ANGKOR HERITAGE TOURISM AND TOURIST PERCEPTIONS

Vannarith Chheang
Cambodian Institute for Cooperation and Peace

The paper examines tourist perceptions and experiences through conducting survey based on the standard questionnaire. It argues that tourist perception is positive and their experiences are beyond expectations based on cultural enrichment and local people friendliness plus local hospitality facilities. The type of tourists visiting Angkor can be generally categorized as cultural tourists. Their motives and experiences are intertwined. Although tourists are satisfied with their visit, there are some concerns especially the issues of environmental pollution, sanitation and cleanliness, local poverty, and language barriers, which lead to lack of communication between tourists and local people.

INTRODUCTION

Tourism cannot take place without the presence of tourists. Sustainable tourism is impossible without the participation of tourists. Tourist motivations to visit a place are the main factors affecting the decision to travel. Tourist perceptions give meaning to the tourist destination and play an important role in relation to issues of sustainability. Poria argues that tourist perceptions are at the core of heritage tourism (Poria, et al., 2003). This chapter, therefore, examines tourist's perceptions of their visits to Angkor Park and Siem Reap town.

TOURIST PERCEPTIONS AND MOTIVATIONS

Cultural heritage tourism is composed of "customized excursions into other cultures and places to learn about their people, lifestyle, heritage and arts in an informed way that genuinely represents those cultures and their historical contexts" (Craik, 1995:6). Tourist perceptions determine the values of the destinations. Graham et al. (2000:2) stated that "people

in the present are the creators of heritage, and not merely passive receivers or transmitters of it [as] the present creates the heritage it requires and manages it for a range of contemporary purposes". To understand tourist perceptions and experience, it is essential to know the context within which tourism operates and tourists become engaged. Ryan argues that "*Texuality* is important in the post-modernist approach to understanding human behaviour" (Ryan, 1997:18, original italics). To understand tourist motivations and experiences is a difficult task given the great diversity among tourists from different cultures and backgrounds. Tourist experience are complex and difficult to generalize and studies of this issue are still little developed (Cohen, 2004:23; Dann, 2004).

Holiday motivations can be categorized as the need for relaxation, social contact, mastery (tourists feel they are superior to local people and consume tourism products and services which they rarely do on an everyday basis), and intellectual stimulation (Ryan, 1997:71). Motives behind tourists selecting different types of pleasure vacation and destination can include socio-psychological motives (escape from a perceived mundane environment, exploration and evaluation of self, relaxation) and cultural motives (novelty, curiosity, adventure, the desire to learn about new and different cultures, education) (Deffner et al., 2009; Leslie and Wilson, 2006; Crampton, 2004).

The motivations of individual tourists are influenced by personality, lifestyle, past experiences, and personal circumstances, including family situation and disposable income. In addition, a person's experience of life also impacts their mode of travel (Cohen, 1979). Tourists, like pilgrims, search for familiar, sacred, and exotic places to enhance their experiences and it is not totally correct to say that tourists look only for "authenticity" (Urry, 2002, p.11-12).

Places are characterized by meanings we give to them and the nature of the experience is shaped by the experience of travel (Suvantola, 2002:29-39). In general we could say that tourists seek both superficial experiences (Boorstin, 1972) and perceived authenticity (MacCannell 1976, Cohen, 1988). Based on those assumptions, Swarbrooke and Horner (2007) concluded that there were six interrelated factors determining tourist motivations to visit a particular place: physical environment, emotion (similar to superficial experiences), personality, personal development, status, and cultural values (similar to perceived authenticity).

According to Cohen (2004), in general, tourists pursue different modes of experience, including "the recreational mode", the "diversionary mode", "the experiential mode", "the experimental mode", and "the

existential mode". The recreational mode is the kind of recreational experiences to be found in entertainment such as going to the cinema, theatre, or watching television. The diversionary mode is a movement away from the center (i.e. daily routine and life style) to find alternative environments for the "forgetfulness" of the center in order to forget about everyday life while on holiday. The difference between recreational and diversionary tourists is that recreational tourists adhere to the center; they look for things similar to normal everyday life while diversionary tourists escape from the center and find a "center-less" space. The experiential mode means that tourists seek for new authentic experiences and meanings (Sdrali and Chazapi, 2007). The experimental mode also focuses on authentic experience, but these types of tourists try to explore various things and places until they can find something suitable for their needs and desires. The motivation of the existential mode of tourists is stronger than that of the experimental tourists, since the existential tourists commit themselves to finding a new, external "spiritual center" different from their own society and culture.

Tourist perceptions are shaped generally by two elements: the real situation or environment at the destination and the tourist's value system (Mohamed, 2008; Gnoth, 1997). The attributes and sources of the place and the lenses or perspective of tourists reflect the general perceptions of tourists towards the place (Skanavis and Giannoulis, 2010). In other words, space and value system are the integral elements determining the tourist perception.

This chapter a attempts to explore and understand the experiences and perceptions of tourists during their visits to Angkor Park and Siem Reap town. How do Cohen's categories relate to the tourists at Angkor? Are they in "the recreational mode," the "diversionary mode," "the experiential mode," "the experimental mode," or "the existential mode"? Is there a particular type of tourist that predominates in Angkor? Are tourists' motives related to other variables such as nationality or region, generation, and level of education? Is there any relationship between tourist motivations and tourist perceptions? How do tourists arrange their travel and their mode of traveling? Are tourists satisfied with their visits? Will they recommend Angkor to others?

