

SYMBIOSIS BETWEEN AGRICULTURE AND COMMUNITY-BASED ECOTOURISM:
TOWARDS AGRO-TOURISM PRODUCT DIVERSIFICATION
CHI PHAT COMMUNE, THMOR BANG DISTRICT, KOH KONG PROVINCE
THE KINGDOM OF CAMBODIA

A Thesis

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ABSTRACT

Chi Phat Community-Based Ecotourism (CP-CBET) in Cambodia is the most well-known rural tourism destination in country-wide context, as well as regional and global in scales. Since its initial endeavor and establishment with support from key stakeholders, particularly Wildlife Alliance, a nongovernmental organization, started in 2006 and officially hosting tourists from 2008—CP-CBET has encountered challenges as well as outstanding achievements. Success can be described as employment and community development, environmental conservation, and better socio-cultural understanding among local villagers, tourists, business entrepreneurs, and local authorities. Remaining challenges are inadequate human resources, lack of standards and quality measures, weak institutional framework, lack of government enforcement and political will, and finally insufficient product development. Due to these challenges and the contextual suitability of this study area with 31.5 percent of the people living in poverty and 91.9 percent depending on agriculture, the link between CP-CBET and agriculture is crucial.

Thus, the aim of my research is to analyze feasibilities (potential and opportunities) and constraints for possible linkages between CP-CBET and agriculture as an integrated tool towards agro-tourism product diversification from the viewpoints of the key stakeholders—villagers, local authorities, sellers of agricultural products, representatives from provincial public institutions, INGO, and international tourists as demand side perspective. The question is to what extent ecotourism and agriculture in CP-CBET can be integrated to enhance and strengthen sustainable rural tourism development.

This research uses a mixture of quantitative and qualitative methods in collecting primary data. Secondary data was derived from journal articles and books, public institutions,

I/NGOs, and CP-CBET. The quantitative method includes a survey of 158 families out of 550, a response rate of 28, 7 %, and 64 visitor-completed questionnaires (approximately 69.56% comparing the same month in 2010). The qualitative method uses a semi-structured interview with 12 key informants representing stationed I/NGO, CP-CBET, public institutions, and sellers of agricultural products. Data from the quantitative method will be analyzed through basic SPSS in the form of frequency and multiple responses, while the summation of content analysis is used to analyze qualitative data from in-depth interviews.

On the supply side, results show that local agricultural products within Chi Phat community would certainly not be able to meet the demand of the whole population and tourists. As a result, high importation of meats, vegetables, and fruits from outside like the capital Phnom Penh and other peripheral areas are evident. Causes of mismatch between supply and demand are due to not only production-related factors like individualistic and traditional farming, inadequate agricultural supportive infrastructure, and unclear market demand; but also miscommunication among supply-demand itself. Secondly, the only and very weak existing connection between CBET and agriculture is locally made souvenirs. Finally, however, the good news is that a strong desire among local villagers regarding feasible linkages between the two sectors was found representatively significant.

On the demand side, visitor survey illustrates that tourists' post-purchase satisfaction regarding services and products delivered by Chi Phat community is high. In relation to tourist awareness of agriculture as both products and services, they unconsciously realized that the foods they ate were local. This is due to their perceived expectation that all foods in the community are local, and above all, grown using few or no chemicals (organic). Another aspect of agriculture as leisure or educational activities is that tourists were very unlikely to participate due to not only the prepared packages of tour companies and itineraries of CBET,

but also much pride that community have on their major attractions as well as neglect of interest or significance of agro-tourism.

Though weak tourist awareness of agro-tourism products in Chi Phat, they showed strong interest in the event that CBET would diversify their tourism products into a broader range to include agro-tourism. In addition, tourists also revealed a strong willingness to pay for local foods as well as participating in related agricultural activities.

In addition, qualitative results show us that representatives from CBET though less aware of issue of agro-tourism product diversification, strongly supported the idea of merging the two sectors. They believe introducing agro-tourism will bring more income as well as various leisure activities for tourists, especially for those tourists who seek cheaper package and village-based tours.

In spite of being fully aware of the inadequacy of financial support from higher levels of the government, representatives from PDoT and PDoA show strong support and determination concerning both moral and technical expertise. This can be illustrated by relevant trainings and improved techniques of agriculture and tourism.

