within Groups	130.845	336	.389		
	Total	131.397	339			
Holding hands or kissing in public is disliked by local people.	Between Groups	5.741	3	1.914	2.006	.113
	Within Groups	320.565	336	.954		
	Total	326.306	339			
Leave plants to flourish in their natural environment. Taking cutting seeds and roots is illegal.	Between Groups	7.249	3	2.416	3.572	.014
	Within Groups	227.254	336	.676		
	Total	234.503	339			
Long loose clothes are preferable to short, skimpy tops, and tight fitting clothes are disliked by local people.	Between Groups	8.022	3	2.674	2.741	.043
	Within Groups	327.755	336	.975		
	Total	335.776	339			
Bathing nude in a public place is impolite.	Between Groups	15.636	3	5.212	8.936	.000
	Within Groups	195.964	336	.583		
	Total	211.600	339			
Each time a tourist smokes opium or marijuana in a village it is illegal and it encourages addiction	Between Groups	10.650	3	3.550	3.782	.011
	Within Groups	315.406	336	.939		
	Total	326.056	339			
Speaking loudly in a temple or in a village is impolite	Between Groups	13.899	3	4.633	7.446	.000
	Within Groups	209.074	336	.622		
	Total	222.974	339			
Touching someone’s head is impolite	Between Groups	11.070	3	3.690	5.050	.002
	Within Groups	245.507	336	.731		
	Total	256.576	339			
Do not distribute political propaganda	Between Groups	10.765	3	3.588	4.410	.005
	Within Groups	273.385	336	.814		
	Total	284.150	339			
When taking photographs, respect privacy. Ask permission	Between Groups	11.649	3	3.883	6.431	.000
	Within Groups	202.878	336	.604		
	Total	214.526	339			

However, the other nine items reveals a significance value less than 0.05. They are “As a guest, respect to local traditions, protect local culture and maintain local pride” ($p=0.000$); “Leave plants to flourish in their natural environment. Taking cutting seeds and roots is illegal” ($p=0.014$); “Long loose clothes are preferable to short, skimpy tops, and tight fitting clothes are disliked by local people” ($p=0.043$); “Bathing nude in public place is impolite” ($p=0.000$); “Each time a tourist smokes opium or marijuana in a village, it is illegal and it encourages addiction” ($p=0.011$); “Speaking loudly in a temple or in a village is impolite” ($p=0.000$); “Touching someone’s head is impolite” ($p=0.002$); “Do not distribute political propaganda” ($p=0.005$) and “When taking photographs, respect privacy. Ask permission” ($p=0.000$). Therefore, the null hypothesis is rejected for these nine items. This means there are significant differences in these items among foreign tourists as regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit.

5.3.2 Hypothesis 2

H2o: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is not significant.

H2a: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is significant.

The One-Way ANOVA analysis in Table 5.22 reveals that the items “As a guest, respect local traditions, protect local culture and maintain local pride” ($p=0.035$); “Be patient, friendly and sensitive” ($p=0.024$); “Bathing nude in a public place is impolite” ($p=0.002$); “Speaking loudly in a temple or in a village is impolite” ($p=0.013$); and “Do not distribute political propaganda” ($p=0.014$) which less than 0.05. Therefore the null hypothesis is rejected in this case. This means that difference

among foreign tourists with regard to awareness on sanctioned behavior in Cambodia when classified on the basis of repeat visit is significant.

Table 5.22 One-way ANOVA Test for Hypothesis 2

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
As a guest, respect to local traditions, protect local culture and maintain local pride	Between Groups	2.569	2	1.284	3.391	.035
	Within Groups	127.620	337	.379		
	Total	130.188	339			
Observe standard food and accommodation charges and do not condone overcharging	Between Groups	.783	2	.392	.510	.601
	Within Groups	258.567	337	.767		
	Total	259.350	339			
Be patient, friendly and sensitive	Between Groups	2.890	2	1.445	3.789	.024
	Within Groups	128.507	337	.381		
	Total	131.397	339			
Holding hands or kissing in public are disliked by local people	Between Groups	3.485	2	1.743	1.819	.164
	Within Groups	322.821	337	.958		
	Total	326.306	339			
Leave plants to flourish in their natural environment, taking cutting seeds and roots is illegal	Between Groups	3.546	2	1.773	2.587	.077
	Within Groups	230.957	337	.685		
	Total	234.503	339			
Long loose clothes are preferable to short, skimpy tops and tight fitting clothes are disliked by local people	Between Groups	3.386	2	1.693	1.716	.181
	Within Groups	332.390	337	.986		
	Total	335.776	339			
Bathing nude in public place is impolite	Between Groups	7.640	2	3.820	6.312	.002
	Within Groups	203.960	337	.605		
	Total	211.600	339			
Each time a tourist smokes opium or marijuana in a village it is illegal and it encourage addiction	Between Groups	2.468	2	1.234	1.285	.278
	Within Groups	323.588	337	.960		
	Total	326.056	339			
Speaking loudly in a temple or in a village is impolite	Between Groups	5.707	2	2.854	4.426	.013
	Within Groups	217.266	337	.645		
	Total	222.974	339			
Touching someone head is impolite	Between Groups	3.403	2	1.702	2.265	.105
	Within Groups	253.173	337	.751		
	Total	256.576	339			
Do not distribute political propaganda	Between Groups	7.166	2	3.583	4.359	.014
	Within Groups	276.984	337	.822		
	Total	284.150	339			
When taking photographs, respect privacy. Ask permission	Between Groups	3.353	2	1.676	2.675	.070
	Within Groups	211.174	337	.627		
	Total	214.526	339			

However, the other seven items reveal their significance value to be more than 0.05. They are “Observe standard food and accommodation charges and do not condone overcharging” ($p=0.601$); “Holding hands or kissing in public are disliked by local people” ($p=0.164$); “Leave plants to flourish in their natural environment. Taking cutting seeds and roots is illegal” ($p=0.077$); “Long loose clothes are preferable to short, skimpy tops, and tight fitting clothes are disliked by local people” ($p=0.181$); “Each time a tourist smokes opium or marijuana in a village it is illegal and it encourages addiction” ($p=0.278$); “Touching someone head is impolite” ($p=0.105$); and “When taking photographs, respect privacy. Ask permission” ($p=0.070$). Therefore, the null hypothesis failed to reject for these seven items. This means that the difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is not significant in these items.

5.3.3 Hypothesis 3

H3o: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of information source is not significant.

H3o: The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of information source is significant.

