



**THE FEASIBILITY OF CREATIVE TOURISM
ACTIVITIES DEVELOPMENT OF KOH TRONG AND
KOH PDAO IN KRATIE PROVINCE, CAMBODIA**

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Mr. Channara Ros

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ชื่อวิทยานิพนธ์ : ความเป็นไปได้ในการพัฒนากิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ในเกาะตรง และเกาะพะเคาในจังหวัดกระบี่และ ราชอาณาจักรกัมพูชา

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คำสำคัญ : การท่องเที่ยวเชิงสร้างสรรค์, ชุมชนเกาะมาตรง, ชุมชนเกาะพะเคา, จังหวัดกระบี่และ, ราชอาณาจักรกัมพูชา

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาลักษณะและพฤติกรรมของนักท่องเที่ยวชาวต่างชาติที่เดินทางไปเยี่ยมชมเกาะตรงและเกาะพะเคา 2) ศึกษาศักยภาพของทรัพยากรการท่องเที่ยวเพื่อการพัฒนา กิจกรรมการท่องเที่ยวสร้างสรรค์ 3) เปรียบเทียบระดับความสนใจของนักท่องเที่ยวชาวต่างชาติ และ 4) นำเสนอแนวทางในการพัฒนากิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ในเกาะตรง และเกาะพะเคาในจังหวัดกระบี่และราชอาณาจักรกัมพูชา

การวิจัยครั้งนี้ได้รวบรวมข้อมูลจากการแจกแบบสอบถาม การประชุมกลุ่มย่อย การสัมภาษณ์เชิงลึก ผู้วิจัยได้แจกแบบสอบถามจำนวน 384 ชุดให้แก่นักท่องเที่ยวชาวต่างชาติที่เข้าเยี่ยมชมจังหวัดกระบี่ตั้งแต่วันที่ 26 มีนาคม 2557 จนถึง 30 มิถุนายน 2557 และนำมาวิเคราะห์ทางสถิติพรรณนา โดยนำเสนอในรูปแบบของค่าความถี่ ค่าร้อยละ ค่าเฉลี่ยและ ค่าเบี่ยงเบนมาตรฐาน สถิติเชิงอนุมาน t-test และ One-Way ANOVA ถูกนำมาใช้เพื่อพิสูจน์สมมติฐานการวิจัยที่มีระดับที่แตกต่างกันของปัจจัยทางด้านประชากรศาสตร์ ส่วนข้อมูลเชิงคุณภาพการประชุมกลุ่มย่อยและการสัมภาษณ์เชิงลึกนำมาใช้ในการดำเนินการวิเคราะห์สถานการณ์ (SWOT Analysis) เพื่อสร้าง TOWS Matrix กลยุทธ์ นโยบายทางเลือกและโครงการเพื่อเป็นแนวทางในการสร้างกิจกรรมการท่องเที่ยวสร้างสรรค์

ผลการวิจัยพบว่า:

(1) นักท่องเที่ยวชาวต่างชาติส่วนใหญ่เข้าเยี่ยมชมจังหวัดกระบี่เป็นครั้งแรกเพื่อพักผ่อนและเดินทางโดยรถประจำทางกับเพื่อน ๆ และระหว่างการพักผ่อนเขาพักที่โฮมสเตย์ นักท่องเที่ยวต่างชาติมีความพึงพอใจในระดับสูงในกิจกรรมการท่องเที่ยวที่มีอยู่ในปัจจุบันในขณะเดียวกันนักท่องเที่ยวชาวต่างชาติมีความสนใจในระดับสูงต่อกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ใหม่

(2) จังหวัดกระบี่มีแหล่งท่องเที่ยวเชิงนิเวศที่อุดมสมบูรณ์ไปด้วยมรดกทางวัฒนธรรมและธรรมชาติอยู่ร่วมกันรวมถึง แม่น้ำโขง ปลาโลมาอิรวดี ภูมิทัศน์และ ชายหาด การเกษตรกรรม สถาปัตยกรรมและบ้านพื้นถิ่น เทศกาลประเพณีท้องถิ่นและวิถีแต่งงานแบบดั้งเดิม อาหารท้องถิ่น วิถีชีวิต ความเชื่อ งานแกะสลักไม้ และสมุนไพรท้องถิ่น

(3) นักท่องเที่ยวชาวต่างชาติที่มีเพศแตกต่างกันจะมีระดับความสนใจแตกต่างกันกับกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ใหม่ที่ระดับนัยสำคัญที่ 0.05 ขณะที่นักท่องเที่ยวชาวต่างชาติที่มีอายุ สัญชาติ อาชีพ รายได้ ระดับการศึกษาที่แตกต่างกันที่ระดับนัยสำคัญที่ 0.05 จะมีระดับความสนใจที่แตกต่างกัน

กันหรือการมีส่วนร่วม เทศกาลประเพณี การสร้างของที่ระลึก ทำเครื่องปั้นดินเผา เรียนรู้วิธีปลูกต้นส้มโอ เรียนรู้เกี่ยวกับพฤติกรรมของปลาโลมาอิรวดีและที่อยู่อาศัย การเข้าพักในโฮมสเตย์ลอยน้ำ การเรียนรู้การทำอุปกรณ์จับปลาจากไม้ไผ่และกิจกรรมการสอนอังกฤษในชุมชน

(4) ข้อเสนอแนะของการศึกษาในครั้งนี้ผู้วิจัยได้เสนอนโยบาย 5 ด้านได้แก่ 1) นโยบายสร้างกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ใหม่ 2) นโยบายการพัฒนาการตลาดและการประชาสัมพันธ์ 3) นโยบายการเสริมสร้างศักยภาพของชุมชน (ทักษะการสื่อสารและปรับปรุงความรู้ด้านคุณภาพบริการ และ 4) การปรับปรุงสิ่งอำนวยความสะดวกชุมชน 5) นโยบายตัวเลือกเกี่ยวกับการพัฒนาผลิตภัณฑ์และกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์อื่น ๆ

ABSTRACT

TITLE : FEASIBILITY OF CREATIVE TOURISM ACTIVITIES
DEVELOPMENT OF KOH TRONG AND KOH PDAO IN
KRATIE PROVINCE, CAMBODIA

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DEGREE : MASTER OF ARTS

MAJOR : TOURISM INNOVATION

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KEYWORDS : CREATIVE TOURISM, KRATIE PROVINCE, KOH TRONG,
KOH PDAO COMMUNITY

The purposes of this study were to: 1) study the characteristics and behavior of international tourists who visited Koh Trong and Koh Pdao, 2) investigate the potentiality of tourism resources for the development of creative tourism activities, 3) compare the significantly interesting levels of international tourists, and 4) suggest guidelines for the development of creative tourism activities in Koh Trong and Koh Pdao.

The research data were collected by the use of questionnaires, focus group discussions, and in-depth interviews. The questionnaires included 384 responses by international tourists who visited Kratie Province between 26 March 2014 and 30 June 2014. The quantitative data collected from the questionnaires were analyzed by the use of Statistical Package for Social Sciences and presented in terms of frequencies, percentages, means, and standard deviations. An inferential statistics t-test and One-Way ANOVA were used to test the research hypothesis whether international tourists with different demographics had significantly different levels of interest towards new creative tourism activities in Koh Trong and Koh Pdao community. The focus group discussions and in-depth interviews were used to conduct the situation analysis (SWOT analysis) to present TOWS Matrix, strategies, policies, optional policies, and projects as guidelines for creative tourism activities development.

The results of the study found that: (1) Most of the international tourists who visited Kratie Province for holidays were first-time visitors, traveled by bus with their friends, and stayed at home-stays. The international tourists had high satisfaction with five activities and high interest in six new tourism activities; (2) Kratie Province is an eco-tourism destination rich in cultural and natural heritage, and includes the Mekong River, Irrawaddy dolphins, attractive landscape and sunsets, beaches, farmland, and interesting examples of architecture, traditional houses, local festivals, traditional weddings, ways of life, local food, beliefs, wood-carving skills, traditional medicine, and floating villages; (3) international tourists of different genders had different interest levels in new creative tourism activities at a statistically significant level of 0.05, while those of different ages, nationalities, occupations, incomes, and educational levels had different interest levels at a statistically significant level of 0.05 in participation in traditional ceremonies, souvenir-making, pottery-making, learning to plant pomelo trees, learning about Irrawaddy dolphin behavior and habitat, staying on a floating home-stay, learning to make bamboo fishing equipment, and teaching English in the community. The researcher made five suggestions for the future: 1) introduction of new creative tourism activities, 2) development of marketing and public relations, 3) improvement of the community's capacity building, and 4) improvement of the community's amenities, and 5) an optional policy that included product and other creative tourism activities innovation.

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CHAPTER 1

INTRODUCTION

1.1 Rationale of study

Nowadays, many countries in the world are paying attention to the promotion of various industries. One of these is the tourism industry which is a source of capital and development of international interaction. The tourism sector in Cambodia is growing at a fast rate and is an important contributor to the national economy. Also, Cambodia has good opportunities to attract more international visitors when the Association of Southeast Nations (ASEAN) member countries establish the ASEAN Economy Community (AEC) in 2015.

Presently, the Cambodian government has promoted and identified tourism as a high-priority sector that supports the Cambodian economy and is the largest source of national revenue. It has helped to reduce unemployment and increased gross domestic product (GDP). According to the annual report of the Ministry of Tourism Cambodia, the number of international tourists arrivals in 2013 was 4,210,165, an increase of 17.5 percent compared to 3,584,307 visitors in 2012 (Annual report Ministry of Tourism: 2013). Because of ASEAN Economic Community (AEC), it is expected that in 2015 Cambodia will receive approximately 5 million international tourists and 7 million in 2020 (Thong Khon, 2013).

Cambodia identified three kinds of tourism, cultural, historical, and eco-Tourism, as Cambodia has lots of cultural and natural resources throughout its provinces (Hun Sen: 2012). Kratie Province was seen by the Cambodian government as an eco-tourism destination and hosted a green tourism campaign involving creative tourism activities capable of attracting tourists. Kratie Province is considered one of the most popular tourist destinations in Cambodia with great potential for eco-tourism. It is located 315 km from the capital, Phnom Penh, in the northeastern part of the Kingdom of Cambodia and is sub-divided into 5 districts, Chhloung, Kracheh, Preaek Prasab, Sambour, and Snuol. It is bordered to the north by Stueng Treng province, to the east by Mondulkiri province, to the west by Kampong Thom, and to the south by Kampong Cham and

Vietnam. The current population is 318,523 made up of seven tribes, such as Kouy Phnorrng, Mil, and Steang Thmoun Khonh (National Institute of Statistics, 2008). The province contains the nation's biggest river, the Mekong, flowing from north to south. It is the leading eco-tourism destination in Cambodia with lots of natural diversity, including forests, fields, and fertile land, many types of fish and birds, and historical and cultural resources.

Kratie Province has many destinations that attract local and international tourists to visit such features as Kampi Resort, Vihear Sor Sor Mouy Rouy (100 Pillars Pagoda), Wat Ror Kar Kandal (Ror Kar Kandal Pagoda), Koh Trong community, Koh Pdoa community, Phnom Sambok Resort, and Irrawaddy dolphins. Kratie Province has One Tambon One Product (OTOP) items, such as Koh Torng pomelo, Neam, Krolan Thmor Kre with the slogan 'Kroch thong pheim Neam chhan and Krolan chhngoy' ('sweet pomelo delicious sausage and good-smelling food'), and other souvenirs.

Using these good opportunities, the Department of Tourism, with other stakeholders in Kratie Province, prepared and developed many creative tour activities for local and international tourists appropriate to the destinations and seasons. Tourists may enjoy the Mekong River landscapes of Kratie Province, stay in an ancient, wooden Khmer home-stay, and experience the village lifestyle on the Koh Trong Island and ride bicycles and horse- and ox-carts around the island with a local guide to view the natural scenery, homes, schools, and pagodas. In addition, visitors can participate with the local community in planting vegetables, fishing, riding in a boat, cooking Khmer and other dishes, tasting the seasonal fruits, especially pomelo, swimming, and relaxing on a big sandy beach. After leaving Koh Trong by boat, tourists can visit Kratie City and/or continue their adventure on the green island in Sambor District.

Sambor district is a highlight of the area, with many cultural and natural attractions. Tourists should not miss tasting Krolan (sticky rice in bamboo) at Thma Kreaevillage and a visit to Wat Sarsar Mouy Roy (100 Pillars Pagoda) to get a unique inside glimpse of rural Cambodian life and culture. The pagoda is surrounded by historical artifacts in a beautiful, tranquil setting, and the place is full of buildings and rituals that make up an authentic Buddhist experience. There is a locally-produced booklet available that explains the paintings and the stories of the pagoda, for example, the story about the princess buried there is illustrated in a pavilion behind the pagoda. Members of the

committee of the pagoda are also happy to explain the Buddhist murals on the temple walls and ceiling. After visiting Wat Sarsar Mouy Roy, tourists can take a local boat in front of the pagoda to Koh Pdao, one of the beautiful islands in the middle of the river in Kratie Province.

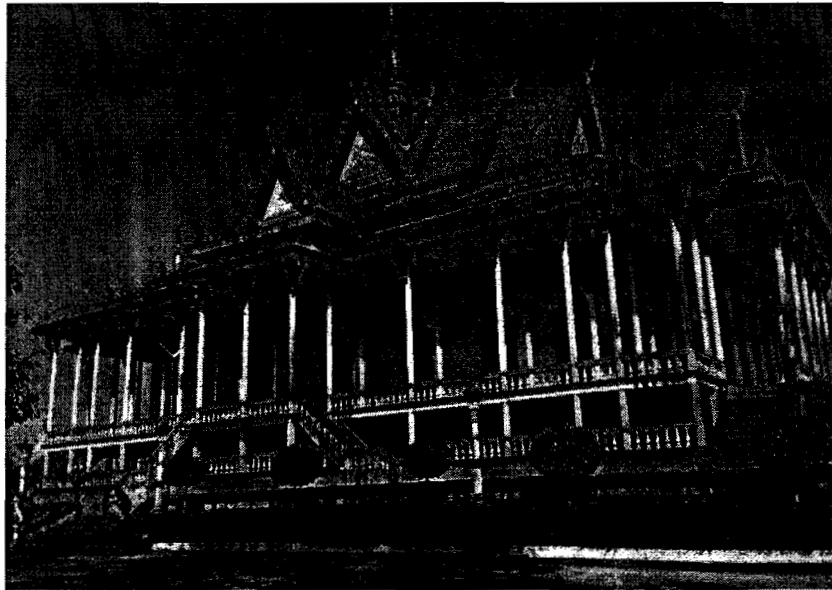


Figure 1.1 100 Pillars Pagoda Year: 2013

Koh Pdao is an eco-tourism site located in Sambor District that has a tourism organization established in 2003 called Cambodia Rural Development Team (CRDT). Visitors can get involved in the daily activities of the local people or participate in volunteer projects that help the community, such as digging fish and frog ponds, building chicken and duck pens, farming according to the season, taking a boat trip around the island to view the natural landscape and fish with the local people, and discovering the Mekong dolphins swimming next to the boat. Others may choose to ride bicycles and/or ox-carts, relax on sandy beaches, and enjoy stunning Mekong sunsets. At night, visitors can enjoy local foods and watch dance performances. Offers to sample the experience of a home-stay with a local family is another opportunity to be considered.

Tourism in Kratie Province is increasing at a remarkable growth due to the potential of its natural environment, culture, and other attractions. With the same time the Kratie municipal are focused on building infrastructure and security management with

increased day-to-day security. According to the 2012 annual report, the Department of Tourism stated that the international tourists arrivals were 19,717, compared to 17,296 in 2011, an increase of 14%. Tourists mostly visit Kampie dolphin habitats and communities such as Koh Trong and Koh Pdao. Domestic tourists increased in 2012 by 15% compared to 2011 and most come to relax at the Kampie resort and other resorts 166,874 person compare to 2011 (Kratie Province Department of Tourism, 2010-2012).

Moreover to attract more international tourists and encourage them to stay longer in community the researcher proposed the research study to promote creative tourism activities. According to meaning, creative tourism offers visitors more chances as a part of native people to share their creative skills through learning activities, experiences, get closely with local culture and way of life during their staying. However, the key to successful creative tourism is quality of life, long-term vision, developing an identity as well as image, collaborating with the stakeholders and using public space to host creative events. Creative thinking starts with the destination identifying the subjects it can offer to tourists who want to embark on a learning experience. The activities have been around for a considerable time although they were not segmented under a title creative tourism. By the way effort the tourists get involved with community activity (daily life), engage culture, relationship, joint the events with community, learn to live on the island, experience island way of life, in addition provide opportunity for international tourists share their potential skills exchange with the community during their staying. Creative tourism is a new form of discovering a culture tourism which the visitor more active, takes part of local people in creative and educational activities during their staying. Many tourists are bored with the packaged, sanitized products currently on offer in the tourism market, events cultural tourism, seen by many destinations as the antidote to low quality, mass tourism (Richards, 2007). Creative tourism enables such complementation because it promotes the tourists' active participation in their destinations' development schemes and it enables communities to valorize their local space in creative and complementing ways that preserve their cultural and natural integrity. Actors in sustainability and tourism thus avoid the need for compromised outcomes and are more likely to head towards sustainable development. It is hoped that such creative tourism activities will be innovative and sustainable, and will help to attract more international tourists to Kratie Province, at the

same time protecting the community and conserving the local culture and natural resources. Creative tourism enables such complementation because it promotes the tourists' active participation in their destinations' development schemes and it enables communities to valorize their local space in creative and complementing ways that preserve their cultural and natural integrity. Actors in sustainability and tourism thus avoid the need for compromised outcomes and are more likely to head towards sustainable development. It is hoped that such creative tourism activities will be innovative and sustainable, and will help to attract more international tourists to Kratie Province, at the same time protecting the community and conserving the local culture and natural resources.

Furthermore after reviewing the related study relevant to tourism in Kratie Province and creative tourism the researcher observed that still do not have anybody applied concept of creative tourism to conduct research in Kratie Province which can stimulate the international tourists more get involve with the community activities, stay overnight, get more attraction, increase of international tourists arrival, high appreciate both of community from the government, especially generate more job and increase revenue of community which is supported the Cambodia government poverty reduction approaches, policies and strategies. All of these factors which is endowed with interesting reasons for researcher.

Therefore the researcher propose this study to develop the creative tourism activities to attract the international tourists to stay longer, use the community service and increase amount of arrival as well, with the same time community will gain a lots of money to improve the livelihoods of local people and help reduce their poverty, by the way tourists are also got the benefits because they can discover many hidden talents, make sense as community villager and taking home memories of authentic experiences, which's a win-win strategy that is good conflict resolution for community.

1.2 Problem statements

Cambodia has used the tourism sector as a key instrument in national -economic development as it generates revenue for local communities. With the same time the government was determined the Kratie Province is tourism direction province. However the international tourists arrived Kratie Province increase every years but base on chief of the Koh Trong community, he explain that the community are still meet the problem regarding maximizing the potential of international tourists:

(1) Few international tourists using any community services, such as bicycle rentals, local guides, or home-stays, and, as a result, the local community gets little income from the tourists (Bun Ban: 2013).

(2) A little bit attraction tourism activities, mostly the international tourists are not stay overnight in the community, they have a choice to get the service form other private company in Kratie Town more than community service,

(3) The information community's service access would not reach to international tourists, they are only know the island is the best place for cycling in addition some guide book and web site recommend only haft day tour at island then they take a tour to other place and stay over nigh at Kratie Town. With this reason David from America said "I do not know the community has a bicycle for rent just know I can cross the river by ferry only 15 minute with a bicycling in town, where I can go cycle, enjoy a slice of rural island life" (Devid, 2013).

(4) The international tourists stay in Kratie Town they can rent and bring the bicycle to the island and then they back to cycling in Kratie Town, if they rent at island they need to pay double.

(5) Some international tourists have short time plan to stay in Kratie Province but they want to visit all attraction place in this province, which need to share the time to other place.

Moreover Cambodian Rural Development Team (CRDT) is worried about is the effect of mass tourism on the community and environment (Khoun Tola, CRDT staff), While Koh Pdao community had 325 international tourists in 2012, mostly from France, Belgium, and the United States (CRDT: 2012). But due to these community has potential tourism resources especially unique way of life which can attract international

tourists to experienced and learn which persuade the tourist satisfied to stay with community.

1.3 Research questions

In regard to these problem statements, the research proposes the following research questions:

1.3.1 What are the characteristics and behavior of international tourists visited Koh Trong and Koh Pdao?

1.3.2 What are the tourism resources for develop creative tourism activities in Koh Trong and Koh Pdao?

1.3.3 What are the differentiations significantly interesting levels of international tourists which interesting in creative tourism activities of Koh Trong and Koh Pdao ?

1.3.4 How can creative tourism activities be developed in Koh Trong and Koh Pdao?

1.4 Objectives of the study

The research proposed the following objectives to achieve the aims of the study:

1.4.1 To study the characteristics and behavior of international tourists visited Koh Trong and Koh Pdao.

1.4.2 To investigate the potentiality of tourism resources for developing creative tourism activities in Koh Trong and Koh Pdao.

1.4.3 To compared the significantly interesting levels of international tourists which interesting in creative tourism activities of Koh Trong and Koh Pdao.

1.4.4 To suggest guidelines for the development of creative tourism activities in Koh Trong and Koh Pdao.

1.5 Significance of research

The research focused on the feasibility of the development of creative tourism activities in Kratie Province using Koh Trong and Koh Pdao as case studies. The outcomes and findings of the study were interesting and significant:

(1) Social significance: At the same time as allowing the local community to conserve its culture and natural resources, the study enabled tourists and the community

to jointly develop and manage tourism in a socially responsible manner. This development and management became a source of learning and sharing of experiences for the tourist and community network leading to a positive sense of community identity. It not only provided a guide for creative tourism development in Kratie Province but also a model of best practice for other destinations. More over tourists got new interesting activities to learn, both in natural and cultural traditional resources of the local to achieve a quality tourism experience and deeply understand about real life countryside of Cambodia people.

(2) Academic significance: The study established a research framework for future creative tourism research and a source of secondary data for people interested in tourism study.

(3) Economic significance: new discoveries and suggestion guideline for development of creative tourism activities will be participant to increase amount of international tourists and generate the number of jobs in the community and tourists stayed longer and spent more money in the community, directly and indirectly promoting the viability of local businesses.

1.6 Scope of the study

1.6.1 Scope of the research area

The researcher conducted this research in Koh Trong Community in Kratie District and Koh Pdao community in Sambor District, Kratie Province Cambodia.

ផែនទីទេសចរណ៍ ខេត្តក្រចេះ
TOURISM MAP OF KRATIE PROVINCE

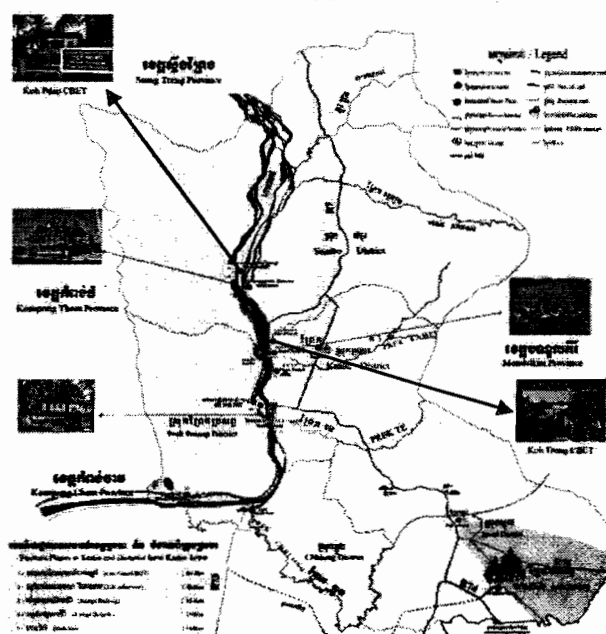


Figure 1.2 Tourism map of Kratie Province

Source: Cambodian rural development team

Koh Pdao located on stretch of a longest and biggest island along the Mekong River in Kompong Cham commune, Sambo district of Kratie Province. The people are ordinary Khmer whose is living in traditional way of lifestyle depending on mostly the resources from the Mekong River. Currently, 168 families are residing in these two villages with total population of 844 people including 420 women. (Planning department, Commune Data Base (CDB): 2013). See the Figure 1.3 Map of Koh Pdao.

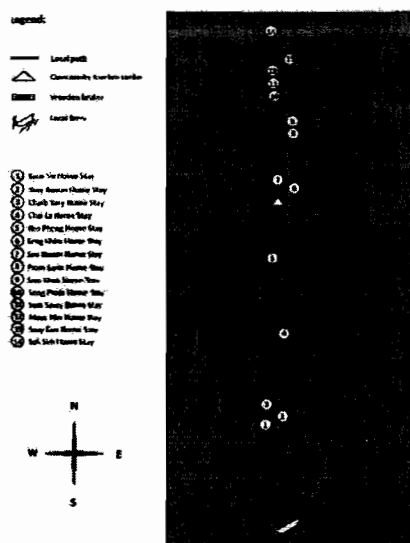


Figure 1.3 Map of Koh Pdoa Community

Source: CRDT

Koh Trong is an island surrounded by the Mekong River. Boats were the only modes of transport between Kratie Town and Koh Trong. The total area of the island is 223 hectares including 2 village with 2191 families including 932 women, who mainly lived on agriculture (Planning department, (CDB): 2013). See the Figure 1.4 Map of Koh Trong community.

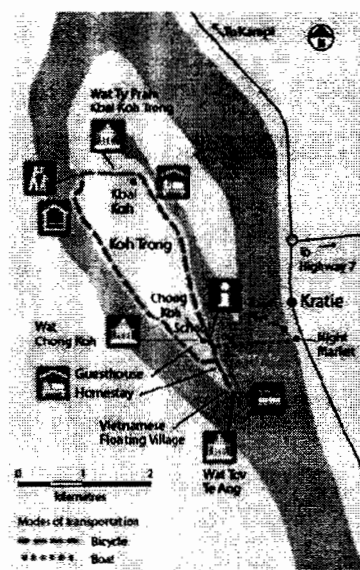


Figure 1.4 Map of Koh Trong Community

Source: Mekong Trial Project, 2008

1.6.2 Scope of the Research Population

The target groups of the study are:

1.6.2.1 Government sector: local authority (Chief of village), Kratie Provincial Department of Tourism (Director of Department of Tourism, Head of tourism enterprise office, tourism statistics officer, standby officer at tourist information center).

1.6.2.2 International tourists who visited the two selected districts

1.6.2.3 Villagers: local community members (Senior citizen, abbot)

1.6.2.4 Non-government Organization (NGOs): organizations working with communities, such as Khmer Association for Development of Countryside Cambodia (KAFDOC), Cambodia Rural Development Team (CRDT).

1.6.3 Duration of Research

The research started from 1 Jan 2014 to 31 Dec 2014

1.6.4 Scope of Content

The study focused on the feasibility of the development of tourism activities in Kratie Province based on the concept of creative tourism. It involved:

1.6.4.1 Study the characteristics and behaviors of international tourists visited both of Community Koh trong and Koh Pdao, Kratie Province. While characteristics investigated the special features of international tourists and behaviors focused the expression of external attitude or reaction of international tourists while they visited Koh Trong and Koh Pdao, including the decision to travel, frequency of travel, period of time as well as personal affecting or attractions to meet the individual needs to be satisfied to go both of community.

1.6.4.2 Study the differentiations existing creative tourism activities and new activities of the community. Compare the international tourist's perception and reaction to old tourism activities that community are providing with new activities which researcher propose to create in Koh Trong and Koh Pdao.

1.6.4.3 Study the potential of the communities' natural and cultural resources for creative activities involving crafts, performing arts, traditional cultural expression, cultural sites, and lifestyles which are availability have a competitive advantage.

1.6.4.4 Study the guidelines for the development of creative tourism activities through understand and weakness of the community (self-knowing)

implement the creativity idea by discovery of new ideas from international tourists to find the most attraction activities compose with potential strategies, good opportunities and competitive advantage of the community toward to get new qualities creative tourism activities.

1.7 Definition of terms

1.7.1 Feasibility: it refers to a wider term wherein all the strategies and tools are discussed and recorded including the cost involved to make something accomplished. While it have a lots of potential factors that push practicable development. For example feasibility negative impact of mass tourism it can be happen because it has overload mount of tourists in a short period, littering, pollution and footpath (ANT Dictionary, 2011)

1.7.2 Creative tourism: it refers to tourism which encourage the tourist more active participate, closely connect, share their potential technique with host, use basic resources or materials of local host toward to gain memorize experience from their staying, also make the host more stronger and sustainable (Richards & Raymond, 2009).

1.7.3 Cultural tourism: refers to the travel to culture attraction destination for seeing and or studying, about culture, traditional, belief, pagoda, temple, sprite center, way of life of the local people and significant of heritage which related to community's living livelihood (Hughes, 1996)

1.7.4 Community-based Tourism (CBT): is local organization which participated by local villager to managed and run service for visitors by the community members themselves. All of the management decisions are made by, or in consultation with the community, and all of the profits directly benefit the local community. The main positive impacts include benefit sharing among the community members, community participation, community control, empowerment and conservation. By managing the interactions between the host and the visitors, the negative impacts of tourism to the community and environment can be minimized (Kafdoc, 2008).

1.8 Hypothesis

The researcher set research hypothesis as follows:

1.8.1 The international tourists who have different genders will have different interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

1.8.2 The international tourists who have different ages will have different interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

1.8.3 The international tourists who have different nationalities will have different interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

1.8.4 The international tourists who have different occupations will have different interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

1.8.5 The international tourists who have different incomes will have different interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

1.8.6 The international tourists who have different education levels will have different interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

1.9 Conceptual framework

This study developed a conceptual framework as a guide throughout the thesis. The conceptual framework is shown below (Figure 1.5).

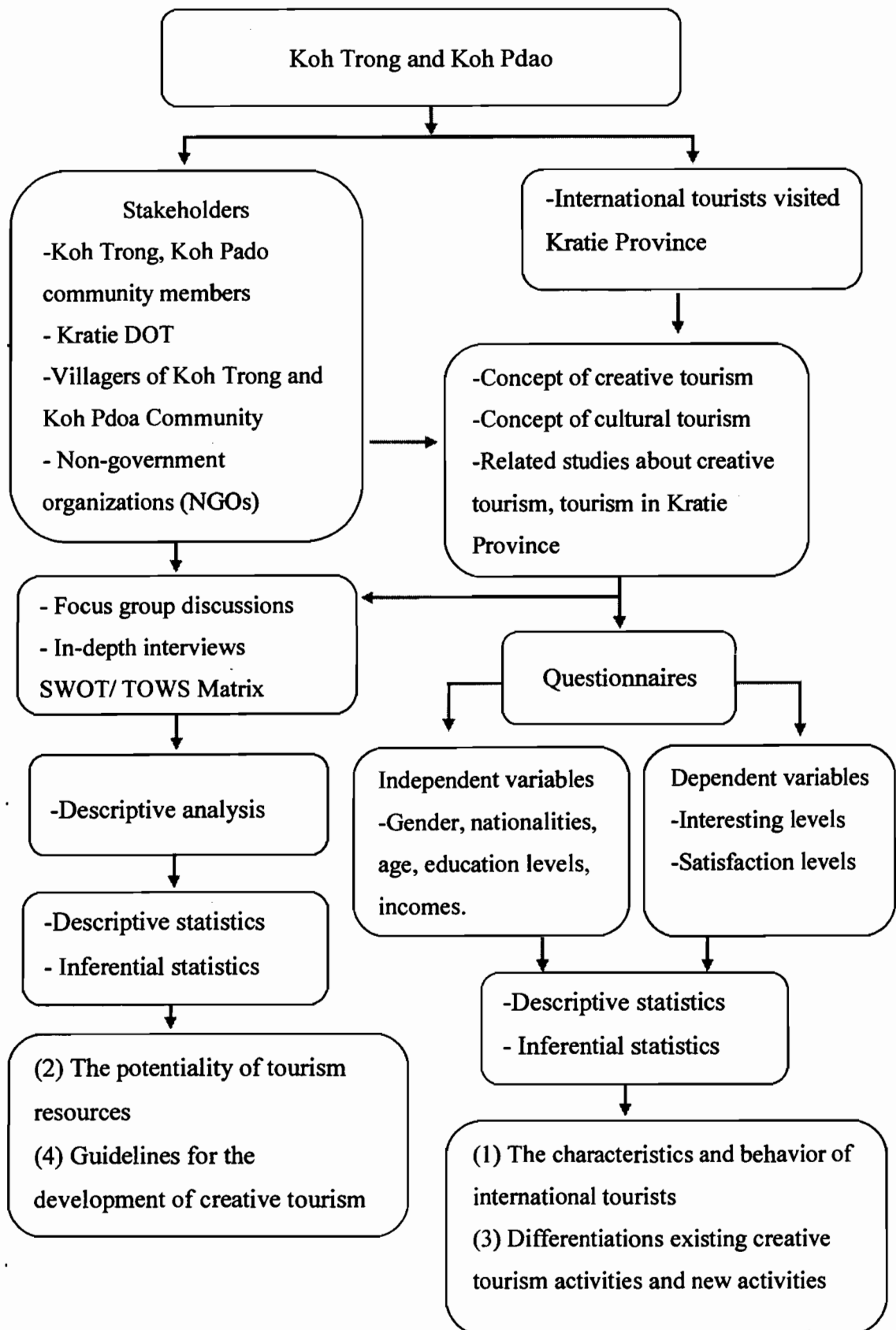


Figure 1.5 Conceptual Framework



CHAPTER 2

LITERATURE REVIEW

In order to conduct this research, the researcher reviewed the following tourism concepts used for studying and analyzing the research results.

- (1) Concept of creative tourism
- (2) Concept of cultural tourism
- (3) Concept of community-based tourism
- (4) Related studies

2.1 Concept of creative tourism

In this session will be deal with:

- (1) Definition and of creative tourism
- (2) History and development of creative tourism
- (3) The process of creative tourism
 - (3.1) From culture tourism to creative tourism
 - (3.2) Creativity in tourism
 - (3.3) Creative tourist
- (4) The importance of creative tourism
- (5) Form of creative tourism
- (6) Sites of creative tourism

2.1.1 Definitions of creative tourism

Creative is related to or involves the use of the imagination or original ideas to make something (Oxford dictionaries, 2013). Tourism refers to activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business, and/or other purposes (UNWTO, 1991).

The term creative tourism emerged from cultural tourism and was promoted by Richards and Raymond (2000) who stated that it was "Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they

are undertaken". Catriona (2011) defined creative tourism as that that offers visitors a creative pursuit (including arts, crafts, and cookery workshops), with the opportunity to stay in high quality accommodation, and to connect with local people in a distinctive destination. United Nations Educational Scientific and Cultural Organization (UNESCO) took the creative tourism concept and applied it in the Creative City Network (Michigan, 2013). UNESCO regarded it as travel directed towards an engaged and authentic experience, with participative learning in the arts, heritage, or the special character of a place, and providing a connection with those who reside in this place and create this living culture (UNESCO, 2006). Additionally, UNESCO also defined the meaning of creative tourism in terms of organizing activities of learning from direct experiences, such as participating in green activities and interacting with local people. The goal is that tourists are not just passive visitors, but they become active members of the community. Creative tourism can be more than just spending time relaxing, or merely sightseeing visiting museums, natural attractions and historical sites. It involves the visitor in more than an educational, emotional, social, and participative interaction with the place, its living culture, and the people who live there, but they feel like a citizen. Creative tourism must engage with the culture and the particular cultural expressions are unique to each place (UNESCO, 2008). Examples of this are yoga classes in India and cooking courses in Thailand. As tutors interact on a genuine and personal basis with workshop participants, a true cross-cultural understanding can take place.

Creative tourism goes beyond the general tourist gaze (Urry, 1990) and deeply involves the tourists in the cultural landscape of the destination, where they take part in different activities, such as crafts, arts, geocaching, and other creative activities, thus creating a close link between the tourists, local population, and the place's cultural heritage (Richards & Wilson, 2007). Creative tourism is authentic cultural tourism based on visiting and exploring to gain new experiences and learn new skills, for example visiting museums, learning new languages, and attending cooking classes (Olson & Stanislav, 2010)

Such definitions of creative tourism indicate that it is a development of cultural tourism, with the tourists acquiring skills, experiences, and knowledge from the communities they visit, including making handicrafts, learning local dances, and

involving themselves in eco-tourism or volunteer tourism activities. It is an opportunity for tourists to enhance their skills, interact with local people, and be involved in memorable activities. Creative tourism clearly reflects the Chinese proverb, "I hear and I forget, I see and I remember, I do and I understand." It is more than just spending time relaxing, sightseeing, and visiting museums, natural attractions, and historical sites, as it attaches special importance to experience, participation, and learning.

2.1.2 History and development of creative tourism

The roots of the creative tourism concept go back to 1993 when it was first mentioned but not clearly defined as a potential form of tourism to enhance the sales of craft products to tourists (Richards, 2011). Through discussions with craft producers and interviews with tourists, it was realized that many visitors were interested in seeing how craft products were made, and many wanted to learn craft skills themselves. As a result, it was decided to develop craft experiences which allowed the visitors to get involved with the production process, either by seeing craft producers at work or by learning particular textile production techniques. These basic ideas became the inspiration for what was later called creative tourism (Richards, 2005).

As a result of his daughter's experiences in Southeast Asia (one week learning Thai massage in Chiang Mai, one day learning vegetarian cooking in Bali, and completing a jillaroo course in Australia) in 1999, Crispin Raymond discussed with Greg Richards the dramatic growth of cultural tourism (Crispin Raymond: 2008). There was a realization that cultural tourism needed to become more interactive and creative to engage and satisfy its growing number of consumers (Richards, 2000).

Raymond and Richards defined the term creative tourism in the Association for Tourism and Leisure Education (ATLAS) Newsletter in November 2000, stating that it was "tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences that are characteristic of the holiday destination where they are undertaken." This led to the launch of Creative Tourism New Zealand in 2003. Other projects that have followed include Creative Tourism Australia and Barcelona Creative Tourism.

UNESCO issued its own definition: "Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who

reside in this place and create this living culture” (UNESCO, 2006,). UNESCO established the Creative Cities Network at the end of 2004 to support social, economic, and cultural development. The cities that joined the network promoted their local creative scene, shared their experiences with a wider audience, and created new opportunities, especially in collaboration with other member cities, to drive joint development results for creative industries (UNESCO, 2010) ^(e).

Although the idea of developing creative experiences was not in itself new, creative tourism was quickly taken up and made more concrete through the development of courses and workshops (e.g. Creative Tourism New Zealand), conferences and seminars (Barcelona 2005, 2010, Santa Fe, 2008) and a range of publications (Richards and Wilson 2006,2007; Wurzburger et al. 2008; Richards, 2011, 2012).

Through the Creative Cities Network, Santa Fe has played an important role in the promotion of creative tourism. In 2006, the city started to plan an international conference on creative tourism. In 2008 this conference was held and attended by delegates from 18 countries. Discussions were held about emerging ideas and practices in the development of creative tourism as a powerful economic development tool for cities, provinces, states, and countries (Santa Fe, 2010).

Creative tourism is considered to be a new generation of tourism. The first generation was ‘beach tourism’ in which people come to a place for relaxation and leisure. This was followed by ‘cultural tourism,’ oriented toward museums and cultural tours. The third generation, creative tourism, involves more interaction in which the visitor has an educational, emotional, social, and participative interaction with the place, its living culture, and the people who live there. This new generation requires that managers also evolve, recognizing the creativity within their city as a resource, and providing new opportunities to meet the evolving interests of tourists. At the same time creative tourism must engage with culture and the particular cultural expressions will be unique to each place (UNESCO, 2008).

Creative tourism is also the result of a movement back in time when modern-day travelers, like the original tourists, searched for origins and authenticity. As a result, creative tourism is a tourism adapted to each particular situation that depends on producer and consumer, the place, the moment, and the tangible and intangible resources (Richards & Wilson, 2006) (see figure 2.1).