RESEARCH METHOD

To understand tourist perceptions in regard to Angkor heritage tourism, structured questions were distributed and free style interviews were conducted with tourists at Siem Reap International Airport, the

Angkor heritage site, and in the town of Siem Reap. The purpose of the survey was to reach as diverse a group of people from as many different countries as possible. The survey was conducted in two stages: the first pilot survey in February 2007, and the second survey from December 2007 to March 2008. As a result, 219 completed questionnaires were returned from the international tourists from different countries of residence (see table 1). In order to have a broader perspective from both international and local tourists, the author decided to conduct another 23 face-to-face interviews with Cambodian tourists visiting Angkor during their Chinese New Year holiday on 12 and 13 of February 2008. So in total there were 242 respondents in the survey. Most of the questions were designed to be answered using a five-point scale (1: very little, 2: little, 3: medium, 4: much, 5: very much).

Profile of respondents

The majority of tourists were visiting Angkor for the first time, which accounted for more than 80% (n=195) of all respondents. Most of the respondents were aged from 20 to 59; including 66 between 20 and 29, 74 between 30 and 39, 60 between 40 and 49, and 28 between 50 and 59. Some 82% of the tourists had education higher than high school, including vocational training (16.9%), bachelor's degrees (41.7%) and masters or doctoral degrees (22.7%).

Table 1 Have you been in the area before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	17.4	17.4	17.4
	No	200	82.6	82.6	100.0
	Total	242	100.0	100.0	

However, the majority of the tourists had neither previously studied cultures, nor had culture related employment (n= 188, or 77.7%). This means that cultural tourists do not necessarily have culture-related education backgrounds or work. Tourists learn from their encounters and experiences. As a Cambodian tour guide observed "Many of them come here without much knowledge of Angkor. They come and learn here. I don't know how much they learn but at least they learn something."[i]

Table 2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	144	59.5	59.5	59.5
	Female	98	40.5	40.5	100.0
	Total	242	100.0	100.0	

Table 3 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	3	1.2	1.2	1.2
	20-29	66	27.3	27.3	28.5
	30-39	74	30.6	30.6	59.1
	40-49	60	24.8	24.8	83.9
	50-59	28	11.6	11.6	95.5
	Over 60	11	4.5	4.5	100.0
	Total	242	100.0	100.0	

Table 4 Highest level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	43	17.8	17.8	17.8
	Bachelor degree	101	41.7	41.7	59.5
	Vocational education	41	16.9	16.9	76.4
	Master or Doctoral Degree	55	22.7	22.7	99.2
	Missing	2	.8	.8	100.0
	Total	242	100.0	100.0	

Table 5 Is your current occupation or former occupation or your education background connected with culture?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	22.3	22.3	22.3
	No	188	77.7	77.7	100.0
	Total	242	100.0	100.0	

RESEARCH FINDINGS

Tourist motivations

Tourist motivations and purposes determine tourists' visits. Th central question in this section is, what are the factors causing tourists to visit Cambodia particularly Angkor Park?

Cambodia is a destination for cultural tourism rather than ecotourism although ecotourism products are available and the country has great potential to attract international eco-tourists. Culture, history, and the people are the main assets of the tourism industry in the country. Cambodia is typical of Southeast Asian civilization, with influences from both India and China. One Japanese tourist explained her motivation to visit Cambodia as follows: "Each individual has different travel motive. Some wants to see Angkor and some wants to see Asia as a whole. For the Japanese tourists, they want to learn more about Asian culture and language."[ii]

Table 6 Tourist motivations/purposes

	N	Mean	Std. Deviation	Std. Error Mean
Learn new things	242	4.05	.826	.053
To be entertained	242	1.93	.717	.046
Culture and History	242	4.52	.548	.035
Experience atmosphere	242	4.05	.884	.057

Authenticity can be found in Cambodia given that it has not yet totally modernized or developed. A tourist from Australia stated that "It is good to visit Cambodia now because modernization hasn't really taken place. You can see many things which you can't see anywhere else."[iii]

According to the survey, the main purpose of people's visits was to learn something new (mean = 4.05), understand culture and history (mean = 4.52) and experience the atmosphere (mean = 4.05). This implies that many of them are relatively active heritage tourists, which are defined as "those whose purpose is to undertake a specific heritage experience of one kind or another" (Timothy and Boyd, 2003:63). Very few tourists expressed an interest in entertainment (mean = 1.93). It seems therefore that tourist motives are generally in the experiential mode in which they aim to learn about new things such as the culture and history of their destination. In addition, they also express an interest in living in a new atmosphere different from their daily routine, similar to the diversionary mode as described by Cohen (2004).

How tourists describe their holiday is important for understanding their expectations and the experiences they are seeking. Tourists coming to visit Angkor described their visits mainly as a touring holiday (53.7%) or cultural holiday (42.6%). There is not much difference between these two terms but it demonstrates the level of seriousness among tourists towards the destination. For instance, in this case there are more than 40% of tourists described their holiday as cultural, suggesting that they really wanted to learn about local culture and history. Tourist motivations and tourist descriptions of their holidays are interrelated. Learning about history and culture suggests cultural tourists "experiencing the atmosphere".