The One-Way ANOVA analysis in Table 5.18 reveals that the significance all items more than 0.05. They are “As a guest, respect local traditions, protect local culture and maintain local pride” 0.613; “Observe standard food and accommodation charges and do not condone overcharging” 0.405; “Be patient,

friendly and sensitive” 0.264; “Holding hands or kissing in public are disliked by local people” 0.652; “Leave plants to flourish in their natural environment, taking or

Table 5.23 One-way ANOVA Test for Hypothesis 3
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
As a guest, respect to local traditions, protect local culture and maintain local pride	Between Groups	1.378	5	.276	.715	.613
	Within Groups	128.810	334	.386		
	Total	130.188	339			
Observe standard food and accommodation charges and do not condone overcharging	Between Groups	3.903	5	.781	1.021	.405
	Within Groups	255.447	334	.765		
	Total	259.350	339			
Be patient, friendly and sensitive	Between Groups	2.507	5	.501	1.299	.264
	Within Groups	128.890	334	.386		
	Total	131.397	339			
Holding hands or kissing in public are disliked by local people	Between Groups	3.205	5	.641	.663	.652
	Within Groups	323.100	334	.967		
	Total	326.306	339			
Leave plants to flourish in their natural environment, taking or cutting seeds and roots is illegal	Between Groups	3.647	5	.729	1.055	.385
	Within Groups	230.856	334	.691		
	Total	234.503	339			
Long loose clothes are preferable to short, skimpy tops and tight fitting clothes are disliked by local people	Between Groups	10.143	5	2.029	2.081	.067
	Within Groups	325.633	334	.975		
	Total	335.776	339			
Bathing nude in public place is impolite	Between Groups	3.381	5	.676	1.085	.369
	Within Groups	208.219	334	.623		
	Total	211.600	339			
Each time a tourist smokes opium or marijuana in a village it is illegal and it encourage addiction	Between Groups	2.737	5	.547	.565	.727
	Within Groups	323.319	334	.968		
	Total	326.056	339			
Speaking loudly in a temple or in a village is impolite	Between Groups	1.584	5	.317	.478	.793
	Within Groups	221.390	334	.663		
	Total	222.974	339			
Touching someone head is impolite	Between Groups	4.716	5	.943	1.251	.285
	Within Groups	251.860	334	.754		
	Total	256.576	339			
Do not distribute political propaganda	Between Groups	5.550	5	1.110	1.331	.251
	Within Groups	278.600	334	.834		
	Total	284.150	339			
When taking photographs, respect privacy. Ask permission	Between Groups	2.437	5	.487	.767	.574
	Within Groups	212.090	334	.635		
	Total	214.526	339			

cutting seeds and roots is illegal” 0.385; “Long loose clothes are preferable to short, skimpy tops, and tight fitting clothes are disliked by local people” 0.385; “Bathing

nude in a public place is impolite” 0.369; “Each time a tourist smokes opium or marijuana in a village it is illegal and it encourages addiction” 0.727; “Speaking loudly in a temple or in a village is impolite” 0.793; “Touching someone’s head is impolite” 0.285; “Do not distribute political propaganda” 0.251; and “When taking photographs, respect privacy, ask permission” 0.574. Therefore, the null hypothesis failed to reject for these twelve items. This means that the difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis information source is not significant all of these items.

5.3.4 Hypothesis 4

H4o: A positive attitude towards socio-cultural practices does not lead to positive culturally responsible behavior at the destination.

H4a: A positive attitude towards socio-cultural practices leads to positive culturally responsible behavior at the destination.

In accordance with the Pearson’s Correlation Coefficient Analysis 0.447 shown in 5.24, the significance value comes out to be 0.000 which is less than 0.01. Therefore, the null hypothesis is rejected. This means that there is a relationship between a positive attitude toward socio-cultural practices leads to positive culturally responsible behavior at the destination.

Table 5.24 Pearson’s Correlation Coefficient for Hypothesis 4

Correlations			
		attitude toward social culturally practice	Responsible behavior in Cambodia
attitude toward social culturally practice	Pearson Correlation	1	.447(**)
	Sig. (2-tailed)		.000
	N	340	340
Responsible behavior in Cambodia	Pearson Correlation	.447(**)	1
	Sig. (2-tailed)	.000	
	N	340	340

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

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter contains a summary of the study, conclusion of the research outcomes along with recommendations and the suggestions for further research.

6.1 Summary of the findings

6.1.1 Sample profile

Out of 340 respondents of this research study, the respondents were foreign tourists with the purpose of visit were “leisure”, visited Cambodia for “first time” and simply got the information source internet (see Table 6.1).

Table 6.1 Summary of Respondents’ characteristic

Respondents’ characteristic	The majority group of respondents (%)
Purpose of visit	Leisure (90.6%)
Number of times visit	First time (89.1%)
Information source	Internet (29.4%)

6.1.2 Travel preferences and general profile of respondents

Table 6.2 indicated out of 340 respondents of this research study, the respondents were foreign tourists that choice holiday in Cambodia, “affordable cost”, information concern their holiday “Local customs and appropriate dress and behaviors for tourists”, and activities willing to pay “Workers in the destination are guaranteed good wages and working conditions”. Furthermore, most of the respondents are male came from Europe between 18-29 years old visited Cambodia.

Table 6.2 Summary of travel preferences and general profile of respondents

Travel preferences and profile of respondent	The majority of respondents (%)
Criteria of your choice on holiday	Affordable cost (47%)
Information concern your holiday	Local customs and appropriate dress and behaviors for tourists (47%)
Activities willing to pay on holiday	Workers in the destination are guaranteed good wages and working conditions (50.1%)
Country of origin	Europe (49.1%)
Gender	Male (53.5%)
Age	18-29 (51.2%)

6.1.3 Hypothesis testing results

The research study on the topic of “Awareness of Sanctioned Behavior and Responsible Behavior of Foreign Tourists in Cambodia” obtains the primary data from 340 questionnaires from the target respondents by applying One-way ANOVA, and Pearson’s Correlation Coefficient to test the hypothesis. The outcomes are as indicated in Table 6.3

Table 6.3 Summary of Hypothesis testing results

Statement	Statistical test	Hypothesis testing result
Hypothesis 1		
The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit is not significant.	One-way ANOVA	Reject H1 ₀ in nine items
Hypothesis 2		
The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of repeat visit is not significant.	One-way ANOVA	Reject H2 ₀ in five items
Hypothesis 3		
The difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of information source is not significant.	One-way ANOVA	Reject H3 ₀ in all items
Hypothesis 4		
A positive attitude towards socio-cultural practices does not lead to positive culturally responsible behavior at the destination.	Pearson Correlation	Reject H4 ₀ (positive relationship)

6.2 Conclusion of the research study based on objectives

This study analyzes several differences among awareness of sanctioned behavior and responsible behavior of foreign tourist visit Cambodia. There are several differences among foreign tourists awareness of sanctioned and responsible behavior visit Cambodia. Based on the descriptive statistic analysis, the researcher wrap up the research finding and bring back the research objective to match with the survey results accordance with the hypotheses testing as follows.