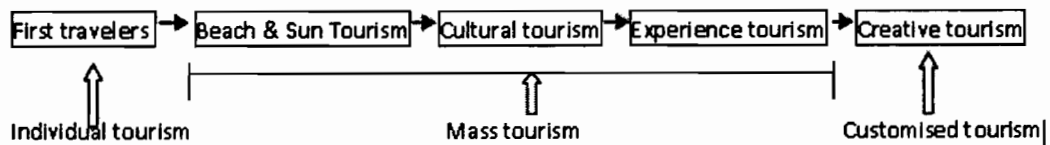


Figure 2.1 Evolution of tourism

Source: Elaboration

Richards (2009) identified many key success factors which are likely to continue to be important in the future. Most importantly, creative tourism must be developed to link local creativity with creative people who travel. Instead, the combined creativity of local people and visitors can be harnessed to maximize the distinctiveness of places. In order to achieve this creative tourism development Richards explained that creative tourism development must to be based on a number of key principles:

(1) Know the position of the community (who you are and where you are). Distinctiveness makes places stand out from the others. This is not just about the tangible assets that places have, but also about their intangible resources, such as atmosphere, ambiance, skills, and creativity.

(2) Use local capacity. Creative tourism is based on those aspects of creativity that are characteristic of the place visited. Importing ideas or skills is often counter-productive to the development of creative tourism (although the knowledge of how to implement creative tourism may have to be borrowed from elsewhere).

(3) Build on their resources (what community has). There is no need to engage in major construction of new facilities. The trick is to use the existing facilities more creatively. A refitted cave, a renovated factory, or an ice hotel would usually be more interesting than a new five star hotel.

(4) Develop quality not gimmicks. Although creativity often depends on spontaneity, risk, and surprise, it is not a question of using gimmicks or following fashionable trends. For creative tourism it is more important to deal with quality and authenticity, or re-interpreting or innovating tradition.

(5) Use creative resources as a catalyst. Whereas the basic strategy of cultural tourism depends on the reproduction of culture into fairly static products for tourists,

creative tourism should be viewed as a process which can stimulate further change. The use of local crafts as a basis for creative tourism experiences should provide a means of innovation of the production of souvenirs.

Therefore, creative tourism development needs key principles, including the community knowing itself, and using its own capacity to produce the best quality and value product to fulfill the tourists' demand during their holidays. In the context of creative tourism, the local community should offer: 1) Tourists active participation in activities designed for them to gain value experiences, such as local traditions, culture, way of life, and interaction between tourists and local people 2) Tourists opportunities to exchange their ideas and experiences with the local community 3) Valued souvenirs and good memories to take back their home towns.

2.1.3 Process of creative tourism

Creative tourism is a new form of tourism which has the potential to change existing models of tourism development and make a contribution to the diversification and innovation of the tourist's experience. By doing so, creative tourism can help to stimulate local, economic, social, and cultural development (Richards, 2009).

Similar to this context Pimpisot Uanlam was determine the process of the creative tourism that:

(1) Tourists active participations, learning expense and interaction with the everyday life of local community.

(2) Tourists have an opportunity to exchange creative ideas and experiences with the community, at the same time as gaining more knowledge, experience, and improving their proficiency.

Currently, creative tourism is at an early stage in its development. Most importantly, it must be developed to link local creativity with creative people who travel. Creativity and the outcome of creative processes, innovation, require the right environment and sufficient time resources. Furthermore, ability to co-operate and communicate is a prerequisite for creativity. A creative organization is marked by certain informality, good team spirit, and management trust in the competence of the personnel (Wilenius, 2004). Creative tourism is a form development of cultural tourism and goes a step further (Raymond, 2003).

Richards and Raymond (2000) stated that creative tourism is tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken. This definition has a number of important implications:

(1) Creative potential

The tourists is provided with the tools to develop their own creative potential and to take something more than souvenirs home with them.

(2) Active involvement

The consumer is actively involved in the creative process, and this involvement creates the potential for genuine exchange and engagement with local people and local culture.

(3) Characteristic experiences

Creativity can happen anywhere, but the important thing is to link the creative process to the destination and to anchor it in local culture, creativity, and identity. This requires not just creativity on the part of the tourists but also the destination.

(4) Co-creation

The concept of creative tourism implies a level of co-creation between visitors and locals. Co-creation covers an emerging body of knowledge about the way in which products, services, and experiences are made jointly by producers and consumers. However, in the context of creative tourism, there is usually a much more important dimension of co-creation at work which involves a reversal of the normal power relationships attached to tourism (Richards, 2009). The best practice of co-creation can be seen in the Thai cooking classes led by a native Thai chef and promoted by Tourism Authority of Thailand. The chef has tourist teachers and co-workers, guiding them in the skills required to make traditional Thai dishes and initiating them into their cultural significance.

The chapter now outlines the development of creative tourism from cultural tourism, creative tourist and the notion of creativity in tourism.

2.1.3.1 From cultural tourism to creative tourism

Creative tourism is a form of cultural tourism (Ohridska, 2010). More specifically it is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place. While Richards (2009) noted changes in the consumption and production of tourist experiences in cultural tourism. On the consumption side, tourists are engaging more actively with the culture and creativity of places, and increasingly turning their backs on products which reduce them to mere observers of culture. On the production side, communities are beginning to utilize the full range of cultural and creative resources available to them, which includes not just the 'high culture' highlights, such as national museums and monuments, but also incorporates popular and everyday culture as elements of the tourist product. These are often the factors which allow a destination to differentiate itself.

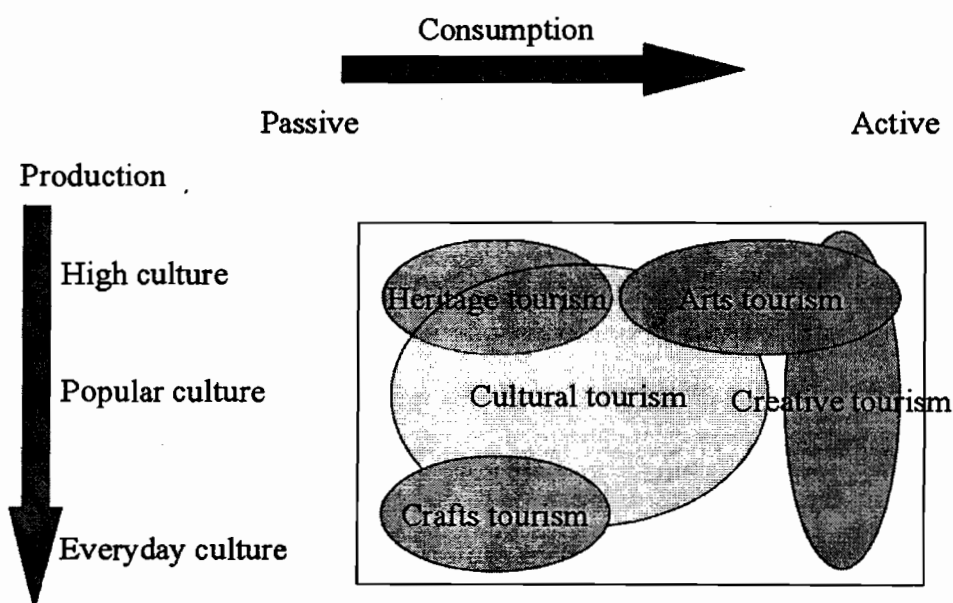


Figure 2.2 Transformation from cultural to creative tourism

Source: Richards, 2009

In 2007, Raymond produced a revised definition of creative tourism in the light of his experience in developing it in New Zealand, saw creative tourism as: The sustainable form of tourism that provides an authentic feel for a local culture

through informal, hands-on workshops and creative experiences (Richards, 2011). Workshops take place in small groups at tutors' homes and places of work and allow visitors to explore their creativity while getting closer to local people. Richards and Raymond (2000) emphasized the fact that creative tourism implies that not just the tourists need to be creativity involved but the destination itself needs to become more creative in designing characteristic experiences. There are many different types of experiences and products which can be offered to the creative tourist, ranging from more active forms of involvement, such as learning a specific skill, to browsing galleries and shops looking at creative products (Richards, 2009).

2.1.3.2 Creativity in tourism

A number of trends in the field of consumption also point to an increasingly important role for creativity in tourism. Among the key consumption trends linked by Richards and Wilson (2006) to the rise of creativity are:

- 1) Dissatisfaction with contemporary modes of consumption
- 2) Blurring boundaries between work and leisure (serious leisure, work as play, lifestyle entrepreneurship)
- 3) Increased desire for self-development and skilled consumption
- 4) Experience hunger of postmodern consumers
- 5) Building narrative, biography and identity
- 6) Attractiveness of creativity as a form of expression

The growth of creative tourism in some ways marks a shift towards a more general approach to creativity in tourism (Richards, 2009). Creativity is attractive in the stimulation of a range of economic, cultural, and social outcomes, and also because of the argued advantages produced by networking and knowledge spillover which stimulate further creative activity. Richards (2011) state that creativity is also becoming linked to cultural tourism, as people utilize their increasingly scarce leisure time to develop their own skills and experience local culture at the same time. There has been a veritable explosion of courses in areas such as languages, gastronomy, art and photography in recent years, driven not only by high demand for creative skills, but also by a growing number of creative producers who have started to service this market.

Raymond (2007) provided clear common elements of creativity in tourism that included participative, authentic experiences that allow tourists to develop their creative potential and skills through contact with local people and their culture. This suggested a shift towards active other than passive forms of consumption, and an emphasis on living or intangible culture rather than static, tangible cultural heritage. The essence of creative tourism seems to lie in activities and experiences related to self-realization and self-expression whereby tourists become co-performers and co-creators as they develop their creative skills (see figure 2.3).

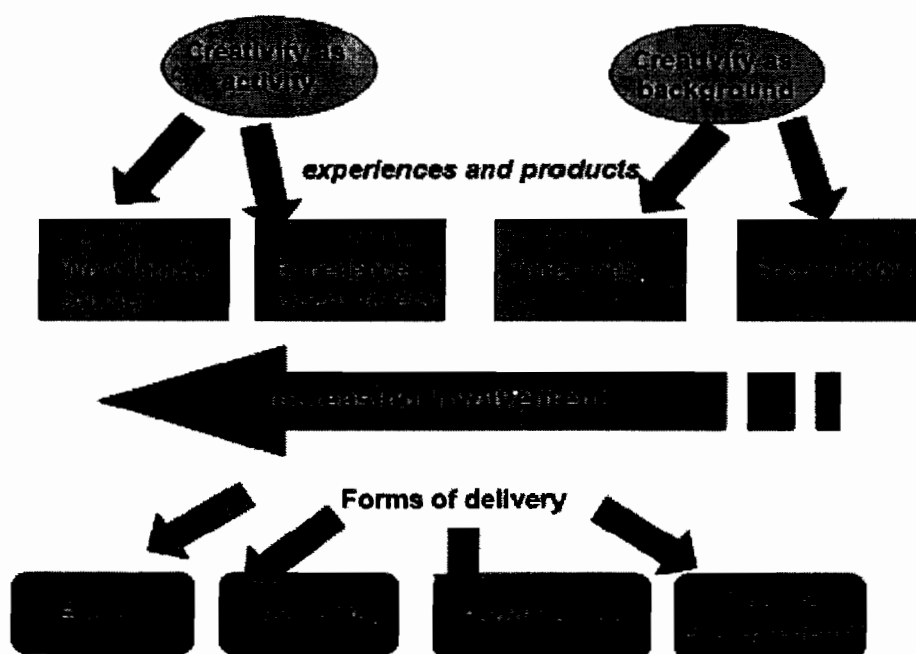


Figure 2.3 Model of creative tourism

Source: Richards, 2011

(1) Creativity as background is included the existing cultural tourism resources in local destination which has the potentiality to developed as creative tourism contribute for creating experiences and product that classify in two kind seeing and buying the same travelers visited attraction destination and buy souvenirs which also have in general tourism.

(2) Creativity as activities is an activities set up for tourist to gain knowledge, skills, experience from the travel including learning activity or practical

activity (leaning and testing) or learning in classroom or practical of tourist in the real situation for example yoga training class in India

(3) Form of delivery product and services are consists of four components:

Creative enterprises to set up tourism model based on creative characteristics of the local resources. 1) Cooperation from the local community, both public, private and other stakeholders for providing goods and services to tourists, 2) Network partners to enhance tourism promotion initiative and 3) Create the event to offer the creative tourism activities for tourist active participant to get the growth of sustainable tourism which require initiative cooperation from all the important part (stakeholders) to get involved in the tourism resources management.

This provides an overview of the different styles of creative tourism, ranging from more active to more passive types of creative activities and involving different types of creativity. Creative tourism can be seen in numerous situations where visitors, service providers, and the local community exchange ideas and skills and influence each other in a synergetic way. In this sense, creative tourism can be: 1) A means of involving tourists in the creative life of the destination, 2) A creative means of using existing resources, 3) A means of strengthening identity and distinctiveness, 4) A form of self-expression/discovery, 5) A form of edutainment – education a self-realization and education 6) A source of atmosphere for places and 7) A source for recreating and reviving places

Creative tourism and the increasing diversity of experiences offered, including a wide range of creative experiences in which the creative content can be foregrounded or used as a creative backdrop and in which the level of tourist and local involvement in the production of the experience. It can be develop along the creativity as activities, create events, network, which can providing opportunities for tourist learn interactively and experiences through creative engagement with local people (Richards, 2012).

2.1.3.3 Creative tourist

Creative tourism depends heavily on tourists' active involvement, not just in a place and watching others but interacting and co-creating the whole experience, actively learning about their surroundings and applying this knowledge to

develop their own skills (Richards & Wilson, 2006). In recent years, the term culture has appeared recurrently in urban transformation processes creative tourism through the increasing of creative tourist G. Richards & J. Wilson, 2006). In addition many cultural tourists want to become part of the local community and have direct contact with the everyday lives of locals. They increasingly say that they want to experience local culture, to live like locals, and to find out about the real identity of the places they visit. With the increasing interest in intangible heritage, creative tourism is a newly emerging form of cultural tourism that satisfies the higher level need of self-actualization with a primary focus of active skill development (Richards & Wilson, 2006). The shift towards creativity in tourism can be seen as part of an evolution of tourist experiences (Richards & Wilson, 2007) (see figure 2.4).

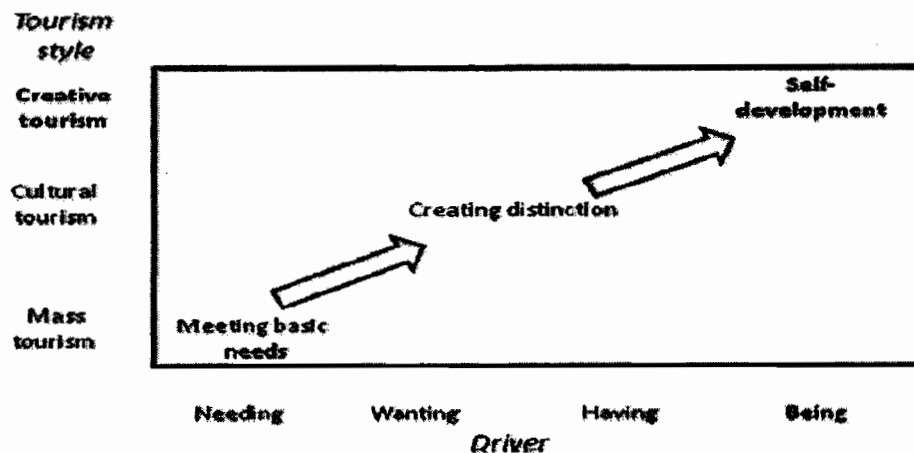


Figure 2.4 Changes in creative tourists

Source: Richards and Wilson, 2007

Stylianou-Lambert (2011) also argued that contemporary cultural tourism is now more an extension of everyday life than a contrast to it and found that even though cultural tourists may adopt a tourist perspective during travel, they do not abandon other perspectives or perceptual 'filters' carried from home. By stepping outside the confines of the tourist perspective, cultural and creative tourists engage their creative skills to develop new relationships with the everyday life of the destination. In addition creative tourists explore new destinations with the aim of living different creative experiences through educational activities, creativity, and/or an exhibition of

their talent, making it relevant to propose destinations and activities that satisfy their special interests in experiencing a culture (Creative Tourism Network presentation.).

The Creative Tourism Network CTN (2012) stated that creative tourists want to be unique, claiming that:

(1) They can be tourists travelling alone, as a couple, with family, or in a group.

(2) They can organize their trips and/or contract specialized tour operators.

(3) Their creative activities can refer to learning (courses, workshops), creation (artistic trip, co-creation with local artists), or representation (performing concert, acting, exhibiting).

(4) On the other hand, CTN (2012) consider the reasons that lead the visitor to choose this type of creative journey. Until five years ago, tourists were creative persons who practiced artistic activities in their countries of residence and wanted to improve during their holidays, such as courses in painting, dance, and guitar. Now, they wish to add more creative and participatory activities to their traditional programs of visits, with the aim of living cultural and human experiences. General details about creative tourists include: 1) They want to experience local culture by participating in artistic and creative activities, 2) They want experiences whereby they can feel themselves to be part of the destination, 3) They do not look for the "monumentality" or the "spectacular" or "superlative", 4) They share their experiences on social medias, 5) They do not wish to return to a conventional circuit, 6) They spend a substantial part of their budget on the fulfillment of these activities/experiences and 7) They usually combine many kinds of tourism, creative, culinary, eco-tourism, and/or slow tourism, in the same journey. (CTN, 2012).

Therefore it can be concluded that creative tourism has emerged from cultural tourism through the creativity and active participation of the creative tourist joint the events to have an opportunity learning, tasting seeing, buying, through the local host resources including arts, craft, everyday life etc. to discover the hidden identity and get the value experiences. While some activities or events were interesting to tourism to practice such as cooking, traditional art performance, hand craft making, way of activities etc. (see figure 2.5).

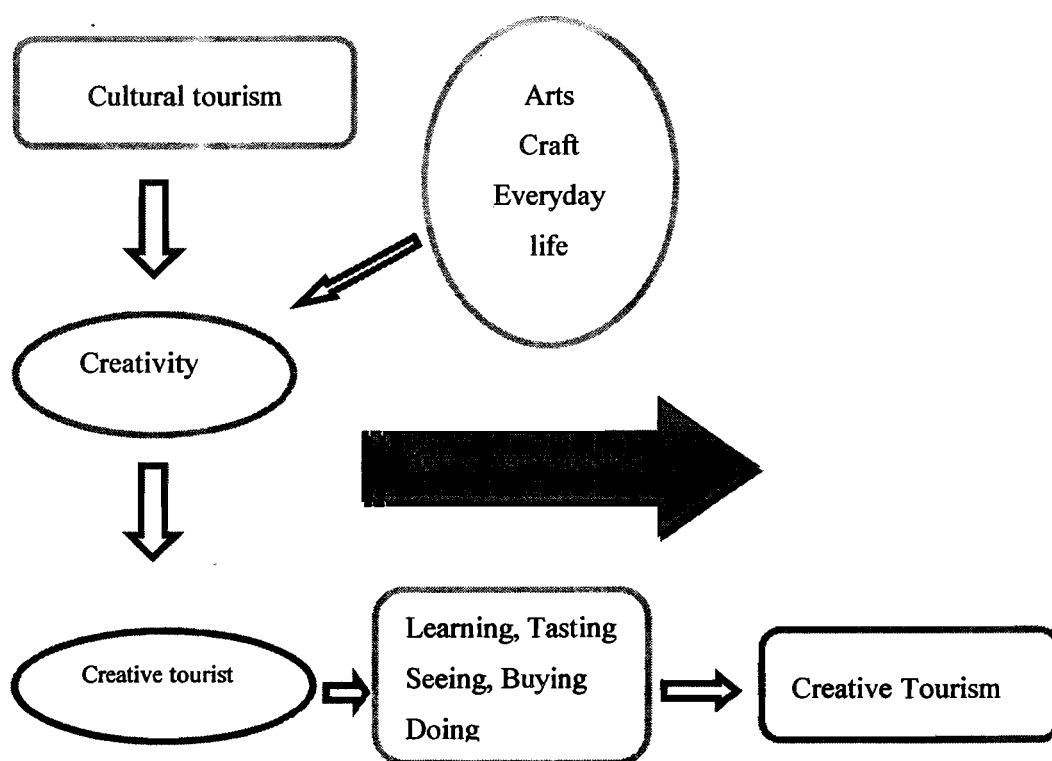


Figure 2.5 Creative tourism process

2.1.4 Importance of creative tourism

Creative tourism is becoming increasingly recognized and important because of the trend towards sustainable tourism and tourists' desire to experience local culture by participating in creative activities during their holidays. Many tourists are bored with the packaged, sanitized products currently on offer in the tourism market, even cultural tourism, seen by many destinations as the antidote to low quality, mass tourism (Richards, 2007). Many tourists prefer to seek out small-scale and different place that other cultural tourists have not yet found. What tourists are seeking in these places is to experience the destination as a local, to feel part of the community, and to enjoy more contact with real people and engagement with local culture. Creative tourism is becoming more important not just because of tourists' boredom with other offerings but also because the cultural sector and destination managers are looking for new ways to interact with tourists. The trend is to not just to sell the culture of a place but also to use tourism to support the identity of the destination and to stimulate the consumption of local culture and creativity (Richards & Wilson, 2007).

Creative experiences are an increasingly important part of the tourism landscape and creative tourism development strategies are now being adopted by many destinations around the world. Creative tourism can potentially address some of the pitfalls of contemporary cultural tourism models and can help to make places more distinctive and engaging for residents and visitors alike. However, the development of creative tourism is still at a fairly early stage and there is much research needed to identify best practice and critical success factors. In the future it is likely that different models of creative tourism development will emerge, guided by the characteristics of the destination and the co-creation activities of tourism producers and consumers (Richards, 2010). Creative tourism is becoming more important because:

- (1) Cultural tourism is becoming mass tourism
- (2) Cultural tourists are becoming more experienced and demanding more engaging experiences.

- (3) Destinations are looking for alternatives to traditional tourism products (Richards, 2009).

- (4) Creative tourists bring many benefits to both tourists and hosts. Tourists stand to benefit from showing their capabilities and learning new skills. Moreover, the future will see an increase in the number of people seeking creative destinations for their talents and wanting to learn while on holiday. Hosts will benefit through the creative tourists staying longer in the community therefore generating more income for local people. Many visitors want to learn about the particular culture of the places they visit and this motivation is increasing as a proportion of the various motivations for travel (Richards & Wilson 2006). Creative tourism can help to stimulate local economic, social, and cultural development (Richards, 2009).

2.1.5 Forms of creative tourism

Tourists start their travels with a vision of what form of local community life they want to participate in based on their special interests which determine their choice of destination in advance, once at the destination, they do not expect a passive holiday but active development of their own interests complemented with local diversities which enrich their existing knowledge. (Antropol, 2009) These interests may include arts and crafts, design, gastronomy, health and healing, languages, spirituality, nature, and sports (Richard & Raymond, 2003). In 2004, UNESCO, as part of its Creative Cities Network,

focused on seven creative industry fields, literature, film, music, crafts and folk art, design, media arts, and gastronomy (Unescobej, 2013) ^(a). This initiative was designed to promote the social, economic, and cultural development of cities in the developed and the developing world. The cities that participate seek to promote their local creative industries and share interest an in UNESCO's mission towards cultural diversity (Santafecreativetourism, 2013).

There are also many different types of experiences and products which can be offered to the creative tourist, these experiences range from more active forms of involvement, such as learning a specific skill, to browsing galleries and shops looking at creative products. These different types of creative experiences are also linked to various forms of delivery and organization structure.

Basis of activity	Types of experience
Learning	Workshops
Tasting	Experiences open alters
Seeing	Itineraries
Buying	Galleries, shop windows

Figure 2.6 Types of creative tourism experience

Source: Richards, 2009

2.1.6 Sites of creative tourism

Creative tourism is growing rapidly and tourists of all ages prefer to active attend culture activities with local people and participate in cultural heritage events to enhance their experiences and learning of new skills.

This cultural heritage can be classified as:

(1) Traditional cultural expressions/expressions of folklore: may include music, dance, art, art festivals, designs, names, signs and symbols, performances, ceremonies, architectural forms, handicrafts and narratives, or many other artistic or cultural expressions (Wipo, 2013)

(2) Cultural sites such as archaeological sites, historic or large cities, and their cultural facilities such as museums and theatres.

(3) Arts refer to kinds of creative tourism which are based on arts and culture including visual arts (ceramics, drawing, painting, sculpture, printmaking, design crafts, photography, video, filmmaking, and architecture) (About, 2013) and performing arts (dance, music, opera, theatre, and musical theatre, and minor or secondary forms like magic and/or illusion, mime, spoken word, puppetry circus arts, recitation and public speaking) (Wikipedia, 2013)

(4) Lifestyles related to ways of life of the local community.

Examples of best practice in creative tourism can be found in a number of places. Santa Fe Creative Tourism (Santafecreativetourism, 2013) New Mexico offers many kinds of arts and cultural workshops. The city was appointed UNESCO City of Design, Crafts and Folk Art on 13 July, 2005 (Unesco, 2005)^(b). Creative Tourism New Zealand has a variety of hands-on creative workshops that give visitors an insight into New Zealand culture, such as taste, nature, art, and culture workshops to enhance experiences with local skills and culture. Creative Tourism Thailand offers many kinds of cultural workshop and practices, including Muay Thai lessons, Thai traditional massage, and Thai cooking class (Creative Tourism Experience in Thailand). Creative Tourism Australia provides an in-depth tourism experience including arts and culture, traditional crafts, cooking courses, and wine and gourmet classes.

There are now 38 member cities around the world in seven creative industry fields including:

(1) Literature: Edinburgh Scotland, Melbourne Australia, Iowa City USA, Dublin, Ireland, Reykjavik, Iceland, Norwich UK, and Krakow, Poland

(2) Film: Bradford, UK, and Sydney, Australia

(3) Music: Seville, Spain, Bologna, Italy, Glasgow, Scotland, Ghent, Belgium, Bogota, Colombia, and Brazzaville, Republic of Congo

(4) Crafts and Folk Art: Santa Fe, USA, Aswan, Egypt, Kanazawa, Japan, Icheon, China, Hangzhou, China, and Fabriano, Italy

(5) Design: Buenos Aires, Argentina, Berlin, Germany, Montréal, Canada, Nagoya, Japan, Kobe, Japan, Shenzhen, China, Shanghai, China, Seoul, Korea, Saint-Étienne, France, Graz, Austria, and Beijing, China

(6) Media Arts: Lyon, France

(7) Gastronomy: Popayán, Colombai, Chengdu, China, Östersund, Sweden, Jeonju, Korea, and Zahlé, Lebanon (Unesco, 2013) ^(d).

In conclusion the key concept of creative tourism is authentic experience of the trip, particularly, process and consumption is an important part to lead the creative tourist get the real experiences of the tourism. The important factors which need to consider how to deliver the experiences creative tourism to the tourists more effectively and efficiently, factors that can affect to the delivery experiences process.

The next section deals with the concept of community-based tourism.

2.2 Concept of cultural tourism

There are many scholar defined the definition of cultural tourism as following:

Richards (2011) state that cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention together new information and experiences to satisfy their cultural needs. According to Silberberg (1995) cultural tourism is defined as 'visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution.

Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Stebbins, 1996)

The culture tourism was adopted by World Tourism Organization in 1985 that is a movements of persons for essentially cultural motivations such as study tours, performing arts and other cultural tours, travel to festivals and other cultural events, visit to sites and monuments, travel to study nature folklore or art or pilgrimages.

McIntosh and Goeldner (1986) consider cultural tourism as comprising all aspects of travel, whereby travellers learn about the history and heritage of others or about their contemporary ways of life or thought. Intrepid traveler (2013) stated that cultural tourism refers to travel to experience the arts or history of a location or travel to immerse oneself in the language, society, or culture of a region.

Cultural tourism or culture tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religions, and other elements

that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle (Vijaya babu & Jayaprakashnarayana, 2014).

Therefore cultural tourism is travel for seeking or studying in the cultural destination which have the significant features history, have the story told about the development of society related to the culture and the amazing of the society through the amazing architecture collections, the arts, identity, tradition and language, which valuable natural environment. It reflects the beauty, conditions of life, well-being of people in each period whether the economy, society, culture.

2.2.1 Components of Cultural tourism

The term cultural tourism has been used interchangeably with heritage tourism. However, a number of researchers have tried to define cultural tourism by approaching it through a number of alternative ways. The term heritage and cultural tourism refers to that segment of the tourism industry that places special emphasis on heritage and cultural attractions (E. Christou, 2011).

Tighe (1991) examined three components of cultural tourism: travel, the tourist and the sites. In particular, in terms of travel he stated that 'cultural tourism is travel undertaken with historic sites, museums, the visual arts, and/or the performing arts as significant elements. Referring to the travel component Tighe, (1991) defines cultural tourism as: "travel undertaken with historic sites, museums, the visual arts and/or the performing arts as significant elements" whereas, regarding cultural tourists, the author is seeing the tourist as a person who is experimenting historic sites, monuments, buildings, museums, art galleries or attends concerts and performing arts, and in an earlier work he is refers to cultural tourism as "historical and heritage sites, arts and craft fairs and festivals.(See figure 2)

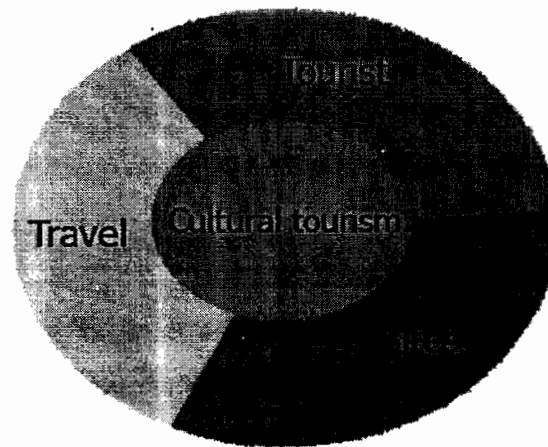


Figure 2.7: Components of cultural tourism

2.2.2 Key elements of culture

Culture refers to the way of life of a specific group of people. It can be seen in ways of behaving, beliefs, values customs followed, dress style, personal decoration like makeup and jewelry, relationships with others and special symbols and codes (Saho, 2005). There are different types of cultures across the world and each culture has its unique essence (Figure 2.7)

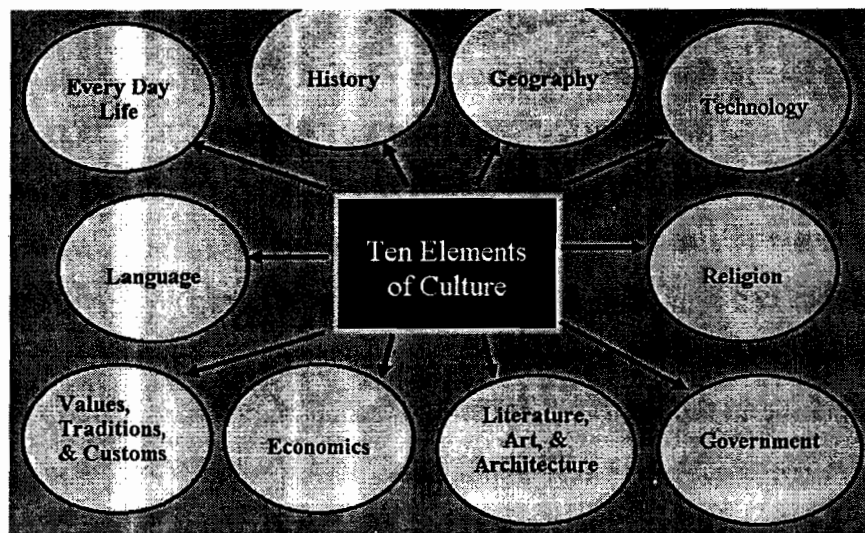


Figure 2.8 Elements of culture

Source: Rohner, 2005

(1) History: anything that is past recorded, whether about culture, food or people.

(2) Religion: values of the belief in a god or in a group of gods (Buddhist, Hindu, and Islam)

(3) Ways of life: living pattern, daily life of community including local wisdom, costume, intellectual, habits, attitude, talent, food and eating etc. was upheld and practiced continuously which is a part of community's culture.

(4) Language: are sounds or things which have meaning given to them by the users, which is the way to communication culture shares ideas and messages and passing on traditions and beliefs (Khmer, Thai, and English)

(5) Traditional/Customs: Is the passing down of culture from generation to generation by word of mouth or by practice, from generation to generation, other festival (New Year, Wedding, Water Festival, Chpum Ben)

(6) Costume/clothing a style of dress, including accessories and hairdos, especially that peculiar to a nation, region, group, or historical period (Hol, Kben, Krama Sarong, and Silk)

(6) Cuisine: a style of cooking, food (Amok, Kor Koor, Prahok)

(7) Arts and literature (Visual arts, Music, dance literature, shadow theatre, film): writings in which expression and reflect social natural, which teach or tell about a culture's values, promote cultural pride and unity (Apsara dance, Tum Teav, Lakhaon Sbek)

(8) Sports: an athletic activity requiring skill or physical prowess and often of a competitive nature (Pradal serey, Bokator)

However from tourists' sight of view, sightseeing might be the most interesting aspect of a holiday; sightseeing plus special culture background would be the unforgettable experiences for them. One of the most important positive aspects of cultural tourism is that, cultural tourism covers all aspects of travel. With cultural tourism, tourists can learn the history and the way of life in the destination, which includes food, drink, hospitality, manufactured, and among others (McIntosh and Goeldner, 1990) Because of the cultural tourism, traditions in the some destinations can be protected and passed on to the younger generations. From the host side, cultural tourism can bring the destination great benefits: to have more investments, to create

more job opportunities, to build better infrastructures, to receive better education, and among others (Valeriu, 2007).

Therefore culture tourism is traveling to visit something which show culture, identity, such as temple, arts, architecture, food, way of life and other local produce, which reflects to see the development, living livelihood that suitable with the situation of each period. It has their own distinctive character that separate it out from other destinations, cultural tourism gives visitors the opportunity to understand and appreciate the essential character of a place and its culture as a whole, including history, archaeology, people and lifestyle, gives access to information, experience and activities which can help the tourists feel involved with a place, this factors will foster tourists understanding between people and cultures.

2.2.3 Process of sustainable cultural tourism

Cultural tourism is one of fastest-growing global tourism markets and it was increasingly being used to promote destinations and enhance their competitiveness and attractiveness. They are four steps to ensuring successful cultural tourism including:

(1) Assess the potential: Evaluate what the community has to offer in attractions, by listing resources assessing attractions, current and potential. (Historic, cultural, and natural resources) visitor services, organizational capabilities, ability to protect community's area assets is a major concern and marketing.

(2) Plan and organize: Make good use of human and financial resources. Put the right man in the right job which the keys that open the doors to sustainable heritage tourism. Set priorities and measurable goals.

(3) Prepare, protect and manage: ready to hospitality visitors, look to the future as well as the present, be sure that the community's dissension making can improve community for long term to ensure that cultural heritage tourism resources have a long and productive life, they need to protect them.

(4) Market for success: Develop a multi-year, marketing plan, positioning the community, define targets market, and look for partners in local, regional, state or national groups. (National trust for historic preservation, 2011)

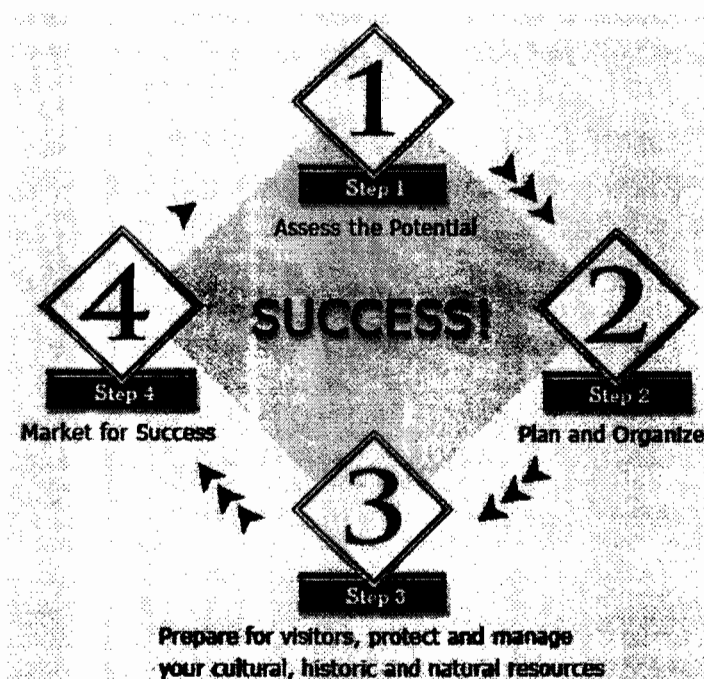


Figure 2.9 Successful and sustainable cultural tourism

Source: National trust for historic preservation, 2011

In conclusion the concept of cultural tourism is cultural attractions visit including historic sites, museums, arts craft fairs and festivals. Moreover cultural resource are consist of many key elements such as history, geography, technology, religion, literature, arts, architecture, customs, language and way of life.

2.3 Concept of community-based tourism

This section deals with the development of community-based tourism (CBT), definitions, and tourist attractions.

2.3.1 Development of community-based tourism

CBT is considered as small-scale form of tourism managed and owned by the community for its benefit, taking place mostly in rural areas where there is interaction between tourists and local people (Asker et al., 2010). The concept was developed and emerged in the 1990s and is based on principles that the host community can use tourism as a tool for community development that:

- (1) Recognizes, supports, and promotes community ownership of tourism
- (2) Involves community members from the start in every aspect

- (3) Promotes community pride
- (4) Improves the quality of life
- (5) Ensures environmental sustainability
- (6) Preserves the unique character and culture of the local area
- (7) Fosters cross-cultural learning
- (8) Respects cultural differences and human dignity
- (9) Distributes benefits fairly among community members
- (10) Contributes a fixed percentage of incomes to community projects (Rest,

2003)

Successful development of CBT must:

- (1) Prepare and strengthen the community to manage tourism. Community members require several steps of training
- (2) Invite community members to analyze the opportunities and risks of developing CBT
- (3) Involve community members meeting other communities which have already set up CBT, and being free to decide whether or not to develop CBT themselves
- (4) Think beyond the question of how can we benefit from tourism and consider the alternative question of how could we harness tourism to support sustainable community development in our community
- (5) Organize training in areas such as planning, organizational development, management, operation, marketing, and monitoring the development of skills of local people, and increase their sense of ownership for CBT. (Cbti, 2012).

Amran Hamzah & Zainab Khalifah, 2009 recommended four steps to develop community-based tourism and five steps for community sustainability:

- (1) Assess community needs and readiness for tourism

This step involves three actions: 5 actions follow: 1) Community needs to answer the key question (why should the community be involved in tourism? And why tourism?) for readiness to embrace tourism. With the advent of tourism, communities are entering into a totally different environment from what they are accustomed to, which is likely to bring about major changes to their way of life, outlook, relationships within the community, and with those from outside. 2) Determining the role of tourism: an alternative and lucrative source of livelihood and income, a tool to justify conservation

efforts, and a training ground for future participation in other economic sectors. 2) Community's expectations of gains from CBT. 3) Determine community values, altitudes, aspirations, and concerns. 4) Identify the labor force needed for tourism

(2) Educate and prepare the community for tourism: 1) Identifying potential tourism activities to be developed and promoted. 2) Developing linkages with surrounding tourism attractions. 3) Organizing specific workshops for different sections of community. 4) Identifying training needs 5) Developing and conducting advanced training modules.

(3) Identify and establish leadership: the leader can be a government appointed project manager, a dedicated volunteer hired by NGOs, or a self-appointed spokesperson for the community.

(4) Prepare and develop community organization: the leader should attempt to establish a community organization that is capable of planning, operating, and promoting CBT. 1) Determine the tourism product life cycle: community organization in initial phase of CBT and community organization as CBT matures. 2) Identify roles of CBT organization: empowering women and youth, formulating a common vision but realistic targets, nurturing an anti-handout mentality, and establishing a community fund.

(5) Develop partnerships: community should enhance competitiveness in the establishment of partnerships with key stakeholders, including tourism industry, government agency, NGOs, and universities.

(6) Adopt an integrated approach: integration with conservation, sustainable development, and responsible tourism projects, integration with other economic sectors.

(7) Plan and design quality products: product development, destination/leisure management (authenticity, education, entertainment, enjoyment, memorable), interpretation, communication, and service quality.