Piecing previous studies, data analysis and interpretation, and policy together, this thesis proposes a new rural tourism development system in which linkages of tourism and agriculture function as the core of sustainable rural tourism development.

First, on-going support (law and regulations and subsidies) such as trainings both agriculture and tourism from line departments as well as stationed I/NGO, marketing and promotion through travel and tour operators, and finally the solidarity and mutual understanding among key stakeholders to support and advocate this developmental platform.

Second, with the aforementioned support of local agricultural producers and farmer's co-ops will be able to produce more and supply CBET through cooking unit. Another important aspect of agriculture is that not only products, but also agricultural sites and

activities can be developed as attractions. Therefore, the guiding unit in CP-CBET should contact farmers and map out a feasible itinerary in accordance with farmers' agreement.

Third, seasonality in the tourism sector usually brings lower numbers of tourists or less demand either for foods or agricultural activities. In response, as indicated in the in-depth interviews with wholesalers, they are more than welcome to buy agricultural products from local farmers. It is also critical in this period to provide necessary training to enhance production capacity as well as to strengthen communication between local farmers and key players in the area.

Cautiously, this system requires mutual understanding and negotiation over time to reach a formal consensus among stakeholders. For example, establishment of contracts between farmers, CBET as well as wholesalers is critical to safeguard perceived risks. Another important issue is that on-going support from relevant institutions like PDoT, PDoA, NGOs, and Friends of Chi Phat must be maintained so that success is guaranteed.

Since this is a feasibility study which covers overall potential aspects, opportunities, and constraints of linkages between CP-CBET and agriculture; recommendations also represent a holistic broad solution. Thus, author's thesis would like to suggest two levels of future research, namely niche specialized research on local foods and a broader scale of tourism destination branding of Ecotourism in Cardamom Mountain Range.

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DEDICATION

To My Beloved Family

Dr. Neth Baromey and Professor Emeritus Yoshida Tsuneaki

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ABBREVIATIONS AND ACRONYMS

3R	Reduce, Reuse, Recycle
3S	Sun, Sea, Sand
CADP	The Community Agricultural Development Program at Savanna Baitong
CBET	Community Based Ecotourism
CH-CBET	Chi Phat Community Based Ecotourism
GDP	Gross Domestic Products
I/NGOs	International Non-Governmental Organizations
IUCN	International Union for Conservation of Nature and Natural Resources
L & L	Live and Learn Environmental Education Organization
LAPs	Local Agricultural Products
MoT	Ministry of Tourism
NBT	Nature-Based Tourism
NGOs	Non-Governmental Organizations
NTFPs	Non-Timber Forest Products
PD _o A	Provincial Department of Agriculture
PDO	Protected Designation of Origin
PD _o T	Provincial Department of Tourism
PGI	Protected Geographical Indication
PSRTD	Proposition for Sustainable Rural Tourism Development
RGC	Royal Government of Cambodia
SAST	South Australia's Sustainable Tourism Strategy
SMEs	Small and Medium Enterprises
SPSS	Statistical Package of Social Science

ABBREVIATIONS AND ACRONYMS (continued)

SWOT	Strengths, Weaknesses, Opportunities, and Threats
TA & TO	Travel Agency and Tour Operator
TES	The Ecotourism Society
TIES	The International Ecotourism Society
UNDP	United Nations for Development Program
UNEP	United Nations for Environment Program
UNTAC	United Nations Transition Authority in Cambodia
USAID	United States Agency for International Development
WCED	World Commission on Environment and Development
WTTC	World Travel and Tourism Council
WWF	World Wildlife Fund for Nature
WW II	World War II

LIST OF TERMS

Chi Phat CBET: This community-based ecotourism located in Chi Phat community, Thor Bang district, Koh Kong province, Cambodia. The community has been financially and technically supported by Wildlife Alliance; a U.S. based non-governmental organization since 2006 and started to host tourists from 2008 with the participation of 167 families.

Reforestation Program: This project run by Wildlife Alliance and aims to combat the impact of illegal logging and slash-and-burn farming practices whilst offering jobs to local residents. Specifically, it encompassed a total of 1.8 million trees from 63 different native species which will be planted over 1,320 hectares in Phnom Tangnorl in 2008-2011, continuing with an additional 700,000 trees in 2012-2013. In addition, 81 workers, largely women, work in the tree nursery and care for the saplings year-round. Temporary, 150 workers are employed seasonally during the planting season.