Objective 1: To investigate foreign tourists awareness of sanctioned behaviors (differentiate in terms of purpose of visit and repeat of visit).

Hypothesis 1-3 tested the difference among foreign tourists with regard to awareness of sanctioned behavior in Cambodia when classified on the basis of purpose of visit, repeat of visit and source of information. The profile type of tourist was discussed in 6.1.1 and 6.1.2 above.

(i) Purpose of visit

The outcome demonstrated that nine items out of twelve items rejected. The majority of rejected items indicated that there are significant differences among tourists awareness of the sanctioned behavior when classified on basis purpose of visit, Cambodia.

6.2.1 Purpose of visit and Awareness of sanctioned behavior in Cambodia

This research revealed that foreign tourists were aware of sanctioned behavior with the different purpose of visit to Cambodia. (see appendix E)

- As guest, respect to local traditions, protect local culture and maintain local pride

The post Hoc Test demonstrates I (leisure) - J (Both business and leisure) = 0.837* and I (other) - J (Both business and leisure) = 0.767*. This implied that foreign tourists visiting Cambodia for “leisure” and “other” strongly obliged in “As guest, respect to local traditions, protect local culture and maintain local pride” than tourists visiting Cambodia for “both business and leisure”. The research study reveals that foreign tourists who visit to Cambodia are looking for a break from normal stressful and busy lives. So the patterns of tourist behavior have an important impact both on the relationships that tourists have with the host population.

- Leave plants to flourish in their natural environment, taking cutting seeds and roots is illegal

The Post Hoc Tests demonstrates $I(\text{leisure}) - J(\text{Both business and leisure}) = 0.865^*$. This implied that foreign tourists visiting Cambodia for “leisure” strongly obliged in “Leave plants to flourish in their natural environment, taking cutting seeds and roots is illegal” than tourists visiting Cambodia for “business”, “both business and leisure” and “other”. The research reveals that the environment issues are important to leisure tourists when they choose particular destination.

- Bathing nude in public place is impolite

The Post Hoc Tests demonstrates $I(\text{leisure}) - J(\text{Both business and leisure}) = 1.107^*$, $I(\text{Business}) - J(\text{Both business and leisure}) = 1.500^*$. This implied that foreign tourists visiting Cambodia for “leisure” and “business” strongly obliged in “Bathing nude in public place is impolite” than tourists visiting Cambodia for “both business and leisure” and “other”. The research study reveals those mostly foreign tourists who visiting Cambodia for relaxing and escape but they also respect to the community culture and attitude toward clothing.

- Each time a tourist smokes opium or marijuana in a village it is illegal and it encourage addiction

The Post Hoc Tests demonstrates $I(\text{other}) - J(\text{Both business and leisure}) = 1.200^*$. This implied foreign tourists visiting Cambodia for “other” strongly obliged in “Each time a tourist smokes opium or marijuana in a village it is illegal and it encourage addiction” than tourists visiting Cambodia for “both business and leisure” and “leisure”.

- Speaking loudly in a temple or in a village is impolite

The Post Hoc Tests demonstrates I (leisure) - J (Both business and leisure) = 1.130*, I (business) - J (Both business and leisure) = 1.192*, I (other) - J (Both business and leisure) = 1.500*. This implied that foreign tourist visiting Cambodia for “leisure”, “business” and “other” strongly obliged in “Speaking loudly in a temple or in a village is impolite” than tourists visiting Cambodia for “business and leisure”. This can explaining that religion is a major part of daily life for Cambodia people. When visiting temples and shrines show your respect by keeping your voice low and dress neatly, never go shirtless or wear shorts. Every Buddha image is regarded as a sacred object no matter how big or small, old or new. Never climb onto a Buddha image to take a photograph.

- Touching someone head is impolite

The Post Hoc Tests demonstrates I (leisure) - J (Both business and leisure) = 0.906*, I (business) - J (Both business and leisure) = 0.938*. This implied that foreign tourists visiting Cambodia for “leisure” and “business” strongly obliged in “Touching someone head is impolite” than tourists visiting Cambodia for “Both business and leisure” and “other”. This can be explaining that social norms be friendly. However between Western and Cambodian culture is different. So be careful to observe social norm such as when touching some one head especially for adult that you even not know them. Furthermore hug or kiss people you meet, body language is interpreted differently in many places.

- Do not distribute political propaganda

The Post Hoc Tests demonstrates I (leisure)- J (Both business and leisure) = 0.984*, I (business) - J (Both business and leisure) = 1.115*. This implied that foreign tourist visiting Cambodia for “leisure” and “business” strongly obliged in “Do not

distribute political propaganda” than tourists visiting Cambodia for “Both business and leisure” and “other”.

- When taking photographs, respect privacy. Ask permission

The Post Hoc Tests demonstrates I (leisure)-J (Both business and leisure) = 1.010*, I (business) - J (Both business and leisure) = 0.862*, and I (other) - J (Both business and leisure) = 1.400*. This implied that foreign tourists visiting Cambodia for “leisure”, “business” and “other” strongly obliged “when taking photographs, respect privacy, ask permission ” than tourists visiting Cambodia for “Both business and leisure”.

(ii) Repeat visit

The outcome demonstrated five items out of twelve items are rejected. The majority of rejected items indicated that there are significant differences among foreign tourists awareness of sanctioned behavior when classified on basis repeat visit, Cambodia

6.2.2 Repeat visit and Awareness of sanctioned behavior in Cambodia

This research revealed that foreign tourists were aware of sanctioned behavior with the different repeat visit to Cambodia. (see appendix F)

- As a guest, respect to local traditions, protect local culture and maintain local pride

Post Hoc Tests demonstrates I (first time of visit) - J (Two-three time) = 0.331*. This indicates that foreign tourists visited for the “first time” to Cambodia have strongly obliged with “As a guest, respect to local traditions, protect local culture and maintain local pride” than the ones who visited “two-three times” and “more than three times” visit.

- Be patient, friendly and sensitive

Post Hoc Tests demonstrates I (first time of visit) - J (Two-three time) = 0.366*. This indicates that foreign tourists visited for the “first time” to Cambodia has strongly obliged in “Be patient, friendly and sensitive” than tourists visited Cambodia for “two-three times” and “more than three times” visit.

- Bathing nude in public place is impolite

Post Hoc Tests demonstrates I (first time of visit) - J (Two-three time) = 0.597*. This indicates that foreign tourists visited for the “first time” to Cambodia have strongly obliged in “Bathing nude in public is impolite” than tourists visited Cambodia for “two-three times” and “more than three times” visit. The research reveals that first time visit of foreign tourist are important to them to observe local dress rules make sure to respect the local culture and attitudes toward clothing or bathing in the public place.