(8) Identify market demand and develop marketing strategy: matching the product with potential market segments, understanding the channels of distribution, embracing ICT as a promotion tool, piggy-backing on tour operators and ground handlers, CBT organization to set up in-house travel agency and leveraging on awards certification to shape the branding.

(9) Implement and monitor performance: construction of tourist facilities - getting the community involved in the implementation and regular monitoring of performance.

Similarly Kadof (2008) suggested ten steps for community development in Cambodia:

- (1) Define the specific area
- (2) Feasibility study through cooperation with the stakeholders (government and non-government organizations)
- (3) Establish vision and objective with community
- (4) Create the plan for preparing to manage the community
- (5) Establish organizational structure and management
- (6) Establish tourism activities
- (7) Training guide
- (8) Create marketing plan
- (9) Start tourism promotion
- (10) Monitor and evaluate the process

To be successful, CBT must have certain key elements:

Natural and cultural resources: natural resources are well-preserved, local economy and modes of production depend on the sustainable use of natural resources, customs and culture are unique to the destination.

Community organizations: Community shares consciousness, norms, and ideology. Community has elders who have local traditional knowledge and wisdom. Community has a sense of ownership and wants to participate in its own development

Management: Community has rules and regulations for environmental, cultural, and tourism management. A local organization or mechanism exists to manage tourism with the ability to link tourism and community development. Benefits are fairly distributed to all, a percentage of profits from tourism is contributed to a community fund for economic and social development of the community.

Learning: Fostering a shared learning process between hosts and guests, educating and building understanding of diverse cultures and ways of life, raising awareness of natural and cultural conservation among tourists and the local community (Rest, 2003).

In the Cambodian context, Cambodia Community-Based Ecotourism Network (CCBEN) (2008) identified some principles for CBT development:

- (1) Enhance the local culture and tradition
- (2) Empower community to participate in decision-making
- (3) Sustain the natural environment
- (4) Has clear benefit-sharing mechanism
- (5) Strive to get the recognition from stakeholders by respecting the law
- (6) All people in the community are encouraged to participate
- (7) Increase more services and set reasonable prices
- (8) Strengthen host-guest interaction
- (9) Have good partnership with private sector, government, NGOs, and other communities, and
- (10) Define code of conduct for hosts and guests.

These principles encourage sustainable CBT development that empowers the community to participate in decision-making and the building of good relationships with local government, NGOs, and other communities.

2.3.2 Definitions of community-based tourism

There are number of definitions of CBT. World Wildlife Fund (WWF) International (2001) defined CBT as a form of tourism the local community has substantial control of and involvement in its development and management, and a major proportion of the benefits remain within the community. The Responsible Ecological Social Tours Project (REST) (1997) stated that it is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. Kadof (2008) saw CBT as concentrating on sustainable environment, society, and culture, and it is owned and managed by the community. In developing countries, the inclusion of local communities, particularly indigenous peoples and villagers, is regarded as an important factor. This may involve locals hosting tourists in their villages, managing the scheme communally, and sharing the profits (Metropolitan, 2013). CBT is a tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local communities' participation. CBT can help local communities in generating income,

diversifying the local economy, preserving culture, conserving the environment, and providing educational opportunities. It can become a poverty reduction tool but it requires a long-term approach to maximize the benefits for the local communities and limit the negative impact.

The Ministry of Tourism of Cambodia defined CBT as a form of responsible tourism that supports local communities and improves livelihoods. The tourism destination is managed by the local community members themselves. Similarly, Cambodia Community-based Ecotourism Network (CCBEN) defined it as “tourism which is run by the local community, where all the management decisions must be made by the community and most of the profits must directly benefit the local community” (2009).

Therefore CBT is a form of tourism initiated and managed by local communities and intended to deliver community-wide economic benefits, empowerment, and promotion of their culture and nature. At the same time it takes into consideration the sustainability of the social, cultural, environmental, and economic factors of the area, provides host and guest interaction, allows a sharing of life and culture that increases visitors’ awareness, and improves stakeholders collaboration in the development process.

2.3.3 Tourist attractions

Tourist attractions are places of interest that tourists visit typically for their inherent or exhibited cultural value, historical significance, natural or built beauty, and/or amusement opportunities. They are assets that contribute to a destination’s appeal and are key elements that need to be considered in assessing tourism potential.

Hu and Ritchie (1993) and Formaica (2000) saw them as primary sources or determinants in the measurement of a destination’s attractiveness. A destination’s attractions, such as natural/cultural components, heritage/historical resources, supporting facilities/services, infrastructure, hospitalities, sports/recreation activities, transportation/accessibility, and cost should be considered as not only basic to understanding tourism planning but also essential for successful tourism development (Gunn, 1994; Pearce, 1997).

Tourism is dependent upon the attractive power of a destination’s primary resources. These include:

Natural resources (local, state, and national parks; gardens and recreation areas; scenic vistas and byways; unique or rural landscapes; wilderness areas and wildlife habitats; rivers, canals, lakes, gorges, beaches, and marshes (Heritage Tourism Handbook, 2010), climate, landscape, ecosystems (Coastlearn, 2013), sea, mountains, lakes, forests, waterfalls, springs and caves (Chinatravel, 2013), land, water, soil, plants and animals (Wikipedia, 2013).

Cultural resources (urban heritage, arts, archaeological values, traditions, science values, folk crafts and sub-cultural formations, (Coastlearn, 2013), written records and documents, oral histories, music and dance, theatres, galleries, ethnic restaurants, artists, craftspeople, folklorists, singers, storytellers, festivals, fairs, community practices, traditions or folkways, and land uses such as agriculture or mining (Heritage Tourism Handbook, 2010).

Social resources (potential tourism developers with socio-demographic characteristics, abilities, financial capital, knowledge, health environment property security system, local community interests etc. (Coastlearn, 2013). Such tourist attractions provide visitors with memorable experiences during their holidays.

In conclusion it can conclude that tourism attraction is most popular things for visitors to see and do specially it content significant resources which can motivate or persuade tourists to list it their travel menu. Furthermore natural and cultural resources which different of international tourist's country it would be potential for motivating international tourists such as rural landscapes, river, forest, unique way of life, arts etc.

2.4 Related studies

This section deals with related studies of creative tourism generally and specifically in Kratie Province.

2.4.1 Related studies of creative tourism

The researcher reviewed a number of studies conducted in various countries.

Siow-Kian Tan, Shiann-Far Kung and Ding-Bang (2012) studied “a model of creative experience in creative tourism” aimed to explore the essence of creativity in ‘creative tourism from tourists’ perspectives. Data were collected using in-depth interviews with tourists and observations at four ‘Creative Life Industry’ sites in Taiwan. The study results showed that the outer interactions and inner reflections construct the model of tourists’ creative experience. The former refers to tourists’ interactions with the environment, people, and product/service experiences, while the latter refers to consciousness/awareness, needs, and creativity, and these dimensions interact in tourists’ inner-self throughout the experience. Moreover, consciousness/awareness is a prerequisite for creative experience, differentiating it from other types of experiences.

Pappalepore (2010) studied “Tourism and the development of creative urban areas. Evidence from four non-central areas in London”, paying particular attention to the role of creative production in the tourist experience, the characteristics of visitors to areas with a high concentration of creative industries, and the relationship between the urban form and tourism. The researcher set up three questions: 1) what are the characteristics of tourists visiting these areas? Can they be described as creative themselves? 2) What is the relationship between cultural production and consumption in developing tourism in creative areas? What is the role played by the cultural and creative industries in this development? 3) How does the configuration of urban space affect the development of tourism in creative areas? This research used a qualitative methodology based on face-to-face interviews and sketched mental maps deemed the most appropriate to attain the research aims. A total of 132 face-to-face interviews with visitors were conducted in the four case studies. In addition, maps sketched by visitors provided a useful and new approach to the study of tourist experiences. Interviews with visitors and mental maps were supplemented with in-depth interviews with key informants, such as local creative entrepreneurs. The results of the research highlighted

similarities and differences between the four areas, allowing reflection upon the ways in which creative clusters may facilitate the development of urban tourism. One of the consequences of the high concentration of creative industries appeared to be the attraction of a critical mass of visitors who are either employed in the creative industries themselves or are particularly interested in the arts or other creative products, such as fashion, design and architecture. In the case of creative professionals, their visit may also be closely related to their job, as they often visit creative areas in order to be up to date with the latest trends, or to soak up the creative atmosphere and be inspired for their own creativity.

Thaveeseng (2012) "Creative Tourism Development: A Case Study of Center of Bird Economy Yala City Municipality" aimed to study: (1) creative tourist attraction development for Center of Bird Economy of Yala City Municipality, (2) opinions of the leaders from local administration and leader of Zebra Dove Java Association of Southern Thailand, entrepreneurs of Zebra Dove Java culture toward participation and potential of creative tourist attractions development for Center of Bird Economy of Yala City Municipality, (3) marketing stimuli influencing Thai tourists who travel to join the Zebra Dove Java Competition at Center of Bird Economy Yala City Municipality and (4) to formulate guidelines for creative tourism development for the Center of Bird Economy Yala City Municipality. The results of this study showed: (1) there is social and economic potential for Center of Bird Economy Yala City Municipality; (2) The leaders of the local administration and of Zebra Dove Java Association of Southern Thailand are concerned with planning, operating, benefits gaining, and monitoring; (3) Thai tourists indicate the influences of marketing stimuli at a strong level which can be classified as people, price, process, product, place, physical evidence and promotion; (4) Guidelines for creative tourism development, creating qualified people of international standard, adding more value to sustainable creative tourism, upgrading standard of service process, developing creative and different products, integrating channels of distribution to access the target groups, developing physical evidence for higher quality of life, and developing creative marketing process.

Mukhjang (2011) studied "Endogenous Development in Creative Tourism in Ajimu District in Japan Compared to Natonjun, Sukhothai in Thailand" the purpose of

this research is to compared the main institutional factors of creative tourism agriculture in Ajimu District in Japan and Natonjun, Sukhothai in Thailand. Results showed that the success story of Oita prefecture was due to the revision of development strategy from a focus on economic growth to endogenous development parallel with the market economy. Primary data were collected by the survey method in Phitsanulok in Thailand and Oita prefecture in Japan and classified and analyzed in accordance with the objectives of the study. Quantitative techniques were utilized to compare crucial economic and social activities among relevant variables, and qualitative data were obtained from in-depth interviews with managers, board members, and government officials. The outcomes of this research were that Thai community tourism could learn how to enlarge their business from the Japanese experience and that the organization involved can increase the efficiency in the tourism business management and be able to systematically promote these activities.

Arunpipattanapong (2011) studied "Creative tourism development plan for ethnic groups in Nakhon Phanom Province. The aim of the study to the support of tourism by ethnic groups in Nakhon Phanom province, assessed the tourism potential of these groups, and proposed a creative tourism development plan for the area. The study's literature review is classified into four themes, cultural tourism, economic and creative tourism, tourism potential assessment, and policy and tourism strategy. Field surveys, interviews, questionnaires of residents, and travelers were used to collect data. Results of this study showed five themes of creative tourism of ethnic groups are cultural heritage and value of ethnic groups, physical areas, tourist facilities and services, popularity and creative tourism in ethnic groups' areas. From The creative tourism development plans consisted of four main themes; 1) heritage cultural and intellectual conservation plan, 2) creative tourism knowledge development, 3) creative tourism standard elevation of the groups, and 4) creating collaboration within the communities.

Paratoomarat (2012) studied the factors for creative tourism development at Wat Pra That Chaoeng Chum Worawihan, Sakon Kahon Province, evaluated these factors, and proposed guidelines in the development of creative tourism at the wat. Interviews with the involved tourism contributors of the wat and questionnaires completed by tourists were used to collect data. The study revealed that factors of creative tourism development involved learning, innovation, conservation, persuasion,

cultural and social enhancement, value creation and differentiation, it was shown that the wat had a number of quality tourism development factors and is able to develop into a creative tourism attraction in the future.

2.4.2 Related studies of tourism development in Kratie Province

Much research has been conducted on tourism development in Kratie Province.

Sodany (2011) studied community ownership in CBT development in Koh Trong community. This study had three objectives. The first one was to find out the perception of community members and other stakeholders including NGOs, local authorities, and the Department of Tourism of the concept of ownership in CBT development. This objective looked at two areas: (1) the meaning and attributes of ownership defined by tourism stakeholders and (2) the perception of the advantages of community ownership in CBT development. The second objective was to analyze the current situation of community ownership in CBT development in this community. Five main attributes of community ownership were analyzed; (1) community's feeling of belonging, (2) community's participation in getting benefits, in decision-making, and contribution to development process, (3) community's initiatives, (4) community's understanding of their responsibilities, and (5) community's commitment to CBT development. The third objective was to identify common attributes of ownership that appear in the CBT community and the factors contributing to community ownership in CBT development. The study had three findings: (1) there are different understandings of the community ownership concept among stakeholders in Koh Trong CBT. The common perceived attributes of ownership included the community's right and capacity to manage CBT, community's initiatives, community's understanding of their responsibilities and accountabilities towards CBT, support from relevant authorities, flow of benefits to community, community's involvement in the decision-making process, community's voice being heard, community's access to information, feeling of belonging to CBT project, solidarity in community, and financial independence; (2) the study showed that the community has stronger feelings of belonging to a CBT project. The study also found that the community's initiatives, commitment, participation, and understanding of roles and responsibilities are higher among CBT committee and lower among CBT general members; (3) The study showed that there are eight main

contributing factors to improve and increase community ownership in Koh Trong. The eight contributing factors include 1) economic benefit, 2) institutional structure of CBT, 3) community's involvement, 4) power relation gap, 5) information, 6) community's feeling of social prestige, 7) solidarity and trust, and 8) community's perception of self-dependence.

Koktean (2012) also studied CBT development in Koh Trong. The research aimed to provide an understanding of how CBT development diversified sources of income generation for the community residents, how CBT development can be a tool that helps protect the community environment, and how CBT development promotes gender equality between village women and men. Primary data were collected through structured interviews and in-depth interviews. The structured interviews were employed with CBT management committee members and the in-depth interviews were used with the CBT management community. Secondary data were collected from CBT management committee's documents and reports from NGOs involved in CBT development in Koh Trong. Nine keys findings were revealed: (1) CBT is perceived to provide more sources mainly to generate extra income to support the farming-based household income by providing local villagers with three key extra income opportunities –transportation (bicycle rental, horse-cart, or motorbike taxi), home-stay, and sales; (2) The income from CBT was not equally distributed among the local villagers. The income from CBT flowed directly into only a small proportion (41 households or .12% of the total households) of the community household families; (3) The local villagers perceived that to gain more benefits from CBT development in their village, they could plan to be involved in the extra income generating activities through setting up community stalls, providing transportation service, or growing more vegetables and fruit trees; (4) CBT development can be a tool to protect the community environment. The local residents pointed out that the villagers are careful about waste disposal both around their own households and the whole community; (5) By running a CBT project, there are three important activities conducted to safeguard the community environment. Firstly, the CBT committee in collaboration with the local authorities has set up natural resource protection activity. They formulated regulations to protect some wild species (fruit bats and woodpeckers) and the forests in the community; (6) Local residents understand that they will not be able to continue running CBT if they do not maintain a

good environment in their villages; (7) CBT development contributes to the improvement of gender equality between woman and man in the community. CBT development provided the village women with more opportunity to participate in meetings, training, workshops, and other capacity-building activities. There were usually more women than men participating in these capacity-building occasions; (8) CBT development provides village women with the opportunity to serve in CBT management committees. Out of the seven members in CBT management committee, five members are women; (9) CBT development provides village women with more opportunities to get actively and directly involved in CBT income-generating activities both within and outside normal gender stereotypes. Through women's participation in CBT development activities, their roles, voices, and status would increase.

Phirum (2013) studied Kampi ecotourism site in Kratie Province. This study aimed to investigate how the development of ecotourism in Kampi ecotourism zone affects socio-economic, environmental, and water resources. It also looked at the ecotourism sector in the decision-making process of water resources management. Results showed that ecotourism development in Kampi has resulted in economic prosperity in the community. Locals' livelihoods have been improved through providing goods and services in tourism. However, benefit sharing appears to be a problem because it has not been shared in an equitable manner. In addition, increasing tourist arrivals, especially domestic tourists, have brought environmental pollution. Proposed upstream dams can affect ecotourism in several ways, especially the extinction of Mekong dolphins, via the change of natural flow. In addition, it has been investigated that the administration of water resources in the study area is unlikely to give good water governance due to a lack of stakeholders' participation. Therefore, this research recommends that key actors at Kampi ecotourism site be involved in the decision-making processes of water resources planning since they also play key roles in water management functions. More importantly, gill nets should be completely banned by patrolling and educating local people. The Commission of Dolphin Conservation and Development and the Fishery Administration should take immediate action on this sensitive issue.

Cambodia Centre for Study and Development in Agriculture (CEDAC) (2009) studied dried fruit processing in Koh Trong and Thalabarivat Commune.

This study had 3 objectives. The first one was to identify the potential crops in the trial area that can be processed and packaged for linking to national and foreign tourism. The second objective was to illustrate the conventional practices and technical aspects of food processing and packaging of the potential products of the trial project. The third was to understand the market transactions of the potential products. Interviews, group discussions, meetings with stakeholders, and documentation review were used to collect data. Results showed that only 2 villages located on the island in the Mekong River are potential areas of agriculture products that supply some vegetables and fruits to Kratie municipality. Both villages have potential as part of the eco-tourist trail and for agriculture products that can be processed and packaged for linking to the tourist sector and as well as supplying the city. Four crops were found to have potential as dried fruit products, bananas, taro, tomatoes, and tamarind.

Dutta (2008) studied sustainable tourism in the north-east provinces of Cambodia. The objectives were: 1) To map existing sustainable tourism support initiatives from donors/development organizations, and tourism projects being planned/supported/conducted by the private sector; 2) To determine what significant sustainable tourism projects and practices being developed in other least developed countries could be replicated within the Cambodian context; 3) To map international or regional financing sources/funds (investment funds/donors/foundations) that are matching and will financially contribute to support sustainable tourism projects; 4) To identify and contact national or international private sector firms that could mobilize sustainable investment funds and/or lending into those areas and empower micro, small and medium enterprises, and local communities in the areas of capacity-building, equity sharing in tourism activity, and control over the use of communities' assets and lands; 5) To identify which local resources and sub-sectors are most inclined to benefit, in terms of income generation, employment generation, and resolving bottlenecks to maximize economic and social benefits to local communities; 6) To determine the modalities for national or international private sector firms' engagement/commitment; 7) To provide recommendations for several "high-level" business models that will create sustainable employment, increase incomes for local inhabitants and increase tourists duration stay in Cambodia, possibly in undeveloped areas, based on community tourism potential; 8) To prioritize and select based on key

characteristics (revenue generation, feasibility and ease of implementation, available funding, private sector commitment level, ease to replicate and upscale, sustainability) the most appropriate business model to be developed and refined for implementation; 9) To formulate solid and concrete recommendations for an implementation phase, with risk identification and mitigation strategy, funding sources and modalities, clear revenue streams; 10) To identify which public and private partnership model could be built and which stakeholders should be engaged to support and facilitate identified project implantation and matching private sector investments. This study had a number of findings. These included: (1) Identification of high level business models that emphasized sustainable revenue and impact on local communities in terms of local employment and social issues. Models to develop public-private partnerships were suggested: (2) Recognition that the north-east provinces are in their infancy despite having potential to be developed into some of the most attractive ecotourism sites. Tourism in this region suffers from tourists' short-stay durations of an average of 3 to 5 days which is below the national level of around 8 days. This is mainly due to lack of tourism products and facilities such as tour agencies. At the same time, there is small number of services provided by local entrepreneurs. The region also suffers from lack of information about tourism activities or their lack of development as well as minimum accommodation and related services that can attract visitors: (3) Efforts to develop new destinations being undertaken by the Royal Government of Cambodia with support from donors and NGOs. These are designed to develop a single community or destination to host either day trips or over-night stays which provide benefits to the residents in terms of employment creation, revenue increase, more sustainable tourism, and thus poverty reduction in the targeted areas: (4) Identification of a number of projects where the donors and NGOs have assisted local communities to manage natural resources and capitalize on them through benefit sharing. The main activities of such projects are training, improvement of infrastructure, community development, establishment of networks and information services, product development and improvement, and environmental protection: (5) Observations that no projects to date, however, conducted by the above donors or NGOs in these provinces of Cambodia had illustrated strong involvement from the private sector or proved that their running projects are private-sector orientated with the support from national private firms or international/regional

investment funds: (6) Identification of a list of potential investment opportunities in the north-east provinces, namely Ratanakiri, Mondolkiri, Stung Treng, and Kratie Province. The study identified investment opportunities in ecotourism, hospitality business, and local handicraft products development. These businesses are categorized in the range of high, medium and low capital investment requirements. To provide opportunities for the poor and direct linkages to local communities, a pro-poor approach is embraced for equitable division of economic gains and sustainable employment, particularly to the bottom of economic ladder: (7) Recognition that the potential market for ecotourism in these provinces comprises of independent travelers/backpackers, package tourists, foreign residents, research-based tourism, special interest visitors, eco-lodge/luxury camp visitors, Khmer visitors, and Asian tourists: (8) Realization that river cruises, river-front development at Kratie Town and Stung Treng, common facility center for handicrafts development, solid waste recycling, eco-lodges, three star hotels, houseboats, kayaking, bus services, and tour agencies are financially feasible with different payback periods and project costs. However, trekking and camping equipment rental business and internet-based booking can only be considered for investment if the rate of interest is low: (9) Identification that some of the key businesses in the tourism sector were private-public partnership models. These have been suggested to take into consideration the objectives of the Trade S Srepok Wilderness Area Project (WAP) that works on developing and applying reforms with the aim of creating favorable conditions for new trades, encouraging existing trades, and contributing to the decentralized job creation efforts in quality and quantity: (10) Attendance at a roundtable meeting by representatives from donors, international organizations, NGOs, and the private sector. This underscored several issues related to business investment in these provinces. The roundtable reflected on certain constraints related to accessibility issues due to poor infrastructure, lack of information about the infrastructure projects, lack of capacity-building programs for locals in tourism sector, and land use policy of the government.

In conclusion, in the study of feasibility of the development of creative tourism activities in Kratie Province, Cambodia, the researcher delineates the concepts, theory related study that comprise of the concept of creative tourism, the concept of community base tourism, the concept of tourism attraction. Moreover, the researcher also review the related study of creative tourism, community base tourism management,

sustainable tourism development, eco-tourism development and Kratie Province's potential resource for future development. Base on the priority document and related study of this study, there are many relevant factor to creative tourism development. Thus researcher will apply those factor as the independent and dependent variable toward to discover new finding for the study of feasibility of the development of creative tourism activities in Kratie Province.

The next chapter deals with the research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter consists of the presentation of research methodology and how to conduct this research, in order to find results answering the problems as identified in the research objective. It includes details about the study as follow:

- (1) Research Design
- (2) Participants
- (3) Sampling method
- (4) The research instruments,
- (5) Data collection,
- (6) Data analysis.

3.1 Research Design

This study is quantitative and qualitative research methodology designed to address the research objectives of studying the characteristics and behavior of international tourists, investigating the potentiality of tourism resources to develop creative tourism activities, comparing the differentiations new activities of Koh Trong and Koh Pdao and suggesting guidelines for the development of creative tourism activities in Koh Trong and Koh Pdao. The first and third objective was target on the international tourists who visited Kratie Province in 2014, the second and fourth objectives was target on community, villagers and other stakeholders such as local NGOs Kratie Provincial Department of Tourism.

3.2 Populations

The populations are classified into three groups:

Group I: International tourists visited Kratie Province

Group II: Members of the local communities of both community totally 23 persons (Koh Trong 9 persons and Koh Pdao 8 persons) including head of the community 2 persons, service officer 2 persons, guide 2 persons, security officer 1 persons, home-

stay owner 4 persons, ferry owner 2 persons, Moto taxi 2 persons arts team 2 persons and villagers of Koh Trong and Koh Pdoa 6 persons.

Group III: Government officers of the Department of Tourism and members of two local NGOs, Khmer Association For Development Of Countryside Cambodia (KAFDOC) and Cambodian Rural Development Team (CRDT).

The Annual Report of the Kratie Provincial Department of Tourism (2012) stated that the number of international tourists to the province in first semester in that year was 9,767.

Yamane's formula (Yamane, 1973) was used to establish the appropriate sample size. The formula

$$n = \frac{N}{1+N(e)^2}$$

Where

n = sample size

N = size of population

E = error of sampling or the level of precision is regarded as having 95% confidence level and 5% precision levels were assumed). Therefore:

$$n = \frac{9,767}{1 + 9,767(0.05)^2} = \frac{9,767}{1 + 49.2925}$$

n= 384 international tourists

Therefore, 384 participants was an appropriate sample size from a population of 9,767.

3.3 Sampling Methods

According the discussion with Tourism Project Officer of CRDT, "international tourists visited Koh Pdoa less than Koh Trong just approximately 300 person per years" He said. After discussion the researcher performed the sampling by use Stratified Random Sampling for the determining the samples size of international tourists who visited Koh Trong and Koh Pdao community, Kratie Province was divided the population into 2 groups, Koh Trong community 75 percent and Koh Pdao community 25 percent of total international tourists.

Table 3.1 Stratified Random Sampling used in field research

International tourists who visited	Amount of People
1. Koh Trong Community	288
2. Koh Pdao Community	96
Total	384

Qualitative data of this research is based on purposive sampling technique (Judgment sampling), the researcher conduct the in-depth interview and focus group discussion with the potential key informants. The samples are selected based on the knowledge, connection and judgment of the researcher in Koh Trong and Pdao Community. It is through the researchers personal and work relationships with relevant stakeholders to ensure the participation and completion of this survey.

3.4 Research instruments

3.4.1 Questionnaire

A questionnaire was used to collect data about characteristics and behavior of international tourists to Kratie Province. Copies of this questionnaire were provided for international tourists who visited Koh Trong and Koh Pdao communities from 26 March to 30 Jun 2014. The questionnaire are divided into four parts:

Part 1: Demographics of tourists

Part 2: Characteristics and behavior of international tourists who visited Kratie Province.

Part 3: Attraction of tourism resources in Kratie Province

In this part five range scales was used to collect the data from sampling. Five-point scales, questionnaire was used to measure importance tourism resources in Kratie Province. Each question consisted of a statement to better capture the degree of perception. The higher the score is more important variables which can evaluative the import factor.

1 = Lowest importance;

2 = Low importance;

3 = Average importance;

4 = High importance;

5 = Highest importance

Part 4: Satisfaction with and interest in creative tourism activities and suggestions for the establishment of new creative activities for Kratie Province.

In this the question was applied for measuring the levels of satisfaction with existing and interest in new creative tourism activities.

1 = Low satisfaction

2 = Lowest satisfaction

3 = Average satisfaction

4 = High satisfaction

5 = Highest satisfaction

And

1 = Low interest

2 = Lowest interest

3 = Average interest

4 = High interest;

5 = Highest interest

3.4.2 In-depth interviews and focus groups

To address the third and fourth objectives, qualitative data were collected by in-depth interviews and focus groups. These involved:

3.4.2.1 CRDT staff (3 persons): tourism project officer 1 person, communications officer 1 person, and from CAFDOC project officer 1 person.

3.4.2.2 Koh Trong community members (9 persons): Head of the community, service officer, guide, security officer, 2 home-stay owner, ferry owner, Moto taxi 2 person.

3.4.2.3 Koh Pado community members (8 persons): Head of the community, home-stay owner 2 person, service officer, arts team 2 persons, local guide and transporter (boat driver)

3.4.2.4 Kratie Provincial Department of Tourism (5 persons): Director of Kratie Provincial Department of Tourism, Head of tourism enterprise office, tourism statistics officer, standby officer at tourist information center 2 persons

3.4.2.5 Villagers of Koh Trong and Koh Pdoa community (6 persons) (chief of village 2 person, oldest people in village 2 persons, monk 2 persons,)

The in-depth interviews focused on the following topic:

- (1) Future development of tourism in Kratie Province
- (2) Government policy regarding direction for Kratie Province's tourism
- (3) Most attractive tourism activities (fishing, wildlife)
- (4) Potentiality of resources for tourism products and/or development of activities (handcrafts, wood-carving, bamboo-carving, planting vegetables, planting trees, sugar palm-making, sticky rice-making, traditional dance)
- (5) New home-stay on water (floating home stay) possibility to create home stay in Vietnam village.

The focus groups concentrated on features of everyday life and tourism, including: 1) Potentiality of resources for tourism products and/or development of activities (handcrafts, wood-carving planting vegetables, planting trees, sugar palm-making, sticky rice-making, traditional dance) 2) Traditions in which tourists can participate. 3) Problems and lacking of community (anything need to improve and support from the government and other organization).

3.5 Data collection

The process of data collection involved the following steps:

- (1) The researcher requested a recommendation letter from the advisor and the Dean of the Faculty of Liberal Arts, Ubon Ratchathani University asking for permission and co-operation from relevant authorities for data collection.
- (2) The researcher prepared the semi-structured and in-depth interviews to involve government officials, NGOs, and local communities
- (3) Secondary data were collected by the researcher from relevant sources, including books, articles, journals, libraries, internet research, and other sources. General information about tourism in Kratie Province was obtained from the Department of Tourism and local NGOs (see figure 3-1).

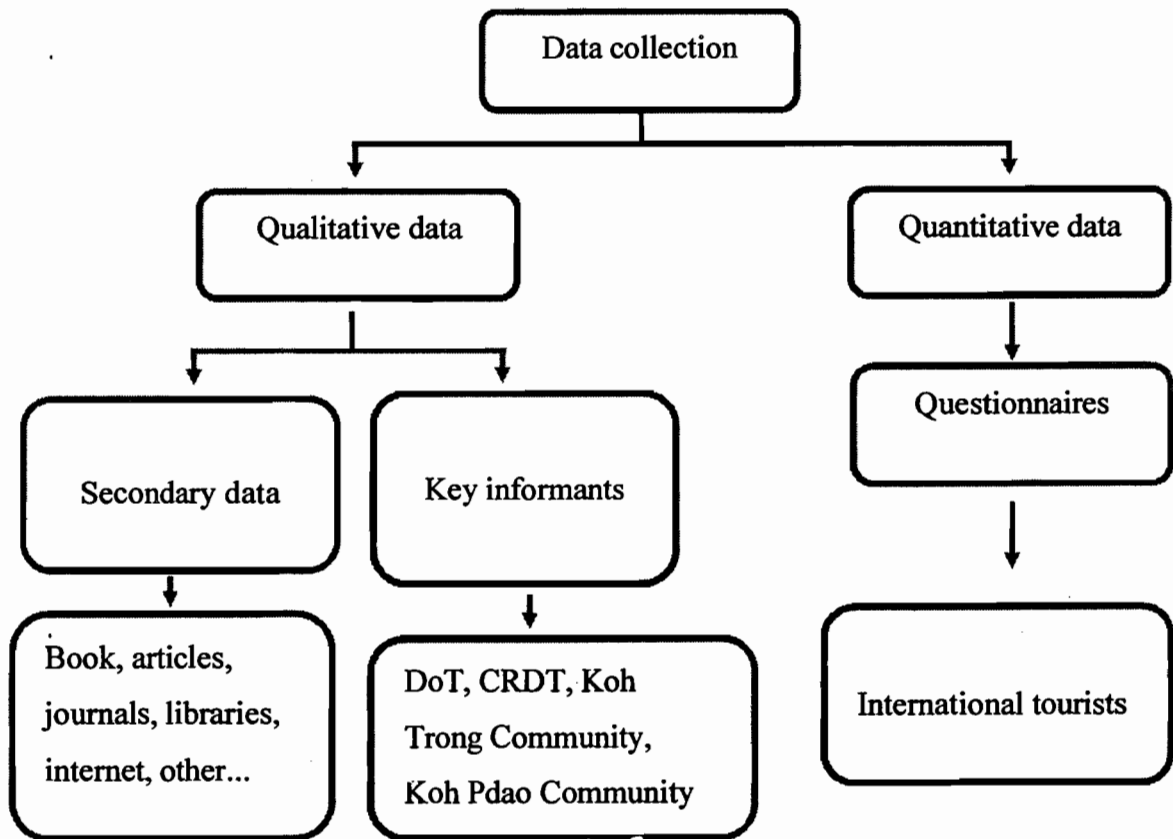


Figure 3.1: Model of data collection

3.6 Data analysis

The quantitative data collected from the questionnaires were analyzed by Statistical Package for Social Sciences (SPSS) program version 21 in terms of frequencies, percentages, means, and standard deviations. Manual tabulation analysis was used for the open-ended questions, suggestions, and recommendations.

The questionnaire contained a 5-scale rating system representing:

- 1 = Low satisfaction
- 2 = Lowest satisfaction
- 3 = Average satisfaction
- 4 = High satisfaction
- 5 = Highest satisfaction and
- 1 = Low interest
- 2 = Lowest interest

3 = Average interest

4 = High interest

5 = Highest interest

Average rating scores were calculated as follows:

$$\text{Interval score of each level} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{Total amount}} = \frac{5 - 1}{5} = 0.8$$

Average mean score between

The score amount

Meaning

1.00 – 1.80

Not satisfaction/interest

1.81 – 2.61

Low satisfaction /interest

2.62 – 3.41

Average satisfaction/interest

3.42 – 4.20

High satisfaction /interest

4.21 – 5.00

Highest satisfaction/interest

(1) The first objective which studied the characteristics and behavior of international tourists visited Kratie Province were used the quantitative data collected from the questionnaires, which divide in three parts as follows:

Part I: general information of international tourist's answer of the questionnaire that content with gender, age, occupation, income, education level in terms of frequencies, percentages.

Part II: information related to the characteristics and behaviors of international tourists visited Kratie Province which display in frequencies, percentages, means, and standard deviations.

Part III: International tourists' satisfaction with, interest in new creative tourism activities, which display in means, and standard deviations.

(2) The second objective are the descriptive analysis was used to analyze the qualitative data through comparisons and interpretations of information collected from the in-depth interviews, focus group discussion, documents, journals, and reports from NGOs and government agencies. In additional it support by quantitative indicators which got from questionnaire are display in frequencies, percentages.

(3) The third objective is an inferential statistics analysis using

1) T test to analyze differential gender (male and female) of international tourist's perception on new and existing creative tourism activities, who visited Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

2) F test (ANOVA) to analyze differential: nationality, age, occupation, income, education degree, to analyze the relationship between each pair of independent variables (International tourists' demographic such as kind of nationality, rank of age, kind occupation, rank of income, and education degree) and dependent variables (levels of intersectional of international tourists).

If Probability (P) > 0.05 mean that it doesn't significant, hypothesis was rejected, therefore the international tourists who have difference gender, age, nationality, occupation, income, education will have the same interesting levels with new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province.

If Probability (P) ≤ 0.05 mean that significant, the hypothesis was accepted, therefore the international tourists who have difference gender, age, nationality, occupation, income, education will have difference interesting levels with the existing and new creative tourism activities in Koh Trong and Koh Pdao Community Kratie Province and it has significant level 0.5 researcher will continues to compare each pair (Post Hoc).

(4) The fourth objective used the information that researcher discussed with key informant to get information lead to do situation analysis (SWOT analysis) of the communities and then create TOWS Matrix (SWOT Matching) the matching techniques stage of the strategy-formulation framework consists of four strategies as SO, WO, ST and WT strategies.

The next chapter deals with results of the study

CHAPTER 4

RESULTS

This chapter presents the results of the study that investigated the feasibility of the development of creative tourism activities in Koh Trong and Koh Pdao in Kratie Province, Cambodia. The results are organized in four sections:

- (1) Characteristics and behavior of international tourists
- (2) Qualitative findings regarding the potential of tourism resources for the development of creative tourism activities
- (3) Results and comparisons of the differences between new proposed creative tourism activities
- (4) Results of SWOT analysis and TOWS matrix

4.1 Characteristics and behavior of international tourists

4.1.1 General information about the international tourists

This section presents the demographic data of the international tourists. This data include gender, age, income per month, and education levels.

4.1.1.1 Gender

Table 4.1 Gender of international tourists

Gender	Frequency	Percentages
Male	132	45.4
Female	159	54.6
Total	291	100

According to the table 4.1 above, it showed that the majority of international tourists' respondents were females (54.6 percent) and 45.4 percent were males.

4.1.1.2 Age

Table 4.2 Age groups of international tourists

Age	Frequency	Percentage
Less than 20	47	16.2
20 – 29 years	119	40.9
30 – 39 years	81	27.8
40 – 49 years	32	11.0
50 – 59 years	9	3.1
60 and above	3	1.0
Total	291	100

Base on the table 4.2, the largest group of international tourists were aged between 20 and 29 years old (40.9 percent) and 27.8 percent were between 30 and 39. Other age groups were under 20 (16.2 percent), 40-49 (11 percent), 50-59 (3.1 percent), and 60 and above (1 percent).

4.1.1.3 Nationality

Table 4.3 Nationalities of international tourists

Nationality	Frequency	Percentage
Canadian	58	19.9
Australian	50	17.2
American	48	16.5
French	47	16.2
German	28	9.6
Other	21	7.2
Swiss	16	5.5
Chinese	15	4.5
Other Asians	10	3.4
Total	291	100

Base on the table 4.3, the study found that the largest group of international tourist was from Canada (19.9 percent). Other nationalities included Australian (17.2 percent), American (16.5 percent), French (16.2 percent), German (9.6 percent), Swiss (5.5 percent), Chinese (4.5 percent), Asians (3.4 percent), and 7.2 percent from other countries (Denmark, Sweden, South Africa, Latvian, UK).

4.1.1.4 Occupation

Table 4.4 Occupations of international tourists

Occupation	Frequency	Percentage
Student	72	24.7
Other	58	19.9
Private company	47	16.2
Volunteer	40	13.7
Business owner	38	13.1
Government officer	33	11.3
Retiree	3	1
Total	291	100

Depend on the table 4.4, showed that the largest group of international tourists was students (24.7 percent). Economists, nurses, urban researchers, concert promoters, trainees, and freelance workers made up the next largest group (19.9 percent), followed by private company employees (16.2 percent), volunteers (13.7 percent), business owners (13.1 percent), government officers (11.3 percent), and retirees (1 percent).

4.1.1.5 Income

Just under one-third (32.3 percent) of the international tourists had an average monthly income of less than 1,000 EUR, followed by 20.6 percent who earned between 2,001 and 3,000 EUR. The rest was made up of 19.6 percent who earned between 1,001 and 2,000 EUR, 15.1 percent between 3,001 and 4,000 EUR, and 2.1 percent over 5,000 EUR (see Table 4.5).

Table 4.5 Incomes of international tourists

Income	Frequency	Percentage
Less than 1,000 EUR	94	32.3
1,001-2,000 EUR	57	19.6
2,001-3,000 EUR	60	20.6
3,001-4,000 EUR	44	15.1
4,001-5,000 EUR	30	10.3
Over 5,000 EUR	6	2.1
Total	291	100

4.1.1.6 Education levels

Table 4.6 Education levels of international tourists

Education levels	Frequency	Percentage
Bachelor degree	120	41.2
Master degree	70	24.1
High school	37	12.7
Lower than high school	27	9.3
PhD degree	14	4.8
Other	13	4.5
Certificate/diploma	10	3.4
Total	291	100

The table 4.6, showed that almost half (41.2 percent) of the international tourists who participated in the study had bachelor degrees, followed by 24.1 percent who had master degrees, 12.7 percent with high school education, 9.3 percent with lower than high school education, 4.8 percent with PhD degrees, 4.5 percent with other qualifications (apprenticeships), and 3.4 percent with certificates/diplomas (see Table 4.6).

Conclusion

In conclusion, the international tourists who visited Koh Trong and Koh Pdao participated in the study were mostly female (54.6 percent). Most were between 20 and 29 years old and 19.9 percent were from Canada. Most of them were students with average monthly incomes of less than 1,000 EUR and had studied to bachelor degree level.

4.1.2 Travel characteristics

Four travel characteristics of the international tourists were investigated: expected tourism activities, purposes of visit, international tourists' companions, and modes of transport.