Table 7 Describe current holiday

	Frequency	Percent
Cultural holiday	103	42.6
Touring holiday	130	53.7
Ecotourism	5	2.1
Others	4	1.7
Total	242	100.0

Tourist motivations and region

There is slight difference in tourist motivations between Asian tourists and non-Asian tourists. The survey showed that non-Asian tourists tend to want to learn more about new things, local culture and history, and experience the local atmosphere and environment than Asian tourists. Neither Asian nor non-Asian tourists come to Siem Reap or Angkor to be entertained, although Asian tourists seem slightly more interested in entertainment than non-Asian tourists. The result is quite interesting in the sense that non-Asian tourists are more interested in learning about Asian culture than Asians themselves.

Table 8 Learn new things * Region Crosstabulation

		Region		Total
		Non Asia	Asia	
Learn new things	Disagree	0	5(2.06%)	5
	Neutral	15(6.19%)	46 (19%)	61
	Agree	50 (20.66%)	42(17.35%)	92
	Strongly agree	57 (23.55%)	27(11.15%)	84
Total		122	120	242

Table 9 To be entertained * Region Crosstabulation

		Region		Total
		Non Asia	Asia	
To be entertained	Strongly disagree	54 (22.31%)	16(6.61%)	70
	Disagree	66(27.27%)	54(22.31%)	120
	Neutral	2 (0.82%)	49(20.24%)	51
	Agree	0	1 (0.41%)	1
Total		122	120	242

Table 10 Learn Local Culture and History * Region Crosstabulation

		Region		Total
		Non Asia	Asia	
Culture and History	Neutral	2(0.82%)	4(1.65%)	6
	Agree	34(14.04%)	71(29.33%)	105
	Strongly agree	86(35.53%)	45(18.59%)	131
Total		122	120	242

Table 11 Experience atmosphere * Region Crosstabulation

		Region		Total
		Non Asia	Asia	
Experience atmosphere	Strongly disagree	0	1(0.41%)	1
	Disagree	2 (0.82%)	6(2.47%)	8
	Neutral	20(8.26%)	39(16.11%)	59
	Agree	40(16.52%)	45(18.59%)	85
	Strongly agree	60(24.79%)	29(11.98%)	89
Total		122	120	242

Tourist motivations and its correlations with age and education

There are correlations between tourist motivations and age, and tourist motivations and education. Age and level of education have positive correlations with tourist motivations to learn new things at the destination (.214 and .156), and learn about local culture and history (.210 and .206). Education has a negative correlation with tourists' motive to be entertained (-.217). This implies that cultural tourists tend to have higher levels of education and are older in age than other tourists.

Table 12 Correlations: Tourist motivations with generation and age

		Learn new Things	To be entertained	Learn Local culture and history	Experience atmosphere	Age	Education
Kendall's tau_b	Learn new things	1.000	-.274(**)	.321(**)	.222(**)	.214(**)	.156(**)
		.	.000	.000	.000	.000	.005
		242	242	242	242	242	242
	To be entertained	-.274(**)	1.000	-.255(**)	-.248(**)	-.091	-.217(**)
		.000	.	.000	.000	.101	.000
		242	242	242	242	242	242
	Culture and History	.321(**)	-.255(**)	1.000	.207(**)	.210(**)	.206(**)
		.000	.000	.	.000	.000	.000
		242	242	242	242	242	242
	Experience atmosphere	.222(**)	-.248(**)	.207(**)	1.000	-.036	.090
		.000	.000	.000	.	.511	.105
		242	242	242	242	242	242
	Age	.214(**)	-.091	.210(**)	-.036	1.000	.028
		.000	.101	.000	.511	.	.607
		242	242	242	242	242	242
	Education	.156(**)	-.217(**)	.206(**)	.090	.028	1.000
		.005	.000	.000	.105	.607	.
		242	242	242	242	242	242
Spearman's rho	Learn new things	1.000	-.306(**)	.348(**)	.251(**)	.248(**)	.180(**)
		.	.000	.000	.000	.000	.005
		242	242	242	242	242	242
	To be entertained	-.306(**)	1.000	-.273(**)	-.283(**)	-.106	-.251(**)
		.000	.	.000	.000	.099	.000
		242	242	242	242	242	242
	Culture and History	.348(**)	-.273(**)	1.000	.221(**)	.233(**)	.227(**)

	.000	.000	.	.001	.000	.000
	242	242	242	242	242	242
Experience atmosphere	.251(**)	-.283(**)	.221(**)	1.000	-.041	.104
	.000	.000	.001	.	.523	.105
	242	242	242	242	242	242
Age	.248(**)	-.106	.233(**)	-.041	1.000	.032
	.000	.099	.000	.523	.	.619
	242	242	242	242	242	242
Education	.180(**)	-.251(**)	.227(**)	.104	.032	1.000
	.005	.000	.000	.105	.619	.
	242	242	242	242	242	242

Accommodation and duration of stay

The majority of tourists stay in the hotels (68.6%) and the rest (28.9%) stay at guesthouses. The distinction between hotels and guesthouses is the different price. Guesthouses are cheaper than hotels. Most of the backpackers stay in guesthouses rather than hotels. Tourists stayed mainly for two nights (36.8%), three nights (30.6%), or four nights (16.9%).

Table 14 Accommodation

Accommodation	Frequency	Percent
Hotel	166	68.6
Guest House	70	28.9
Others	6	2.5
Total	242	100.0

Table 14 shows that tourists visiting Cambodia generally stay in hotels since the price is affordable for many tourists, but they stay only for a short time two to three nights only.