- Speaking loudly in a temple or in a village is impolite

Post Hoc Tests demonstrates I (More than three times) - J (two-three times) = 0.783*. This indicates that foreign tourists visited for “more than three times” to Cambodia has strongly obliged with “Speaking loudly in a temple or in a village is impolite” than visited for “first time” and “two-three times” visit. This can explaining that religion is a major part of daily life for Cambodia people. When visiting temples and shrines show your respect by keeping your voice low and dress neatly, never go shirtless or wear shorts. Every Buddha image is regarded as a sacred object no matter how big or small, old or new. Never climb onto a Buddha image to take a photograph.

- Do not distribute political propaganda

Post Hoc Tests demonstrates I (first time) - J (two-three times) = 0.579*. This indicates that foreign tourist visited for the “first time” to Cambodia strongly

obliged in “Do not distribute political propaganda” than tourists visited for “two-three times” and “more than three times” visit.

Objective2: To assess the issue contributing to foreign tourists’ attitude and culturally responsible behavior in Cambodia.

Testing hypothesis four revealed that there is a relationship between a positive attitude toward socio-cultural practices leads to positive culturally responsible behavior at the destination. One possible explanation for this diverse encounters and interaction between hosts and guests within the destination, tourists’ impact hosts and hosts impact tourists. A positive influence on foreign tourists in generating awareness of their potential impact upon the tourism destination visited. This finding match with the research of Gray et al., 2005 culturally responsible tourism requires culturally responsible behavior that is referred to as being aware of and sensitive to cultural values, traditions and customs of a foreign society, and complying with the rules of behavior and ways of life of the host society to match the host society’s expectations. A culturally responsible tourist learns about cultural differences through verbal and non-verbal communication cues, food, dance, human interactions, religious beliefs, gestures or time orientations.

6.3 Recommendations

6.3.1 Tour operator assist tourists to get learning

This research revealed that there are significant differences among tourists awareness of the sanctioned behavior when classified on basis purpose of visit and first time visit to Cambodia. Tourists are not at all a homogeneous group of people but rather arrive with different backgrounds, preferences, motives and behavior patterns. The behavior that tourists display during holidays has important consequences on the well-being of the local community. Mostly tourists who visited Cambodia were

“leisure” tourist and “first time” visit. According to Lau and McKercher (2004), first-time visitors are destination naïve tourists who may not be aware of what is available and who, even when aware, will be consuming experiences for the first time. It seemed that tourists often did not know what was available until they arrived at their reef destination and that they lacked sufficient information on the time required to participate in various activities.

According to Krippendorf (1987), tourism brings them together, it is instrumental in their dialogue, and it leads to personal contract in which people can understand attitudes and beliefs which were incomprehensible to them because they were distant. The first time tourists who visit to Cambodia the basic information about the country of people they are visiting specific instructions. There are four main stages can contribute to the tourists that all stakeholders in Cambodia should be aware of it. But it should begin with the premise that the role of tour operator influencing where tourists go; informing visitors about appropriate behavior, people and cultural interaction and developing tourist concern.

1. Inform tourists about the destination to be visited

This function of communication is the management parallel to providing options to enhance visitor experience where tourists go and thus assist in managing their impacts. Tour operator supplements information with broader knowledge about the destination being visited, alternative sites, routes or activities as an attempt to move tourists away from heavily used sites.

2. Informing tourists about appropriate behavior

The most socially and culturally responsible message occurred in a theme called “dos and don’ts”. This theme included references to how the tourist should behave when traveling in Cambodia. The tour operators should provide information on

appropriate behavior to tourists by telling not to take photographs the people or their homes and livestock without asking permission first.

The two ways communication between tourists led by a tour leader, representative and tour operators are important to educate them on culturally and environmentally responsible appropriate behaviors. Tour operators have a responsibility to be sensitive to potential impacts at the destination.

3. Tourists-host and socio-cultural interaction

Socio-cultural impact is people impact's concern about the effect on host communities due to their direct and indirect association with tourists. The opportunity to meet friendly people, get to know the real Cambodia, the way of life. One of the responsibility of the tour operator as a culture broker is to educate the tourist on the culture of the destination visited. The tour operators' responsibility is to demonstrate respect to the host country by negotiating with host communities the conditions required for tourist visits. Also, tour operators should treat cultural heritage of the host country with dignity and respect by informing tourists about local customs and tradition and appropriate behavior. Furthermore local language learns a few words and phrases in the local language need to be given as to address Cambodian people and say "hello", "thank you". This will show willingness on your part and is a good way all communicating and making friends with local people is one of the most rewarding aspects of being abroad. Yet, more guideline need to be provided on the behavioral practices, habits and customs that are inappropriate and or have negative effects on local culture and environment. However, for tourists visit to Cambodia as "both business and leisure" differ from holiday travel, in that business person has little discretion in their choice of destination or the timing for their trip. So the interacting between them and host population is rarely and carefree.

4. Developing tourists awareness

Simply providing information is not by itself likely to result in improved behavior. Tourists need to have knowledge about both the impacts of various behaviors and the appropriate alternatives, and they need to care about the visited place.

6.3.2 First time and repeat visit to Cambodia

First time visitors who are inquisitive about the destination and feel they are on an adventuresome quest to explore a new place, whereas repeaters sought relaxation or spending time with visiting friends or relative, shop or dine. As a result, from the Post Hoc Tests indicated that first-time visitors to Cambodia have strongly respected local traditions, protect local culture and maintain local pride. It seems that first time visitors are more likely for fun, adventure, and to discover the people and lifestyle of a new destination. They are excited about visiting a new place, seeing how other people live, and being exposed to Cambodia cultural heritage. However, repeat visitors, which are destination aware, on the other hand, are much more interested in using the destination to satisfy interpersonal needs or to selectively consume experiences. From this point it is important for tourism planner and authorities at tourist destination to understand the various potential influences on how tourists evaluate destinations. The balancing first time and repeat visitors is the goal for involves developing a deep understanding of why each group wants to come to a destination and what each prefers to do while at that destination. From this study suggests that first time and repeat visitors are motivated to visit for fundamentally different reasons and consequently intend to participate in very different activities sets. As McKercher and Wong, (2004) it is important to appreciate that first time visitors will behave in a similar manner, regardless of whether or not the place is their main destination. First time visitors want to discover a destination,

and opportunities must be presented for this to occur. While repeat visit on the other hand, are likely to engage in a limited set of actions that relate to shopping dining and spending time with friends. So Destination marketers need to be aware of these differences when promote the destination activities.

