World Academy of Science, Engineering and Technology
International Journal of Economics and Management Engineering
Vol:10, No:03, 2016

The Tourism Management: The Case of Kingdom of Cambodia

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Abstract : The purpose of this study are (1) development plan and management strategy of Virachey Natioanl Park, (2) to study stakeholders' perception on tourism development for sustainable tourism planning and management. The data was collected through 28 sets of questionnaires with the total population of international visitors who were interested in Ecotourism in northeast Cambodia and traveled to Virachey National Park. The SPSS programme was used to analyze the level of visitors' satisfaction and perception on tourism development. The results of the study indicated that moderate potentiality to be developed as tourist attraction for sustainable tourism development in the park. The components with moderate potential are physical condition, management, activities and process of natural and cultural tourism, and organization and participation of the local community. The study also found that most local communities satisfy with tourism development in the park as well as in their community.

Keywords : Kingdom of Cambodia, stakeholders' perception, tourism management, Virachey National Park
Conference Title : ICEBMM 2016 : International Conference on Economics, Business and Marketing Management
Conference Location : Prague, Czechia
Conference Dates : March 30-31, 2016

Open Science Index, Economics and Management Engineering Vol:10, No:03, 2016 publications.waset.org/abstracts/43951.pdf