4.1.2.1 Expected tourism activities

Table 4.7 Expected tourism activities for international tourists

Tourism activity	Frequency	Percentage
Visit different cultural sites	143	25.7
Visit niche tourism sites	129	23.2
Adventure	117	21.0
Recreation	64	11.5
Sports	56	10.1
Go on business trips	35	6.3
Shopping	9	1.6
Other	3	0.5

From the table 4.7, it was found that the tourism activities which tourists wanted to participate in were to visit different cultural attractions (25.7 percent), visit niche tourism sites such as ecotourism, medical tourism, food tourism, and religious tourism (23.2 percent), adventure (21 percent), (recreation 11.5 percent), sports (10.1 percent), business trips (6.3 percent), shopping (1.6 percent), and other (0.5 percent (see Table 4.7).

4.1.2.2 Purposes of visit

Table 4.8 Purposes of visits of international tourists to Kratie Province

Purpose of visit	Frequency	Percentage
Holiday	116	39.9
Nature and cultural learning	49	16.8
Visit Irrawaddy dolphin	46	15.8
To learn about wildlife	29	10.0
Adventure	20	6.9
To join home-stay life	15	5.2
Visit friends/relatives	6	2.1
Participate in CRDT project	5	1.7
Other	5	1.7

Base on table 4.8, it was found that the purposes of the visits by international tourists to Kratie Province were for holiday (39.9 percent), nature and cultural learning (16.8 percent), to visit Irrawaddy dolphins (15.8 percent), to learn about wildlife (10 percent), for adventure (6.9 percent), to join home-stay life (5.2 percent), to visit friends and relatives (2.1 percent), participate in CRDT project (1.7 percent), and other (1.7 percent) (see Table 4.8).

4.1.2.3 International tourists' companions

Table 4.9 Accompanying international tourists

Accompany	Frequency	Percentage
With friends	136	46.7
With family	60	20.6
Alone	39	13.4
With colleagues	18	6.2
Other (girlfriend/boyfriend)	21	7.2
Tour company	17	5.8

According to the Table 4.8, almost half (46.7 percent) of the international tourists in the study were traveling with friends, 20.6 percent with family, 13.4 percent alone 13.4, 6.2 percent with colleagues, 7.2 percent with other (girlfriend/boyfriend), and 5.8 percent with a tour company (see Table 4.9).

4.1.2.4 Modes of transport

Table 4.10 Modes of transport

Mode of transport	Frequency	Percentage
Bus	224	77.0
Bicycle	25	8.6
Van	21	7.2
Motorcycle	11	3.8
Other	6	2.1
Boat	4	1.4

From table 4.10, it showed that most (77 percent) international tourists in the study were traveling by bus, 8.6 percent by bicycle, 7.2 percent by van, 3.8 percent by motorcycle, 2.1 percent by other (car and taxi), and 1.4 percent by boat.

4.1.2.5 Information Sources

Table 4.11 Information sources

Information sources	Frequency	Percentage
Friends, family	136	31.2
Website (web trip advisor)	124	28.4
Other	96	22.0
Social networks	41	9.4
CRDT Tour	13	3.0
Tour operator	11	2.5
Ministry of Tourism website	9	2.1
Mekong Trail flyer	6	1.4

According to table 4.11, it was found that 31.2 percent of the international tourists in the study knew about Kratie Province from friends/family, 28.4 percent from websites (web trip advisor), 22 percent from other (guidebooks and Lonely Planet), 9.4 percent from social networks on the internet, 3 percent from CRDT Tour, 2.1 percent from the Ministry of Tourism website, 2.5 percent from tour operators, and 1.4 percent from the Mekong Trail flyer.

4.1.2.6 Accommodation

Table 4.12 Types of accommodation

Accommodation	Frequency	Percentage
Home-stay	159	39.6
Guest house	100	24.9
Hotel	76	18.9
Friends'/relatives' house	60	14.9
Camping	4	1.0
Other	3	0.7

Based on the table 4.12, found that the international tourists stayed at home-stays (39.6 percent), guesthouses (24.9 percent), hotels (18.9 percent), friends'/relatives' houses (14.9 percent), camping areas (1 percent), and other (0.7 percent).

4.1.2.7 Period of stay

Sixty percent of the international tourists stayed in Kratie Province for 2 to 3 nights, 20.6 percent stayed 3 to 4 nights, 17.2 percent stayed 1 night, 0.7 percent stayed more than 1 week, and 0.3 percent stayed 6 to 7 nights. Most (96.2 percent) were first time visitors and 3.8 percent were repeat visitors (see Table 4.13).

Table 4.13 Period of stay

Staying period	Frequency	Percentages
1 night	50	17.2
2-3 nights	175	60.1
3-4 nights	60	20.6
4-5 nights	3	1.0
6-7 nights	1	.3
More than 1 week	2	.7
Total	291	100

4.1.2.8 Dining

Table 4.14 Dining facilities of international tourists

Dining facilities	Frequency	Percentage
Home-stay	154	41.7
Local restaurant	91	24.7
Hotel restaurant	68	18.4
Street stalls	23	6.2
Other	20	5.4
Fast-food	12	3.3
Friends'/relatives' house	1	0.3

Regarding dining, 41.7 percent of the international tourists had breakfast, lunch, and dinner at the home-stay, 24.7 percent ate at a local restaurant, 18.4 percent dined at a hotel restaurant, 6.2 percent ate at street stalls, 5.4 percent used other food sources, 3.3 percent ate fast food, and 0.3 percent dines with friends/relatives (see Table 4.14).

In conclusion it can be concluded that most of the international tourists who visited Kratie Province and participated in the study were first time visitors who wanted to visit different cultural attractions. Most were on holiday and traveled by

bus with friends. They learned about Kratie Province from friends/family. The majority stayed in home-stays for 2 to 3 nights and ate at the home-stay.

4.1.3 Results of the analysis of the international tourists' satisfaction with and interests in tourism activities

The results of the analysis of the international tourists' satisfaction with and interest in tourism activities used means (\bar{X}) and standard deviations (SD) display in Table 4.15 and described below.

4.1.3.1 Existing tourism activities

Table 4.15 Satisfaction levels of international tourists towards tourism activities

Activities	\bar{X}	SD	Satisfactions levels
Cooking local food	3.75	1.07	High
Cycling around the island	3.64	0.99	High
Boat trip to explore islands with a local guide	3.49	1.02	High
Fishing with local people	3.43	1.02	High
Learning to make local handicrafts	3.42	1.03	High
Dancing with villagers during the night	3.41	1.13	Average
Attending a traditional wedding	3.39	2.61	Average
Vegetable farming	3.37	0.95	Average
Rice farming study (planting and harvesting)	3.34	1.00	Average
Planting trees	3.30	1.06	Average
Collecting traditional medicine in the forest	3.24	1.03	Average
Conservation and wildlife learning	3.23	1.22	Average
Learning Khmer traditional dance	3.23	1.06	Average
Participating in CRDT project	3.04	0.96	Average

From the Table 4.15, it was found that the highest mean score of international tourists satisfaction was for cooking local food activities ($\bar{X} = 3.75$), followed by cycling around the island ($\bar{X} = 3.64$), boat trips to explore the islands with a local guide ($\bar{X} = 3.49$), fishing with local people ($\bar{X} = 3.43$), and learning to make

local handicrafts ($\bar{X} = 3.42$). Medium mean scores were recorded for dancing with villagers during the night activities ($\bar{X} = 3.41$), attending a traditional wedding ($\bar{X} = 3.39$), vegetable farming ($\bar{X} = 3.37$), rice farming study (planting and harvesting) ($\bar{X} = 3.34$), collecting traditional medicine in the forest ($\bar{X} = 3.24$), conservation and wildlife learning ($\bar{X} = 3.23$), and learning Khmer traditional dance ($\bar{X} = 3.23$). The lowest mean score was for participating in a CRDT project ($\bar{X} = 3.04$).

4.1.3.2 New proposed tourism activities

Table 4.16 Interest levels of international tourists toward new tourism activities

Tourism activities	\bar{X}	SD	Meaning
Participating in traditional ceremonies	3.62	.98	High
Learning about Irrawaddy dolphins' behavior	3.57	1.03	High
Staying on a floating home-stay	3.54	1.15	High
Learning to make sticky rice	3.52	1.05	High
Learning to make a traditional boat	3.45	1.01	High
Souvenir-making (from endocarp coconuts)	3.43	1.01	High
Teaching English in the community	3.37	.97	Average
Pottery-making	3.34	1	Average
Weaving (bamboo or palm tree leaves)	3.34	.95	Average
Sugar palm-making	3.30	1.06	Average
Participating in an ordination as a monk	3.29	1.04	Average
Planting palm trees	3.29	1.01	Average
Learning to plant pomelo trees	3.17	.99	Average
Wood/bamboo-carving	3.07	1.17	Average
Planting coconut trees	3.00	.92	Average
Painting signs/painting	3.1	1.04	Average

According to the table 4.13, showed that the highest mean score of international tourists' interest was for participation in traditional ceremonies ($\bar{X} = 3.62$), followed by learning about Irrawaddy dolphins' behavior ($\bar{X} = 3.57$), staying on a

floating home-stay ($\bar{X} = 3.54$), learning to make sticky rice ($\bar{X} = 3.52$), learning to make a traditional boat ($\bar{X} = 3.45$), and souvenir-making ($\bar{X} = 3.43$).

Mediums mean scores were recorded for teaching English in the community ($\bar{X} = 3.37$), pottery-making ($\bar{X} = 3.34$), weaving bamboo or palm tree leaves ($\bar{X} = 3.34$), sugar palm-making ($\bar{X} = 3.30$), participating in an ordination as a monk or nun at the pagoda ($\bar{X} = 3.29$), planting palm trees ($\bar{X} = 3.29$), learning to plant pomelo trees ($\bar{X} = 3.17$), wood/bamboo-carving ($\bar{X} = 3.07$), planting coconut trees ($\bar{X} = 3.00$), and painting signs/painting ($\bar{X} = 3.1$).

In conclusion it can conclude that international tourists' showed a high satisfaction with five activities, cooking local food, cycling around the island, boat trips to explore islands with a local guide, fishing with local people, and learning to make local handicrafts activities. High interest was shown in new tourism activities, participating in traditional ceremonies, learning about Irrawaddy dolphins' behavior, staying on a floating home-stay, learning to make sticky rice, learning to make a traditional boat, and souvenir-making.

4.2 Results of potential tourism resources

Group discussions between villagers and the tourism department facilitated by the researcher defined the priority and potential tourism resources as follows:

4.2.1 Natural resources

4.2.1.1 Mekong River: The largest river in Kratie Province is the Mekong River, the main water source flowing from the Lao border, flowing through four districts of the province for approximately 140 kilometers into Vietnam. In Khmer 'Mekong' means 'mother of waters,' an appropriate name for the people who survive along the water's edge and whose lives revolve around agriculture and fishing. The river is a home for millions, a means of employment, and a source of food. It provides a key transport network from Laos to Phnom Penh and Vietnam, and connections from Kratie Town to Koh Trong Island and other islands (see figure 4.1). Every day, canoes or boat take guests to view the biodiversity along the river, get fresh air, and observe the beautiful scenery (see figure 4.2). There are also stunning sunsets and a scenic journey to the Lao border or Kampong Cham province. Besides tourism, the Mekong River is beneficial to

people who live in Kratie Province, using it daily for farm watering and fishing. According to Mrs. Sophy is a resident of Koh Trong village said that she had lived there for nearly 40 years and used the water every day. "The river is advantageous to me and the villagers. I can take it for cooking rice, drinking, washing, and watering my crops." The river also has hundreds of green islands and circling water which attract tourists. It is also full of sand which business people can extract for sale. Millions of Cambodians depend on the Mekong River as a source of water for daily use and irrigation, as well as a key source of protein and income through its fish (see figure 4.3). To maintain this important resource must function as a healthy, diverse ecosystem to support an expanding human population along the Mekong.



Figure 4.1 Mekong River port at Kratie Town



Figure 4.2 Mekong River scenery in the dry season

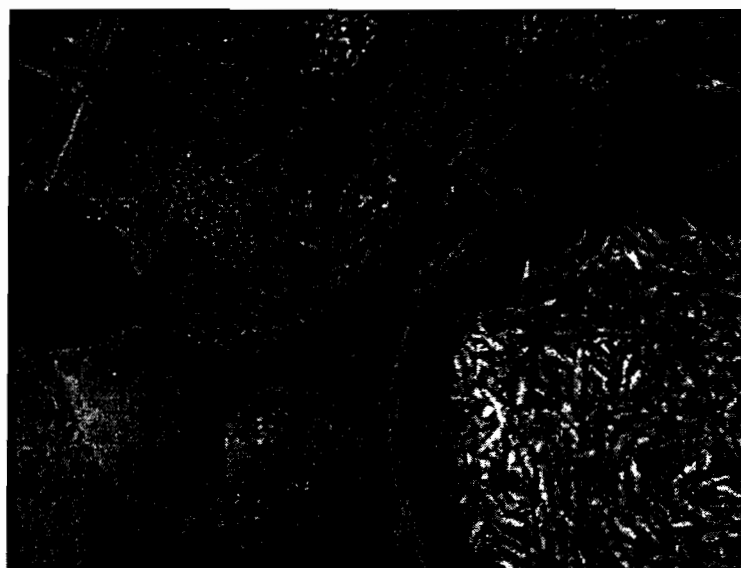


Figure 4.3 Fish of the Mekong River

Source: CRDT, 2012

4.2.1.2 Irrawaddy dolphins: Mekong River dolphins (Khmer Psaut) are formally recognized as critically endangered. The Irrawaddy dolphin symbolizes the magnificence of the Mekong and its continued relatively high biodiversity and provides a sanctuary for priceless Irrawaddy dolphins (rare freshwater mammals), fish, and birds.

However, Mekong dolphins are significant because of their association with Cambodian people's belief that a dolphin was born as a female and was eaten by a python and she jumped into the Mekong River. About fifteen to twenty of these rare freshwater dolphins make their home on a beautiful stretch of the Mekong River near a small set of rapids. The Irrawaddy dolphin is the main reason Kratie Province is on the tourist map, attracting many tourists to take a boat to see the dolphins (see figure 4.5). Tourist see them make upward arches, breaking the surface of the water as they swim about the area (see figure 4.4). They are not jumpers like their sea-faring relatives and are shy, maybe because they have been hunted and killed in the past. They are most active in the early morning hours (around 6 am) and the late afternoon and early evening hours. The dry season offers generally better opportunities to see group together and spectacular behavior. In the wet season the boat trip is considerably longer as the animals move several kilometers upstream from the tourist site. There is also a little shop which benefits the community and helps encourage the villagers conserve the remaining dolphins. In addition nowadays WWF has identified the Irrawaddy Dolphin as a flagship species for the conservation of the Mekong River. This is not just because the species is critically endangered, but because it has certain minimum requirements from its habitat that effectively reflect the health of the river ecosystem for other species, including humans (CRDT, 20014) The overall water quality of the Mekong will improve, raising fish populations and making it safer for people to drink and bathe in, at the same time as generating jobs and income through tourism sector.

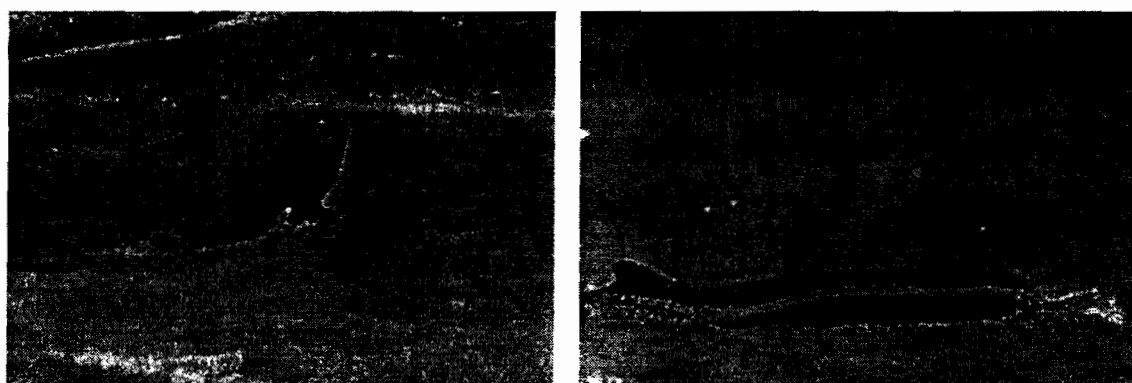


Figure 4.4 Mekong River dolphins in Kratie Province

Source: Department of Tourism, 2012

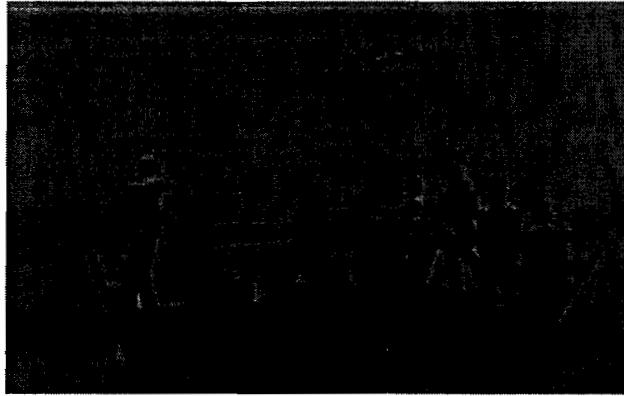


Figure 4.5 International tourists' boat to watch the dolphins

Source: Department of Tourism, 2012

4.2.1.3 Landscape and sunsets over the Mekong River view: During the trip along the Mekong or when on a full circuit trip around islands in the east and northeast, Kratie Town is a nice place for international tourists to spend time. Kratie Province has a beautiful river boulevard with dozens of snack and drink stands in the late afternoon and evening, making this a pleasant spot to relax and watch the river.. The river road is a great place for a stroll or jog (see figure 4.7) and tourists can enjoy the dramatic sunsets over the Mekong (see figure 4.6).

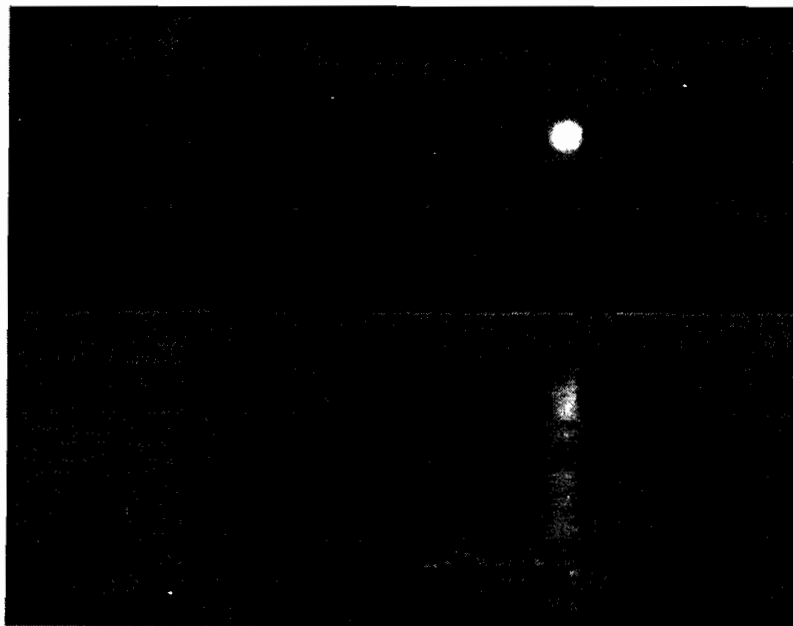


Figure 4.6 Sunset over the Mekong River



Figure 4.7 Mekong River bank

4.2.1.4 Beach: It is a short ferry ride between town life and Cambodia's rural ways. When the river is low, the town seems to be perched on a hill, from the top of which tourists can look out over the sandy beaches of Koh Troung, the large island across from the town. However even domestic tourists go there for picnics and swimming especially in Khmer New Year in April (see figures 4.8, 4.9, and 4.10). In the rainy season, the surrounding country is engulfed by water and the town virtually turns into an island.

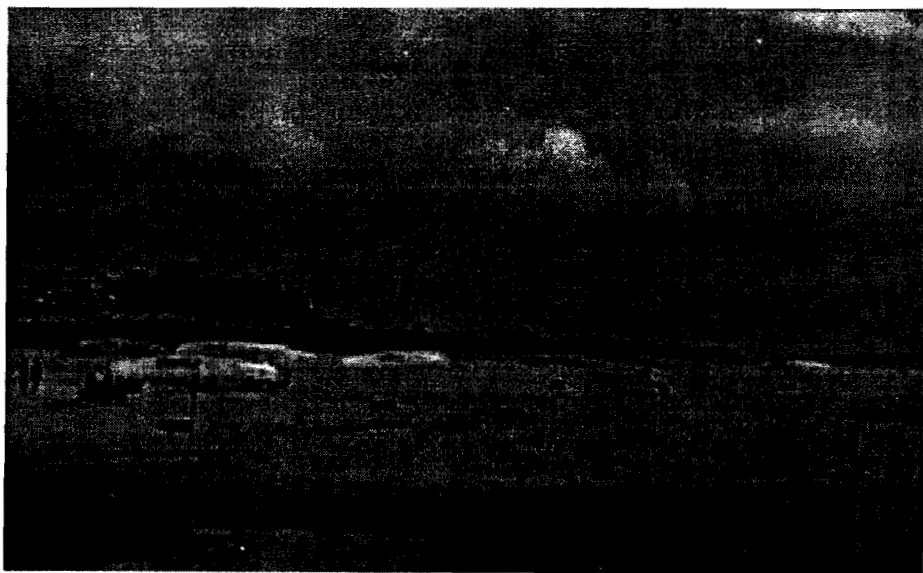


Figure 4.8 Mekong River beach

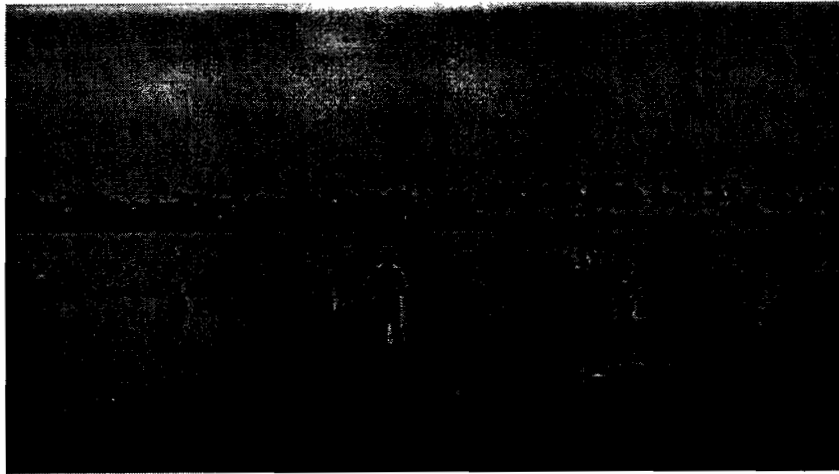


Figure 4.9 Tourists swimming in the Mekong River



Figure 4.10 International tourists visit Mekong River beach

4.2.1.5 Farming land: Depend on the geographic of both community is island located in the island inside the Mekong River, it brings high fertile soil, fishery, sand and gravel to the area and is good for agricultural production and eco-tourism. The pomelo/Grapefruit is the identity fruit represent to this island in Cambodia and as well as Kratie Province. Besides the grapefruit, there are some potential crops available to grow almost whole year or season such as:

Fruits: Grapefruit, Banana, Mango, Coconut, Jackfruit, Pineapple...are cultivating and still alive as shadow around their homestead.

Vegetables: Leafy vegetables (Many kinds of cabbages), tomato, taro, cucumber, lettuce, long bean, bitter gourd, Chinese kale, Cauliflower.

Other crops: Ginger, Bamboo and Palm tree. Bamboo: 80% of total family in Koh Trong have cultivated bamboo in their homestead and along the river bank (L. Sokundarun, B. Phak and K. Sina, 2009) (see the figure 4.12). Each family have several bamboo clump they can take to make bamboo sticky rice sale to other commune. With the same time the community was create the tourism activities for tourists try to plant the crop with villagers according to season (see the figure 4.11). Mr. Bun Ban said "Guest at our home stay can enjoy with difference activities even they stay 1 week we still can arrange the activities for them such as planting vegetable with our villager, harvest/transplant rice or planting tree and after six mother we will send photo for them to see the growing of theirs".



Figure 4.11 Vegetable farm on Koh Trong community



Figure 4.12 Bamboo clump on Koh Trong community

Data collected by the questionnaire suggested that the international tourists' perceptions of the potential resources were as follows. The majority of the international tourists strongly agreed that the Mekong River and Irrawaddy dolphins were of high importance ($\bar{X} = 3.72$), followed by Mekong River beach ($\bar{X} = 3.53$), and community landmarks ($\bar{X} = 3.47$). Those of average importance were the family farm ($\bar{X} = 3.36$), forests ($\bar{X} = 3.34$), wildlife ($\bar{X} = 3.33$), palm trees ($\bar{X} = 3.20$), bamboo ($\bar{X} = 3.15$), coconut trees ($\bar{X} = 2.98$), and other trees ($\bar{X} = 2.90$) (see the Table 4).

Table 4.17 Tourists' perceptions of importance of natural tourism resources

Tourism resource	\bar{X}	SD	Ranking
Landmarks of community	3.47	1.27	High
River/beach	3.53	.95	High
Family farm	3.36	2.01	Average
Palm trees	3.20	1.04	Average
Bamboo	3.15	1.05	Average
Coconut trees	2.98	.94	Average
Other trees (mango...etc)	2.90	1.06	Average
Mekong River, Irrawaddy dolphins	3.72	1.04	High
Forest	3.34	1.1	Average
Wildlife	3.33	1.1	Average

4.2.2 Culture resource

4.2.2.1 Architecture and traditional house : Kratie Province escaped damage despite being occupied by the Khmer Rouge early in their campaign and the town still has a distinctly French feel, the river promenade and the colonial buildings of French architecture along the Mekong River of the town center is a series of large colonial buildings presently housing as government departments and the gracious provincial governor's residence (see the figure 4.14) and more buildings of that kind are can see around the Kratie Market (see the figure 4.15 and 4.16). The romance and pleasant feel of the place is also appeared in some roads and houses with French architectural style combined with some awesome homes of Khmer style that witnessed many historical events in the war time. In additional in this market the tourists can find fresh vegetable and specially French bread for breakfast as well (see the figure 4.17). Kratie Town itself was a pleasant town it's very beautiful location along a wide stretch of the Mekong, which is the best viewed from the promenade at sunset, as the golden light filtered through the colonnade of trees. Life in Kratie Town revolves around the river and the riverfront is a good place to watch the comings and goings while tourist settle down with some sugar-cane juice at one of the stalls. It not so far neighborhoods of this town become rural, the tourist can see the traditional Khmer houses and wooden stilt houses

replaced concrete apartment blocks. Moreover the traditional houses were given the priority and service as local home stay especially in Koh Trong community (see figure 4.18).



Figure 4.13 Kratie Provincial Hall



Figure 4.14 French architecture opposite Kratie Market



Figure 4.15 French architecture along the Mekong River



Figure 4.16 French bread in Kratie Market



Figure 4.17 Traditional home-stay on Koh Trong

4.2.2.2 Traditional and local festival: Kratie Province is one of Cambodia's province which have a lots of festivals and events almost every month (see the table 4.17) and always practices the Kratie Province including: Magha Bochea (January or Febuary), Khmer New Year (13-14 April), Bonn Visak Bochea (Mid May), Bonn Chol Vassa (the Start of the Buddhist Lent) (Mid July), Bonn Kathen - End of Buddhist Lent (October or November, one month).

Table 4.18 lists the major events and festivals

Month	Events and festivals
January	Chinese New Year (January or February)
February	Magha Bochea (January or February)
April	Khmer New Year (13-14 April)
May	Bonn Visak Bochea (Mid May)
July	Bonn Chol Vassa (Start of the Buddhist Lent) (Mid July)
September	Bonn Dak Ben and Bonn Pchum Ben (Spirit Offering Festival) (September or October, 15 days)
October	Bonn Kathen - End of Buddhist Lent

Khmer New Year (Bon Chaul Chnam) in April gives people an opportunity to purify themselves and get rid of the past, to enter a new cycle of life. The people prepare their houses to welcome the new celestial deities (tevoda) who will replace the old ones. Houses are dusted, swept and washed down. Altars heaped with offerings are placed at the doors. On the night of the New Year, the new tevoda will savor the food prepared for them, smell the flowers and enjoy the sight of the multi-colored lights. The Khmer New Year lasts for three days from 13 to 15 April every year. The first day is called Moha Sangkran, the inauguration of the new angel. During this first day of New Year, people wear beautiful dresses and welcome the new celestial deity. Then, the people wear traditional clothes and go to the pagoda to offer the food to the monks and pray for new deity and their relative spirits to bring them good luck. The second day is called Wanabot, the change of the old year to the New Year. In this day, sons and daughters prepare and bring clothes, food and many other things to their

older parents and grandparents in order to showed gratitude and respect. The third day is called Leung Sak, the start of the New Year. In the third day, Khmer people give a special bath or a special shower to Buddha statues, the monks, elders, parents, and grandparents (strong presh) to apologize for any mistake they have done to them and to gratify them (see the figure 4.19). And in the afternoon, many people particularly the young gathering together at the pagoda playing traditional games or can call popular game such as Chol Choung, Chab Kon Kleng, Boh Angkunn, Leak Kanseng (MOT and SNV, 2008)



Figure 4.18 People give a special bath to elderly on Koh Trong

Source: Koh Trong Community

Bonn Chol Vassa (the Start of the Buddhist Lent) is the religious festival related to Buddhism. It is held on the eighth full moon of the lunar calendar which is in mid-July. This festival marks the beginning of the three-month Buddhist lent, when Buddhist monks fast and meditate. Many people bring special candles to the pagodas and give it to the monk for the ceremony (see the figure 4.20). Moreover, the special candles are lit continuously both in the day time and night time for three months. During these three months, monks are not allowed to go out of the pagoda. Young men consider this festival as the time for entering the monkhood (MOT and SNV, 2008).



Figure 4.19 People bring candles give to the monk

Source: Khmer79 news, 2012

Phchum Ben in September/October – the ceremony of the dead, the ancestors, the spirits and the deities are invited to pay a visit to the world of the living and are presented with offerings. The women make sticky-rice cakes and families visit the pagodas. Once the manes, spirits of the dead, have enjoyed the sticky-rice cakes and the fifteen days spent in the human world, the monks ask them to return to their world and carry on looking after their children and grandchildren. “It is time to go. Go back to the country where you live, up in the trees, on the hills, across the oceans and mountains. Carry on protecting us and bring us prosperity. This festival lasts for fifteen days, and during this period, Khmer people bring the food and other material or things to the pagoda to offer to the monks to bring those things to their dead relatives. This festival is followed by Khmers and therefore they visit the pagoda at least once during the fifteen days. If no visit is paid to the pagodas, it is believed that the ancestors will cause bad luck to their living relatives. Therefore, most of the Khmers take food to several pagodas during the festival (see the figure 4.21) (MOT and SNV, 2008)

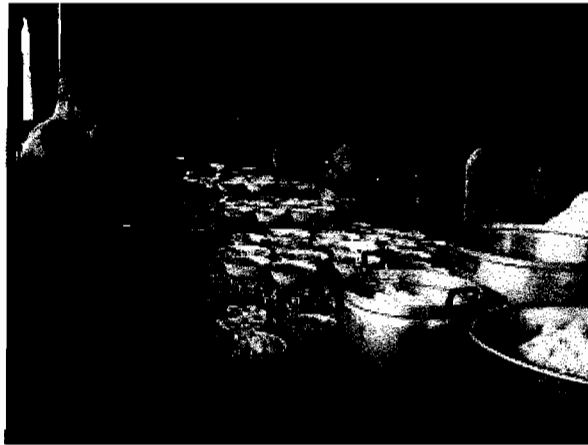


Figure 4.20 Phchum Ben on Koh Trong

Source: Koh Trong Community, 2012

Bonn Kathen - End of the Buddhist Lent - starts immediately after the last day of lent and lasts until the next full moon. Generally it lasts for one month. This religious festival marks the emergence of monks from retreat. People bring robes to the local pagodas and temples after which they go around the temple three times in the rhythm of traditional and religious music (see the figure 4.22). After this ceremony the robes and other gifts are given to the monks who with their chants bring spiritual merits to the participants. (MOT and SNV, 2008)



Figure 4.21 Bonn Kathen on Koh Trong

Source: Koh Trong Community, 2010

4.2.2.3 Khmer traditional wedding: Most Cambodian people always think wedding is one of ceremony which is only one time in one life it's very important they try to prepare it perfectly with traditional customs. Weddings are intricate affairs that consist of multiple ceremonies lasting three days and three nights (Last time). The wedding begins with the groom and his family traveling to the bride's home bearing gifts to the bride's family as dowry. The most memorable segment of the wedding is family members and friends take turns to tie the bride's and groom's left and right wrists with 'blessing strings' (see the figure 4.23). The praises and wishes of happiness, good health, success, prosperity, and long-lasting love are acknowledged and witnessed by the loud sound of the gong and joyful cheers. Then, they throw palm flowers over the new couple accompanied by a traditional song. After the couple is pronounced husband and wife, the groom holds the bride's fabric/scarf follows her into the bridal room (Pres Thoung Toung Sbay Neang Neak) accompanied by a traditional song, which is engage with the legend born of Cambodia that Cambodia (see the figure 4.24) Pres Thoung is a king from India come to married Princess Nagi (Neang Neak daughter of famous Naga). Nowadays this ceremony they celebrate only one and half day at the close of this wedding ceremony, all of the guests were invited to a wedding reception accompanied by an orchestral concert (MOT, 2013).



Figure 4.22 Khmer Traditional Wedding on Koh Trong

Source: Koh Tong Community, 2008

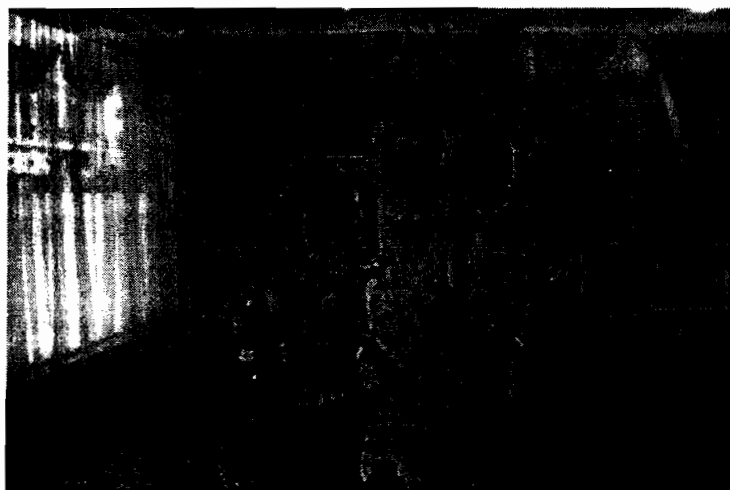


Figure 4.23 The groom holds the bride's fabric

Source: Sothea and Phirom, 2014

4.2.2.4 Way of life: Due to the location and fertile soil of both community, agriculture is main career of the villagers, fishery and eco-tourism sectors is the second income source for the villagers. Although the farmers are still used the old traditional farming method such as ox plow, ox cart for transfer rice or something back home (see the figure 4.25). Moreover rice fields provide different colors and experiences for the tourists. With the same each family of the community have small frame and numerous farm animals such as chickens, horses, cows, buffalo and dogs which it's a slice of real local Cambodian community. It provides a scenic backdrop for the tourist routes in the community. The backdrop is green from July to September and golden from October to December. The harvesting takes place from January to April. Moreover People on the island were extremely friendly and offer warmly welcome by saying "hello" and smiles to tourists visited their island home. On the island is the best for relax it can provide pace of life, in the night time quiet not car sound, its pleasant place for candle light dinners because there is no constant electricity, internet connections on the island so the tourists spent their full time real rural life. Due to the demand of electricity is need so the villagers used car batteries and they can charge their car batteries at a small makeshift generator station in the village.

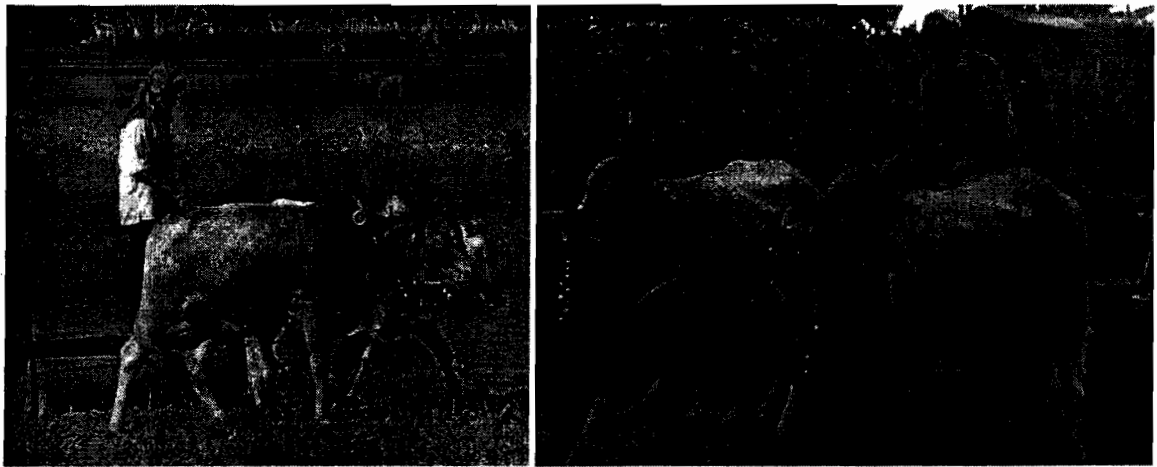


Figure 4.24 Traditional farming method

4.2.2.5 Local food: Khmer cuisine is not as spicy as the cuisine in the neighboring countries. However, the usage of local spices and herbs is apparent and provides culinary experiences for the visitors. Famous dishes include sour soup, mixed vegetable soup, amok coconut curry with meat, fish or chicken) (see the figure 4.25), nem (fish ball in banana leaf, fish sausage) and Khmer noodle (see the figure 4.26). The Provinces are well known for their specialties among the domestic travelers is famous for its sticky rice in the bamboo shoot and delicious pomelo (see the figure 4.27). Moreover it is a must to taste one of the unique and juicy pomelo fruits the island is famous. Pomelo's growing on Koh Trong Island have the most intense and delicious flavor in the whole country and are the most expensive as well.



Figure 4.25 Local food in Koh Trong Homestay



Figure 4.26 Sticky rice and Nem (fish ball in banana leaf)



Figure 4.27 Sweet pomelo of Koh Trong community

4.2.2.6 Belief and religion: Local belief is unique to the community with accumulation of experiences and has been utilized in daily life, and transmitted from one generation to another generation. Most people in Kratie Province there are a Buddhist who devoted to monk and always practiced many activities and role follows to the Buddha's speaks such as the monks always walk around the village to collecting alms from villagers every morning at 8 or 9 o'clock (see the figure 4.28). In additional they also believe on Hindu, which always devoted to the worship of the deities, spirited of the relation, owner of the village.