6.3.3 Pleasure and business tourists behavior in Cambodia

As a result, from the Post Hoc Tests indicated that majority of tourists who mainly came for “leisure” was aware of the do and don’t in Cambodia such as speaking loudly in a temple or touching someone head is impolite. One explanation for this is that tourists take along the norms and values of their own culture. This culture influences people, ensuring they behave in a similar manner while on vacation compared to when in their place of origin. As Krippendorf (1987), who states “having arrived at the scene of their dreams, many tourists behave in much the same way as they do at home”. The behavior tourists engaged in pleasure oriented leisure and tourism may be the result of deep rooted habits and needs that exist within tourist. For business tourist who actually is the one who travels and consumes the various products and services of business tourism suppliers. Because we have seen that business tourism brings social and environmental costs as well as economic and social benefit. Cambodia with its limited resources and drive to develop a new destination image faces the challenge to clearly identify a realistic image. With the challenges of transforming potential visitor demand into actual visitation, and repeat visitation with visitors positively recommending the destination, the attributes promoted by Cambodia should also be ones that its target traveler segment considers important in selecting a destination.

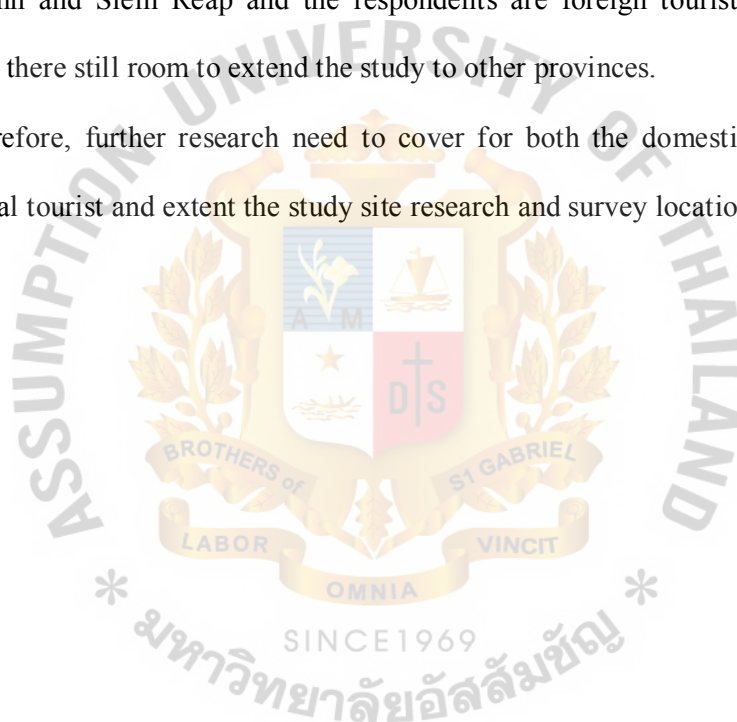
Based on the finding suggest that whilst Cambodian people are among the most tolerant and forbearing of hosts, they have nevertheless a number of customs and

taboos which the visitor should respect. To help with this the researcher suggests to follow Do's and Don'ts in Cambodia. The tourism planners and concerned authorities in Cambodia should ensure more responsible and enjoyable experiences for tourists and hosts through more meaningful connections with each other, and a greater understanding for the tourists of Cambodian culture and environmental issues”

6.4 Suggestion for future research

This research was conducted in Cambodia, and the survey locations such as Phnom Penh and Siem Reap and the respondents are foreign tourists who visited Cambodia, there still room to extend the study to other provinces.

Therefore, further research need to cover for both the domestic tourists and international tourist and extent the study site research and survey location.



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Appendix A



SURVEY QUESTIONNAIRE

Dear Respondents

Hello and Good Day!

I am a student study for a master degree in Business Administration in Tourism Management at the Assumption University in Thailand. At the moment I am conducting a survey for my master thesis entitled “Awareness of Sanctioned Behavior and Responsible Behavior of Foreign Tourists in Cambodia”.

The survey will take approximately 10 minutes. Your response will be confidential and your name will not be identified at any stage of the research.

I would be grateful if you could participate in the study by filling out this questionnaire. Thank you for your participation in the survey.

Yours Sincerely,

Pheng Vimean

Researcher

MBA TRM Program,

pvimean@hotmail.com

Questionnaire

Part I: Travel Preferences

Questions 1 to 3 are about your preferred activities, interests and opinions about travel. Please **rank them from one to four** (1; 2; 3 or 4) in the boxes shown, with **1** being the most important to you and **4** being the least important to you.

1. For overseas holidays that you have booked, how important were the following criteria determining your choice?

☐ Affordable cost

☐ Good information available on the social, economic and political situation of the country and local area to be visited

☐ A significant opportunity for interaction with the local people

☐ Trip has been specifically designed to cause as little damage as possible to the environment

2. If you are on an overseas holiday, what type of information would you want to have concerning your holiday?

☐ Local customs and appropriate dress and behaviors for tourists

☐ Ways for tourists to support the local economy and meet the local people

☐ Local religious beliefs

☐ How to protect the local environment and reduce waste while overseas

3. Which of the following activities would you be willing to pay more money for, if they were guaranteed as part of your holiday?

☐ Money goes towards preservation of local environment and reversal of some of the negative environmental effects associated with tourism

☐ Workers in the destination are guaranteed good wages and working conditions

☐ ☐ Money goes to support a local charity

Part II. General Profile

4. Country of origin

☐ Australia ☐ New-Zealand ☐ Japan ☐ Korea ☐ Europe
☐ North America ☐ Asian ☐ Other please specific.....

5. Gender

☐ Male ☐ Female

6. Age groups

☐ 18-29 ☐ 30-44 ☐ 45+

Part III: Attitude towards socio-cultural practices

Please **circle** your degree of agreement ranging from strongly agree to strongly disagree where:

5= strongly agree, 4= agree, 3= neither agree nor disagree, 2= disagree, 1= strongly disagree

	Items of social cultural practices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	N/A
7	I have open mind to other cultures	5	4	3	2	1	
8	I do not support displacement of local communities (to vacate sites to be used for tourism development)	5	4	3	2	1	
9	I travel to know local people	5	4	3	2	1	
10	I enjoy local traditions and practices	5	4	3	2	1	
11	I prefer traveling independently	5	4	3	2	1	
12	I prefer travel in a small group	5	4	3	2	1	
13	I am interested in local art, handicraft, music, dance and sculpture	5	4	3	2	1	
14	Interacting with local people with language barrier does not bother me	5	4	3	2	1	
15	I respect diversity	5	4	3	2	1	

Part IV: Responsible behavior in Cambodia

Please (☑) the level of agreement ranging from strongly agree to strongly disagree

Scale: 5= strongly agree, 4= agree, 3= neither agree nor disagree, 2= disagree, 1= strongly disagree

Pre-trip		5	4	3	2	1
16	I gathered relevant information about Cambodia before setting out					
17	I studied the history and background of Cambodia to understand local culture and tradition					
18	(Before holiday) I tried to learn a few words of local language, at least					
19	I chose tour operators that are environmentally and socially responsible by reading company policies and looked for certification of environmental awareness issued by recognized organization					
20	I inquired information about proper dress codes					
On-site						
21	On arriving at Cambodia, I respected local culture, tradition and environmental values					
22	I boycott hotels/resorts that have a poor reputation on environmental issue					
23	I followed local rules and regulations					
24	I used public transportation to get to destination and to travel around in Cambodia					
25	I bought locally produced food					
26	I did not buy endangered flora and fauna items					
27	I followed the group leader/ tour guide					
28	I took photograph of local people with their consent					
29	I avoided taking part in activities that are widely condemned by society, such as sex with children or spread infections such HIV and hepatitis B					