Table 15 Duration of stay

Number of Nights	Frequency	Percent
1	11	4.5
2	89	36.8
3	74	30.6
4	41	16.9
5	15	6.2
6	3	1.2
7	5	2.1
8	1	.4
9	1	.4
10	1	.4
15	1	.4
Total	242	100.0

Trip arrangement

There are two types of travel arrangement: all inclusive packages arranged through travel agents and tours operators accounted for 43% of tourists, while independent travellers made up 57%. Backpackers tend to make their own travel arrangements without concrete plans. Regarding accommodation reservations, most of the independent tourists and backpackers normally did not book in advance via the internet and travel agents. They just look for their accommodation upon arrival.

Table 16 Trip arrangement

		Frequency	Percent
Valid	All-inclusive package	104	43.0
	Self-Arrangement	138	57.0
	Total	242	100.0

Mode of travelling

Of the tourists, 37.6% were travelling with a tour group, 22.3% with a friend, 16.1% with their families, 14% with their partners, and 9.9% alone. This means that the level of interaction and communication between and among tourists is high but there is less interaction with the local people.

Table 17 Mode of traveling

		Frequency	Percent
Valid	Alone	24	9.9
	With friend	54	22.3
	With your partner	34	14.0
	With a tour group	91	37.6
	With your family	39	16.1
	Total	242	100.0

Different age group tends to travel differently, especially among the Japanese tourists. One Japanese tourist observed that "For the old people, they tend to travel in a tour group but for the young ones they prefer to go alone or with friends."[iv] The older the tourists, the higher the tendency to travel in a tour group because it is more secure and convenient for them.

Tourist perceptions

In general, before coming to Cambodia, tourists perceive Cambodia as a relatively dangerous place due to the fact that country has recently suffered from armed conflict, land mines, and crime. But after they arrive and experience the local political environment, they feel safer than they expected. A Japanese tourist noted that:

We thought that Cambodia was a dangerous place because we watched some TV programs about Cambodia and we learned that there were many landmines here. Moreover, we heard from the others that it was not so safe to travel alone in this country. There were widespread pickpockets and crimes. However, after coming here we

realized that it was not as dangerous as we thought. It is quite safe and peaceful here. We really enjoy our trip.[v]

Similarly, another tourist from Turkey said that "They told us to be careful even at the border from Thailand to Cambodia, they told us to be alert to pickpocket and robbery. They told us 'watch your wallet, watch your passport!' But when we come here, there is no problem. I think it was exaggerated."[vi]

It is interesting to note that how tourists' perceptions towards Cambodia were shaped. Most of the tourists are exposed to world news either through TV programs or other news sources. The media has a really strong impact on tourists' perceptions of the destination.

Security and safety have improved quite remarkably in recent years to guarantee that Cambodia is a safe place for tourists. This is one of the determining factors in tourism development. The next step would be is to inform tourists from outside about the reality that Cambodia is not as dangerous as expected.

Table 18 Tourist Perceptions

	N	Mean	Std. Deviation	Std. Error Mean
Authentic sights	242	4.32	.856	.055
Museums and cultural attractions	242	3.48	1.027	.066
Festivals and event	242	2.71	1.101	.071
Customs and traditions	242	3.77	1.029	.066
Linguistic diversity	242	1.98	.759	.049
Cultural distinct region	242	4.27	.750	.048
Multicultural region	242	2.00	.720	.046
Regional gastronomy (food)	242	3.69	.993	.064
Accommodation	242	3.52	1.007	.065
Transportation/traffics	241	3.05	1.075	.069
Hospitable local people	242	4.44	.686	.044
Lively Atmosphere	242	3.18	1.019	.065
Local services and products are expensive	242	2.38	.801	.052
Air pollution	242	2.48	.747	.048
Litter (garbage)	242	3.62	.801	.052
Garbage bin is not enough	242	3.65	.871	.056
Noise	242	2.74	.843	.054
Entrance fee to Angkor site is expensive	242	2.64	.919	.059
Information for tourists is not enough	242	3.45	.906	.058
Disturbance caused by the beggars (kids)	242	2.69	1.092	.070

The survey was conducted to understand the tourist perceptions in regard to the issues of authenticity, museum and cultural attractions, festivals and events, customs and tradition, linguistic diversity, cultural distinct region, multicultural region, local food and services, local environment, local atmosphere, and local price. The findings are shown in table 29 and discussed below.

Local people are a major asset to the tourism industry in Cambodia. Friendliness and wholehearted hospitality offered by the locals towards the tourists rank top in tourist perceptions (mean = 4.44). Authenticity ranks second (mean = 4.32), culture ranks fourth (mean = 4.27), and customs and traditions rank fifth (mean = 3.77). Angkor historical monuments are the central attraction for the tourists. In addition, authentic local culture, customs and traditions give added value to the Angkor temple complex.

The perceptions of tourists of Angkor as "ruins" or a "lost city" are common. Tourists not only view the beauty and the greatness of the temples but also feel the past.

> Angkor is very unique in terms of art, history, and culture. I come here to explore the ruins of Angkor. Now, I am reading books on Angkor. I have found out that the Khmer Empire is so great. Only for the period of about 400 years, they could build such amazing temples.[vii]

Cambodian food which is a combination of authentic Cambodian taste and flavors with Thai, Chinese, and Vietnamese cooking is another main attraction in the tourism industry. Tourists are generally satisfied with the regional food (mean = 3.69). But there are some problems in terms of hygiene and cleanliness.