Figure 4.28 Monks collecting alms in the morning

Source: Mio Cade, 2013

4.2.2.7 Irrawaddy dolphins wood carving skill: Due to the World Wildlife Fund's establishment of the Cambodian Mekong Dolphin Conservation Project and the government's promotion, the Irrawaddy dolphin population in Kratie Province has become the top conservation site along the Mekong River in Cambodia. This has resulted in many villagers shifting from fishing to carving dolphin figurines from pieces of wood, which is souvenirs for sales to international and domestic tourists. Mostly local people known Mekong Dolphins/Psaut is symbol of Kratie Province, with the wood carving occupation they can earn a lots of money. According to Ms Srey Tear seller at Kampi resort said that "I sales this souvenirs 4 or 5 year ago my customer all kind customers national and foreigner she add more for high season is for February to April because of have a lots of Khmer tourists visited here during Khmer new year and Chinese new year". However villagers can craving many kind of souvenir such Dolphins/Psaut, Fish, fruit, etc. For the price of its base on the size, and kind of wood (see the figure 4.29)

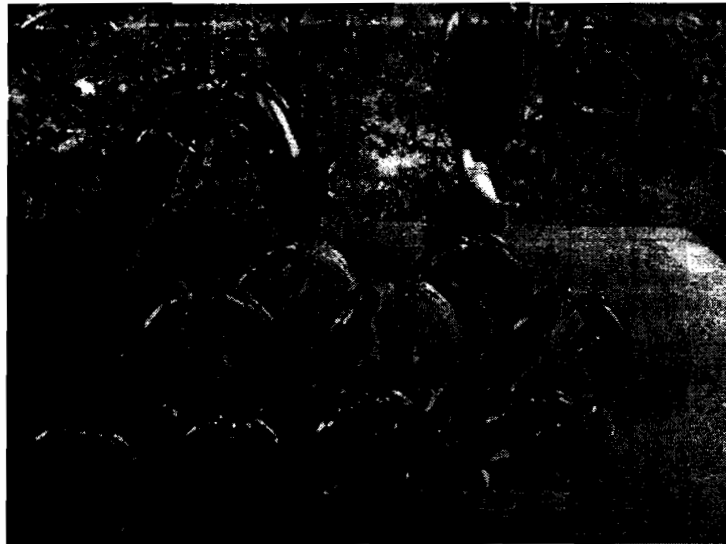


Figure 4.29 Irrawaddy dolphins wood carving souvenir

4.2.2.8 Traditional medicine: Khmer traditional medicine is a form of naturopathy using natural remedies, such as roots, barks, leaves and herbs to motivate the body's vital ability to heal and maintain itself. It has been used to treat various diseases for many years. The ancient Khmer people first formulated this medical lore during the Angkor period. It offers a holistic approach avoiding the use of surgery and drugs. Practitioners of this therapy are known locally as Krou Khmer.

4.2.2.9 Floating village: In front of Kratie Town people know that is Koh Trong on the south-west corner of the island, the floating Vietnamese village has been there. Their village moves according to the seasons, stuck to the banks in the rainy season it then glides toward the middle of the river in the dry season and people reach it by boat or wooden gangways, these Vietnamese families live on floating houses (see the figure 4.30). There were over twenty five houses here, on average more than half a dozen people. All the families here are Vietnamese, and they survive by fishing. They fish on the river, and raise fish in cages and nets beneath their homes, they always bring the fish to sales in the Kratie Market by their boat. They've been here for many years, at least since the time of the Vietnam War and they make use of the temple on the island above them as necessary. According to villagers who living on Koh Trong said "They are an illegal immigration, some people come here after Khmer rouge pried".



Figure 4.30 Vietnamese Floating Village in near Koh Trong

Results of data collected by questionnaires indicated that the international tourists' perceptions of potential cultural resources were as follows. The majority of international respondents strongly agreed that everyday life of community was of high importance ($\bar{X} = 3.61$), followed by Khmer traditions (dance, crafts, food, and festivals) ($\bar{X} = 3.56$), and tribes/ethnic groups culture ($\bar{X} = 3.42$). Average importance was assigned to community beliefs ($\bar{X} = 3.21$), community farming ($\bar{X} = 3.32$), painting pictures and signs ($\bar{X} = 3.03$), and religion ($\bar{X} = 2.99$).

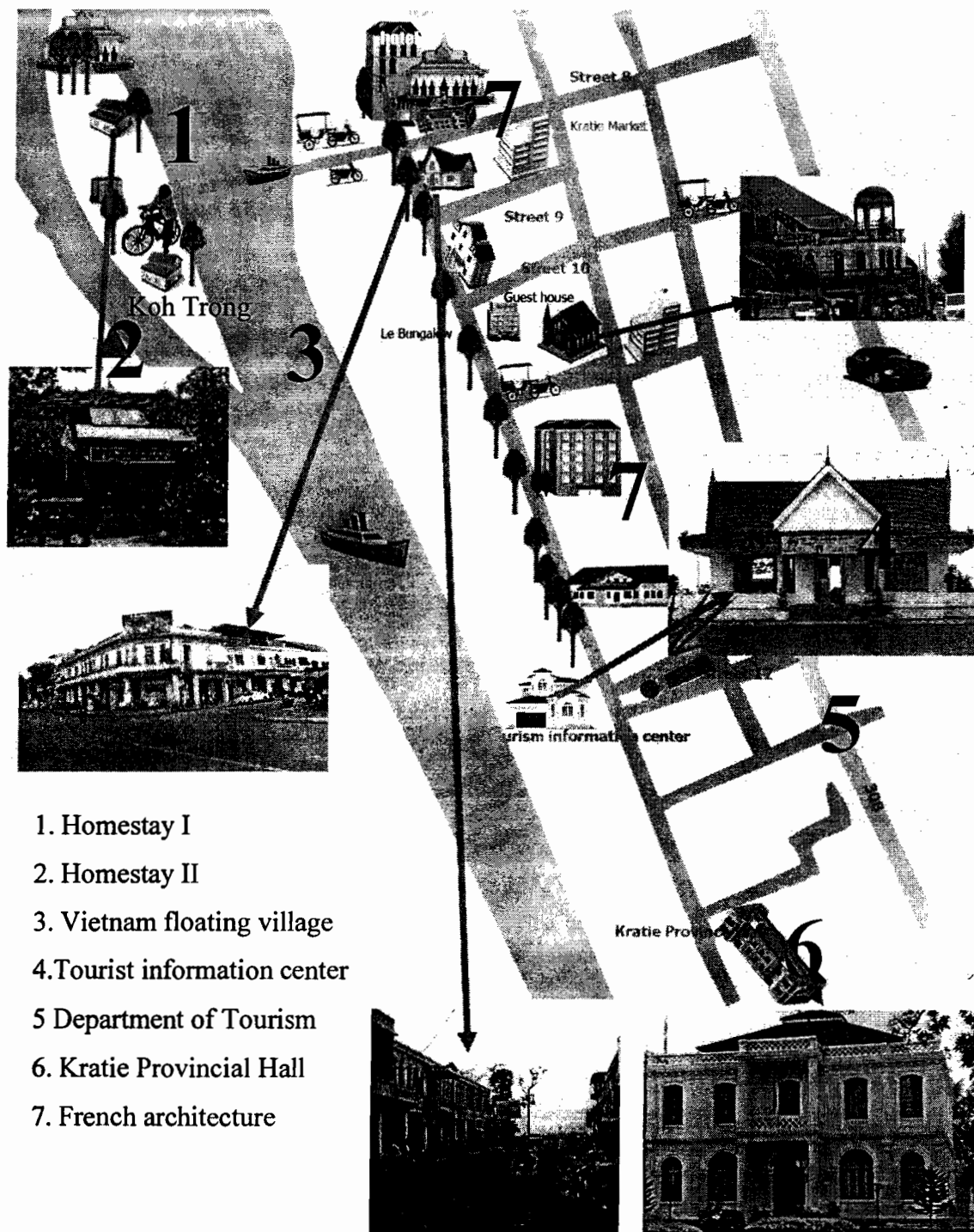
Table 4.19 Tourists' perceptions of importance of cultural tourism resources in Kratie Province

Tourism resource	\bar{X}	SD	Ranking
Everyday life of community	3.61	1.04	High
Khmer traditional (dance, crafts, food, festivals)	3.56	.96	High
Painting pictures and signs	3.03	.90	Average
Religion	2.99	1.04	Average
Community farming	3.32	.93	Average
Community beliefs (ghosts)	3.21	1.03	Average
Tribes/ethnic groups culture	3.42	1.00	High

According the Natural and cultural resource of community the researcher observe that its really potentiality (see the map of Kratie Town and Koh Trong) for attracting international tourists and develop new creative tourism activities because the villages can provide an insight to the everyday life, rural rhythm of the life, cultivation and fishing methods, as well as traditional Khmer house, French architectures support by various of natural resource including Mekong River which is the key water source, provide source of protein (fish), pool for Irrawaddy dolphin, Landscape and Sun set and Land for produce the rice supply to Kratie Town.

Natural resources including climate, Mekong River, Irrawaddy Dolphins, landscape and sun set over the Mekong River view, River Beach and for agriculture	
Advantage	Disadvantage
<ul style="list-style-type: none"> -Is part of tourists attraction -It's reason behind all this relaxing and having fun -Show the identity of the province -Provide authentic and non-forgettable experience -Generate job and income for local people -Rise people all the province - Natural beauty can make people imagine to romantic story -Encourage the local people understand and aware with environment -Recognize and have ownership, toward to use its efficiency and sustainable 	<ul style="list-style-type: none"> -Environments change pollution by people -Tourism can cause loss of biodiversity in many ways - Food security and nutrition -Accident natural disaster

Cultural resource including, Architecture and housing, traditional and customs, traditional wedding, way of life, local food, religion and belief, traditional medicine, Vietnam's floating village	
Advantage	Disadvantage
<ul style="list-style-type: none"> -Improve the preservation and transmission of cultural and historical traditions -Recognized and understand their culture value -Cultural exchange between tourists and residents -Conservation of cultural heritage -Improvement the quality of life -Revitalizations of art, craft and local culture - Generate job and income for local people -Sale the sustainable product 	<ul style="list-style-type: none"> -Loss of authenticity in cultural manifestations -Resident people was change the behaviors -Water pollution, destroys biodiversity and fish. -Security problem



1. Homestay I
2. Homestay II
3. Vietnam floating village
4. Tourist information center
5. Department of Tourism
6. Kratie Provincial Hall
7. French architecture

Figure 4.31 Map of Kratie Town and Koh Trong

4.3 Tourism activities in Koh Trong and Koh Pdoa

KohTrong is an island located in the Middle of the Mekong River in Kratie Province. In order to get there, it takes 15 minutes by wooden boat shared with local people. It is the closest island to the town of Kratie and is a great place for visitors. The scenery shows the natural beauty of the Cambodian countryside including a nice view of the Mekong River and a big sandy bar (dry season).

When the tourists arrived Kratie Town, they take a shared wooden boat (ferry) and ride across the Mekong River to the island of KohTrong (see the figure 4.32) which has a population of around 348 families. In the dry season tourists will see a big sand bar while they approach the island. The first place that they will arrive in the village is the community center (see the figure 4.33) where the tourist guide will give them information about the visit. Then tourists can ride the bicycle or ox cart/house cart of the local community to the home stay. After check in tourists will have a chance to cycling round-island bicycle or ox cart/horse cart tour (see the figure 4.34, 4.35, 4.36). Tourists will pass many friendly local families and kids and see the charming rural life style on the island, including an interesting Vietnamese floating village and learn about its history (see the figure 4.37). Tourists can visit a local pagoda where they can find out how locals practice their beliefs. Additionally, they will go past a local grapefruit plantation where tourists need to stop to taste some if there are grapefruit available. After enjoying a tasty grapefruit, come back to home for lunch with home stay owner family (see the figure 4.38). In the afternoon it a little a bit hot for local people, so tourists can engage local people mostly they prefer site at downstairs of home and talking about something and relax for a while on the hammock with breezy wind (see the figure 4.39). After relax community have many activities that tourists can joint such as plant the vegetable (see the figure 4.40), go to field for harvest or planting rice (see the figure 4.41) or take a boat trip to explore islands and Mekong River biodiversity with a local people and take this opportunity to fishing for dinner cook, planting some trees for the community (see the figure 4.42) and stay overnight at a home-stay with local people in order to experience Cambodian culture (see the figure 4.43). Next morning after breakfast go to Kratie market to buy some meat and ingredients food cooking, and local dessert. Furthermore in second day afternoon, it is possible to stop at one of the picnic huts spread along the river, experience the diversity of delicious Khmer

food and continue have picnic on the Mekong River beach, swim and watch the beautiful sunset over Mekong River in the evening.

Koh Pdao community is located in Kompong Cham commune, Sambo district, Kratie Province, Cambodia. To get to Koh Pdao tourists need to take a local taxi or van from Kratie Town to Sambo district. The distance covered is 36km and takes roughly 50 minutes, and then take a local boat or ferry to Koh Pdao community which is 10 km away and take roughly 45 minutes. Koh Pdao is the largest, peaceful and beautiful island located in the middle of the mighty Mekong River, it is rich in natural resources and provides a great biodiversity including the elusive Irrawaddy River Dolphin. Set in a breathtaking river landscape, with dramatic sunsets and provide an unforgettable travel experience. Koh Pdao has natural delights, rare creatures, local culture and authentic lifestyles that collide to form experiences previously unimagined. The visitor can enjoy the peace, tranquility and natural beauty of a unique rural island and take the opportunity to immerse yourself completely in village life. The community has offered a real traditional homestay with local family, while the Cambodian Rural Development Team has many projects in Koh Pdao and visitors get the opportunity to meet the local community, gain knowledge about their cultural background as well as learn about how they can help to support the development of the area. Visitors can explore the island by bike or ox-cart. It is also possible to go jungle-trekking or relax at the lovely river beach which is accessible during dry season. On top of that visitors can help the local community through participating in volunteering activities such as planting and harvesting rice (rainy season only) (see the figure 4.45), digging fish and frog ponds, building chicken and duck pens (see the figure 4.46), farming, teach English, work in vegetable gardens and learn how to raise farm animals, etc. Additionally, visitors can participate in Khmer cooking classes (see the figure 4.47), or take a boat and cruise along the Mekong River while enjoying the fascinating landscape (see the figure 4.48). During your trip visitors will encounter the endangered freshwater Irrawaddy Dolphins and will have chance watch dolphins up close. Other offered activities are watching a traditional Khmer dance performance (see the figure 4.49) and staying overnight in a traditional Khmer house and experience the local life (see the figure 4.50, 4.51).



Figure 4.32 Ferry from Kratie Town to Koh Trong

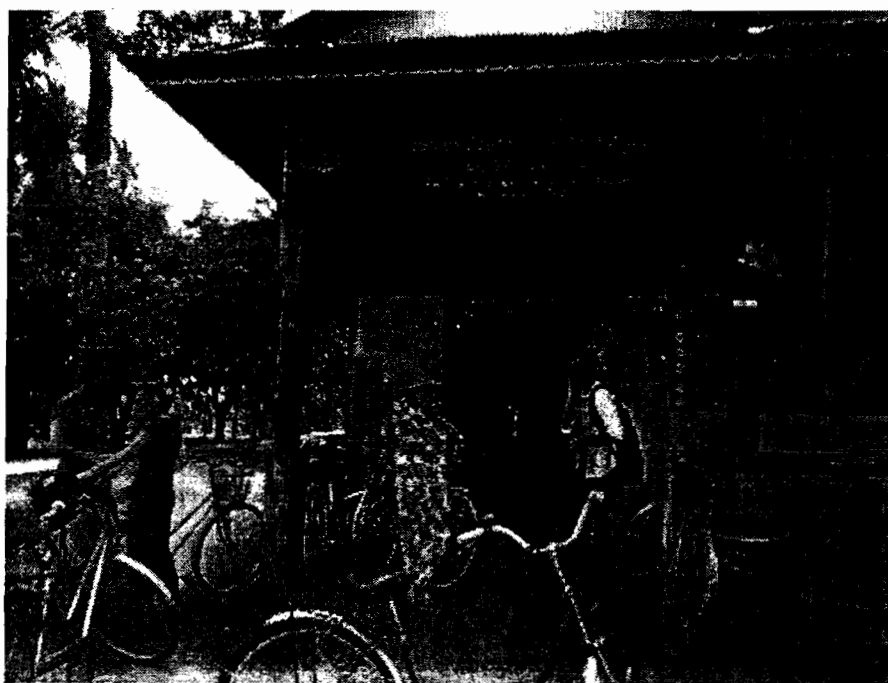


Figure 4.33 Tourists information center on Koh Trong



Figure 4.34 Tourists cycling to explore the island

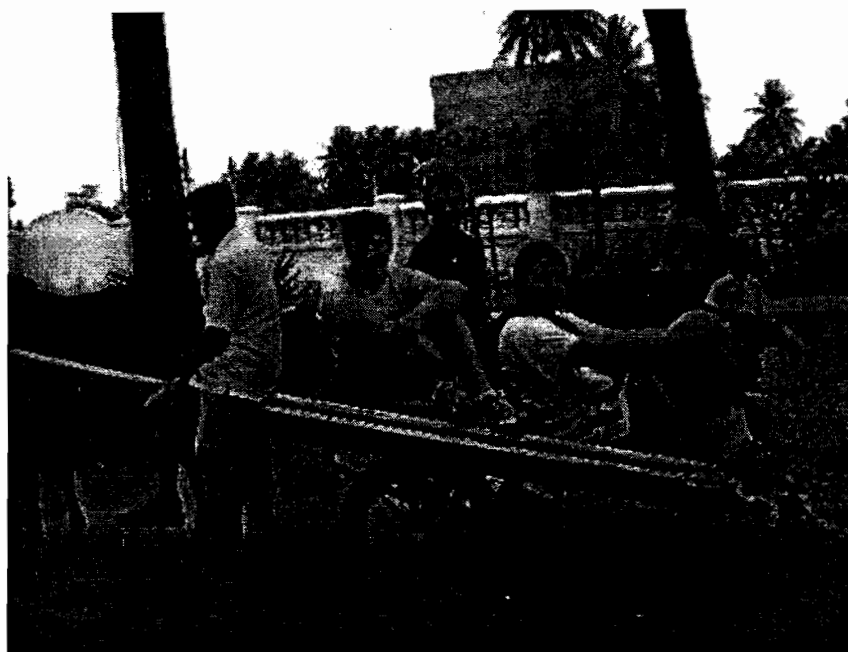


Figure 4.35 Tourists explore the island by horse cart

Source: Koh Trong Community



Figure 4.36 Tourists explore the island by ox cart

Source: Koh Trong Community

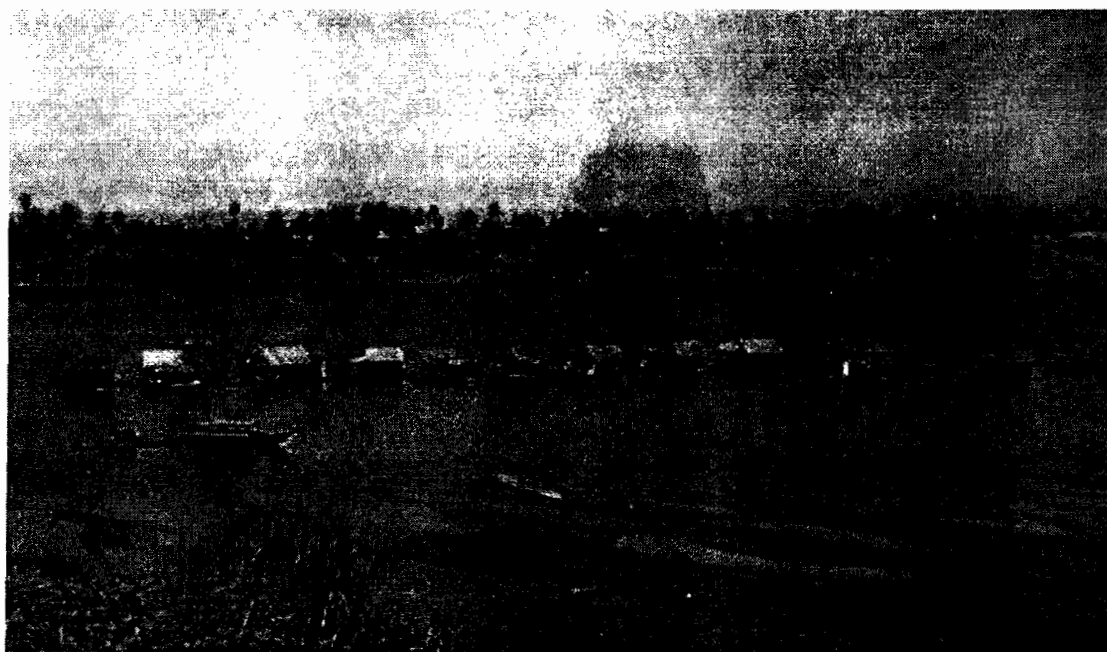


Figure 4.37 Vietnamese floating village



Figure 4.38 Lunch time at Koh Trong home-stay



Figure 4.39 Hammocks for relaxation at Koh Trong Homestay



Figure 4.40 Tourists working in vegetable garden



Figure 4.41 Tourists planting rice on Koh Trong



Figure 4.42 Tourists planting trees

Source: Koh Trong Community



Figure 4.43 Home stay Koh Trong



Figure 4.44 Tourists planting rice at Koh Pdao

Source: CRDT, 2013



Figure 4.45 Tourists building chicken pens at Koh Pdoa

Source: CRDT, 2013



Figure 4.46 Tourists learning to make Khmer dessert

Source: CRDT, 2013



Figure 4.47 Dramatic sunset on the Mekong River

Source: CRDT, 2012



Figure 4.48 Khmer dance performance at Koh Pdao

Source: CRDT, 2013

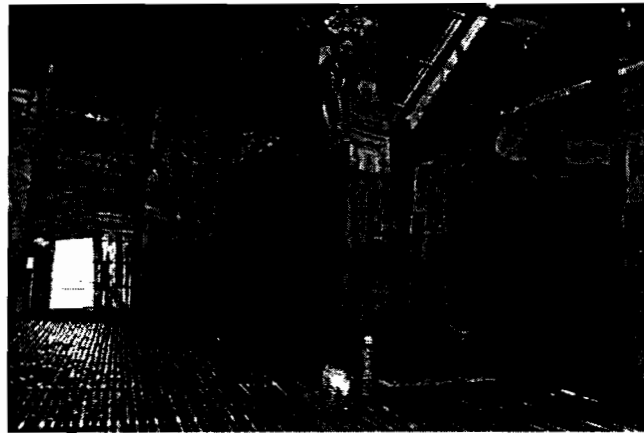


Figure 4.49 Home-stay room at Koh Pdao

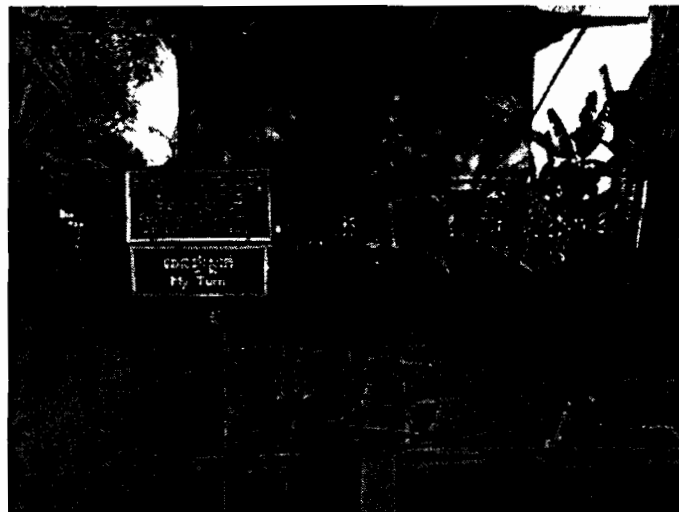


Figure 4.50 Home-stay at Koh Pdao

4.4 Hypothesis testing

In this section, the researcher set six hypotheses related to the perceptions of the international tourists with different characteristics and their interest levels in regard to new creative tourism activities of Koh Trong and Koh Pdao Community in Kratie Province, Cambodia. The independent variables included gender, nationality, age, occupation, income, and education levels. T-tests analyzed the differential of gender and F test to analyze the differentials of nationality, age, occupation, incomes and education levels of the international tourists' perceptions.

To make it easy and conform to the interpretation of the data, the researcher used the following symbols:

\bar{X} Arithmetic Mean

SD Standard Deviation

Sig. Significant

t t-distribution

f F-distribution

P Probability

Df Degree of freedom

4.4.1 Hypothesis 1

The international tourists of different genders will have different interest levels in regard to new creative tourism activities in Koh Trong and Koh Pdao Community in Kratie Province, Cambodia.

Table 4.20 Comparison of gender and new creative tourism activities

Activities	Gender	N	\bar{X}	SD	t	p
Wood/bamboo-carving	Male	132	3.02	1.14	-.66	.12
	Female	159	3.11	1.19		
Sugar palm making	Male	132	3.26	1.07	-.56	.575
	Female	159	3.33	1.04		
Weaving (bamboo or palm tree leaves)	Male	132	3.22	.97	-1.99	.63
	Female	159	3.44	.92		
Learning to make a traditional boat	Male	132	3.42	1.01	-.57	.93
	Female	159	3.48	1.01		
Planting palm trees	Male	132	3.33	1.05	.52	.17
	Female	159	3.26	.97		
Souvenir-making	Male	132	3.47	1.07	.57	.28
	Female	159	3.40	.95		
Planting coconut trees	Male	132	2.96	1.00	-.58	.02*
	Female	159	3.03	.84		

Table 4.20 Comparison of gender and creative tourism activities (Continued)

Activities	Gender	N	\bar{x}	SD	t	p
Learning to plant pomelo trees	Male	132	3.10	1.05	-1.15	.52
	Female	159	3.23	.93		
Irrawaddy dolphins'	Male	132	3.51	1.06	-1.00	.43
	Female	159	3.63	1.01		
Learning to make fishing equipment	Male	132	3.45	1.10	.013	.69
	Female	159	3.45	1.07		
Pottery-making	Male	132	3.23	1.05	-1.70	.17
	Female	159	3.43	9.95		
Learning to make sticky rice	Male	132	3.49	1.07	-.34	.86
	Female	159	3.53	1.03		
Painting signs/painting	Male	132	3.05	1.04	-1.43	.80
	Female	159	3.22	1.02		
Participating in traditional ceremonies	Male	132	3.57	1.01	-.856	.44
	Female	159	3.67	.95		
Ordained as a monk	Male	132	3.34	1.07	.830	.68
	Female	159	3.24	1.02		
Teaching English in the community	Male	132	3.33	1.04	-.78	.08
	Female	159	3.42	.90		
Staying on a floating home-stay	Male	132	3.43	1.18	-1.41	.32
	Female	159	3.62	1.12		

According to Table 4.5, the activities with the highest mean score was for interest in participating in traditional ceremonies for females (3.67) and males (3.57). The lowest mean score was for planting coconut trees (females 2.96, males 3.03). In addition, their p-value among 17 activities only one was not over 0.05. The interest levels of international tourists showed a statistically significant difference among gender of international tourists ($P < 0.05$). Therefore, the first hypothesis was accepted, the international tourist who have different genders were had different interesting levels with planting coconut trees activities.

4.4.2 Hypothesis 2

The international tourist who have different ages will have different interesting levels with new creative tourism activities Koh Trong and Koh Pdao Community Kratie Province, Cambodia.

Table 4.21 Comparison of age groups and new creative tourism activities

Activities	Mean Square	f-value	p-value
Wood/bamboo-carving	1.22 1.4	.89	.49
Sugar palm making	.93 1.12	.83	.52
Weaving (bamboo or palm tree leaves)	.91 .89	1.02	.41
Learning to make a traditional boat	2.13 1.01	2.12	.06
Planting palm trees	1.20 1.01	1.19	.31
Souvenir-making	.50 1.02	.49	.78
Planting coconut trees	1.43 .83	1.72	.13
Learning to plant pomelo trees	1.48 .97	1.53	.18
Learning about Irrawaddy dolphins' behavior and habitat	.92 1.07	.86	.51
Learning to make bamboo	1.20 1.17	1.01	.41
Pottery-making	1.04 1.00	1.05	.39
Learning to make sticky rice	.76 1.11	.69	.63
Painting signs/painting	.58 1.08	.53	.75
Participating in traditional ceremonies	2.56 .93	2.76	.02*
Being ordained as a monk or nun	.94 1.09	.86	.51
Teaching English in the community	1.74 .92	1.88	.09
Staying on a floating home-stay	4.23 1.26	3.36	.01*

From the table 4.21, showed the test result of one-way ANOVA p-value of the age groups for participating in traditional ceremonies (Pchom Benh, Katoen, Khmer New Year) and staying on a floating home-stay were not over 0.05, ($P < 0.05$) and the interest levels for both activities showed a statistically significant difference among the age groups of the international tourists. Therefore the second hypothesis was accepted, the international tourists who have different ages had different interesting levels with participating in traditional ceremonies and staying on a floating home-stay.

Table 4.22 Multiple comparisons of ages

Dependent Variable		Mean Difference	Std. Error	Sig.
Participating in traditional ceremonies (Pchom Benh, Katoen, Khmer New Year)				
Less than 20	20 – 29 years	.08	.17	.64
	30 – 39 years	.49*	.18	.00
	40 – 49 years	.32	.22	.14
	50 – 59 years	.63	.35	.07
	60 years and above	.52	.57	.37
20 – 29 years	Less than 20	-.08	.17	.64
	30 – 39 years	.41*	.14	.00
	40 – 49 years	.24	.19	.21
	50 – 59 years	.55	.33	.09
	60 years and above	.44	.56	.44
30 – 39 years	Less than 20	-.49*	.18	.00
	20 – 29 years	-.42*	.14	.00
	40 – 49 years	-.17	.20	.38
	50 – 59 years	.13	.34	.69
	60 years and above	.03	.57	.97
40 – 49 years	Less than 20	-.32	.22	.15
	20 – 29 years	-.24	.19	.21
	30 – 39 years	.17	.20	.39
	50 – 59 years	.31	.36	.40
	60 years and above	.20	.58	.73
50 – 59 years	Less than 20	-.63	.35	.07
	20 – 29 years	-.55	.33	.10
	30 – 39 years	-.14	.34	.69
	40 – 49 years	-.31	.36	.40
	60 years & above	-.11	.64	.86

Table 4.22 Multiple comparisons of age (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Staying on a floating home-stay				
60 years & above	Less than 20	-.52	.57	.37
	20 – 29 years	-.44	.56	.44
	30 – 39 years	-.03	.57	.97
	40 – 49 years	-.20	.58	.73
	50 – 59 years	.11	.64	.86
Less than 20	20 – 29 years	-.63*	.19	.00
	30 – 39 years	-.27	.21	.18
	40 – 49 years	-.26	.26	.300
	50 – 59 years	.28	.41	.49
	60 years & above	-1.16	.67	.08
20 – 29 years	Less than 20	.63*	.19	.00
	30 – 39 years	.35*	.16	.03
	40 – 49 years	.36	.22	.11
	50 – 59 years	.90*	.39	.02
	60 years & above	-.53	.66	.42
30 – 39 years	Less than 20	.27	.21	.18
	20 – 29 years	-.354*	.16	.03
	40 – 49 years	.00	.23	.98
	50 – 59 years	.56	.39	.16
	60 years & above	-.89	.66	.18
40 – 49 years	Less than 20	.27	.26	.30
	20 – 29 years	-.36	.22	.11
	30 – 39 years	-.01	.23	.98
	50 – 59 years	.55	.42	.20
	60 years & above	-.10	.68	.19
50 – 59 years	Less than 20	-.28	.41	.49
	20 – 29 years	-.91*	.39	.02
	30 – 39 years	-.56	.39	.16
	40 – 49 years	-.55	.42	.19
	60 years & above	-1.44	.75	.06
60 years and above	Less than 20	1.16	.67	.08
	20 – 29 years	.54	.66	.42
	30 – 39 years	.89	.66	.18
	40 – 49 years	.90	.68	.19
	50 – 59 years	1.44	.75	.06

4.4.3 Hypothesis 3

The international tourists of different nationalities will have different interest levels in regard to new creative tourism activities.

Table 4.23 Statistical comparison of nationalities and new creative tourism activities

Activities	Mean Square	f-value	p-value
Wood/bamboo-carving	.99 1.37	.726	.67
Sugar palm making	1.78 1.09	1.629	.12
Weaving (bamboo or palm tree leaves)	.92 .89	1.031	.41
Learning to make a traditional boat	.82 1.03	.789	.61
Planting palm trees	1.18 1.01	1.173	.31
Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)	2.48 .97	2.557	.01*
Planting coconut trees	.43 .86	.512	.84
Learning to plant pomelo trees	1.88 .95	1.98	.04*
Learning about Irrawaddy dolphins' behavior and habitat	.93 1.08	.862	.55
Learning to make bamboo fishing equipment	1.44 1.18	1.22	.29
Pottery-making	1.94 .97	1.992	.04*
Learning to make sticky rice	1.26 1.09	1.15	.32
Painting signs/painting	.92 1.08	.853	.56
Participating in traditional ceremonies (Pchom Benh, Khmer New Year)	.80 .96	.836	.57
Being ordained as a monk or nun at the pagoda	.24 1.11	.214	.99
Teaching English in the community	1.38 .93	1.487	.16
Staying on a floating home-stay	3.59 1.25	2.882	.00*

Based on the Table 4.23, showed that test results of F-value, and p-value of one-way ANOVA (statistically significant differences were used to show the significant differences between their marital status and factors. The p-values of the implementation were not over 0.05 ($P < 0.05$). So, the third hypothesis was accepted, the interest levels in new creative tourism showed the statistically significant differences among nationalities of the international tourists. Similarly, the international tourists of different nationalities had different interest levels for souvenir-making, staying on a floating home-stays, pottery-making, and learning to plant pomelo trees.

Table 4.24 Multiple comparisons of nationalities

Dependent Variable		Mean Difference	Std. Error	Sig.
Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)				
Asian	American	-.52	.34	.13
	Australian	-.90*	.34	.01
	Canadian	-.55	.33	.11
	Chinese	-.49	.41	.24
	French	-.55	.34	.11
	German	-.46	.36	.21
	Swiss	-.73	.40	.07
	Other	.14	.38	.72
American	Asian	.52	.34	.13
	Australian	-.38	.20	.06
	Canadian	-.03	.19	.87
	Chinese	.03	.31	.92
	French	-.03	.20	.88
	German	.06	.23	.80
	Swiss	-.21	.28	.46
	Other	.66*	.26	.01
Australian	Asian	.90*	.34	.01
	American	.39	.20	.06
	Canadian	.35	.19	.07
	Chinese	.42	.31	.18
	French	.36	.20	.08
	German	.44	.23	.06
	Swiss	.18	.28	.54
	Other	1.04*	.26	.00

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)				
Canadian	Asian	.55	.34	.11
	American	.03	.19	.87
	Australian	-.35	.19	.07
	Chinese	.06	.30	.83
	French	.00	.19	.99
	German	.09	.23	.69
	Swiss	-.18	.28	.53
	Other	.69*	.25	.01
Chinese	Asian	.49	.41	.24
	American	-.03	.31	.92
	Australian	-.42	.31	.18
	Canadian	-.06	.30	.83
	French	-.06	.31	.84
	German	.03	.33	.93
	Swiss	-.24	.37	.51
	Other	.62	.35	.07
French	Asian	.55	.34	.11
	American	.03	.20	.88
	Australian	-.35	.20	.08
	Canadian	-.00	.19	.99
	Chinese	.06	.31	.84
	German	.09	.24	.70
	Swiss	-.18	.29	.53
	Other	.68*	.26	.01
German	Asian	.45	.36	.21
	American	-.06	.23	.80
	Australian	-.44	.23	.06
	Canadian	-.09	.23	.69
	Chinese	-.03	.33	.93
	French	-.09	.24	.70
	Swiss	-.27	.31	.39
	Other	.60*	.28	.04
Swiss	Asian	.723	.40	.07
	American	.21	.28	.46
	Australian	-.18	.28	.54
	Canadian	.18	.28	.53
	Chinese	.24	.37	.51
	French	.18	.29	.53
	German	.29	.31	.39
	Other	.86*	.33	.01

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Learning to plant pomelo trees				
Other	Asian	-.14	.38	.72
	American	-.65*	.28	.01
	Australian	-1.04*	.26	.00
	Canadian	-.69*	.25	.01
	Chinese	-.62	.35	.07
	French	-.69*	.26	.01
	German	-.60*	.28	.02
	Swiss	-.86*	.33	.01
Asian	American	.27	.34	.43
	Australian	.22	.34	.52
	Canadian	.03	.33	.92
	Chinese	.42	.41	.30
	French	.56	.34	.10
	German	.68	.36	.06
	Swiss	.31	.39	.43
	Other	.64	.38	.09
American	Asian	-.27	.34	.43
	Australian	-.05	.20	.80
	Canadian	-.24	.19	.22
	Chinese	.15	.31	.62
	French	.29	.20	.14
	German	.41	.23	.08
	Swiss	.04	.28	.88
	Other	.37	.26	.15
Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)				
Australian	Asian	-.22	.34	.52
	American	.05	.20	.80
	Canadian	-.19	.19	.33
	Chinese	.20	.30	.50
	French	.34	.20	.08
	German	.46*	.23	.05
	Swiss	.09	.28	.74
	Other	.42	.25	.10
Canadian	Asian	-.03	.33	.92
	American	.24	.19	.22
	Australian	.19	.19	.33
	Chinese	.39	.30	.20
	French	.53*	.19	.01
	German	.64*	.22	.00
	Swiss	.28	.28	.31
	Other	.61*	.25	.02

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)				
Chinese	Asian	-.42	.41	.30
	American	-.15	.31	.62
	Australian	-.20	.30	.50
	Canadian	-.40	.30	.20
	French	.14	.31	.65
	German	.26	.33	.44
	Swiss	-.11	.36	.76
	Other	.22	.34	.52
French	Asian	-.56	.34	.10
	American	-.29	.20	.14
	Australian	-.34	.20	.08
	Canadian	-.53*	.19	.00
	Chinese	-.14	.31	.65
	German	.12	.23	.62
	Swiss	-.25	.28	.37
	Other	.08	.26	.76
German	Asian	-.68	.36	.06
	American	-.41	.23	.08
	Australian	-.46*	.23	.05
	Canadian	-.64*	.22	.00
	Chinese	-.26	.33	.44
	French	-.12	.23	.62
	Swiss	-.37	.31	.23
	Other	-.037	.28	.90
Swiss	Asian	-.31	.39	.43
	American	-.04	.28	.88
	Australian	-.09	.28	.74
	Canadian	-.28	.28	.31
	Chinese	.11	.36	.76
	French	.25	.28	.37
	German	.37	.31	.23
	Other	.33	.32	.31
Other	Asian	-.64	.38	.09
	American	-.37	.26	.15
	Australian	-.42	.25	.10
	Canadian	-.61*	.25	.02
	Chinese	-.22	.34	.52
	French	-.07	.26	.76
	German	.04	.28	.90
	Swiss	-.33	.32	.31

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Pottery making				
Asian	American	-.21	.34	.54
	Australian	-.32	.34	.35
	Canadian	-.52	.34	.12
	Chinese	-.36	.42	.38
	French	-.18	.34	.61
	German	.31	.36	.39
	Swiss	-.46	.40	.25
	Other	-.14	.38	.72
American	Asian	.21	.34	.54
	Australian	-.11	.20	.59
	Canadian	-.31	.19	.11
	Chinese	-.15	.31	.63
	French	.04	.20	.86
	German	.53*	.23	.03
	Swiss	-.25	.29	.38
	Other	.07	.26	.77
Australian	Asian	.32	.34	.35
	American	.11	.20	.59
	Canadian	-.20	.19	.29
	Chinese	-.04	.31	.89
	French	.14	.20	.48
	German	.63*	.23	.01
	Swiss	-.14	.28	.62
	Other	.18	.26	.48
Canadian	Asian	.52	.34	.12
	American	.31	.19	.11
	Australian	.20	.19	.29
	Chinese	.16	.30	.60
	French	.34	.19	.08
	German	.84*	.23	.00
	Swiss	.06	.28	.83
	Other	.38	.25	.13
Chinese	Asian	.36	.42	.38
	American	.15	.31	.63
	Australian	.04	.31	.89
	Canadian	-.16	.30	.60
	French	.19	.31	.55
	German	.68*	.33	.04
	Swiss	-.10	.37	.78
	Other	.22	.35	.52

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean difference	Std. Error	Sig.
Pottery making				
French	Asian	.18	.34	.61
	American	-.04	.20	.86
	Australian	-.14	.20	.48
	Canadian	-.34	.19	.08
	Chinese	-.19	.31	.55
	German	.49*	.24	.04
	Swiss	-.29	.29	.32
	Other	.04	.26	.88
German	Asian	-.31	.36	.39
	American	-.53*	.23	.03
	Australian	-.63*	.23	.01
	Canadian	-.84*	.22	.00
	Chinese	-.68*	.33	.04
	French	-.49*	.24	.04
	Swiss	-.78*	.31	.01
	Other	-.45	.29	.11
Swiss	Asian	.46	.40	.25
	American	.25	.28	.38
	Australian	.14	.28	.62
	Canadian	-.06	.28	.84
	Chinese	.10	.37	.78
	French	.29	.29	.32
	German	.78*	.31	.01
	Other	.32	.33	.32
Other	Asian	.14	.38	.72
	American	-.07	.26	.77
	Australian	-.18	.26	.48
	Canadian	-.38	.25	.13
	Chinese	-.22	.35	.52
	French	-.04	.26	.88
	German	.45	.29	.11
	Swiss	-.32	.33	.32
Staying on a floating home-stay				
Asian	American	-.26	.39	.50
	Australian	-.16	.39	.68
	Canadian	-.67	.38	.08
	Chinese	-.70	.47	.14
	French	-.06	.39	.87
	German	.44	.41	.28
	Swiss	-.26	.45	.56
	Other	-.27	.43	.53

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Staying on a floating home-stay				
American	Asian	.26	.39	.50
	Australian	.10	.23	.65
	Canadian	-.40	.22	.07
	Chinese	-.49	.35	.21
	French	.20	.23	.38
	German	.71*	.27	.01
	Swiss	0.00	.32	1.00
	Other	-.01	.29	.98
Australian	Asian	.16	.39	.68
	American	-.10	.23	.65
	Canadian	-.51*	.22	.02
	Chinese	-.54	.35	.12
	French	.10	.23	.67
	German	.60*	.26	.02
	Swiss	-.10	.32	.75
	Other	-.11	.29	.70
Canadian	Asian	.67	.38	.08
	American	.40	.22	.07
	Australian	.50*	.22	.02
	Chinese	-.03	.34	.92
	French	.60*	.22	.06
	German	1.11*	.26	.00
	Swiss	.40	.32	.20
	Other	.39	.28	.17
Chinese	Asian	.70	.47	.14
	American	.44	.35	.21
	Australian	.54	.35	.12
	Canadian	.03	.34	.92
	French	.64	.35	.07
	German	1.14*	.38	.00
	Swiss	.44	.42	.30
	Other	.43	.39	.28
French	Asian	.06	.39	.87
	American	-.20	.23	.38
	Australian	-.10	.23	.67
	Canadian	-.60*	.22	.01
	Chinese	-.64	.35	.07
	German	.51	.27	.06
	Swiss	-.20	.32	.53
	Other	-.21	.29	.48

Table 4.24 Multiple comparisons of nationalities (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Staying on a floating home-stay				
German	Asian	-.44	.41	.28
	American	-.71*	.27	.01
	Australian	-.60*	.26	.02
	Canadian	-1.11*	.26	.00
	Chinese	-1.14*	.38	.00
	French	-.51	.27	.06
	Swiss	-.71*	.35	.04
	Other	-.71*	.32	.02
Swiss	Asian	.26	.45	.56
	American	0.00	.32	1.00
	Australian	.10	.32	.75
	Canadian	-.40	.32	.20
	Chinese	-.44	.42	.30
	French	.20	.32	.54
	German	.71*	.35	.05
	Other	-.01	.37	.98
Other	Asian	.27	.43	.53
	American	.01	.29	.98
	Australian	.11	.29	.70
	Canadian	-.39	.28	.17
	Chinese	-.43	.39	.28
	French	.21	.29	.48
	German	.71*	.32	.03
	Swiss	.01	.37	.98

4.4.4 Hypothesis 4

The international tourists of different occupations will have different interest levels in regard to existing and new creative tourism activities

Table 4.25 Statistical comparisons of occupations and new creative tourism activities

Activities	Mean Square	Std. Error	Sig.
Wood/bamboo-carving	2.30 1.34	1.71	.12
Sugar palm making	1.73 1.01	1.57	.16
Weaving (bamboo or palm tree leaves)	1.47 .88	1.67	.13
Learning to make a traditional boat	.97 1.03	.94	.47
Planting palm trees	1.20 1.01	1.19	.31
Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)	1.77 1.00	1.8	.10
Planting coconut trees	1.54 .83	1.86	.09
Learning to plant pomelo trees	1.52 1.00	1.58	.15
Learning about Irrawaddy dolphins' behavior and habitat	3.82 1.01	3.77	.00*
Learning to make bamboo fishing equipment	2.20 1.17	1.89	.08
Pottery-making	1.69 .98	1.72	.12
Learning to make sticky rice	1.13 1.10	1.03	.41
Painting signs/painting	1.00 1.07	.93	.47
Participating in traditional ceremonies (Pchom Benh, Khmer New Year)	1.18 .95	1.24	.29
Being ordained as a monk or nun	1.09 1.09	1.00	.42
Teaching English in the community	.89 .94	.95	.46
Staying on a floating home-stay	1.60 1.31	1.22	.29

According to the Table 4.25, found that the test results of f-value and p-value of one-way ANOVA (statistically significant difference) were used to view the significant differences between creative tourism activities and occupations. The p-values of the factors were not over 0.05 ($P < 0.05$). So, the fourth hypothesis was accepted as the interest levels for new creative tourism were statistically significantly different among the occupations of the international tourists. Similarly, the international tourists of different occupations had different interest levels for learning about Irrawaddy dolphins' behavior and habitat.