30. Information source of Cambodia (please ☒ only one)

☐ ☐ Copy of hand book entitled, “Good and Bad Practices” published by Ministry of Tourism-Cambodia

☐ ☐ Information from travel agent, brochure from tour operators/Guide book/Newspaper

☐ ☐ Advertisement in the media (Print and Electronic)

☐ ☐ Information from tourist’s offices in my home country, information from local or regional tourist office

☐ ☐ Internet

☐ ☐ Information from friends, relatives

31. Purpose of visit Cambodia

☐ ☐ Leisure (holiday)

☐ ☐ Business

☐ ☐ Both business and leisure

☐ ☐ Other please specific

32. How many times have you been to Cambodia?

☐ ☐ first time

☐ ☐ two-three time

☐ ☐ more than three times

33. Are you aware of any tourist behaviors that are considered offensive or rude by local people in Cambodia? If so, please describe them

a) _____

b) _____

c) _____

34. Are you offended by any tourist codes? If so, please describe what code(s) you find offensive?

35. Are you offended by Cambodia people in any way? Please describe

Part V: Sanctioned behaviors in Cambodia

There are some tourist behaviors that are considered offensive by Cambodian people. To what extent do you consider yourself morally obliged to carry out the following behaviors?

Please (☑) the level range from totally obliged to not at all obliged

Scale: 5= totally obliged, 4= mildly obliged, 3= unsure, 2= rather not obliged, 1= not at all obliged

Sanctioned behaviors in Cambodia		5	4	3	2	1
36	As a guest, respect to local traditions, protect local culture and maintain local pride					
37	Observe standard food and accommodation charges and do not condone overcharging					
38	Be patient, friendly and sensitive					
39	Holding hands or kissing in public are disliked by local people					
40	Leave plants to flourish in their natural environment, taking cutting seeds and roots is illegal					
41	Long loose clothes are preferable to short, skimpy tops and tight fitting clothes are disliked by local people					
42	Bathing nude in public place is impolite					
43	Each time a tourist smokes opium or marijuana in a village it is illegal and it encourage addiction					
44	Speaking loudly in a temple or in a village is impolite					
45	Touching someone head is impolite					
46	Do not distribute political propaganda					
47	When taking photographs, respect privacy. Ask permission					

Thank you for your participation!

Appendix B

Basic responsibilities of tourists

- The responsibility to obey local laws and regulations;
- The responsibility to not take part in activities which while not illegal, or where the laws are not enforced by the local authorities, are nevertheless widely condemned by society, such as sex with children;
- The responsibility to not deliberately offend local religious beliefs or cultural norms of behavior;
- The responsibility to not deliberately harm the local physical environment;
- The responsibility to minimize the use of scarce local resources.

Extra responsibilities of tourists in relation to sustainable tourism are as follows:

- The responsibility to not visit destinations which have a poor record on human rights;
- The responsibility to find out about the destination before the holiday and try to learn a few words of the local language, at least;
- The responsibility to try to meet local people, learn about their life styles and establish friendships;
- The responsibility to protect the natural wildlife by not buying souvenirs made from living creatures;
- The responsibility to abide by all local religious beliefs and cultural values even those in which the tourist personally disagrees;
- The responsibility to boycott local businesses which pay their staff poor wages, or provide bad working conditions for their employees;

- The responsibility to behave sensibly so as not to spread infections such HIV and hepatitis B;
- The responsibility to contribute as much as possible to the local economy.

Appendix C

Policies in visiting Angkor Wat, an irreplaceable treasure, as stated by The International Center for the Study of the Preservation and Restoration of Cultural Property are as follows:

- Accept the restrictions placed on the temple complex (e.g. do not touch, do not photograph, do not enter);
- Avoid touching. Every small touch becomes harmful when repeated by 1,000 people everyday;
- Wear appropriate footwear. Avoid heels and studded soles;
- Mind your backpack. You could brush up against the walls and damage the carvings and bas-reliefs;
- Avoid climbing unnecessarily on the statues and monuments. If you must take a photo on top of a monument, be selective and choose to climb only one;
- Stop graffiti. Resist the temptation to scribble your name or draw on the monuments;
- Admire from afar. If every visitor to Angkor Wat took home a piece of temple as a souvenir, the temples would quickly disappear forever;
- Shop responsibly. Beware of buying objects of unknown origin. The looting of archaeological sites results in the loss of significant social and cultural treasures and robs the Cambodian people of their history;

- Don't litter. Take your rubbish with you; and
- Respect silence and other people. The temple complex brings different experiences to different people. Allow other visitors to experience the peace and beauty.

Appendix D

Cape Town Declaration defined responsible tourism and the World Travel Market in the following principles:

- Minimizes negative economic, environmental and social impacts;
- Generates greater economic benefits for local people and enhances the well being of host communities, improves working conditions and access to the industry;
- Involves local people in decisions that effect their lives and life chances;
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- Provides more enjoyable experiences for tourists through more meaningful connections with local, social and environmental issues;
- Provides access for physically challenged people; and
- Is culturally sensitive, engenders respect between tourists and hosts.

Appendix E

Post Hoc Tests: Purpose of Visit

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Purpose of Visit	(J) Purpose of Visit	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
q.36 Protect local culture and maintain local pride	Leisure	Business	.429	.170	.058	-.01	.87
		Both business and leisure	.837(*)	.193	.000	.34	1.34
		Other	.070	.203	.986	-.45	.60
	Business	Leisure	-.429	.170	.058	-.87	.01
		Both business and leisure	.408	.253	.373	-.25	1.06
		Other	-.359	.261	.514	-1.03	.31
	Both business and leisure	Leisure	-.837(*)	.193	.000	-1.34	-.34
		Business	-.408	.253	.373	-1.06	.25
		Other	-.767(*)	.276	.029	-1.48	-.05
	Other	Leisure	-.070	.203	.986	-.60	.45
		Business	.359	.261	.514	-.31	1.03
		Both business and leisure	.767(*)	.276	.029	.05	1.48
q.37 Observe standard food and accommodation	Leisure	Business	.002	.248	1.000	-.64	.64
		Both business and leisure	.256	.282	.801	-.47	.98
		Other	-.066	.297	.996	-.83	.70
	Business	Leisure	-.002	.248	1.000	-.64	.64
		Both business and leisure	.254	.369	.902	-.70	1.21
		Other	-.068	.380	.998	-1.05	.91
	Both business and leisure	Leisure	-.256	.282	.801	-.98	.47
		Business	-.254	.369	.902	-1.21	.70
		Other	-.322	.403	.855	-1.36	.72
	Other	Leisure	.066	.297	.996	-.70	.83
		Business	.068	.380	.998	-.91	1.05
		Both business and leisure	.322	.403	.855	-.72	1.36