> Cambodian food is very good. Japanese people really like Cambodian food because it is similar to Japanese food (vegetables, fish, and meat…) and Cambodian rice is also good.[viii]

> The problem for tourist maybe the cleanliness of the food; we don't feel good sometimes after eating the food here but it is delicious.[ix]

Besides Angkor temple complex, there are other local cultural and historical attractions such as Angkor National Museum (officially opened in 2007), the Preah Norodom Sihanouk-Angkor Museum (officially opened in 2007), and the Mines Museum (officially opened in 1997).

Other cultural attractions include the Cambodian Cultural Village (officially opened in 2001) and traditional art performances (i.e. APSAR dance) at some big hotels and restaurants. The museums and cultural attractions attract tourists and improve tourists' experiences (M: 3.48). Tourists are generally interested in experiencing these side attractions.

Tourists do not perceive Angkor Park and Siem Reap town as a multilingual (mean = 1.98) or multicultural region (mean = 2.00) although several languages are spoken by the local people (i.e. English, French, Japanese, Chinese, and Thai) and a small number of foreigners are working in the region mainly in the tourism industry.

Hotel and guesthouses are the main accommodation for tourists. Tourists are generally satisfied with their stay (M: 3.52). While hotels are popular among high and medium class tourists and package tour group, the guesthouses are popular among budget tourists who travel and stay longer in the area and region.

Siem Reap is the gateway to the Angkor temple complex. The city is still small in terms of population, with 127,000 people, but it has unique attractions for tourists of its own, such as the *Phsachas* (Old Market) and the old town of Siem Reap with its French colonial style buildings, souvenir shops, restaurants with different cuisines from different countries, bars, pubs, massage salons,[x] and street fruit and food stands. Tourists enjoy the night life in the most famous street called "Pub Street" and in the night market. Tourists generally expressed their satisfaction with the lively atmosphere, although the score for this was not high compared with other factors (mean = 3.18).

Transportation in Siem Reap is relatively good compared with other provincial cities. Main streets and small roads have been constructed connecting Siem Reap with Angkor Park and other parts of Cambodia. In general, transportation is considered by tourists to be relatively acceptable (mean = 3.05), except for the traffic jams in front of Angkor Thom and Angkor Wat in the rush hours (around 9am and 6pm), and the lack of respect for traffic rules.

Pedestrian walkways for tourists who prefer to walk around the city are very limited given that the town was not specifically designed for pedestrians. This is the problem of urban planning in Cambodia in general. Cars are allowed to park on the side of the roads and in front of the buildings, and block the walkway. Tourists express their mixed feeling regarding traffic and transport in Siem Reap, Angkor.

The infrastructure is still developing. We could not enjoy walking on the street since there is not enough space. The traffic here is somehow dangerous. Some people don't respect the traffic rules, making it difficult

to cycle here. Another problem is there are so many people entering the temples at the same time. If they could rearrange the tourist circulation in the Park then it would be good. For me, I don't want to see many cars and buses in the park. I prefer to see more bicycles![xi]

The traffic rule is not the same in Europe but it works. We haven't had any accident so far, so we are happy, so happy.[xii]

Festivals and events to serve the tourists are still limited. Tourists do not really enjoy festivals or special events in the region (mean = 2.71). Many efforts have been made to promote festivals and special events in Angkor Park and in Siem Reap province such as a marathon, exhibitions, conferences, and cultural performances in front of Angkor Wat and at various places in town. But these are seasonal and temporary events which are not sustainable as tourist attractions all the year round.

Events and festivals arrangement have to comply with the principles of sustainable heritage management and national cultural identity. For instance, recently, the illumination of Angkor during the night is criticized by some experts as overcommercialization of a sacred place and damaging to the stone.

Tourists don't have many problems with the price of local services and products (M: 2.38), air pollution (mean = 2.48), noise pollution (mean = 2.74), entrance fees to Angkor site (mean = 2.64), or disturbances caused by beggars and kids (mean = 2.69). It was found that local services and prices are satisfactory for tourists. Although there has been an increase of vehicles on the street, air pollution is not yet a major concern. Street children and beggars are decreasing dramatically thanks to the assistance of several NGOs working in the region.

It is ok, for the Europeans the price is cheap. But we should realize that most of young Europeans who come here are students and they have to work and they want to travel a long period. They don't come for few days. So if they come in a long period, low price is good for them including hotel, accommodation, and food also.[xiii]

I am satisfied with my trip here and the price here is much cheaper comparing with the price in Japan. For the Japanese travelers, I think it is cheap for them. But for me, I stay here for a long time so I feel a bit expensive for me. The gasoline is so expensive here comparing with the income of the local people.[xiv]

There were many beggars "*Som Loui*". But now it is decreasing in number. In Siem Reap town, there used to be many kids asking for money. But now there are less and less. And I am worried where they are now. Do they have food to eat or they die or go to other places. For the Japanese tourists, we are surprised to see beggars since there are no such thing in Japan. They don't know what to do with the beggars. What should they give? What should they help them?[xv]

I think there are many children [that] don't go to school and sell some products to tourists. They use children to earn money. Poverty is the main problem.[xvi]

Local prices are a bit higher than neigboring countries (Thailand, Laos, and Vietnam). This is partially due to the dollarization of the Cambodian economy. US dollars are widely used in Cambodia due to the rapid fluctuation and high rate of inflation of the local currency (the *riel*). A tourist from France said "the price here is more expensive than Thailand. I think because they use US dollars here instead of the domestic currency. It is bad."[xvii]

Litter in Siem Reap city is damaging the tourist experience to some extent (M: 3.62). There are not enough trash bins (mean = 3.65). Angkor Park is generally clean, but the problem is in the city which has the largest concentration of hospitality services. Trash can be seen almost everywhere in the city. The most serious case is Siem Reap River in which plastic bags and other forms of solid waste are polluting the river and producing bad smell.