Table 4.26 Multiple comparisons of occupation

Dependent Variable: Learning about Irrawaddy dolphins' behavior and habitat				
Occupation	Mean Difference	Mean Difference	Std. Error	Sig.
Student	Private company employee	-.32	.19	.09
	Government officer	-.48*	.21	.02
	Business owner	-.31	.20	.13
	Retiree	.07	.59	.91
	Volunteer	-.548*	.20	.01
	Other	.25	.18	.17
Private company employee	Student	.32	.19	.09
	Government officer	-.16	.23	.50
	Business owner	.01	.22	.95
	Retiree	.39	.60	.52
	Volunteer	-.23	.22	.30
	Other	.57*	.20	.00
Government officer	Student	.48*	.21	.03
	Private company employee	.16	.23	.50
	Business owner	.17	.24	.48
	Retiree	.55	.61	.37
	Volunteer	-.07	.24	.76
	Other	.72*	.22	.00
Business owner	Student	.31	.20	.13
	Private company employee	-.01	.22	.95
	Government officer	-.17	.24	.48
	Retiree	.38	.60	.53
	Volunteer	-.24	.23	.30
	Other	.56*	.21	.01

Table 4.26 Multiple comparisons of occupation (Continued)

Dependent Variable: Learning about Irrawaddy dolphins' behavior and habitat				
Occupation	Mean Difference	Mean Difference	Std. Error	Sig.
Retiree	Student	-.07	.59	.91
	Private company employee	-.39	.60	.52
	Government officer	-.55	.61	.37
	Business owner	-.38	.60	.53
	Volunteer	-.62	.60	.31
	Other	.18	.60	.77
Volunteer	Student	.55*	.20	.01
	Private company employee	.23	.22	.30
	Government officer	.07	.24	.76
	Business owner	.24	.23	.30
	Retiree	.62	.60	.31
	Other	.80*	.21	.00
Other	Student	-.25	.18	.17
	Private company employee	-.57*	.20	.00
	Government officer	-.72*	.22	.00
	Business owner	-.56*	.21	.01
	Retiree	-.18	.60	.77
	Volunteer	-.80*	.21	.00

4.4.5 Hypothesis 5

The international tourists with different incomes will have different interest levels in regard to existing and new creative tourism activities.

Table 4.27 Statistical comparison of incomes and creative tourism activities

Activities	Mean Square	f-value	Sig.
Wood/bamboo-carving	2.19 1.35	1.62	.15
Sugar palm making	.44 1.12	.39	.85
Weaving (bamboo/palm tree leaves)	.40 .90	.44	.82
Learning to make a traditional boat	.37 1.04	.36	.88
Planting palm trees	.64 1.02	.627	.68
Souvenir-making	1.27 1.01	1.26	.28
Planting coconut trees	.98 .84	1.16	.33
Learning to plant pomelo trees	1.56 .97	1.61	.16
Learning about Irrawaddy dolphins	3.17 1.03	3.06	.01*
Bamboo fishing equipment	2.49 1.16	2.14	.06
Pottery-making	.41 1.01	.41	.84
Learning to make sticky rice	.40 1.11	.36	.87
Painting signs/painting	.34 1.09	.32	.90
Participating in traditional ceremonies	.92 .95	.97	.44
Being ordained as a monk or nun	.79 1.09	.72	.61
Teaching English in the community	1.12 .94	1.20	.30
Staying on a floating home-stay	2.31 1.29	1.79	.12

Based on the table 4.27, showed that the test results of F-value and p-value of ANOVA (statistically significant difference) were used to view the significant differences between personal monthly incomes and interest in new creative tourism. The p-values of the factors were not over 0.05 ($P < 0.05$). So, the fifth hypothesis was accepted as the interest levels in regard to new creative tourism activities were statistically significantly different among international tourists with different incomes. Similarly, the international tourists with different incomes had different interest levels in regard to learning about Irrawaddy dolphins' behavior and habitat.

Table 4.28 Multiple comparisons of incomes

Dependent Variables: Learning about Irrawaddy dolphins' behavior and habitat				
Income (per month)		Mean Difference	Std. Error	Sig.
Less than 1,000 EUR	1,001 - 2,000 EUR	.41*	.17	.02
	2,001 - 3,000 EUR	-.14	.17	.42
	3,001 - 4,000 EUR	-.28	.19	.14
	4,001 - 5,000 EUR	-.24	.21	.27
	Over 5,000 EUR	.23	.43	.59
1,001 - 2,000 EUR	Less than 1,000 EUR	-.41*	.17	.02
	2,001 - 3,000 EUR	-.54*	.19	.00
	3,001 - 4,000 EUR	-.68*	.20	.00
	4,001 - 5,000 EUR	-.64*	.23	.01
	Over 5,000 EUR	-.18	.44	.69
2,001 - 3,000 EUR	Less than 1,000 EUR	.14	.17	.42
	1,001 - 2,000 EUR	.54*	.19	.00
	3,001 - 4,000 EUR	-.14	.20	.49
	4,001 - 5,000 EUR	-.10	.23	.66
	Over 5,000 EUR	.38	.44	.40
3,001 - 4,000 EUR	Less than 1,000 EUR	.27	.19	.14
	1,001 - 2,000 EUR	.68*	.20	.00
	2,001 - 3,000 EUR	.14	.20	.49
	4,001 - 5,000 EUR	.04	.24	.87
	Over 5,000 EUR	.51	.44	.25
4,001 - 5,000 EUR	Less than 1,000 EUR	.24	.21	.27
	1,001 - 2,000 EUR	.64*	.23	.01
	2,001 - 3,000 EUR	.10	.23	.66
	3,001 - 4,000 EUR	-.04	.24	.87
	Over 5,000 EUR	.47	.46	.31

Table 4.28 Multiple comparisons of incomes (Continued)

Dependent Variable: Learning about Irrawaddy dolphins' behavior and habitat				
Income (per month)		Mean Difference	Std. Error	Sig.
Over 5,000 EUR	Less than 1,000 EU	-.23	.43	.59
	1,001 - 2,000 EUR	.18	.44	.69
	2,001 - 3,000 EUR	-.37	.44	.40
	3,001 - 4,000 EUR	-.51	.44	.25
	4,001 - 5,000 EUR	-.47	.46	.31

4.4.6 Hypothesis 6

The international tourists with different education levels will have different interest levels in regard to existing and new creative tourism activities

Table 4.29 Statistical comparison of education levels and new creative tourism activities

Activities	Mean Square	f-value	Sig.
Wood/bamboo-carving	3.01 1.33	2.26	.04
Sugar palm making	1.01 1.12	.91	.49
Weaving (bamboo or palm tree leaves)	1.28 .89	1.45	.20
Learning to make a traditional boat	2.67 .99	2.69	.02
Planting palm trees	.55 1.02	.53	.78
Souvenir-making (from endocarp coconuts, palm trees)	1.61 1.00	1.61	.15
Planting coconut trees	.91 .84	1.08	.38
Learning to plant pomelo trees	.73 .98	.75	.61
Learning about Irrawaddy dolphins' behavior and habitat	3.88 1.01	3.83	.00*
Learning to make bamboo fishing equipment	4.22 1.12	3.76	.00*
Pottery-making	2.70 .96	2.81	.01*
Learning to make sticky rice	1.74 1.09	1.60	.15
Painting signs/painting	1.68 1.06	1.59	.15
Participating in traditional ceremonies (Pchom Benh, Katoen)	1.39 .94	1.47	.19
Being ordained as a monk or nun at the pagoda	2.26 1.06	2.13	.05
Teaching English in the community	2.31 .91	2.53	.02*
Staying on a floating home-stay	5.49 1.22	4.49	.00*

From the Table 4.29 showed the test results of F-value and p-value of one way ANOVA (statistically significant difference) were used to show the significant differences between education levels and interest in new creative tourism activities. The p-values of the factors were not over 0.05 ($P < 0.05$) and the interest levels in regard to new creative tourism activities showed a statistically significant difference among the education levels of the international tourists. Therefore the sixth hypothesis was accepted as the international tourists with different education levels had different interest levels in regard to new creative tourism activities in Koh Trong and Koh Pdao Community in Kratie Province, Cambodia (staying on a floating home-stay, learning to make bamboo fishing equipment, pottery-making, and teaching English in the community).

Table 4.30 Multiple comparisons of education levels

Dependent Variable		Mean Difference	Std. Error	Sig.
Learning to make bamboo fishing equipment				
Lower than high school	High school	-.34	.27	.20
	Certificate/diploma	-1.1*	.39	.01
	Bachelor degree	-.73*	.23	.00
	Master degree	-.60*	.24	.01
	PhD degree	-.15	.35	.68
	Other	.16	.36	.66
High school	Lower than high school	.34	.27	.20
	Certificate/diploma	-.73	.38	.05
	Bachelor degree	-.39	.20	.05
	Master degree	-.26	.22	.23
	PhD degree	.20	.33	.55
	Other	.50	.34	.14
Certificate/diploma	Lower than high school	1.1*	.39	.01
	High school	.73	.38	.05
	Bachelor degree	.34	.35	.33
	Master degree	.47	.36	.19
	PhD degree	.93*	.44	.04
	Other	1.23*	.45	.01

Table 4.30 Multiple comparisons of education levels (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Bachelor degree	Lower than high school	.73*	.23	.00
	High school	.39	.20	.05
	Certificate/diploma	-.34	.35	.33
	Master degree	.13	.16	.42
	PhD degree	.59	.30	.05
	Other	.89*	.31	.00
Master degree	Lower than high school	.60*	.24	.01
	High school	.26	.22	.23
	Certificate/diploma	-.47	.36	.19
	Bachelor degree	-.13	.16	.42
	PhD degree	.46	.31	.14
	Other	.76*	.32	.02
PhD degree	Lower than high school	.15	.35	.68
	High school	-.20	.33	.55
	Certificate/diploma	-.93*	.44	.03
	Bachelor degree	-.59	.30	.05
	Master degree	-.46	.31	.14
	Other	.30	.41	.46
Other	Lower than high school	-.16	.36	.66
	High school	-.50	.34	.14
	Certificate/diploma	-1.23*	.45	.01
	Bachelor degree	-.89*	.31	.00
	Master degree	-.76*	.32	.02
	PhD degree	-.30	.41	.46
Pottery-making				
Lower than high school	High school	-.75*	.25	.00
	Certificate/diploma	-1.06*	.36	.00
	Bachelor degree	-.68*	.21	.00
	Master degree	-.66*	.22	.00
	PhD degree	-.47	.32	.14
	Other	-.18	.33	.58
High school	Lower than high school	.75*	.25	.00
	Certificate/diploma	-.31	.35	.37
	Bachelor degree	.06	.19	.74
	Master degree	.09	.20	.67
	PhD degree	.27	.31	.38
	Other	.56	.32	.08

Table 4.30 Multiple comparisons of education levels (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Certificate/diploma	Lower than high school	1.06*	.36	.00
	High school	.31	.35	.37
	Bachelor degree	.38	.32	.25
	Master degree	.40	.33	.23
	PhD degree	.59	.41	.15
	Other	.88*	.41	.03
Bachelor degree	Lower than high school	.68*	.21	.00
	High school	-.06	.19	.74
	Certificate/diploma	-.38	.32	.25
	Master degree	.03	.15	.87
	PhD degree	.21	.28	.45
	Other	.50	.29	.08
Master degree	Lower than high school	.66*	.22	.00
	High school	-.09	.20	.67
	Certificate/diploma	-.40	.33	.23
	Bachelor degree	-.03	.15	.87
	PhD degree	.19	.29	.52
	Other	.48	.30	.11
PhD degree	Lower than high school	.47	.32	.14
	High school	-.27	.31	.38
	Certificate/diploma	-.59	.41	.15
	Bachelor degree	-.21	.28	.45
	Master degree	-.19	.29	.52
	Other	.29	.38	.44
Other	Lower than high school	.18	.33	.58
	High school	-.56	.32	.08
	Certificate/diploma	-.88*	.41	.03
	Bachelor degree	-.50	.29	.08
	Master degree	-.48	.30	.11
	PhD degree	-.29	.38	.44
Lower than high school	High school	-.69*	.24	.00
	Certificate/diploma	-.96*	.35	.01
	Bachelor degree	-.69*	.20	.00
	Master degree	-.67*	.22	.00
	PhD degree	-.90*	.31	.00
	Other	-.49	.32	.13

Table 4.30 Multiple comparisons of education levels (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Teaching English in the community				
High school	Lower than high school	.69*	.24	.00
	Certificate/diploma	-.27	.34	.43
	Bachelor degree	-.00	.18	1.00
	Master degree	.01	.19	.93
	PhD degree	-.21	.30	.48
	Other	.20	.31	.51
Certificate/diploma	Lower than high school	.96*	.35	.01
	High school	.27	.34	.432
	Bachelor degree	.27	.31	.40
	Master degree	.29	.32	.38
	PhD degree	.06	.40	.89
	Other	.47	.40	.24
Bachelor degree	Lower than high school	.69*	.20	.00
	High school	.00	.18	1.00
	Certificate/diploma	-.27	.31	.400
	Master degree	.02	.14	.89
	PhD degree	-.21	.27	.44
	Other	.20	.28	.47
Master degree	Lower than high school	.67*	.22	.00
	High school	-.02	.19	.93
	Certificate/diploma	-.29	.32	.38
	Bachelor degree	-.02	.14	.89
	PhD degree	-.23	.28	.41
	Other	.18	.29	.53
PhD degree	Lower than high school	.90*	.31	.00
	High school	.21	.30	.48
	Certificate/diploma	-.06	.40	.89
	Bachelor degree	.21	.27	.44
	Master degree	.23	.28	.41
	Other	.41	.37	.26
Other	Lower than high school	.49	.32	.13
	High school	-.20	.31	.51
	Certificate/diploma	-.47	.40	.24
	Bachelor degree	-.20	.28	.47
	Master degree	-.18	.29	.53
	PhD degree	-.41	.37	.26

Table 4.30 Multiple comparisons of education levels (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
Staying on a floating home-stay				
Lower than high school	High school	-.77*	.28	.01
	Certificate/diploma	-1.43*	.41	.00
	Bachelor degree	-.95*	.24	.00
	Master degree	-1.08*	.25	.00
	PhD degree	-1.19*	.36	.00
	Other	-.33	.37	.37
High school	Lower than high school	.77*	.28	.01
	Certificate/diploma	-.67	.39	.09
	Bachelor degree	-.18	.21	.37
	Master degree	-.31	.23	.17
	PhD degree	-.43	.35	.22
	Other	.43	.36	.23
Certificate/diploma	Lower than high school	1.43*	.41	.00
	High school	.67	.39	.09
	Bachelor degree	.48	.36	.19
	Master degree	.36	.37	.34
	PhD degree	.24	.46	.60
	Other	1.10*	.46	.01
Bachelor degree	Lower than high school	.95*	.24	.00
	High school	.18	.21	.38
	Certificate/diploma	-.48	.36	.19
	Master degree	-.13	.17	.45
	PhD degree	-.24	.31	.44
	Other	.62	.32	.06
Master degree	Lower than high school	1.08*	.25	.00
	High school	.31	.23	.17
	Certificate/diploma	-.36	.37	.34
	Bachelor degree	.13	.17	.45
	PhD degree	-.11	.32	.72
	Other	.74*	.33	.03

Table 4.30 Multiple comparisons of education levels (Continued)

Dependent Variable		Mean Difference	Std. Error	Sig.
PhD degree	Lower than high school	1.19*	.36	.00
	High school	.43	.35	.22
	Certificate/diploma	-.24	.46	.60
	Bachelor degree	.24	.31	.44
	Master degree	.11	.32	.72
	Other	.86*	.42	.05
Other	Lower than high school	.33	.37	.37
	High school	-.43	.35	.23
	Certificate/diploma	-1.1*	.47	.02
	Bachelor degree	-.61	.32	.06
	Master degree	-.74*	.33	.03
	PhD degree	-.86*	.43	.05

In overall of these result it can be concluded that:

(1) The first hypothesis was rejected. The international tourists of different genders had different interest levels with planting coconut trees activities.

(2) The second hypothesis was accepted. The international tourists of different ages had different interest levels.

(3) The third hypothesis was accepted. The interest levels in regard to new creative tourism activities showed statistically significant difference among nationalities. The international tourists of different nationalities had different interest levels in regard to souvenir-making, staying on a floating home-stay, pottery-making, and learning to plant pomelo trees activities.

(4) The fourth hypothesis was accepted. The interest levels in regard to new creative tourism activities were statistically significantly different among international tourists of different occupations. Similarly, the international tourists from different occupations had different interest levels in regard to with learning about Irrawaddy dolphins' behavior and habitat.

(5) The fifth hypothesis was accepted. The interest levels in regard to new creative tourism activities were statistically significantly different among international tourists with different incomes. Similarly, the international tourists with different

incomes had different interest levels in regard to learning about Irrawaddy dolphins' behavior and habitat.

(6) The sixth hypothesis was accepted. The international tourists of different education levels had different interest levels in regard to new creative tourism activities (staying on a floating home-stay, learning to make bamboo fishing equipment, pottery-making, and teaching English in the community).

4.5 Situation analysis (SWOT analysis)

Base on the results of focus groups discussion in both communities the researcher and key informants was produce the guild line for new creative tourism activities which is compose by TOWS Matrix, strategies, policies, optional policies and project, while the creative tourism provided more advantage to local communities such as: more job opportunities, income, and relationship between tourists and local community. Furthermore, it's helped them to preserve of culture, way of life, customs, and to increase values of community as well.

Table 4.31 Results of SWOT analysis of Koh Pdao Community

Strengths	Weaknesses
<ul style="list-style-type: none"> (1) CBET member is committed having tourism (2) Partnership with tour agencies (3) Good relationships between community members (4) Officially recognized by government and other development partners (5) Unique ways of life and natural resources (6) Good location nearby the Mekong River (7) Rich potential natural resources (8) High local participation in community tourism management (9) Provide unforgettable experiences for international tourists (10) Have main occupation (agriculture and fishery) (11) Local guides have knowledge related to Community 	<ul style="list-style-type: none"> (1) Low quality human resources (2) Lack of skill staff who worked as marketers (3) Lack of cooking skill (hygiene, taste) (4) Lack of communication skill (5) Lack of creative ideas (6) Lack valued souvenir for tourists (7) Villagers are living under poverty line (8) Lack of direct source information for international tourists
Opportunities	Threats
<ul style="list-style-type: none"> (1) The community has CRDTours as market linkers (2) Supporting from NGO for community members' occupation development (3) Many kinds of transportation modes to connect between Phnom Penh and Kratie Town (4) Support from the government, NGOs promote community based tourism (5) Increase of eco-tourism trend (6) Tourism could generate more jobs and incomes for villagers (7) Irrawaddy dolphin and wildlife conservation projects of World Wildlife Fund (WWF) 	<ul style="list-style-type: none"> (1) Destruction of development project (2) Relevant dolphin activities could conduct only in dry season (January to May) (3) Possibility of Don Sahong damn construction (4) International tourists misunderstanding in cross cultural communication (5) Natural disasters (flood, storm) (6) Substitution of Kampi resort for seeing dolphin

Table 4.32 TOWS Matrix of Koh Pdao Community

Strengths	Opportunities	Aggressive strategies
<p>(1) CBET member is committed having tourism</p> <p>(2) Partnership with tour agencies</p> <p>(3) Good relationships between community members</p> <p>(4) Officially recognized by government and other development partners</p> <p>(5) Unique ways of life and natural resources</p> <p>(6) Good location nearby the Mekong River</p> <p>(7) Rich potential natural resources</p> <p>(8) High local participation in community tourism management</p> <p>(9) Provide unforgettable experiences for international tourists</p> <p>(10) Have main occupation (agriculture and fishery)</p> <p>(11) Local guides have knowledge related to Community</p>	<p>(1) The community has CRDTours as market linkers</p> <p>(2) Supporting from NGO for community members' occupation development</p> <p>(3) Many kinds of transportation modes to connect between Phnom Penh and Kratie Town</p> <p>(4) Support from the government, NGOs promote community based tourism</p> <p>(5) Increase of eco-tourism trend</p> <p>(6) Tourism could generate more jobs and incomes for villagers</p> <p>(7) Irrawaddy dolphin and wildlife conservation projects of World Wildlife Fund (WWF)</p>	<p>(S1)(O1)(O2)(O4) Stimulate villagers' participation to create more activities and products to satisfy more international tourists.</p> <p>(S2)(O5)(O6) Cooperate with tour companies to promote eco-tourism activities in community to generate jobs and income for villagers.</p> <p>(S5)(O1)(O5) Encourage CRDT ways of life package tours for international tourists to have more opportunities to learn and experience community ways of life and support increasing ecotourism trend.</p> <p>(S6)(O3)(O4) Cooperate with government, NGOs to promote Mekong tour that international tourists can access by all kinds of transport.</p> <p>(S7)(O2)(O6) Stimulate NGOs and government to provide technical support for development of creative products to become valuable resources to generate more jobs and income for villagers.</p> <p>(S9)(O4)(O7) Expand more dolphin conservation activities to enhance international tourists' participation and experience.</p>

Strengths	Threats	Defensive strategies
<p>(1) CBET member is committed in having tourism</p> <p>(2) Partnership with tour agencies</p> <p>(3) Good relationships between community members</p> <p>(4) Officially recognized from government and other development partner</p> <p>(5) Unique ways of life and natural resources</p> <p>(6) Good location nearby the Mekong River</p> <p>(7) Rich potential natural resources</p> <p>(8) High local participation in community tourism management</p> <p>(9) Provide unforgettable experiences for international tourists</p> <p>(10) Have main occupation (agriculture and fishery)</p> <p>(11) Local guides have knowledge related to Community</p>	<p>(1) Destruction of development project</p> <p>(2) Relevant dolphin activities could conduct only in dry season (January to May)</p> <p>(3) Possibility of Don Sahong damn construction</p> <p>(4) International tourists misunderstanding in cross cultural communication</p> <p>(5) Natural disasters (flood, storm)</p> <p>(6) Substitution of Kampi resort for seeing dolphin</p>	<p>(S1)(T1)(T6) Increase community's abilities and communication skills to compete with competitors.</p> <p>(S2)(T2)(T6) Cooperate with tour agencies to create more tourism routes from Kratie town or other places to Koh Pdoa.</p> <p>(S4)(T3)(T5) Request to Cambodia government to support for and pay attention to natural negative impacts which possibly affect community-based ecotourism.</p> <p>(S11)(T4) Create tourist information signs, encourage tour guides to explain to international tourists about understanding cross-cultural communication of the community.</p>

Weaknesses	Opportunities	Turn-around strategies
<p>(1) Low quality human resources</p> <p>(2) Lack of skill staff who worked as marketers</p> <p>(3) Lack of cooking skill (hygiene, taste)</p> <p>(4) Lack of communication skill</p> <p>(5) Lack of creative ideas</p> <p>(6) Lack valued souvenir for tourists</p> <p>(7) Villagers are living under poverty line</p> <p>(8) Lack of direct source information for international tourists</p>	<p>(1) The community has CRDTours as market linkers</p> <p>(2) Supporting from NGOs for community members' occupation development</p> <p>(3) Many kinds of transportation modes to connect between Phnom Penh and Kratie Town</p> <p>(4) Support from the government, NGOs promote community based tourism</p> <p>(5) Increase of eco-tourism trend</p> <p>(6) Tourism could generate more jobs and incomes for villagers</p> <p>(7) Irrawaddy dolphin and wildlife conservations projects of World Wildlife Fund (WWF)</p>	<p>(W2)(W4)(O2)(O4)(O6) Improve local education especially technical skills for youth through NGOs supporting projects for generating local jobs with reasonable income.</p> <p>(W2)(W3)(W4)(O2)(O4)(O5) Request for support from NGOs, Cambodia government to develop villagers' skills and improve knowledge to provide eco-tourism services.</p> <p>(W5)(W6)(O2)(6) Request funding for development of creative ideas, knowledge, and skills to produce valuable souvenirs to set up more jobs and income for villagers in order to participate in the Irrawaddy dolphin conservations project.</p> <p>(W7)(O2)(O4)(O5) Request support from Cambodia government and NGOs to promote tourism.</p>

Weaknesses	Threats	Retrenchment strategies
<p>(1) Low quality human resources</p> <p>(2) Lack of skill staff who worked as marketer</p> <p>(3) Lack of cooking skill (hygiene, taste)</p> <p>(4) Lack of communication skill</p> <p>(5) Lack of creative ideas</p> <p>(6) Lack valued souvenir for tourists</p> <p>(7) Villagers are living under poverty line</p> <p>(8) Lack of direct source information for international tourists</p>	<p>(1) Destruction of development project</p> <p>(2) Relevant dolphin activities could conduct only in dry season (January to May)</p> <p>(3) Possibility of Don Sahong damn construction</p> <p>(4) International tourists misunderstanding in cross cultural communication</p> <p>(5) Natural disasters (flood, storm)</p> <p>(6) Substitution of Kampi resort for seeing dolphin.</p>	<p>(W1)(T2)(T5) Create tourism activities to serve international tourists during dry season and rainy season.</p> <p>(W7)(T2)(T4) Encourage international tourists' participation in souvenirs and cross-cultural learning.</p>

Table 4.33 Results of SWOT analysis of Koh Trong Community

Strengths	Weaknesses
<ul style="list-style-type: none"> (1) First class destination for relaxing and real countryside of Cambodia (2) High unique ways of life of local community (3) High local participation in community based tourism management (4) Rich of potential tourism resource for development (5) Networking and partnership with other NGOs (6) Good location nearby Kratie Town (7) Officially recognized from the government and other partners (8) Unique Khmer ancient home stay (9) High security (10) Creative tourism activities provide the memory experience 	<ul style="list-style-type: none"> (1) Lack of natural resource management plans (2) Lack of public relations and marketing (3) Inadequate home stay to serve international tourists (4) Lack of short-term community development plan (5) Lack of local guides (6) Inadequate clean water and electricity supply (7) Inadequate hygiene food and beverage for international tourists (8) Lack of direct communication and general information for visitors (9) Limited fund for running effective management.
Opportunities	Threats
<ul style="list-style-type: none"> (1) Increase of eco-tourism trend (2) Many public relations from outside (3) Support from Cambodia government (4) Creative tourism could increase jobs and incomes for villagers (5) Tourism supporting project from local NGOs (6) Many kinds of transportation modes connecting from Phnom Penh to Kratie Province (7) Private tour companies promoted sales package tour to Koh Trong 	<ul style="list-style-type: none"> (1) Limit fund outside organization for running effective CBT (2) Increase of wastes, pollutions to environment and social change (3) Many substitution competitors provide the same services (4) Possible flood (5) Short-time plan visit of international tourist

Table 4.17 TOWS Matrix of Koh Trong Community

Strengths	Opportunities	Aggressive strategies
<p>(1) First class destination for relaxing and real countryside of Cambodia</p> <p>(2) High unique ways of life of local community</p> <p>(3) High local participation in community based tourism management</p> <p>(4) Rich of potential tourism resource for development</p> <p>(5) Networking and partnership with other NGOs</p> <p>(6) Good location nearby Kratie Town</p> <p>(7) Officially recognized from the government and other partners</p> <p>(8) Unique Khmer ancient home stay</p> <p>(9) High security</p> <p>(10) Creative tourism activities provide the memory experience</p>	<p>(1) Increase of eco-tourism trend</p> <p>(2) Many public relations from outside</p> <p>(3) Support from Cambodia government</p> <p>(4) Creative tourism could increase jobs and incomes for villagers</p> <p>(5) Tourism supporting project from local NGOs</p> <p>(6) Many kinds of transportation modes connecting from Phnom Penh to Kratie Province</p> <p>(7) Private tour companies promoted sales package tour to Koh Trong</p>	<p>(S1)(O1)(O2)(O7) Create more attractive tourism activities to serve eco-tourism trend through outside public relations and tour companies.</p> <p>(S2)(O2)(O6)(O7) Cooperate with tour companies to stimulate international tourists' participation in creative ways of life.</p> <p>(S5)(O4)(O6) Stimulate NGOs and development partners to assist finding markets to increase international tourists, make jobs and increase incomes for local villagers.</p> <p>(S3)(S8)(O1)(O2) Set up more tourism activities and services to expand eco-tourism market through internal and external public relations.</p> <p>(S6)(S8)(O6)(O7) Cooperate with private tour companies to build a home-stay network along the Mekong River which offers international tourists transport options.</p>

Strengths	Threats	Defensives strategies
<p>(1) First class destination for relaxing and real countryside of Cambodia</p> <p>(2) High unique ways of life of local community</p> <p>(3) High local participation in community based tourism management</p> <p>(4) Rich of potential tourism resource for development</p> <p>(5) Networking and partnership with other NGOs</p> <p>(6) Good location nearby Kratie Town</p> <p>(7) Officially recognized from the government and other partners</p> <p>(8) Unique Khmer ancient home stay</p> <p>(9) High security</p> <p>(10) Creative tourism activities provide the memory experience.</p>	<p>(1) Limit fund outside organization for running effective CBT</p> <p>(2) Increase of wastes, pollutions to environment and social change</p> <p>(3) Many substitution competitors provide the same services</p> <p>(4) Possible flood</p> <p>(5) Short-time plan visit of international tourist</p>	<p>(S1)(T2)(T5) Develop attractive tourism activities to persuade international tourists to stay longer and encourage them to be aware of community's environment and social changes.</p> <p>(S4)(T1)(T5) Transform potential tourism resources to attract long-stay international tourists in community to run CBT effectively.</p> <p>(S8)(W3)(W5) Create training activities related to Khmer home architecture to persuade international tourists' long-stay and reduce plans to visit other substitutions.</p> <p>(S10)(T3)(T5) Offer creative tourism activities to increase competitive advantages which other private sectors cannot provide.</p>

Weaknesses	Opportunities	Turn-around strategies
<p>(1) Lack of natural resource management plans</p> <p>(2) Lack of public relations and marketing</p> <p>(3) Inadequate home stay to serve international tourists</p> <p>(4) Lack of short-term community development plan</p> <p>(5) Lack of local guides</p> <p>(6) Inadequate clean water and electricity supply</p> <p>(7) Inadequate hygiene food and beverage for international tourists</p> <p>(8) Lack of direct communication and general information for visitors</p> <p>(9) Limited fund for running effective management</p>	<p>(1) Increase of eco-tourism trend</p> <p>(2) Many public relations from outside</p> <p>(3) Support from Cambodia government</p> <p>(4) Creative tourism could increase jobs and incomes for villagers</p> <p>(5) Tourism supporting project from local NGOs</p> <p>(6) Many kinds of transportation modes connecting from Phnom Penh to Kratie Province</p> <p>(7) Private tour companies promoted sales package tour to Koh Trong</p>	<p>(W1)(W4)(5)(O7) Cooperate with local NGOs to define one year development plan and discover the priority natural resource management plan to serve private company tours and other international tourists.</p> <p>(W5)(O4)(O5) Request for support from local NGOs to train local youth guides to create jobs for local youth.</p> <p>(W2)(O2)(O5)(5) Request for public relations and marketing training skills from NGOs and Cambodian government to improve community's ability to link with outside public relations and international tourists.</p> <p>(W7)(O1)(O2)(O7) Create reliable community restaurants to satisfy international tourists' demand by stimulating private companies' support and promotion.</p>

Weaknesses	Threats	Retrenchment strategies
(1) Lack of natural resource management plan (2) Lack of public relations and marketing (3) Inadequate home stay to serve international tourists (4) Lack of short -term community development plan (5) Lack of local guides (6) Inadequate clean water and electricity supply (7) Inadequate hygiene food and beverage for international tourists (8) Lack of direct communication and general information for visitors (9) Limited fund for running effective management	(1) Limit fund outside organization for running effective CBT (2) Increase of wastes, pollutions to environment and social change (3) Many substitution competitors provide the same services (4) Possible flood (5) Short- time plan visit of tourist	(W2)(T3)(T5) Develop public relations for community to enhance internal tourism (W3)(T1)(T2) Create more traditional home-stays which have a concern for the natural environment by stimulating villagers to create community recycle bank to run effective CBT. (W4)(T3)(T5) Develop short-term tourism development plan to compete and persuade international tourists' long-stay in the community.

The alternative strategies (TOWS Matrix) showed that external factors are the opportunities and threats which communities are facing to matched with the internal factors of strengths and weaknesses of Koh Trong and Koh Pdoa community. The result of the focus groups discussion with community members, NGOs, Department of Tourism, villagers of the community defined the strategies to develop creative tourism activities for Koh Trong and Koh Pdoa. Moreover after focus groups discussion researcher and communities agreed and prioritized the strategies for developing the creative tourism as follows:

Koh Pdao community

Aggressive strategies

- (1) Stimulate villagers' participation to create more activities and products to satisfy more international tourists with support from public relations of NGOs and the Cambodian government.
- (2) Cooperate with government and NGOs to promote Mekong tour that international tourists can access by all kind of transport.

Turnaround strategies

- (3) Request for support from NGOs and the Cambodian government to develop villagers' skills and improve knowledge to provide ecotourism services.
- (4) Request funding for the development of creative ideas, knowledge, and skills to produce valuable souvenirs to set up more jobs and income for villagers to participant with the Irrawaddy dolphin conservations project.

Retrenchment strategies

- (5) Create tourism activities to serve international tourists during the dry season and rainy season.

Koh Trong community

Aggressive strategies

- (1) Create more attractive tourism activities to serve ecotourism throughout outside public relations and tour companies
- (2) Cooperate with tour companies to stimulate international tourists' participation in creative ways of life.

Defensives strategies

- (3) Transform potential tourism resources to attract international tourists' long-stay in the community to run CBT effectively.

Turnaround strategies

- (4) Create reliable community restaurants to satisfy international tourists' demand by stimulating private companies' support and promotion.

Retrenchment strategies

- (5) Create more traditional home-stays concerned with the natural environment by stimulating villagers to create community recycle bank to run effective CBT.

The next chapter deals with analysis of the study.

CHAPTER 5

ANALYSIS

This chapter discusses the results of the data analysis. It is seen that the chapter has dealt with the international tourists characteristic tourists satisfactions analysis, model of creative tourism activities in both of community which present the results of data analysis as the following:

5.1 Demographics of international tourists

5.1.1 Gender

The tourism activities of Koh Trong and Koh Pdao are ecotourism-related and appear to be acceptable activities for women to experience on their own or in the greater safety and security of guided tours. This study found that most of the international tourists respond were female, in accord with the findings of 63.75 percent females in the study by Mayurada (2012) and the majority of females in the research by David (2007).

5.1.2 Age

This study found that the 40.9 percent of the international tourists were 20-29 years old who wanted to be exposed to different attractions, learn, and experience adventure. This finding does not match the results of the study by Mayurada (2012) who found that most tourists were 41-50 years old, but that study involved cultural tourism sites at which the tourists' interests may be different to those at eco-tourism sites focusing on nature-based activities.

5.1.3 Nationality

This study found that largest nationality group in the international tourist were from Canada. It can be consider that this country has a high demand for ecotourism and nature-based, adventure which are significant trend for Kratie Province tourism market. A survey of backpackers by CRDT (2012) found that 39 percent were from Canada.

5.1.4 Occupation

The largest occupation group in the international tourists was students. The nature-based activities enable students to enhance their professional skills with opportunities to learn, experience, and share new creative skills. CRDT (2012) found that students constituted 41 percent of the backpackers visiting Kratie Province.

5.1.5 Income

This study found that mostly international tourists have income less than 1,000 EUR, this was related to occupation and education of them. In general, household incomes is source for travelling. However higher income that tourists have, the more spending power they have. Thus, it will influence their travel pattern that consists of their facilities and attractions requirement.