q.38 Be patient, friendly and sensitive	Leisure	Business	-.088	.177	.959	-.54	.37
		Both business and leisure	.204	.201	.740	-.31	.72
		Other	-.063	.211	.991	-.61	.48
	Business	Leisure	.088	.177	.959	-.37	.54
		Both business and leisure	.292	.262	.681	-.39	.97
		Other	.026	.271	1.000	-.67	.72
	Both business and leisure	Leisure	-.204	.201	.740	-.72	.31
		Business	-.292	.262	.681	-.97	.39
		Other	-.267	.287	.789	-1.01	.47
	Other	Leisure	.063	.211	.991	-.48	.61
		Business	-.026	.271	1.000	-.72	.67
		Both business and leisure	.267	.287	.789	-.47	1.01
q.39 Holding hands or kissing	Leisure	Business	-.210	.277	.873	-.92	.50
		Both business and leisure	.567	.314	.272	-.24	1.38
		Other	-.466	.330	.493	-1.32	.39
	Business	Leisure	.210	.277	.873	-.50	.92
		Both business and leisure	.777	.411	.234	-.28	1.84
		Other	-.256	.424	.930	-1.35	.84
	Both business and leisure	Leisure	-.567	.314	.272	-1.38	.24
		Business	-.777	.411	.234	-1.84	.28
		Other	-1.033	.449	.099	-2.19	.13
	Other	Leisure	.466	.330	.493	-.39	1.32
		Business	.256	.424	.930	-.84	1.35
		Both business and leisure	1.033	.449	.099	-.13	2.19

q.40 Leave plants to flourish	Leisure	Business	.026	.233	.999	-.57	.63
		Both business and leisure	.865(*)	.264	.006	.18	1.55
		Other	.009	.278	1.000	-.71	.73
	Business	Leisure	-.026	.233	.999	-.63	.57
		Both business and leisure	.838	.346	.075	-.05	1.73
		Other	-.017	.357	1.000	-.94	.90
	Both business and leisure	Leisure	-.865(*)	.264	.006	-1.55	-.18
		Business	-.838	.346	.075	-1.73	.05
		Other	-.856	.378	.109	-1.83	.12
	Other	Leisure	-.009	.278	1.000	-.73	.71
		Business	.017	.357	1.000	-.90	.94
		Both business and leisure	.856	.378	.109	-.12	1.83
q.41 Long loose clothes	Leisure	Business	.518	.280	.251	-.20	1.24
		Both business and leisure	.703	.317	.122	-.12	1.52
		Other	-.097	.334	.991	-.96	.76
	Business	Leisure	-.518	.280	.251	-1.24	.20
		Both business and leisure	.185	.415	.971	-.89	1.26
		Other	-.615	.428	.477	-1.72	.49
	Both business and leisure	Leisure	-.703	.317	.122	-1.52	.12
		Business	-.185	.415	.971	-1.26	.89
		Other	-.800	.454	.293	-1.97	.37
	Other	Leisure	.097	.334	.991	-.76	.96
		Business	.615	.428	.477	-.49	1.72
		Both business and leisure	.800	.454	.293	-.37	1.97

q.42 Bathing nude in	Leisure	Business	-.393	.216	.267	-.95	.17
		Both business and leisure	1.107(*)	.245	.000	.47	1.74
		Other	-.393	.258	.426	-1.06	.27
	Business	Leisure	.393	.216	.267	-.17	.95
		Both business and leisure	1.500(*)	.321	.000	.67	2.33
		Other	.000	.331	1.000	-.86	.86
	Both business and leisure	Leisure	-1.107(*)	.245	.000	-1.74	-.47
		Business	-1.500(*)	.321	.000	-2.33	-.67
		Other	-1.500(*)	.351	.000	-2.41	-.59
	Other	Leisure	.393	.258	.426	-.27	1.06
		Business	.000	.331	1.000	-.86	.86
		Both business and leisure	1.500(*)	.351	.000	.59	2.41
q.43 Smoke opium or marijuana	Leisure	Business	-.551	.274	.187	-1.26	.16
		Both business and leisure	.495	.311	.385	-.31	1.30
		Other	-.705	.328	.140	-1.55	.14
	Business	Leisure	.551	.274	.187	-.16	1.26
		Both business and leisure	1.046	.408	.052	-.01	2.10
		Other	-.154	.420	.983	-1.24	.93
	Both business and leisure	Leisure	-.495	.311	.385	-1.30	.31
		Business	-1.046	.408	.052	-2.10	.01
		Other	-1.200(*)	.445	.037	-2.35	-.05
	Other	Leisure	.705	.328	.140	-.14	1.55
		Business	.154	.420	.983	-.93	1.24
		Both business and leisure	1.200(*)	.445	.037	.05	2.35

q.44 Speaking loudly in a temple	Leisure	Business	-.062	.223	.992	-.64	.51
		Both business and leisure	1.130(*)	.253	.000	.48	1.78
		Other	-.370	.267	.508	-1.06	.32
	Business	Leisure	.062	.223	.992	-.51	.64
		Both business and leisure	1.192(*)	.332	.002	.34	2.05
		Other	-.308	.342	.805	-1.19	.58
	Both business and leisure	Leisure	-1.130(*)	.253	.000	-1.78	-.48
		Business	-1.192(*)	.332	.002	-2.05	-.34
		Other	-1.500(*)	.362	.000	-2.44	-.56
	Other	Leisure	.370	.267	.508	-.32	1.06
		Business	.308	.342	.805	-.58	1.19
		Both business and leisure	1.500(*)	.362	.000	.56	2.44
q.45 Touching someone head	Leisure	Business	-.032	.242	.999	-.66	.59
		Both business and leisure	.906(*)	.275	.006	.20	1.62
		Other	.618	.289	.144	-.13	1.36
	Business	Leisure	.032	.242	.999	-.59	.66
		Both business and leisure	.938(*)	.360	.046	.01	1.87
		Other	.650	.371	.298	-.31	1.61
	Both business and leisure	Leisure	-.906(*)	.275	.006	-1.62	-.20
		Business	-.938(*)	.360	.046	-1.87	-.01
		Other	-.289	.393	.883	-1.30	.73
	Other	Leisure	-.618	.289	.144	-1.36	.13
		Business	-.650	.371	.298	-1.61	.31
		Both business and leisure	.289	.393	.883	-.73	1.30

