

Abstract

This research studied the perception of international tourists toward tourism products and services at Angkor Wat and Angkor Thom in Siem Reap Province, Cambodia. The total number of international tourists visiting this destination by air, land, and boat was 916,604 visitors in 2005. So a sample size of 384 was used in this study at 5% tolerable error, using non-random convenient sampling method. Descriptive statistics was used to analyze the demographic characteristics of respondents, as well as to measure their perception towards various tourism products and services. Inferential statistics in the forms of t-test, ANOVA, and Chi-square were used for hypothesis testing.

Findings reveal that the perception of international tourists towards various tourism products and services at Angkor Wat and Angkor Thom are quite good: mean value 3.93 for transportation, 3.39 for accommodation, 3.95 for main attractions, 3.84 for restaurants and entertainment, 3.74 for gifts and souvenirs, and 4.20 for safety.

Hypothesis testing findings reveal that there is no difference in international tourists' perception on the following aspects: transportation facilities when classified by age, gender, marital status, educational level, income level, group/individual, and purposes of travel; accommodation when classified by age, gender, marital status, educational level, group/individual, and purposes of travel; attractions when classified by nationalities, age, gender, marital status, educational level, income level, group/individual, and purposes of travel; restaurants and entertainment when classified by age, gender, educational level, income level, and group/individual; gifts and souvenirs when classified by nationalities, age, gender, educational level, income level, and **group/individual**; safety when classified by nationalities, gender, educational level, group/individual, and purposes of travel.

There is difference in international tourists' perception on the following aspects: transportation facilities when classified by nationalities; accommodation when classified by nationalities, and income level; restaurants and entertainment when classified by nationalities, marital status, and purposes of travel; gifts and souvenirs when classified by marital status, and purposes of travel; safety when classified by **age, marital** status, and income level.