There are some issues of tourism here, garbage is one of them. For Japanese we don't feel comfortable to throw away trash. It would better if there are more trash bins in the public place especially on the streets.[xviii]

Tourists felt there was not enough information available in the region (mean = 3.45). Besides the tourism office in Siem Reap, there are leaflets and magazines freely distributed in some hotels, guest houses, and restaurants. But there are limited maps and information available on the street. Many tourists find it difficult to reach their destinations due to the lack of information and signboards.

Overall, I think it is ok. Maybe at every temple, there should have information showing the history of the temples. I went to

Mexico and there they provided us the information. Maybe they want us to have a tour guide so they don't put the information in front of the temples.[xix]

Tourist motivations and perceptions

In order to understand the relationship between tourist motivations and tourist perceptions, an attempt was made to understand the underlying patterns using SPSS software and factor analysis.

Theoretically, in order to be suitable for factor analysis, a data set should have a Kaiser-Meyer-Olkin value higher than .6 and Bartlett's test of sphericity should be statistically significant at $p<.05$. In this case, the Kaiser-Meyer-Olkin value is .771 and Bartlett's test is significant at .000. It is therefore suitable to do factor analysis here.

Table 19 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	1522.587
	Df	325
	Sig.	.000

Figure 1 Scree Plot

231
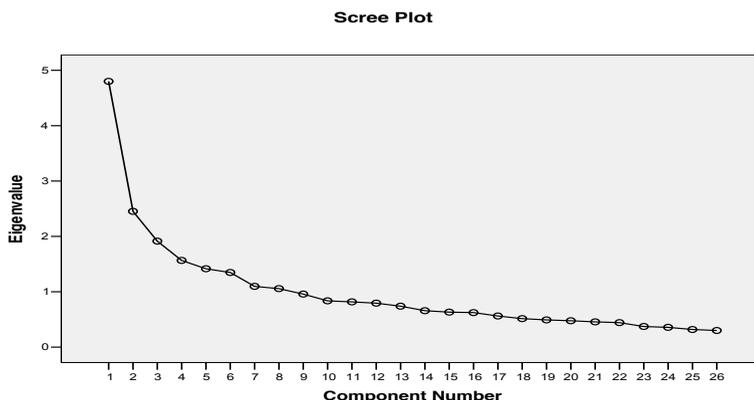
After running factor analysis in SPSS, seven main components with Eigenvalues bigger than 1 were identified based on analysis of total variance (Table 30) and pattern matrix analysis (Table 31).

Component 1
Tourist Perceptions of Destination Assets
- Festivals and events
- Regional gastronomy
- Transportation
- Accommodation
- Museums and cultural attractions

Component 2
Tourist motivations
- Be entertained
- Learn new things
- Experience things similar to home
- Experience atmosphere
- Learn about local culture and history

Component 3
Local people
- Hospitable local people
- Disturbance caused by beggars
- Customs and traditions

Component 4 Environment	— Litter and garbage
	— Inadequacy of garbage bins

Component 6 Annoyance	— Information for tourists is not enough
	— Noise

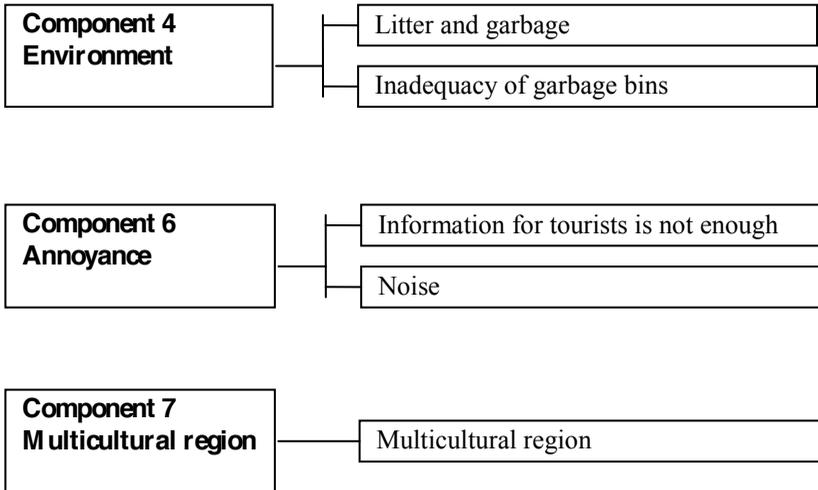| Component 7 Multicultural region	— Multicultural region