q.46 Do not distribute political	Leisure	Business	-.132	.255	.955	-.79	.53
		Both business and leisure	.984(*)	.290	.004	.24	1.73
		Other	.373	.305	.614	-.41	1.16
	Business	Leisure	.132	.255	.955	-.53	.79
		Both business and leisure	1.115(*)	.379	.018	.14	2.09
		Other	.504	.391	.570	-.51	1.51
	Both business and leisure	Leisure	-.984(*)	.290	.004	-1.73	-.24
		Business	-1.115(*)	.379	.018	-2.09	-.14
		Other	-.611	.414	.454	-1.68	.46
	Other	Leisure	-.373	.305	.614	-1.16	.41
		Business	-.504	.391	.570	-1.51	.51
		Both business and leisure	.611	.414	.454	-.46	1.68
q.47 When taking photographs	Leisure	Business	.149	.220	.906	-.42	.72
		Both business and leisure	1.010(*)	.250	.000	.37	1.66
		Other	-.390	.263	.449	-1.07	.29
	Business	Leisure	-.149	.220	.906	-.72	.42
		Both business and leisure	.862(*)	.327	.043	.02	1.71
		Other	-.538	.337	.381	-1.41	.33
	Both business and leisure	Leisure	-1.010(*)	.250	.000	-1.66	-.37
		Business	-.862(*)	.327	.043	-1.71	-.02
		Other	-1.400(*)	.357	.001	-2.32	-.48
	Other	Leisure	.390	.263	.449	-.29	1.07
		Business	.538	.337	.381	-.33	1.41
		Both business and leisure	1.400(*)	.357	.001	.48	2.32

Appendix F

Post Hoc Tests: Repeat Visit

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Times to visit Cambodia	(J) Times to visit Cambodia	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
q.36 Protect local culture and maintain local pride	First time	Two-three time	.331(*)	.133	.035	.02	.64
		More than three times	.151	.168	.641	-.24	.55
	Two-three time	First time	-.331(*)	.133	.035	-.64	-.02
		More than three times	-.180	.209	.664	-.67	.31
	More than three times	First time	-.151	.168	.641	-.55	.24
		Two-three time	.180	.209	.664	-.31	.67
q.37 Observe standard food and accommodation	First time	Two-three time	.155	.189	.692	-.29	.60
		More than three times	-.131	.239	.849	-.69	.43
	Two-three time	First time	-.155	.189	.692	-.60	.29
		More than three times	-.286	.297	.601	-.98	.41
	More than three times	First time	.131	.239	.849	-.43	.69
		Two-three time	.286	.297	.601	-.41	.98
q.38 Be patient, friendly and sensitive	First time	Two-three time	.366(*)	.134	.018	.05	.68
		More than three times	-.016	.169	.995	-.41	.38
	Two-three time	First time	-.366(*)	.134	.018	-.68	-.05
		More than three times	-.382	.209	.163	-.87	.11
	More than three times	First time	.016	.169	.995	-.38	.41
		Two-three time	.382	.209	.163	-.11	.87
q.39 Holding hands or kissing	First time	Two-three time	.383	.212	.169	-.12	.88
		More than three times	.190	.268	.758	-.44	.82
	Two-three time	First time	-.383	.212	.169	-.88	.12
		More than three times	-.193	.332	.831	-.97	.59
	More than three times	First time	-.190	.268	.758	-.82	.44
		Two-three time	.193	.332	.831	-.59	.97

q.40 Leave plants to flourish	First time	Two-three time	.397	.179	.070	-.02	.82
		More than three times	.142	.226	.804	-.39	.68
	Two-three time	First time	-.397	.179	.070	-.82	.02
		More than three times	-.255	.281	.636	-.92	.41
q.41 Long loose clothes	More than three times	First time	-.142	.226	.804	-.68	.39
		Two-three time	.255	.281	.636	-.41	.92
	Two-three time	First time	-.359	.215	.217	-.87	.15
		More than three times	-.550	.337	.233	-1.34	.24
q.42 Bathing nude in	First time	Two-three time	.359	.215	.217	-.15	.87
		More than three times	-.190	.271	.763	-.83	.45
	Two-three time	First time	-.359	.215	.217	-.87	.15
		More than three times	-.550	.337	.233	-1.34	.24
q.43 Smoke opium or marijuana	More than three times	First time	.190	.271	.763	-.45	.83
		Two-three time	.550	.337	.233	-.24	1.34
	Two-three time	First time	-.597(*)	.168	.001	.20	.99
		More than three times	-.003	.213	1.000	-.50	.50
q.44 Speaking loudly in a temple	First time	Two-three time	-.597(*)	.168	.001	-.99	-.20
		More than three times	-.599	.264	.061	-1.22	.02
	More than three times	First time	.003	.213	1.000	-.50	.50
		Two-three time	.599	.264	.061	-.02	1.22
q.43 Smoke opium or marijuana	First time	Two-three time	.306	.212	.319	-.19	.81
		More than three times	.207	.268	.720	-.42	.84
	Two-three time	First time	-.306	.212	.319	-.81	.19
		More than three times	-.099	.332	.952	-.88	.68
q.44 Speaking loudly in a temple	More than three times	First time	-.207	.268	.720	-.84	.42
		Two-three time	.099	.332	.952	-.68	.88
	Two-three time	First time	.403	.174	.054	-.01	.81
		More than three times	-.380	.219	.196	-.90	.14
q.44 Speaking loudly in a temple	First time	Two-three time	-.403	.174	.054	-.81	.01
		More than three times	-.783(*)	.272	.012	-1.42	-.14
	More than three times	First time	.380	.219	.196	-.14	.90
		Two-three time	.783(*)	.272	.012	.14	1.42

q.45 Touching someone head	First time	Two-three time	.298	.187	.251	-.14	.74
		More than three times	-.314	.237	.383	-.87	.24
	Two-three time	First time	-.298	.187	.251	-.74	.14
		More than three times	-.612	.294	.095	-1.30	.08
	More than three times	First time	.314	.237	.383	-.24	.87
		Two-three time	.612	.294	.095	-.08	1.30
q.46 Do not distribute political	First time	Two-three time	.579(*)	.196	.009	.12	1.04
		More than three times	.063	.248	.965	-.52	.65
	Two-three time	First time	-.579(*)	.196	.009	-1.04	-.12
		More than three times	-.516	.307	.215	-1.24	.21
	More than three times	First time	-.063	.248	.965	-.65	.52
		Two-three time	.516	.307	.215	-.21	1.24
q.47 When taking photographs	First time	Two-three time	.393	.171	.058	-.01	.80
		More than three times	-.032	.216	.988	-.54	.48
	Two-three time	First time	-.393	.171	.058	-.80	.01
		More than three times	-.425	.268	.253	-1.06	.21
	More than three times	First time	.032	.216	.988	-.48	.54
		Two-three time	.425	.268	.253	-.21	1.06

- The mean difference is significant at the .05 level.