5.1.6 Education levels

The study found that undergraduate students were the largest group of international tourists based on education levels. Education is one factor that can motivate a person to travel to increase the knowledge and experience. The undergraduate levels enable international tourists to travel during their vacation.

5.1.7 Purpose of visit

This study found almost 40 percent of the international tourists were on holiday in Kratie Province. This province has many natural attractions, such as the Irrawaddy dolphin and community settings and lifestyles, which provide the tourists with opportunities to understand new customs and to escape their own regular lifestyles for a few weeks. Moreover, this holiday will increase knowledge and widens their perspective and it can also help international tourists think that they would not have understood without the distance traveling.

5.1.8 Companions of tourists

The study found that most international tourists traveled with friends couple due to the traveling is really one of the most amazing things that they want to do together. However, having friends around can make travelling a whole lot easier, creates memories for a lifetime. Other notice reason researcher observed that most of backpacker visited Kratie Province is couple is trend of them while the travelling with couple given many advantage such as it can share happiness, never bore or feeling only and take this opportunities to discover partner's habits/learn about their partner while

traveling, money talks, learning to compromise, dealing with each other before they get married. These memories will create a bond that nothing can erase no matter what happens with the friendship/relationship. This probably makes the travelling and provides opportunities to share experiences.

5.1.9 Mode of transport

The study found that the majority of international tourists (77 percent) travelled to Kratie Province by bus. There are many bus companies that provide transportation to and from Phnom Penh, such as Rith Mony Transport Company, and Phnom Penh Sorya Transporta Company, vans and rental cars, and share taxis going to Kratie Province or passing by heading to Stung Treng or Rattanakiri. The easiest way to get there is to buy a ticket at the central bus station southwest of the central market. Phnom Penh Sorya goes thrice a day, at 7am, 7:15 am in the morning and 12am noon. The trip will take around 6-7hours and costs approximately US\$6 per site. This provinces have better road and easies to get service with better price then other transportation.

5.1.10 Accommodation

Respond to the result of table 4.11 found that almost 40 percent of international tourists were stay in homestay, due to location of both community are island it countryside so far from the guesthouse and hotel. Living with a homestay is a form of tourism that allows international tourists to rent a room from a local family to better learn the local lifestyle. A home stay experience also has the potential to bring out intercultural awareness and mutual understanding of various cultures which will benefit both host families and international tourists. When staying with a homestay family they could contribute enormously to the local economy, in addition they can provide more enjoyable experiences through more meaningful connections with local people and a greater understanding of local cultural, social and environmental issues and less cost as well. Although international tourists can escape from noisy of city.

5.1.11 Staying period

The results of table 4.12, also highlight international tourist 60 percent were stayed 2-3night in Kratie Province this length of stay patterns associated with attractions activities and income of them. Advocate this result the Kratie backpacker survey of CRDT (2012) was found that 58 percent of backpacker stay in Kratie Province 3-4 night.

However they have many destination to visit in the time plan, so they need shared their time to visit and experience with difference culture.

5.1.12 International tourists' satisfaction with creative tourism activities

From the research results of the table 4.14, it illustrated that international tourists were satisfaction with existing creative tourism due to the following reasons:

5.1.12.1 Cooking local food: This activities was got high satisfaction of international tourists perception, it depends on international tourists feedbacks were female almost 55 percent, thus this activities match with their own favorites and characteristics of them. And other notice reason they want to know, learn how cook, experience, try taste their won achievement, to be local people especially they has a chance to iterate with local people, for example they prefer going to the market with homestay owner for buy something. A cooking knowledge is the best souvenir international tourists can bring home from the community and it very warm memories and an authentic experience of local culture and people. All of this factors showed they are very pay attention and satisfaction with this activities.

5.1.12.2 Cycling around the island: cycling tours it very popularity for international tourists who visit Koh Trong and Koh Pdao, absolutely these community are an island it has special feature can attract international tourists by the way these island is a really good place to see some authentic rural life in Cambodia, in a relatively peaceful environment away from cars and the traffic. It is extremely peaceful with the only transport consisting of bicycles, bikes or cow/horse and cart. The most amazing thing is no rubbish on the island have fresh air fully natural attraction. Mover international tourists who visit there were from developed country thus they bored with the city, noise, traffic. When they entry to these community they can disconnect from the regular life, city, change their lifestyle and start living a healthier by doing exercise, a bike is like a good idea for a start. It easy to follow, easy to keep anywhere and it help u to visit around island by bike. More over u can pay a little bit by bike and especially they can manage nice landscape around island. In overall for all of this factors it really attractive and reasonable to satisfaction with this activities.

5.1.12.3 Boat trip to explore islands with a local guide: According to these community are an ecotourism site located in middle of Mekong River so it has many attractive natural resource for serving international tourists. However in order to reach

this islands it require international tourists and local people travel by boat. Although explore islands it extremely amazing for international tourists, while travelling along them Mekong River its offers natural biodiversity, fascinating landscape, forest bride, beautiful sunsets on the Mekong River, many pool which enable international tourists observe the River Dolphins in their natural habitat and swimming next to their boat. Besides this guide will explain the local ecology and methods of conservation to ensure the dolphins remain protected. All this reason with could bring an authentic experience and the best way to experience Mekong River and make them satisfaction with this activities.

5.1.12.4 Fishing with local people activities: People living the riverbank are living depend on agriculture and rely on fish for protein, and fishing is the principal livelihood for people have fished to feed families and around Kratie Province. During this trip allow international tourists learn how to fishing, the traditional caught equipment, fish habit, kind of fish, specially closely interacted with local people this an unforgettable memory which they can bring back.

5.1.12.5 Learning to make local handicrafts (Kra ma): Local crafts are important elements of culture, this activities offer the international tourists practice and experience other cultures, traditions and community ways of living, enjoys exchanging ideas about creative product. However the activities have contributed to economic of community by generate jobs and income and improve of local crafts product development, value and utilize this local uniqueness. Moreover international tourists could bring their handicrafts souvenir which made by their own hand back home as well.

5.2 Potential tourism resources

Due to the results of both communities researcher noticed that there are a lots of potential natural and culture tourism resources for promote and develop as creative tourism activities these communities. Thus, researcher has proposed the suitable tourism activities calendar according to the month and season as follows:

5.3 Different characteristics and significantly interesting levels

According to the second hypothesis testing result, it showed that the international tourists who have different ages had different interesting levels with participating in traditional ceremonies (Pchom Benh, Katoen, Khmer New Year) and staying on a floating home-stay activities, with statistically significant at level of 0.01. It might be that the international tourists with different age had different experiences since age is an indicator of maturity of both physical and mind. This is congruent to theory of social categories theory that concluded that person with similar social characteristics sex, age, income, and education levels, etc.) Would had similar communication behavior (De Fleur. 1966). However this activity might be difficult to do but it might be suitable with internal tourists who has young age they are very active and dare to adventure to discover new experience more than person who has old age. This case also in the line with research of Prapannetivuth and Arttacharija (2008) found that Thai tourists with age between 35-49 years old and older than 65 years old would have more responsible behavior toward environment more than other age groups. Thus age groups is a factor which can effect on decision making before visit tourism destination.

This study, it revealed that different age caused different participation in every activity, particularly, sample group with age between 20-29 years old had highest participation in every activity. Besides, it also discovered that the demand to participate of people in every activity was different according to age the sample with age between 30-39 and less than 20 years old had more demand than other groups.

Base on the result of third hypothesis showed that, the interested levels in new creative tourism showed the statistically significant level at 0.04, among nationalities. The international tourists who have different nationalities were different interesting levels with souvenir-making (from endocarp coconuts, palm trees, pomelo trees) and staying on a floating home-stay, pottery-making and learning to plant pomelo trees activities. It possible that the international tourists are was born in deferent places, different environments this factors gives potential tourists the opportunity to choose a destination that stimulates their interests and motivates them to visited Kratie Province. Furthermore, they are growth in different developed countries, such their perceptional must be different due to working environment, living style and they want to discover a new differences in travel patterns. Parallely to this context the past research analyzing

differences between tourists from different countries visiting the same destination confirms that variables such as tourist perceptions of a destination, satisfaction levels, demographic profiles, and tourist activities may vary according to country of origin (Armstrong, Mok, Go, & Chan, 1997).

The results of the fourth hypothesis testing illustrated interested levels of international tourists on new creative tourism. The international tourists who have different occupations were different interesting levels with learning about Irrawaddy dolphins' behavior and habitat with statistically significant at level of 0.01. It might be that the different occupations it reflect to knowledge, working environment, full of activity for example private company employee their everyday life are only in office therefore they want to change their life experience with difference social and environment.

The fifth hypothesis testing results revealed that the international tourists who have different incomes were have different interesting levels with learning about Irrawaddy dolphins' behavior and habitat with statistically significant at 0.01 among incomes of international tourists. It might be that the different income or family economic status affects to choose tourism activities model such as most of rich international tourists prefer leisure tourism because have many for buying luxury service (Accommodation, food and beverage). However, the most international tourists who have high income they did not prefer adventure activities, mostly they think that it dangerous, while they very busy with their jobs, business, did have enough to time to joint activities as well.

Finally the sixth hypothesis testing result illustrated the international tourist who have different education levels were have different interesting levels with new creative tourism activities (staying on a floating home-stay, learning to make bamboo fishing equipment, portray making and teaching English in the community) with statistically significant at 0.01 levels. This might be that the education levels reflect to the knowledge existing and perception on fact about environmental problem that threaten them at present, in addition most of them are student thus they knew clearly about the negative impact of environment, thus it awakes them to realize and raise their awareness to change attitude and express behavior for natural resources and environment conservation. Consequently, they want to contribute their knowledge and money for

community throughout tourism activities and participate with local people to protect the natural resources and environment for the community and the world.

5.4 Guidelines for new creative tourism activities development

5.4.1 Main policies for community

Due to SWOT Analysis that showed the strengths, weaknesses, threats and opportunities of both communities related to their potential natural and cultural tourism resource, the researcher customized Tows matrix of Koh Trong and Koh Pdoa, Therefore, the researcher has grouped the approaches from TOWS Matrix in order to build the main policies and promote the creative tourism activities development approaches as follow:

Policy I: Create new creative tourism activities development

In this policy it contained four approaches including:

Strategy 1: Create various tourism activities to serve international tourists during dry season and rainy season.

Strategy 2: Stimulate villager's participation to create more activities, products to boost more international tourists which are supported by public relations of NGOs and Cambodia government.

Strategy 3: Transform the potential tourism resource to attract international tourist's long stay in the community for running CBT effectively.

Strategy 4: Create more attractive tourism activities to serve ecot-tourism trend through the outside public relations and tour companies.

Policy II: Marketing and public relations development

Strategy 1: Cooperate with private tour companies to build the connecting home stay network along the Mekong River which offers international tourists all modes of transportation options.

Strategy 2: Cooperate with government, NGOs to promote Mekong tour that international tourists can access by all kinds of transportation modes.

Policy III: Community's capacity building (communication skills and services quality knowledge improvement)

Strategy 1: Request support from NGOs, Cambodia government to develop villager's skills and improve knowledge to provide eco-tourism services.

Strategy 2: Request fund for developing creative ideas, knowledge, and skills for creating value souvenirs to set up more jobs and income for villagers in order to participate with the Irrawaddy dolphin conservations project.

Policy IV: Communities amenities improvement

Strategy 1: Create reliable community restaurant to supply increasing international tourist's demands by stimulating private companies support and promotion.

Strategy 2: Create more traditional home stays which concern natural environments by stimulating villagers to create community recycle bank for gaining some capitals for running effective CBT. Moreover, to ensure this policies will be success researcher was implement all of these approaches to develop project for both of community as follows:

Policy I: Create new creative tourism activities development

Strategy: 1 Create variety tourism activities to serve international tourists during dry season and rainy season.

Project title	Learning to make bamboo sticky rice	Responsible person
Period	2 month	<p>Leader : villagers local Guide Participants: international tourist, villagers.</p>
Budgets	USD 1000	
Objective:	Experience tasty sticky rice which a unique local food	
Process:	<ul style="list-style-type: none"> -Prepare the bamboo shoot (for nigh time) -Prepare the sticky rice mix with coconut sugar and beans together pack in to bamboo tube -Prepare fire for burning -Talking, exchange skill and interact with local people -Sticky rice mixed with coconut, beans and was cooked in bamboo tubes -Polish the cooked bamboo sticky rice 	
Output:	<ul style="list-style-type: none"> -Smell its good taste and coconut filling -Understanding sticky rice cooking method -Unforgettable memory under the moon of bamboo sticky rice -Generate jobs and increase for villagers 	

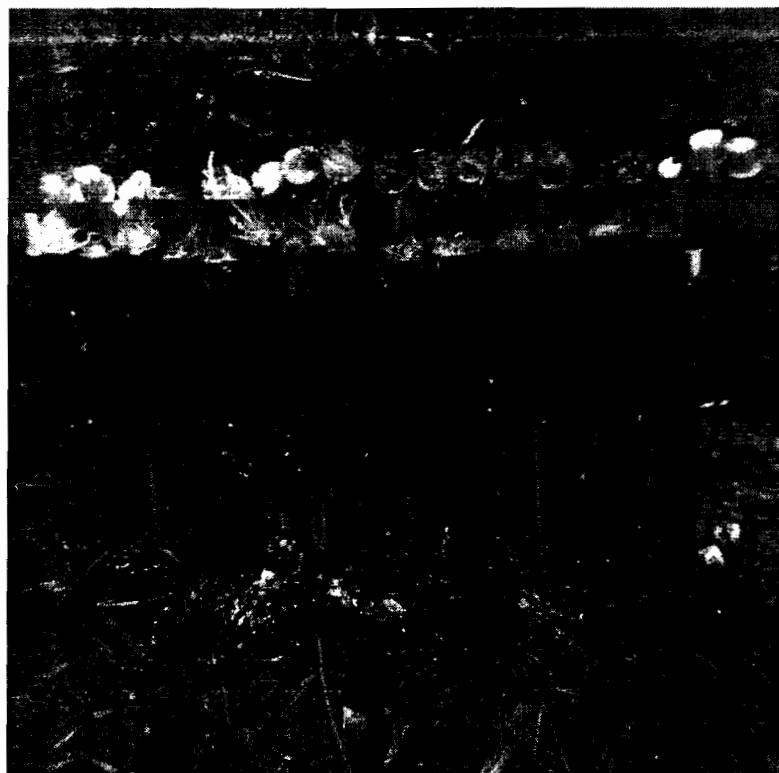


Figure 5.1 Bamboo sticky rice fire burning



Figure 5.2 Cooked bamboo sticky rice

Strategy 2: Stimulate villager's participant to create more activities, product to boots more international tourists which support by public relation of NGOs and Cambodia government.

Project title	Participating in traditional ceremonies	Responsible person
Objective:	<ul style="list-style-type: none"> -Explore different cultures understand the local culture -Show local identities of community - Get to know the power of creativity, styles arts music of local people 	<p>Leader : Monk, villagers local Guide</p> <p>Participants: international tourist, old people, villagers, monk</p>
Process:	<ul style="list-style-type: none"> -Prepare the tour booking link with events calendar -Introduce the, history, important engage with believe and very day life. -Offer international tourists joint events with villagers -Organize local traditions in dance, music while have ceremonies or events in the village -Organizers and participants perform their traditional song/dance, and teach others. -Teach the international tourists who participants to say something in local language such as a specific 'hello' or 'cheers' or something more complicated 	
Output:	<ul style="list-style-type: none"> -Got attractive activities for international -Well understand the local community daily of life and culture (believes, respect, and process of each traditional ceremonies) -Appreciations and satisfaction with actives -Best recommendation to convince other tourists on the social network, moth to moth presentation. -Generate jobs and community economic 	

Project title	Staying on a floating home-stay	Responsible person
Budgets	6 month	<p>Leader : Tourism department, chief Koh Trong community,</p> <p>Participants: Vietnam villagers, international tourists,</p>
Period	USD 2000	
Objective:	<ul style="list-style-type: none"> -Study the way of live on the water -Experience floating home life - Floating home management and tidy arrangement 	
Process:	<ul style="list-style-type: none"> - Define the leader for preparation home stay - Determine home stay for international tourists - Ensure it have security for staying - Define the possible activities for international tourists (fish raising, fishing) - Food and beverage for 3 time - Prevent the water pollution method -Preparing local guide for explain and present each activities -Discover the important and significant of floating home 	
Output:	<ul style="list-style-type: none"> - Gain knowledge and experiment with floating live - Understanding the living livelihood and culture of Vietnamese people in Cambodia - Reduce illegal fish catching - First floating homestay in Kratie Province -Lesson learn for other communities 	

Strategy 3: Transform the potential tourism resource to attract international tourist's long stay in community for running CBT effectively

Project title	Souvenir-making	Responsible person	Budgets	Period
Objective:	<ul style="list-style-type: none"> -Use the efficiency tourism resource -Show identity of community -Reduce poverty of villagers 	Leader : Villagers, coach Participants: international tourists, villagers. Supporters: NGOs assist to promote this activities, technical explain and find market	USD 4000	3 month
Process:	<ul style="list-style-type: none"> -Prepare group for making (handicraft waving or carving) -Find the instructors in community or from outside -Determine material for produce (Wood bamboo palm tree) -Offer international tourists have a chance to practice create something by them self -Create the OTOP showroom for sales souvenir of the community 			
Output:	<ul style="list-style-type: none"> -Value souvenir of the community -Show local culture to international tourists -Generate new jobs and increase income for village 			

With same time the researcher was create the model of souvenir for both of communities see the figure 5.3, 5.4 and 5.5 as following:

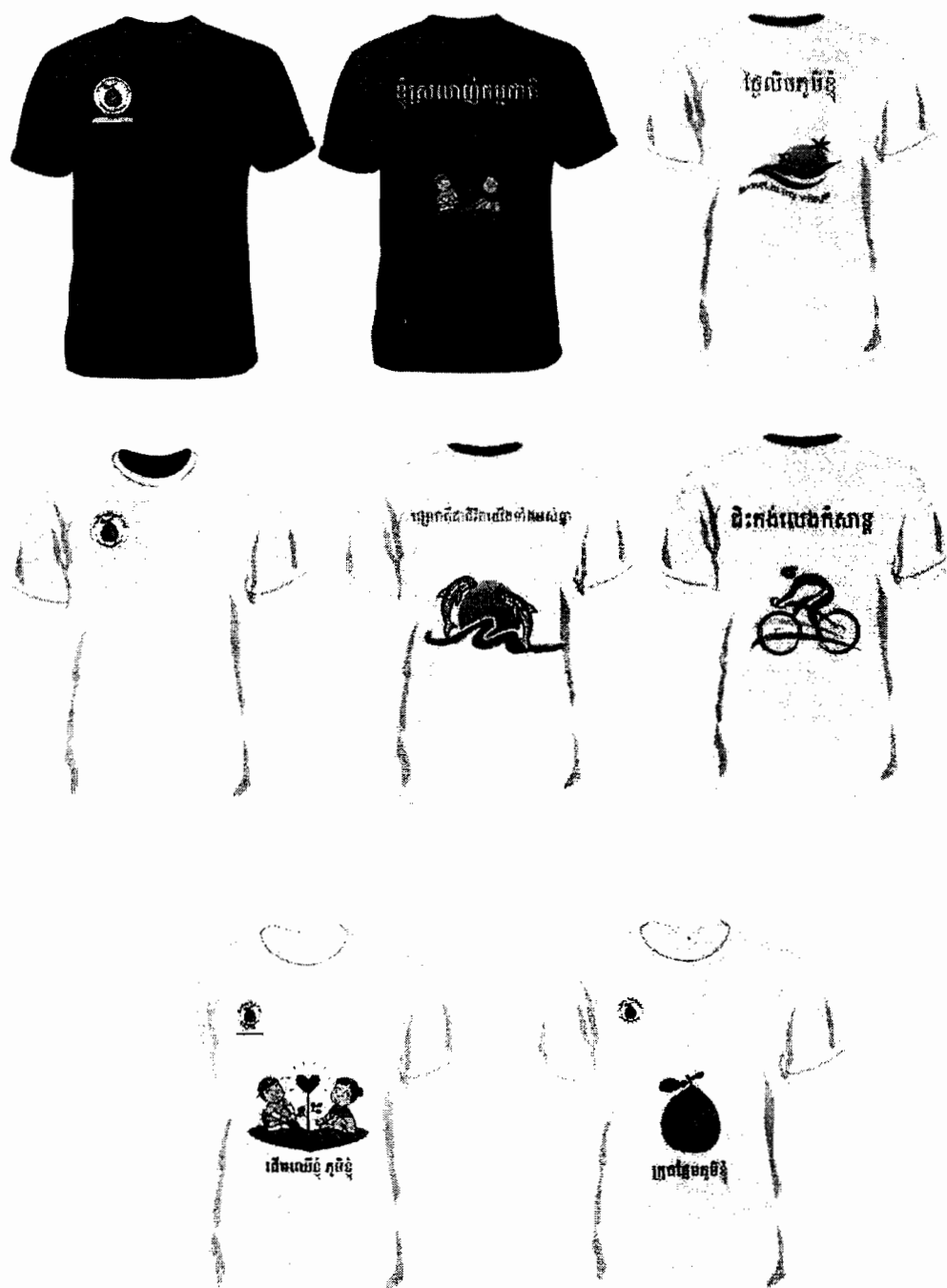


Figure 5.3 Shirts Souvenir model

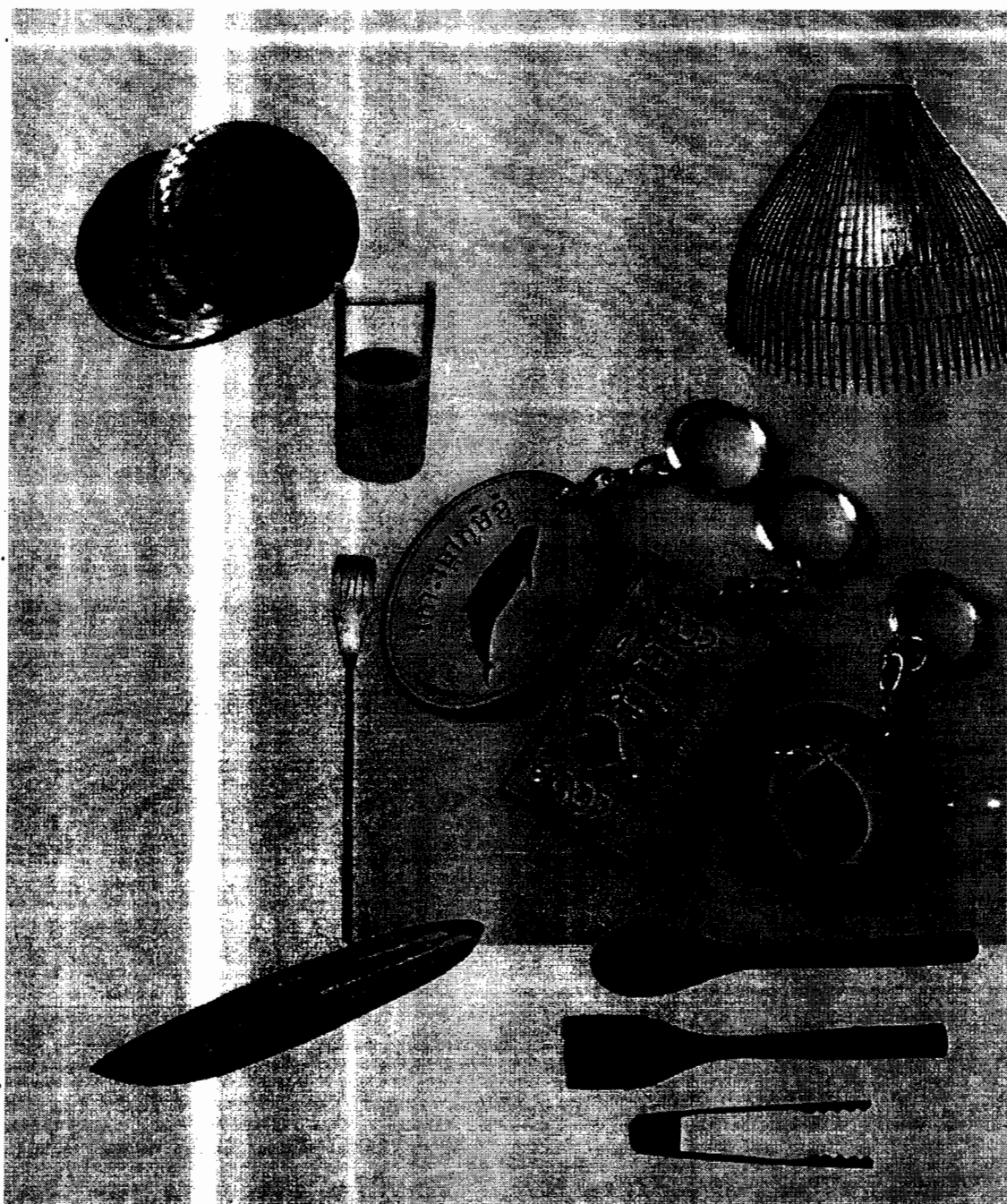


Figure 5.4 Souvenir model made from bamboo

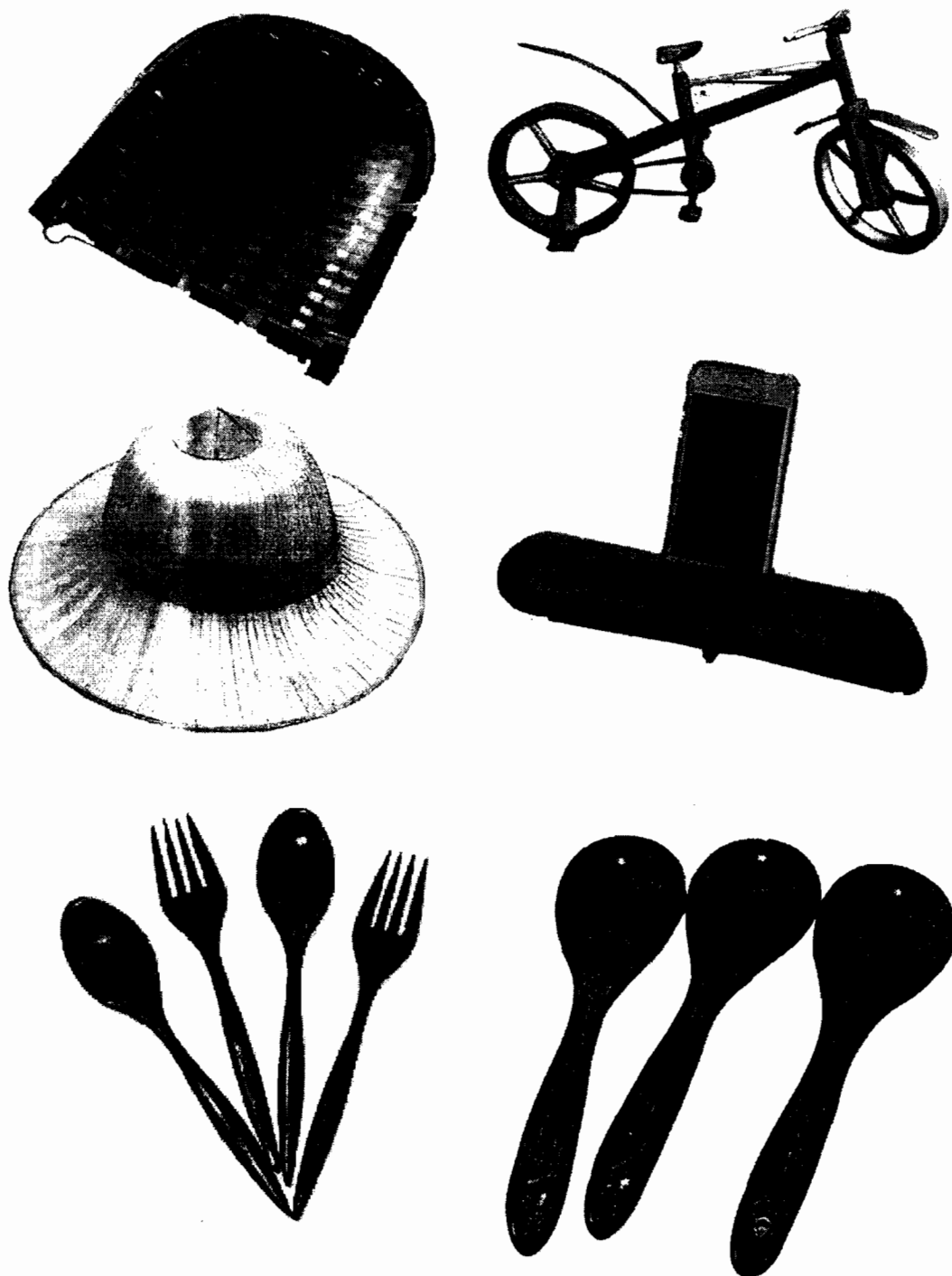
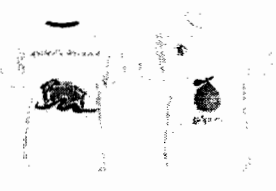




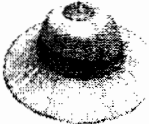
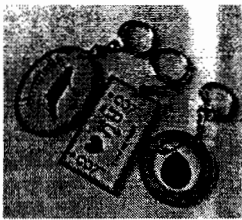



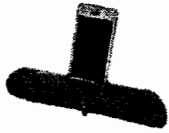


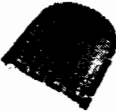


Figure 5.5 Souvenir model made from bamboo and palm tree

Model souvenir	Descriptions
	Shirts (Sunset in my village, sweet pomelo in my village, Dolphin is our life, I love natural)
	Basket made from bamboo
	Fish trap made from bamboo for catch fish, chicken or duck
	Bucket made from bamboo
	Traditional boat made from bamboo
	Khmer hat made from palm leaves
	Keychain make from bamboo (Dolphin in my village, I love my village)
	Spoon and fork make from palm tree

Model souvenir	Descriptions
	Bikecycle made from bamboo
	Wooden spoon fork make from palm tree
	Iphone speaker
	Wooden spoon fork made from bamboo
	Scratching tool made from bamboo
	Scoop net made from bamboo

Strategy 4: Create more attractive tourism activities to serve ecotourism trend through the outside public relations and tour companies

Project 1	Learning about Irrawaddy dolphins' behavior	Responsible person
Period	USD 2000	
Budgets	3 month	
Objective:	<ul style="list-style-type: none"> -To see the Irrawaddy dolphins' appearance - To understand way of living 	Leader : Local guide, villagers Participants: international tourists.
Process:	<ul style="list-style-type: none"> -Local guide present the legend of dolphin engage with Cambodia belief, importance, benefits of them for local, facing problem - Explain the finding method (how to find dolphin and where they living, reason why villagers know) - Explain the local ecology and methods of conservation to ensure the dolphins remain protected. - Possible activities (Give a food for them Take picture) 	
Output:	<ul style="list-style-type: none"> - Gain knowledge, experiment related to Irrawaddy dolphin in the Mekong River - Contributed to increase the local economic and participant to conservation project. 	

Project 2	Sugar palm making	Responsible person
Period	3 month	
Budgets	USD 2000	
Objective:	<ul style="list-style-type: none"> -Understand the local way of lives -Understand the benefits of palm in Khmer concept 	<p>Leader : Famer local guide</p> <p>Participants: international tourists, famer families.</p>
Process:	<ul style="list-style-type: none"> -Define family who are making sugar palm -Show the process of collecting palm -Explains the making method and importance and its price the market -Allow international tourists joint decoction the activities -Show the amazing benefits of palm by induce some product made by palm tree. - Show the concentrated of famer in making process -Prepare the package to pack and make it as souvenir for international tourists -Try it with sticky rice together 	
Output:	<ul style="list-style-type: none"> -Got memory experience with local family -Creative produce for community -Understand the importance of palm -International tourists back home with sweet souvenir - Upgrade local community income 	

Policy II: Capacity building development (communication skills and service qualities knowledge) for villagers

Project 1	Improve communication skills for local youth and communities	Responsible person
Budgets	USD 5000	
Period	6 month	
Objective:	<ul style="list-style-type: none"> - Improve ability of local community youth - Build up community's public relations and communication skills. - Independent and sustained run marketing 	Leader : Tourism department NGOs Participants: local youth, community member,
Process:	<ul style="list-style-type: none"> - Announce to find volunteer youth in the community - Train English and other language for local youth or person who potential respond - Define the schedule for training - Coaching information technology communication for community member to communicate with customer - Monitors and evaluate the result 	
Output:	<ul style="list-style-type: none"> - Local youth has ability, knowledge and skills serve the community tourism activities - Increased human resources, facilities, services - International tourists long stay with community 	

Project 2	Improve cooking skills for local chief groups in community	Responsible person
Budgets	USD 2000	
Period	1 month	
Objective:	<ul style="list-style-type: none"> -Improve capacity of women show are a chief -Increase food aesthetic, hygiene -To bring local delicious food for international tourists 	Leader : Tourism department NGOs Participants: local youth, community member,
Process:	<ul style="list-style-type: none"> -Request for supporting budget from NGOs or of shared the community budget -Discover and give the award for local people who can cook delicious menu -Discover the local identity for community -Create cooking skills training for young chief - Learn how to make healthy foods 	

Project 2	Improve cooking skills for local chief groups in community	Responsible person
Output:	<ul style="list-style-type: none"> -High quality human resource and skills for sever international tourists - Increase the consumption of local fruit and vegetables -Local people can present and preparing healthy meals with cheap cost and delicious 	

Project title	Service qualities improvement	Responsible person
Budgets	USD 2000	Leader : chief of community, NGOs Participant : community member and home stay owner
Period	1 month	
Objective:	<ul style="list-style-type: none"> -Improve community productivities and capacity related to service provider in order to provide the good service -Get more satiations and mouth to mouth promote the community 	
Process:	<ul style="list-style-type: none"> -Identifies priority to who has responsibility and facing to serve the international tourists - Identifies specific problems -Clarify scope and international tourists requirements -Full fill the local member's knowledge, delivery gap, communication gap -Implement new process, and structures of service for serving -Offer the suggestion and feedback form for international tourists after they finish trip -Motive the local member felling to provide the service standards to tourists -Show the real example in order to make local people understand about service quality and make it tangible -Show the best practices and solutions -Motivation them to use the ability and knowledge assist the community -Measure the results and reviews to performance 	
Output:	<ul style="list-style-type: none"> -Achieve long term profitability -Local member can deliver quality experiences to international tourists -More efficiently 	

**Policy III: Cooperate with private companies, government expand
Marketing and public relation of community information.**

Project title	Expand Marketing and public relation	Responsible person
Budgets	USD 5000	
Period	3 month	
Objective:	<ul style="list-style-type: none"> -Increase number international tourists visit community -Well known, international tourists better understanding the local culture -Provide more information to international tourists relevant community product and service 	
Process:	<ul style="list-style-type: none"> -Identifying key publics -Define the goals and objectives of community public relations plan -Draft the key messages for community public relations plan - Coop with tour company develop PR tool such brochures, leaflets - Draft a budget for your public relations plan -Create web site, blogs, social media and social network -Stimulate companies to assist to promote new information -Advertise recently/upcoming tourism activities and events -Take pictures or shoot video of events, as these images could be used on community's website and in future advertising materials. -Monitors the result and feedback 	
Output:	<ul style="list-style-type: none"> - Accomplish community objectives specially increase of international tourists log stay - Increase of local economic - Communication material and disseminated messages have changed awareness, understanding, opinions, attitudes, preferences, and/or behavior by target international tourists. -Widely community information and improved communication between the international tourists and community 	

See the figure 5.6 and 5.7, Web site and Facebook fan page of Koh Trong



Figure 5.6 Website of Koh Trong community (<http://visitkohtrong.tk>)

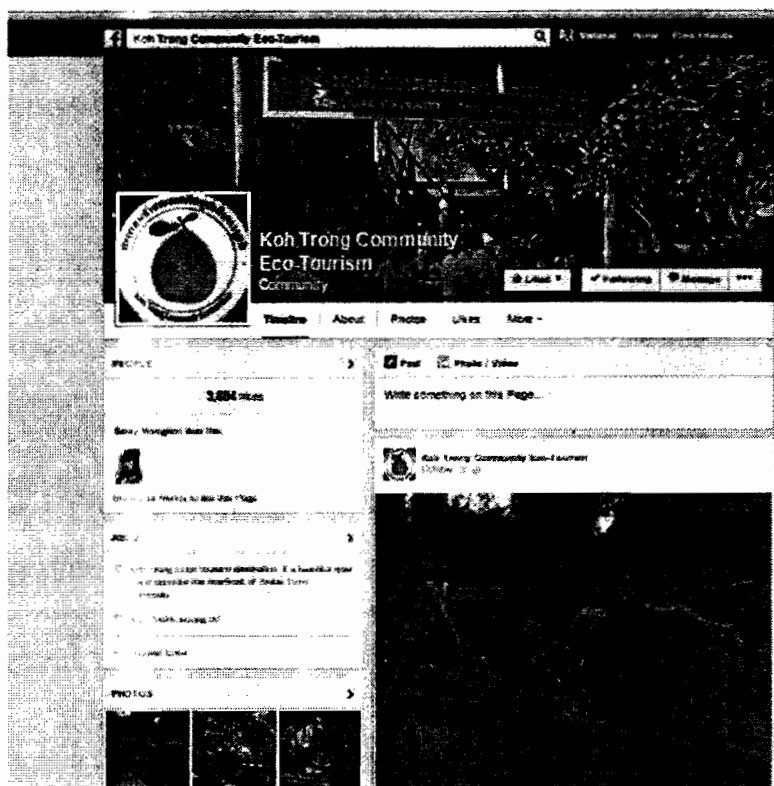


Figure 5.7 Facebook fan page of Koh Trong (<https://facebook.com/visitkohtrong>)

5.4.2 Optional Policies

In addition due to international tourists perception through the questionnaire got average interested the researcher notices that they many available resource in the community, it's interesting and potential activists for development thus the researcher was propose optional policies and projects for developing product in order impress the interesting on the activities where international tourists average interested as follows:

Optional policy: Product and activities innovation

Strategy 1: Stimulate villager's participation to create more activities and products to boost more international tourists.

Strategy 2: The actual detailed design and development of the new product and the design of the operations or production process required for eventual full scale production.