Table 20 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings(a)
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.064	19.351	19.351	4.064	19.351	19.351	3.370
2	2.295	10.926	30.278	2.295	10.926	30.278	2.803
3	1.603	7.635	37.913	1.603	7.635	37.913	1.953
4	1.442	6.864	44.777	1.442	6.864	44.777	1.825
5	1.246	5.934	50.711	1.246	5.934	50.711	1.907
6	1.052	5.009	55.720	1.052	5.009	55.720	1.388
7	1.003	4.777	60.497	1.003	4.777	60.497	1.274
8	.912	4.343	64.840				
9	.868	4.132	68.972				
10	.811	3.864	72.836				
11	.731	3.483	76.319				
12	.715	3.406	79.725				
13	.635	3.023	82.749				

14	.585	2.784	85.533					
15	.553	2.634	88.166					
16	.481	2.290	90.456					
17	.474	2.259	92.715					
18	.444	2.113	94.828					
19	.407	1.938	96.766					
20	.366	1.743	98.509					
21	.313	1.491	100.000					

Extraction Method: Principal Component Analysis.

a When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 21 Pattern Matrix(a)

	Component						
	1	2	3	4	5	6	7
Festivals and event	.755						
Regional gastronomy (food)	.699						
Transportation/traffics	.646						
Accommodation	.634						
Museums and cultural attractions	.436						
Local services and products are expensive							
To be entertained		.757					
Learn new things		-.702					
Experience things similar to home country		.658					
Experience atmosphere		-.601					
Culture and History		-.524					
Hospitable local people			.769				

234

Disturbance caused by the beggars (kids)			-.764				
Customs and traditions			.495				
Litter (garbage)				.840			
Inadequacy of garbage bins				.690			
Authentic sights					.881		
Cultural distinct region					.424		
Information for tourists is not enough						.837	
Noise						.587	
Multicultural region							.876

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

a Rotation converged in 12 iterations.

Table 22 Component Score Coefficient Matrix

	Component						
	1	2	3	4	5	6	7
Learn new things	-.007	-.287	-.079	-.104	.114	-.096	-.137
To be entertained	-.070	.312	.038	.003	.113	-.094	.010
Culture and History	-.111	-.215	.149	-.055	.094	.181	.357
Experience atmosphere	.098	-.246	.100	.145	-.044	-.063	.001
Authentic sights	-.025	-.003	-.023	.016	.488	-.056	-.059
Similar to your country (history and culture)	.104	.274	.018	-.001	.010	.039	.048
Museums and cultural attractions	.072	.032	-.054	-.031	.294	.074	.347
Festivals and event	.290	-.033	.021	.150	-.151	-.014	-.017
Customs and traditions	.140	.091	.327	.222	.008	.119	-.159
Cultural distinct region	.067	-.005	.136	-.054	.233	.272	.004
Multicultural region	.002	.009	-.004	.007	-.039	-.018	.593

Regional gastronomy (food)	.258	-.057	.074	-.016	.018	.017	-.057
Accommodation	.184	-.007	-.086	-.099	.180	-.044	.129
Transportation/traffics	.230	.066	-.152	-.158	.036	-.054	-.050
Hospitable local people	-.082	.021	.422	.042	.172	.010	.153
Local services and products are expensive	.190	.112	.125	-.014	-.206	.141	-.142
Litter (garbage)	.005	.035	-.034	.530	.014	-.102	-.047
Garbage bin is not enough	-.002	-.037	.043	.445	-.019	.121	.053
Noise	-.194	.123	-.075	.063	.270	.473	.303
Information for tourists is not enough	.094	-.061	.027	-.030	-.154	.567	-.156
Disturbance caused by the beggars (kids)	-.025	.056	-.443	.129	.197	.075	.102

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Component Scores.

Table 23 Component Correlation Matrix

Component	1	2	3	4	5	6	7
1	1.000	.340	.257	-.219	.181	.028	-.030
2	.340	1.000	.003	-.151	.046	-.015	.039
3	.257	.003	1.000	-.030	.139	.182	-.085
4	-.219	-.151	-.030	1.000	-.052	.117	.036
5	.181	.046	.139	-.052	1.000	.170	.373
6	.028	-.015	.182	.117	.170	1.000	.060
7	-.030	.039	-.085	.036	.373	.060	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Correlations among and between the seven principal components were conducted to understand further whether there is any correlation

between these factors. Factors or principal components that do not have any significant correlation with other each others are deleted. The final product would be the significant correlations between the factors.

The Component Correlation Matrix is applied to identify the correlations between the factors or components (in this case Component 1, 2, 3, 4, 5, 6, and 7). After running the test, the result indicates that Component 1 (tourist perceptions of destination assets) has strong relationship with Component 2 (tourist motivations) with a value of .340. It means that tourists' perceptions are influenced by their motivations.

Tourist motivations to visit Angkor Park are driven by two main factors: "Learn New Things" and to "Learn Local Culture and History". They are in the category of "experiential tourists" as described by Cohen (2004).

Tourist satisfaction

Although there were some complaints as mentioned above, perhaps surprisingly, nearly all the tourists seemed satisfied with their visit. There were 45.9% (n = 111) who were very satisfied and 47.5 % (n = 115) who were satisfied. There were 40.1% of them who wished to come back to Cambodia and nearly all said they would recommend their friends to visit Cambodia and Angkor. There is huge potential for marketing Angkor by word of mouth.

Table 24 How satisfied are you with your visits to this area

		Frequency	Percent
Valid	Neutral	16	6.6
	Satisfied	115	47.5
	Very Satisfied	111	45.9
	Total	242	100.0

Table 25 Will you come back to visit Cambodia, Angkor

		Frequency	Percent
Valid	Yes	97	40.1
	No	38	15.7
	Don't know	107	44.2
	Total	242	100.0

Table 26 Will you recommend Cambodia, Angkor, to your family and friends

		Frequency	Percent
Valid	Yes	242	100.0

CONCLUSIONS

The paper has described tourist motivations, travel arrangements, and perceptions of the destination in relation to attributes such as authenticity, cultural values, local food and services, transportation, and general satisfaction.

The central argument of the paper is that in general tourists are satisfied with their visit to Angkor, Cambodia. Their experiences are enriched by both the tangible and intangible heritage of the destinations. The local services and people are attractive to international tourists. Tourist motives and experiences are interconnected. The majority of tourists visiting Siem Reap-Angkor are heritage tourists who want to learn new things, especially about local culture and history.

The analysis shows that generally tourists are satisfied with their visit except for some issues such as environmental pollution, sanitation and cleanliness, local poverty, and language barriers, which lead to lack of communication between tourists and local people.

REFERENCES

Boorstin, D. (1972). *The image; A guide to pseudo events in America*. New York, Atheneum.

Cohen, E. (1988). Tourism and Aids in Thailand. *Annals of Tourism Research,* Vol. 15, No.4, pp.467-486.

Cohen, E. (2004). A phenomenology of tourist experiences. In S. Williams (Eds.) *Tourism: Critical concepts in social sciences; Volume II: The experience of tourism* (pp.3-26), London and New York: Routledge

Craik, J. (1995). Is cultural tourism viable? *Smarts*, Vol. 2, pp.6-7.

Crampton, J.L. (2004). Motivations for pleasure vacation. In S. Williams (Eds.) *Tourism: Critical concepts in social sciences; Volume II: The experience of tourism* (pp.84-101), London and New York: Routledge.

Dann, G.M.S. (2004). Tourist motivation: An appraisal. In S. Williams (Eds.) *Tourism: Critical concepts in social sciences; Volume II: The experience of tourism* (pp.58-83), London and New York: Routledge.

Deffner, A., Metaxas, T., Syrakoulis, K. & Papatheochari, T. (2009). Museums, marketing and tourism development: The case of the tobacco museum of Kavala. *Tourismos*, Vol. 4, No.4, pp.57-76.

Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, Vol. 24, No.2, pp.282-304.

Graham, B., Ashworth, G.J. & Tunbridge, J.E. (2000). *A geography of heritage: Power, culture and economy*. London, Arnold.

Leslie, D. & Wilson, J. (2006). The backpacker and Scotland: A market analysis. *Tourismos*, Vol. 1, No.2, pp.11-28.

MacCannel, D. (1976). *The tourists: A new theory of the leisure class*. New York, Schocken Books.

Mohamed, G.A. (2008). Egypt's image as a tourist destination - a perspective of foreign tourists. *Tourismos*, Vol. 3, No.1, pp.36-65.

Ryan, C. (1997). From motivation to assessment. In C. Ryan (Eds.) *The tourist experience: A new introduction* (pp.48-72), London: Cassell.

Sdrali, D. & Chazapi, K. (2007). Cultural tourism in a Greek insular community: The residents' perspective. *Tourismos*, Vol. 2, No.2, pp.61-75.

Skanavis, C. & Giannoulis, C. (2010). Improving quality of ecotourism through advancing education & training of Greek eco-tour guides: The role of training in environmental interpretation. *Tourismos*, Vol. 5, No.2, pp.49-68.

Suvantola, J. (2002). *Tourist's experience of place*. Hampshire, Ashgate.

Swarbrooke, J. & Horner, S. (2007). *Consumer behavior in tourism* (2nd Ed.). Amsterdam, Butterworth-Heinemann.

Urry, J. (2002). *The Tourist Gaze* (2nd Ed.). London, SAGE.

ENDNOTES

1. [i] Author's interview on February 9, 2008
2. [ii] author's interview on December 4, 2007
3. [iii] Author's interview on December 12, 2007
4. [iv] Author's interview on December 4, 2007
5. [v] Author's interview on February 8, 2008
6. [vi] Author's interview on December 14, 2007
7. [vii] Author's interview with a *Tourist from Australia* on February 8, 2008
8. [viii] Author's interview *with tourist and volunteer from Japan* on December 4, 2007
9. [ix] Author's interview with a Japanese tourist on February 8, 2008
10. [x] These facilities and services are not for the sex tourist industry, but there are some places where the sex industry operates secretly and illegally.
11. [xi] Author's interview with *Tourist from Australia* on February 8, 2008
12. [xii] Author's interview with *Tourist from Belgium* on February 7, 2007
13. [xiii] Author's interview with a tourist from Belgium on February 7, 2007
14. [xiv] Author's interview with a tourist from Japan on December 4, 2007
15. [xv] Author's interview with a tourist from Japan on December 4, 2007
16. [xvi] Author's interview with a tourist from France on December 14, 2007
17. [xvii] Author's interview with a tourist from France on December 14, 2007
18. [xviii] Author's interview with a tourist from Japan on December 4, 2007
19. [xix] Author's interview with a tourist from USA on December 14, 2007

Chheang, Vannarith (chheangcam@gmail.com) is Executive Director, Cambodian Institute for Cooperation and Peace.