Project title	Restructure weaving tourism activity	Responsible person
Budgets	USD 3000	
Period	3 month	
Objective	<ul style="list-style-type: none"> -Co-creation potential tourism activities of community -Motivate existing and impress interesting in tourism activities and increase the participant of international tourists -Increase community produce and create the value souvenir for international tourists 	Leader : villagers local Guide Participants: international tourist, villagers.
Process	<ul style="list-style-type: none"> -Promote the weaving activities through community web site, itinerary social network specially trip advisor -Show activities photo impress more interesting -Preparing the material such as bamboo or palm leaves, knife and other equipment to make -Show regularly activities in community center to the international tourists and keep community's information constantly updated. -Expresses the importance of the activities and facilities a visitor center. -More convince by marketing and promotion plan for products and service of community 	

Project title	Restructure weaving tourism activity	Responsible person
	<ul style="list-style-type: none"> -Tests or trials in the marketplace again -Improve and strengthen human resources in order to facilitate effective implementation of creative tourism practices -Motivate the international tourists joint the activities by schedule itinerary or seeing at information center made them interested. 	
Output	<ul style="list-style-type: none"> -Maximum interested, international tourists ask for participant. -Providing economic and conservation benefits. -Raising environmental consciousness and changing behavior of local community and international tourists. -Offer local people new employment opportunities in the protected area or nearby 	


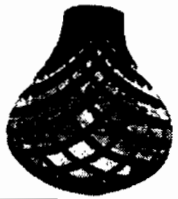

Model Souvenir	Description
	Basket made from boom
	Pendant lighting make from book and put the lamp in to
	Khmer hat make from palm leaves

Figure 5.8 Sample souvenir made for bamboo and palm leaves

Project 1	Teaching English in the community	Responsible person
Budgets	USD 1000	
Period	6 month	
Objective	<ul style="list-style-type: none"> -Offer the an opportunities for local people to improve the English with reals practices -Engagement between local people and international tourists and more understanding with the same language 	Leader : Chief community local NGOs Participants: local student youth , international tourists
Process	<ul style="list-style-type: none"> -Select variable location and time -Motivate local student to participate -Include it into itinerary -Cooperate with local NGOs to find volunteer group -Offer English teaching volunteer opportunities for all tourists -Promote the photo activities 	
Output	<ul style="list-style-type: none"> -Deeply understand about local people by shared and exchange experiences -Local can speak English fluently -The chance to be a part of a diverse and a welcoming community -Possible long stay in the community 	

Project 2	Sport and health (Volleyball matching)	Responsible person
Budgets	USD 1000	Leader : community member Participants: international tourists local people
Period	3 month	
Objective	<ul style="list-style-type: none"> -Make closed relationship between local and international tourists -Shared and exchange volleyball technique 	
Process	<ul style="list-style-type: none"> -Identify the sport team -offer the opportunities for international tourists to joint with team - Learn and coaching responsibilities - Teaching techniques and Strategies -Friendship matching -Explain the favorite sport of the local people - Take photo and share to promote the activities on social network 	

Project 2	Sport and health (Volleyball matching)	Responsible person
Output	<ul style="list-style-type: none"> -International tourists feeling satisfactions with Good relationship and good health -Deeply understand the local people both way of life and local favorite -Character development includes learning caring, honesty, respect, and responsibility. -Closed relationship and unforgettable memories bring back 	
Project 3	Hand painting signs	Responsible person
Budgets	USD 4000	
Period	3 month	
Objective	<ul style="list-style-type: none"> - Promote the art and craft of Kratie's hand-painted advertising - Share painting technique and skill 	
Process	<ul style="list-style-type: none"> -Set up location for training time -Prepare the package tour -Prepare the material for painting such as color, brush, paper and -Explore local, craft and advertising history through their unique stories -Explain the story entwined, history of hand paint and significant -Coaches painting technique, real practices -Enable international tourists to develop extraordinary hand , color combinations -Create the menu albums for international tourists choose to learn and technique sharing -International tourists can paint hand letter, logo, message or design what they proudly display 	<p>Leader : Coach community member</p> <p>Participants: international tourists coach</p>
Output	<ul style="list-style-type: none"> -Understand the characteristics of cough and local people -Tour to see a mix of great sign painting gain memory experience and got the personal hand painted bring back -Understand the characteristics Khmer alphabet 	

In this project the community would be cooperate with designer to participant and continue his work to boost more interesting see old painting work in Kratie Province work in figure 5.7 and figure 5.8.



Figure 5.7 Hand painting sign

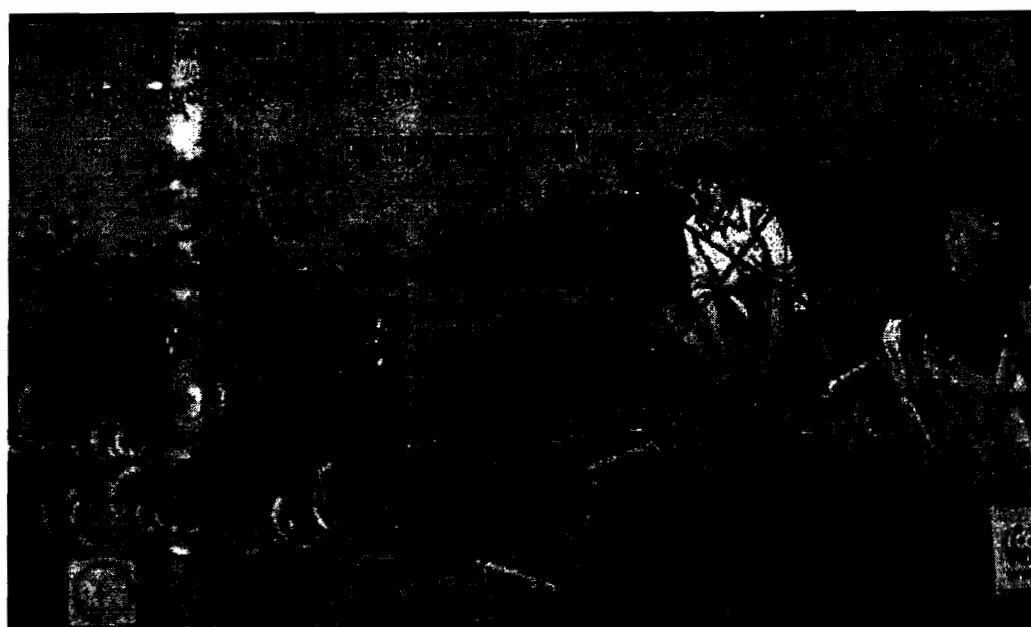


Figure 5.8 Fisherman warning drew by hand

5.5 Itinerates for community

According to new creative tourism need to promote and public relations the researcher designed the model itineraries in order to range the activities for fulfilled the favorite which suitable with characteristic and behaviors of international tourists who want to explore both communities. However these itineraries can be flexible according to specific requirements of international tourists and situation, furthermore it can earn more impression and attractive international tourists to visit and log stay in Koh Trong and Koh Pdao communities. The researcher designed the sample itineraries for explore the middle Mekong River communities as follows:

(1) Koh Trong classic tour 4 day 3 nights itinerary

Destination : Koh Trong Community Based Ecotourism	
Location	Koh Trong commune, Kratie District, Kratie Province
How to get there	Bus or mini-bus from Phnom Penh or Siem Reap to Kratie Province
Distance and Length	From Phnom Penh to Kratie: 230km, 5h From Siem Reap to Kratie Province 7h
Length of saying	4day/3night
Time	Activities
First Day	
Afternoon	<ul style="list-style-type: none"> -Meeting with the local English-speaking guide at Kratie Town -Take shared wooden boat to Koh Trong -The first place that tourists will arrive in the village is the community center where tourists guide will give information about the visit. Continue by bike cycle or ox cart to homestay -Check in and relax -Volley ball matching -Seeing sunset
Night	Dinner and talking each other

Morning	Breakfast -Learn to make fishing equipment -Go to field for harvesting or planting
Afternoon	Lunch -Teaching English for local people -Souvenir making -Boat trip and viewing sunset over Mekong River -Dinner and talking each other
Overnight	Dancing performance
Morning	Have breakfast -Visit pagoda with food to offer to the monk
Afternoon	-Learn weaving (bamboo or palm tree leaves) - Planting vegetable villagers - Learning to make sticky rice
Morning	Have breakfast and get back on the boat come back to Kratie Town

(2) Koh Trong classic tour 3day 2nights itinerary

Destination : Koh Trong Community Based Ecotourism	
Location	Koh Trong commune, Kratie District, Kratie Province
How to get there	Bus or mini-bus from Phnom Penh or Siem Reap to Kratie
Distance and Length	From Phnom Penh to Kratie: 230km, 5h From Siem Reap to Kratie 7h
Length of saying	3day/2night
Time	Activities

Afternoon	Meeting with the local English-speaking guide at Kratie Town. Who will introduce himself and run through the tour schedule for the day. This will be followed by some basic information about the beautiful Kratie Town.
	A minutes later, guide will set out in a shared wooden boat and ride across the Mekong River to the island of KohTrong. In the dry season tourists will see a big sand bar as tourists approach the island.
	The first place that tourists will arrive in the village is the community center where tourists guide will give information about the visit. Continue by bike cycle or ox cart to homestay
	Check in and relax
	Colleting vegetable in the village's garden for dinner cook,
	Sandy beaches visit and swimming
Nigh	Dinner and talking each other
	Sticky rice burring or dancing with villagers
	Overnight at traditional Khmer home stay provided pillow, thin mattress, mosquito net and blanket. Bathroom and toilet facilities are simple and clean. The stay is design to give the opportunity to the visitors to experience village life.
Second day	
Morning	<p>Breakfast</p> <ul style="list-style-type: none"> -Planting tree -Cycling round-island (bicycle tour) past a local grapefruit -Plantation enjoy a tasty grapefruit if there are grapefruit available -Visiting floating village and local pagoda
Afternoon	Lunch

	<ul style="list-style-type: none"> -Learn to make fishing or equipment handicraft -Boat trip and viewing sunset over Mekong River -Dinner and talking each other
Overnight	Dancing with villagers at pagoda
Morning	Have breakfast and get back on the boat come back to Kratie town

(3) Koh Trong classic tour 2day 1nights itinerary

Destination : Koh Pdao Community Based Ecotourism	
Location	Kompong Cham Commune, Sambo District, Kratie Province
How to get there	Bus or mini-bus from Phnom Penh or Siem Reap to Kratie
Distance and Length	From Phnom Penh to Kratie: 230km, 5h From Siem Reap to Kratie 7h
Length of saying	2day/1night
Time	Activities
Morning	Take shared wooden boat to Koh Trong
	<ul style="list-style-type: none"> -Arrive community center where tourists get the information about the visit. Continue by bike cycle or ox cart to homestay -Check in homestay -Take an exploratory walk around the island -Visit Ti Pram pagoda (participant traditional ceremonies)
Afternoon	lunch to taste Khmer cuisine in a traditional <ul style="list-style-type: none"> -Free time after walk around home stay and sleep on hammock under homestay -Hire a bicycles to explore the island -Participate souvenir making

Evening	Dinner
	Overnight stay
Second day	
Morning	-Visit Vietnam floating village -Free time before lunch
Afternoon	Lunch and get back on the boat come back to Kratie Town

(4) Koh Pdao classic tour 4day and 3nights itinerary

Destination : Koh Pdao Community Based Ecotourism	
Location	Kompong Cham Commune, Sambo District, Kratie Province
How to get there	Bus or mini-bus from Phnom Penh or Siem Reap to Kratie Province
Distance and Length	From Phnom Penh to Kratie: 230km, 5h From Siem Reap to Kratie Province 7h
Length of saying	4day/3night
Time	Activities
First day	
After noon	-After arrival to Kratie Town, Kratie Town tour
Overnight in Kratie Town	
Second day	
Morning	Start the trip to the North of Kratie Town to visit Koh Pdao community based ecotourism. A long the way to Koh Pdao by van or Ro-mouk to visit Sambok mountain, 100 pillars pagoda.
Afternoon	-Arrived to Koh Pdao community based ecotourism and Check in the home stay, have lunch. - Explore the village to see CRDT activity, visit the school and spirit house of the community. -Take a boat trip to see dolphin.
	-Dinner -Overnight at homestay

Morning	-Breakfast -Souvenir making or learn to make fishing equipment from bamboo
Afternoon	-Learn how make local snack with your home stay family / learn how to do dance Khmer Song with community teen. -Help local to make some thing - Free time before dinner.
	-See local dance or party. As it is raining this activity will be keep as optional. -Over night
Morning	Have breakfast -Learn do small craft with villager (weaving or caving according to the international tourists favorite)
Afternoon	Have lunch and get back on the boat come back to Kratie Town

(5) Koh Pdao classic tour 3day and 2nights itinerary

Destination : Koh Pdao Community Based Ecotourism	
Location	Kompong Cham Commune, Sambo District, Kratie Province
How to get there	Bus or mini-bus from Phnom Penh or Siem Reap to Kratie Province
Distance and Length	From Phnom Penh to Kratie Province: 230km, 5h From Siem Reap to Kratie 7h
Length of saying	3day/2night
Time	Activities
First Day	
1:00-3:30 pm	After arrival to Kratie Town, meet with guide and do the Kratie, continue the trip to the North of Kratie Town to visit Koh Pdao community based ecotourism by Ro-mouk, Van. A long the way

	to Koh Pdao we will get the head of the van to visit 100 pillars pagoda in Sambo District.
	<ul style="list-style-type: none"> -Traditional wooden boat and travel to Koh Pdao Village (1h30). -Check in and free time before dinner -Dinner of traditional Khmer dishes, prepared by the homestay
Overnight stay	Accommodation provided by the homestay includes pillow, thin mattress, mosquito net and blanket. Bathroom and toilet facilities are simple and clean. The stay is design to give the opportunity to the visitors to experience village life.
Second day	
Morning	<p>Breakfast</p> <p>Go along the village to see CRDT activity, visit the school and spirit house of the community/ Work with the project/ try a walking session to the other side of the island just to explore the island</p>
Afternoon	<p>Lunch time</p> <p>Learn do small craft with villagers</p> <p>Take a boat trip to see dolphin and swim in the Mekong</p> <p>Your free time before dinner.</p> <p>Dance show at night</p>
Third day	
6:00-7:30 am	Have breakfast and get back on the boat come back to Kratie Town

(6) Koh Pao classic tour 2day and 1nights itinerary

Destination : Koh Phao Community Based Ecotourism	
Location	Kompong Cham Commune, Sambo District, Kratie Province
How to get there	Bus or mini-bus from Phnom Penh or Siem Reap to Kratie Province
Distance and Length	From Phnom Penh to Kratie: 230km, 5h From Siem Reap to Kratie Province 7h
Length of saying	2day/1night
Time	Activities
First Day	
Morning	Start the trip to the North of Kratie Town to visit Koh Pdao community based ecotourism. A long the way to Koh Pdao by van or Ro-mouk. Cycling session to the other side of the island just to explore the island
Afternoon	-Lunch -Learn make the traditional boat -Learn to local food with women group -Take a boat trip to swim in the Mekong.
	-Enjoy Arts performance and dinner -Overnight stay
Second Day	
Morning	-Have breakfast - Boat trip to explore the Mekong River Koh Pdoa to Krate Town
	Lunch on the boat and get back on the boat come back to Kratie Town

Tourist should bring with

- 1- Camera
- 2- A hat
- 3- Cycling shoes
- 4- Sunglasses
- 5- Sun cream
- 6- Head torch
- 7- Insect repellent

DO!

- 1- Be friendly to villagers and other tourists
- 2- Ask a lot of questions during the tour
- 3- Always respond to a smile with a smile
- 4- Be sensitive about local traditions
- 5- Respect local religious beliefs & culture
- 6- Ask for permission before taking photographs of any Cambodian people or monks
- 7- Take off shoes and hat and sunglasses when entering someone's house or a pagoda

DON'T!

- 1- Don't wear revealing clothes
- 2- Don't give gifts to kids informally. We don't want to encourage beggars
- 3- Don't be too critical about the conditions. Be constructive.

The next chapter deals with conclusion, discussion and recommendations.

CHAPTER 6

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

This research aimed to study the development of feasible creative tourism activities for international tourists in Koh Trong and Koh Pdao, Kratie Province in Cambodia. This chapter presents the conclusion, recommendations, and limitations of the study.

6.1 Conclusion

The main results of this research are set out below.

6.1.1 General information of international tourists

It was found that in the group of international tourists involved in the study who visited Koh Trong and Koh Pdao, most were female, the largest age group was 20-29 years, the largest nationality group was from Canada, most were students at bachelor degree level, and most earned an average monthly income less than 1,000 EUR.

6.1.2 Travel characteristics

This research found that the international tourists who participated in the research travelled by bus and were first-time visitors. They were attracted cultural experiences and visits to eco-tourism sites. Mostly they were on holiday with their friends. Most were introduced to information about Kratie Province by their friends/family. Most of the tourists spent 2-3 nights staying at a home-stay and guesthouse when require.

6.1.3 International tourists' satisfaction with and interest towards tourism activities

This study found that most international tourists in the research had a high interest in participation in traditional ceremonies, learning about Irrawaddy dolphins' behavior, staying on a floating home-stay, learning to make sticky rice, learning to make a traditional boat and souvenirs from local materials such as endocarp coconuts. They had a high satisfaction with cooking local food, cycling around the island, taking a boat

trip to explore the islands with a local guide, fishing with local people, and learning to make local handicrafts.

6.2 Potential tourism resources

Due to the results in this study of potential tourism resources of both communities in overall it can be conclude that there are many tourism resources for attract international tourism where are content by natural and cultural resources. Mover over natural resources which are potential for tourism including:

Mekong River is water Key transportation for transfer agriculture produce from Phom Penh to Lao boarder, Form Island to Kratie Town and other province. The important more than this The Mekong River was provide millions of Cambodians depend on the Mekong River as a source of water for daily use and irrigation, as well as a key source of protein and income through selling fish and it is romantic place to enjoy seeing the view of beautiful landscape of sunset and the biodiversity along River.

Irrawaddy dolphins is rare freshwater dolphins rare freshwater dolphins make their home on a beautiful stretch of the Mekong River and it's very significant for local people due to it was engaged with attractive Cambodia people's belief and legend. However Irrawaddy dolphin main reason which can attract a lots of international tourists to visited Kratie Province in addition it's a symbol of this province as well.

Landscape/sun set over the Mekong River view: along the Mekong River it provide very beautiful landscape where it can attract international tourists to explore and adventure especially tourists can enjoy the dramatic sunsets over the Mekong.

Beach due to island location thus is surrounded by large sandy beaches where is best place for relaxing, panic and swimming for international tourists and national tourists in the dry season specially in Khmer years.

Farming land is very important for local in these both communities because most of villagers are farmer, with the same Mekong River were brings high fertile soil, fishery, sand and gravel to the area that good for agricultural production and eco-tourism particularly Koh Trong pomelo are very famous among domestic and international tourists.

Architecture and traditional house in Kratie Town mostly are French architecture due to Cambodia was cover by French colonial which is attractive bonus of the Kratie town. It's very beautiful location along a wide stretch of the Mekong, which is the best

viewed from the promenade at sunset. Beside the French architecture it not so far of this town become rural, the tourists can see the traditional Khmer wooden houses.

Traditional and local festival it had celebrate almost every month which base on belief of Buddhist and local people such as Magha Bochea, start of the Buddhist lent, spirit offering festival, Kathen/End of Buddhist lent, and Khmer New year.

Way of life both communities are country side they are depend on agriculture occupation, fishery. They are living on living on the island thus they have unique way and cut out of noise of care sound, no electricity where is the best for international tourists relax and romantic candle dinner. In addition the local people are very friendly, they always say hello with sweet to international tourists.

Local food of these communities are quite the same to neighboring because it not spicy mostly it made from fish and usage of local spices and herbs is apparent and provides culinary experiences for international tourists. However the famous and delicious food and sneak of this province is sticky rice in the bamboo shoot, nem (fish ball in banana leaf, fish sausage and pomelo fruits while international and national tourists never miss to buy when they arrive Kratie Province.

Belief and religion of these communities are mix by Hindu and Buddhism that international tourists can see the pagoda, stupa for convening international tourists to visit.

Local wisdoms: the local people are have special technique such as wood carving skill which can earn the money for improving their living livelihood by caving souvenir as dolphin, fish, fruit, and other symbol. Furthermore they have traditional medicine that made from natural remedies, such as roots, barks, leaves and herbs it were remaining since Angkor period, a practitioners of this therapy are known locally as Krou Khmer.

Floating village is Vietnam community which living on the water near Koh Trong and Kratie Town. They survive by fishing, fish on the river and raise fish in cages and nets beneath their homes, they always bring the fish to sales in the Kratie Market.

Reading to the potential resource the majority of international tourists respond strongly agreed that Mekong River & Irrawaddy dolphins are high importance or Mekong River beach, landmarks of community and average importance in family farm Forest, wildlife, palm trees, bamboo, coconut trees and other trees. The potential culture resources was found that: everyday life of community are high importance Khmer

traditional (dance, craft, food, festival) and Tribes/ethnic group culture. Moreover the respondents had average importance was Community beliefs Community's farming, Painting pictures and signs, and Religion.

6.3 Discussion

This study aimed to suggest guidelines for the development of creative tourism activities in Koh Trong and Koh Pdao. Both of these communities have high potential for creative tourism development because of their unique eco-tourism and cultural resources that the study found generated a high interest from international tourists.

Many of the activities are part of community-based tourism advocated by the Responsible Ecological Social Tours Project (REST, 1997) and stated that tourism must take environmental, social, and cultural sustainability into account. Community-based tourism is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.

Similarly, Cambodia Community-based Ecotourism Network (CCBEN, 2009) explained that tourism run by the local community involves management decisions made by the community and most of the profits directly benefitting the local community. The activities must be managed and run by villagers and the community to improve their livelihood and show the ownership of the community.

McIntosh and Goeldner (1986) considered cultural tourism as comprising all aspects of travel and travelers learned about the history and heritage of others or about their contemporary ways of life. Vijaya babu and Jayaprakashnarayana (2014) explained that tourism was concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religions, and other elements that helped shape their way of life.

Regarding to this concept the Raymond (2003) defines creative tourism as a development from cultural tourism, which involves learning a skill on holiday that is part of the culture of the country or community being visited. With same time the characteristic tourism activities in both community are very similar to the case of Crispin Raymond's sister who is new generation tourists, had come to Asia and South-East Asia; Thailand, Indonesia and Australia. She got impression and by learning Thai massage in

Chiang Mai and taken class of vegetarian cooking in Bali, Indonesia then take care sheep and jillaroo in Australia. This meaning of new way of tourism was emerged and promoted by Richards and Raymond in 2000 and stated that “tourism which offers visitors the opportunities to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken”. He add more that tourism involving active participation of travelers in the culture of the host community, by taking part in interactive workshops and getting informal learning experiences.

According to UNESCO (2006), creative tourism is considered a new generation of tourism. The first generation was beach tourism, in which people visit a place for relaxation and leisure. Then the second generation was cultural tourism, in which people visit museums and cultural attractions, and the third generation is creative tourism, in which visitor has an educational, emotional, social and participative interaction with the place, its culture, and the people who live there. Meanwhile Ohridska (2010) stated that Creative tourism is a form of cultural tourism. More specifically it is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place. Even though it argued with the result of this study which found that eco-tourism activities it provides an opportunities for international tourist create authentic experience through natural activities learning base in order to understand significant of natural resource. As well as it could provide a chance for international tourists to build connection with local people who reside in this place during their trip.

Moreover suggested guidelines in this study are parallel with Paratoomarat (2012) studied development guideline for Wat Pra that Choeng Chum Worawiharn, Sakon Nakhon Province, approaching to creative tourism the study found that the main factors of tourism, complementary factors, supporting facilities, tourist admittance restrictions, supporting infrastructure and transportation development, marketing and publicizing development, renovation and restoration of tourist attractions, enhance and maintain tourism service standard, increase in partnership with other organizations, collaboration with communities and building consciousness in tourism resources conservation. In additional it the advocate to Thaveeseng (2012) studied creative tourism development: a case study of Center of Bird Economy Yala City Municipality, and

Thaveeseng found the guidelines for creative tourism development including creating qualified people at international standard, adding more value to sustainable creative tourism, upgrading standard of service process, developing creative and different products and developing creative marketing process.

Similarly Arunpipattanapong (2011) studied "Creative tourism development plan for ethnic groups in Nakhon Phanom Province. The study have been found four main plans such as heritage cultural and intellectual conservation plan, creative tourism knowledge development, creative tourism standard elevation of the groups and creating collaboration within the communities. Furthermore the researcher suggested main policies and optional policies which consist of many strategies develop the creative tourism activities that focused participation and interactions of international tourists with local communities in order to offer an opportunities for internal tourists show their creative skill, understand the spirit of the communities, and gain good memories. Meanwhile it advocated to Siow-Kian Tan, Shiann-Far Kung and Ding-Bang (2012) studies about a model of creative experience in creative tourism, the study result findings show that outer interactions and inner reflections construct the model of tourist, creative experience. The former refer to tourist interactions with environment, people, and products, services, experiences, while the latter refer to consciousness/awareness, needs and creativity, and these dimensions interact in tourist's inner-self throughout the experience.

In the part of tourism resources Kratie Province is an interesting place have many highlight of natural, cultural value and historical significance. This result support by Gunn, 1994 and Pearce, 1997 mention that a destination's attractions, such as natural/cultural components, heritage/historical resources, supporting facilities/services, infrastructure, hospitalities, sports/recreation activities, accessibility, and cost should be considered as not only basic to understanding tourism planning but also essential for successful tourism development. Tourism is dependent upon the attractive power of a destination's primary resources including natural resources (national parks gardens and recreation areas scenic vistas and byways unique or rural landscapes wilderness areas and wildlife habitats, rivers, canals, lakes, gorges, beaches, and marshes) and cultural resources (urban heritage, arts, archaeological values, traditions, science values, folk crafts and sub-cultural formations, (Coastlearn,2013). Along with this context it also

CEDAC (2009) have been found that Koh Trong community have potential as part of the eco-tourist trail and for agriculture products that can be processed and packaged for linking to the tourist sector and as well as supplying the city. Furthermore Madhurjya Kumar Dutta (2008) studied an investment feasibility study for sustainable tourism in north-east (NE) provinces of Cambodia. It is observed that the tourism in the NE provinces is in its infancy despite having potential to be developed into one of the most attractive ecotourism sites. At the same time, there is small number of services provided by local entrepreneurs.

In overall researcher notice Koh Trong and Koh Pdao have many potential activities are available for visitors to share their learning and absorb the spirits of the community. The proposed tourism activities give priority to the engagement between international tourists and community to focus on learning and active participation. This form of tourism gives opportunity for international tourists and home-stay owners and locals to share their learning especially develop their creativity mutually. Furthermore, would be transform for eco-tourism activities to creative tourism it just require participation and integration creative tourists. Through these new activities, international tourists will be able to develop a profound understanding of rural communities in Cambodia and contribute to a sustainable economy, society, and conservative local culture of the community.

The new knowledge from this study, the researcher found that creative tourism activities in both communities are offered the international tourists have an opportunities to active participant with the villagers learning way of living on the island, live with natural specially Mekong River, Irrawaddy dolphins and experiences authentic rural of Cambodia. Notably most of scholars above are created the guideline or planning were depend on only related cultural activities and culture resources which augured with this study that comprise both of culture and natural activities base on culture and natural resources of the communities in order to create the authentic experience for international tourists. Mostly the scholars focused creative tourism which is platform of cultural tourism but this study discovered the ecotourism is transforming in to creative tourism base on active participant of creative tourists in order to gain the significances of the destination and value experiences while them staying. In addition this study found a lots of new creative tourism products and activities were created with the attraction process

which is different from existing activities through value added and co-creation which made the activities more attractive. Moreover, researcher observed that it was offer international tourists more participation opportunities to engage closely with local way of life and natural of the communities. As well as this study was innovate the tourism in communities by improved international tourists experiences, services remains a priority. At the same time it was adopt and implement the new technologies to support marketing, add the complete advantage especially added meaning full for creative tourism products in order to maximize benefits for other stakeholders in the communities as well. Furthermore, researcher gain a lot of new knowledge, professional approaches such as research methodology approaches, useful knowledge about how to put theoretical knowledge into practice. At the same time research gain insight into how the communities, NGOs and government works and how to works with them particularly professional skills which get from practical experience including face to face interview, leadership, problem-solving, planning, analytical and organizational skills for transfer to any career in the future.

6.4 Recommendations

6.4.1 Recommendations for stakeholders

From the study the researcher make the recommendations for stakeholders in Kratie Province as follows:

For the result of this research the government sectors can use this guidelines to implements in to province tourism development plan which is a model of best practice for other destinations. Furthermore Department of Tourism should encourage the villagers' participation in the conservation and protection of community tourism resources, maintenance of primitive culture and ways of living are not the best ways to preserve traditional lifestyles and culture. However Department of Tourism should increase attention on the security and amenities in cases of emergency.

NGOs who working on tourism sectors or cooperate with these communities should use this primary data adapts and improve qualities service of the communities in order to host increasing trend of international tourists.

This primary data it is very benefits to travel agencies or small and medium enterprises (SME) for adapting use specially creative tourism activities and itinerary it

can offer opportunities for travel agencies create the potential itinerary which suitable with characteristic and behaviors of international tourists.

Finally researcher hopeful that all findings factors it will be a best practices and lessons learn for other institution use for adapting and implement to create creative tourism activities in other communities.

6.4.2 Recommendations for further study

This research makes the following recommendations regarding further study:

(1) Study of the positive and negative impacts of creative tourism activities on communities and solutions to problems.

(2) Study the possibility of the Mekong tourism route from the Lao boarder to Kratie Province.

(3) Study community-based ecotourism in Cambodia to identify and share the best practices of each community for the improvement of livelihood and reduction of poverty.

(4) Study the potential of agricultural tourism in both communities to increase international tourism.

(5) Investigate the guidelines for tourism development by the stimulation of domestic tourists' visit and long-stay tourism.

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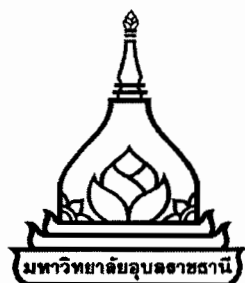
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APPENDICES

APPENDIX A

QUESTIONNAIRE



UBON RATCHATHANI UNIVERSITY

This questionnaire is part of a study titled *Feasibility of the Development of Creative Tourism Activities in Community-based Tourism in Kratie Province, Cambodia* being completed in a master degree program in Tourism Innovation Program, Faculty of liberal Arts Ubon Ratchathani University, Thailand.

Please complete the questionnaire as part of your contribution to the development of creative tourism activities in Kratie Province. All information obtain from you will be kept confidentially.

There are three parts of the questionnaire as follows:

Part 1: Demographics of international tourists

Part 2: Characteristics and behaviors of international tourists

Part 3: Attraction of tourism resources in Kratie Province

Part 4: International tourists' satisfaction with, interest in new creative tourism activities, and suggestions about the creation of new tourism activities

Thank you very much for your co-operation.

Mr. Ros Channara

Graduate student

Tourism Innovation Program

Ubon Ratchathani University

Part 1: Demographics of international tourists**1.1 Gender**☐ 1. Male☐ 2. Female**1.2 Age**☐ Less than 20☐ 20 – 29 years☐ 30 – 39 years☐ 40 – 49 years☐ 50 – 59 years☐ 60 years and above**1.3 Nationality**☐ Asian☐ American☐ Australian☐ Canadian☐ Chinese☐ French☐ German☐ Swiss☐ Other.....**1.4 Occupation**☐ Student☐ Private company employee☐ Government officer☐ Business owner☐ Retiree☐ Volunteer☐ Other.....**1.5 Income (per month)**☐ Less than 1,000 EUR☐ 1,001 - 2,000 EUR☐ 2,001 - 3,000 EUR☐ 3,001 - 4,000 EUR☐ 4,001 – 5,000 EUR☐ Over 5,000 EUR**1.6 Education levels**☐ Lower than high school☐ High school☐ Certificate/diploma☐ Bachelor degree☐ Master degree☐ PhD degree☐ Other.....

Part 2: Characteristics and behaviors of international tourists

2.1 What tourism activities do you participate in *(choose up to 3)

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Visit different cultural attractions | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Go on business trips | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Adventure | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Visit niche tourism sites (ecotourism, medical tourism, food tourism, religious tourism, etc.) | <input type="checkbox"/> Other..... |

2.2 What is the purpose of your visit to Kratie Province?

- | | |
|---|---|
| <input type="checkbox"/> Holiday | <input type="checkbox"/> Visit friends/relatives |
| <input type="checkbox"/> To learn Wildlife | <input type="checkbox"/> Adventure |
| <input type="checkbox"/> Natural and cultural learning | <input type="checkbox"/> Visit Irrawaddy dolphin |
| <input type="checkbox"/> To joint Home stay life | <input type="checkbox"/> Other (Please specify).... |
| <input type="checkbox"/> Participate in Cambodia Rural Development Team Project | |

2.3 Who are you traveling with?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Alone | <input type="checkbox"/> With friends |
| <input type="checkbox"/> With family | <input type="checkbox"/> With colleagues |
| <input type="checkbox"/> Tour company | <input type="checkbox"/> Other: (Please specify)... |

2.4 How did you travel to Kratie Province? *(can choose more than 1)

- | | |
|----------------------------------|---|
| <input type="checkbox"/> Bus | <input type="checkbox"/> Motorcycle |
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Boat |
| <input type="checkbox"/> Van | <input type="checkbox"/> Other: (Please specify)... |

2.5 How much do you plan to spend on your trip in Kratie Province?

.....

2.6 How did you find information about Kratie tourism attractions?

*(Can choose more than 1)

- | | |
|--|---|
| <input type="checkbox"/> Website (web pages, trip advisor) | <input type="checkbox"/> Internet (social networks) |
| <input type="checkbox"/> Friends, family | <input type="checkbox"/> Ministry of Tourism website |
| <input type="checkbox"/> Mekong Trail flyer | <input type="checkbox"/> Tour operator |
| <input type="checkbox"/> Cambodia Rural Development Tour | <input type="checkbox"/> Other: (Please specify)..... |

2.7 What type of accommodation are you staying in during your holiday? *(can choose more than 1)

- | | |
|--|---|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Guest houses |
| <input type="checkbox"/> Friends'/relatives' house | <input type="checkbox"/> Home-stay |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Other: (Please specify)..... |

2.8 How long will you stay?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> 1 night | <input type="checkbox"/> 2-3 nights |
| <input type="checkbox"/> 3-4 nights | <input type="checkbox"/> 4-5 nights |
| <input type="checkbox"/> 6-7 nights | <input type="checkbox"/> More than 1 week |

2.9 How often have you visited Kratie Province?

- ☐ First time
- ☐ Repeat tourist Time (please specify how many times)

2.10 Where do you have breakfast/lunch/dinner?

- | | |
|---|--|
| <input type="checkbox"/> Hotel restaurant | <input type="checkbox"/> Fast-food |
| <input type="checkbox"/> Home-stay | <input type="checkbox"/> Local restaurant |
| <input type="checkbox"/> Street stalls | <input type="checkbox"/> Friends'/relatives' house |
| <input type="checkbox"/> Other: (Please specify)..... | |

Part 3: Attraction of tourism resources in Kratie Province

Please respond to 3.1 by marking (v) in the box that corresponds to your opinion
(1 = Lowest importance; 2 = Low importance; 3 = Average importance; 4 = High importance; 5 = Highest importance)

3.1 Which factors are important in your decision to visit a tourist place?

Tourism resources	1	2	3	4	5
Natural					
1. Landmarks of community (sunsets...)					
2. River/beach					
3. Family farm					
4. Palm trees					
5. Bamboo					
6. Coconut trees					
7. Other trees (mango...etc)					
8. Mekong river, Irrawaddy dolphins					
9. Forest					
10. Wildlife					
Culture					
11. Everyday life of community					
12. Khmer traditional (dance, craft, food, festival)					
13. Painting pictures and signs					
14. Religion					
15. Community's farming					
16. Community beliefs (ghosts)					
17. Tribes/ethnic groups culture					

Why are you visiting Kratie Province?

.....

.....

Part 4: International tourists' satisfaction with, interest in new creative tourism activities, and suggestions about the creation of new activities

Please respond to 4.1 by marking (v) in the box that corresponds to your opinion

(1 = Low satisfaction; 2 = Lowest satisfaction; 3 = Average satisfaction; 4 = High satisfaction; 5 = Highest satisfaction)

4.1 What is your satisfaction level with the following?

Activities	1	2	3	4	5
Nature					
1. Conservation and wildlife learning (birds, Irrawaddy dolphins)					
2. Fishing with local people					
3. Cycling around the island					
4. Collecting traditional medicine in the forest					
5. Boat trip to explore islands with a local guide					
6. Vegetable farming					
7. Rice farming study (planting, harvesting, etc.)					
Culture					
8. Attending a traditional wedding					
9. Learning to make local handicrafts (Kra ma)					
10. Learning Khmer traditional dance					
11. Participating in CRDT's project (digging fish, etc)					
12. Planting trees					
13. Cooking local food					
14. Dancing with villagers during the night					

Please respond to 4.2 by marking (v) in the box that corresponds to your opinion

(1 = Low interest; 2 = Lowest interest; 3 = Average interest; 4 = High interest; 5 = Highest interest)

4.2 What is your level of interest in new creative tourism activities?

Activities	1	2	3	4	5
Nature					
1. Wood/bamboo-carving					
2. Sugar palm making					
3. Weaving (bamboo or palm tree leaves)					
4. Learning to make a traditional boat					
5. Planting palm trees					
6. Souvenir-making (from endocarp coconuts, palm trees, pomelo trees)					
7. Planting coconut trees					
8. Learning to plant pomelo trees					
9. Learning about Irrawaddy dolphins' behavior and habitat					
9. Learning to make bamboo fishing equipment					
10. Pottery-making					
Culture					
11. Learning to make sticky rice					
12. Painting signs/painting					
13. Participating in traditional ceremonies (Pchom Benh, Katoen, Khmer New Year)					
14. Being ordained as a monk or nun at the pagoda					
15. Teaching English in the community					
16. Staying on a floating home-stay					

4.3 Would you like to visit a creative tourism place?

☐ Yes

☐ No

4.4 What activities do you want to participate in with the local people of Kratie Province?

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4.5 Feel free to make any suggestions about new creative tourism activities in Kratie Province

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Thank you participating in my research. Have a good holiday!

Mr. Ros Channara

Graduate student

Tourism Innovation Program

The Faculty of Liberal Arts

Ubon Ratchathani University

APPENDIX B
UNIVERSITY RECOMMENDATIONS



Faculty of Liberal Arts
Ubon Ratchathani University

Faculty of Liberal Arts
Ubon Ratchathani University,
Warin Chamrao, Ubon Ratchathani
34190 THAILAND
Phone: +66-45-353700

LETTER OF REQUEST

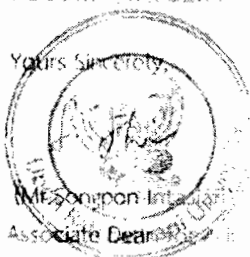
To Whom It May Concern,

I am writing this letter to kindly ask for your support of Mr. Ros Channara, a Princess Maha Chakri Sirindhorn scholarship student from Ubon Ratchathani University. Mr. Channara is a Master's student in the Tourism Innovation program at the Faculty of Liberal Arts. He aims to conduct his thesis research on "Creative Tourism Opportunities in Battambang Province, Cambodia".

Based on the information provided by Mr. Channara, and Mr. Suphat Boonwong, I have an impression that Mr. Channara will be a very successful and useful person for his local community and homeland. He is patient, industrious, intelligent, and hardy. These qualities he is provided us with sufficient evidence that he will be a successful person in his future program.

I strongly hope that you will be able to provide him with the necessary research data and also provide relevant information so that he can gain more knowledge for his future research. If you have any other questions or requests, please feel free to contact me. I am always free to contact at any time. My phone number is 091-2224300.

Yours Sincerely,



Mr. Sonphon Intakarn
Associate Dean
Faculty of Liberal Arts
Ubon Ratchathani University

APPENDIX C
PICTURES OF TOURISM ACTIVITIES



International tourists cooking Khmer food



International tourists planting tree

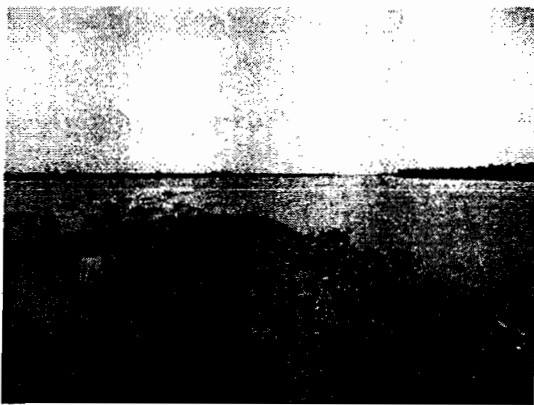
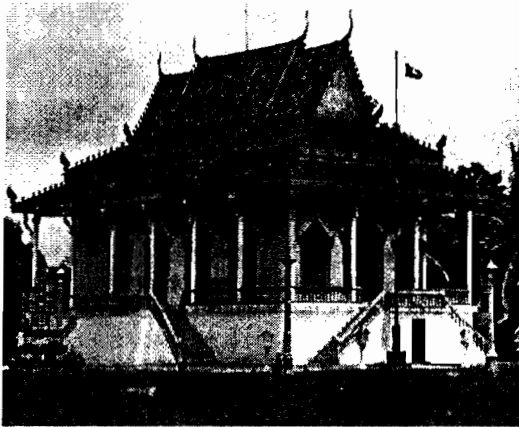


International tourists explore the island by horse cart/boat



International tourists help villagers' work

Natural and Cultural tourism resources in Kratie Province



VITAE

Name Mr. Ros Channara

Education MA, Tourism Innovation Program MA, Ubon Ratchathani
University
BBA in Management, City University Phnom Penh, Cambodia

Work history Sep 2010-2012, Attwood Import Export Co., Ltd.

Position Aare Sale Manager