The Community Agriculture Development Program at Savanna Baitong: Villagers living in this community are originally moved from Chi Phat community. These villagers are provided necessary needs such as land tenure, irrigation, and trainings with accessibility of education, health care, and loan fund. They earn their livelihood through agricultural activities, namely rice and cash crops growing.

Agro-tourism: this term has two encompassing meanings, namely agricultural products such as meats, vegetables, fruits, and hand-made souvenirs; and agricultural related activities for tourists either as leisure activities or educational purposes.

CHAPTER 1: INTRODUCTION

1.1 Tourism Development in Cambodia

Since the end of World War II, tourism has experienced continued expansion and diversification becoming one of the largest and fastest growing economic sectors in the world reaching 940 million international tourists with US\$ 919 billion international receipts in 2010 (UNWTO, 2011). In addition tourism directly represents five percent of global GDP and responsible for over 235 million jobs; approximately one in 12 jobs worldwide.

Aside from conventional mass tourism, alternative form or sustainable tourism development has gained its momentum as a tool not only for green economic gain and socio-cultural understanding, but to also for environmental engine to conserve biodiversity in rural areas ever since the emergence of the World Conservation Strategy (International Union for Conservation of Nature and Natural Resources, IUCN), United Nations Environment Program (UNEP) and World Wildlife Fund (WWF, 1980), Our Common Future (World Commission on Environment and Development (WCED, 1987), as well as intellectual insights.

In Southeast Asia, Cambodia used to be known as one of the most famous touristic destinations during the 1960s with the annual arrivals of tourists from 50,000 to 70,000 (Chheang, 2009 cited in Lam, 1996). Nevertheless, due to the lingering civil war and the genocidal regime of Khmer Rouge, the tourism industry was completely devastated (Chheang, 2009). After those conflicts were over, tourism has developed very fast since 1990s under the support of the international community and the government. Tourism is viewed as the sector pushing the increase in employment rate and economic growth. Cambodian tourism has been considered as the third top priority sector (agriculture the first, and followed by textile industry) playing the role as “green gold” contributing to socio-economic development, environment protection and natural resource conservation, particularly to green economy

development (Khon, 2011). In 2011, while the numbers of domestic tourists increased, Cambodia received 2.9 million international tourists, an increase of over 14.9%, generating more than 10% to GDP and creating more than 300 000 jobs. However, the country is still primarily dependent on the single tourism destination of Angkor Wat and has neglected to develop tourism around other points of interest in Cambodia, including ecotourism. This is not only due to the relatively poor quality and extent of needed infrastructure throughout the country, but it is also due to government neglect of alternatives to conventional tourism (Eng, 2005 cited in Reimer and Walter, 2012).

1.2 Ecotourism in the Context of Cambodia

Located in a rich source of the landmass of Southeast Asia, Cambodia is born with images of the glorious and mysterious past and abundance of cultural, historical, and natural heritages and inheritances evolving over thousands of years. It is located in a rich tropical region, which is classified by IUCN as Indo-Burma biosphere hotspot (Birdlife International, 2007 cited in Neth, 2008). Thus, this country has high potential and competitive advantage for tourism development. It is widely agreed that conservation of both wilderness areas and fauna and flora in Cambodia has been the result of war and armed conflict rather than of intentional, thoughtful preservation policies or practices. With the end of armed conflict, wilderness areas are today newly accessible to resource exploitation and development. Widespread poverty, the dislocations caused by civil war and the Khmer Rouge genocide, and high levels of corruption in Cambodian government have exacerbated local and international attempts to conserve critical natural areas (Sok, 2010; Transparency International, 2006). Therefore, the nation's weak regulatory framework means that it is difficult to enforce resource conservation legislation. For example, even though an area is designated as a protected or wilderness area, threats from logging, hunting, wildlife trading, mining, in-migration, and land development are witnessed across the country. Consequently, in Cambodia, an urgency to implement

innovative environmental conservation and protection initiatives, including community-based ecotourism is certain (Reimer and Walter, 2012).

Ecotourism, Nature Based Tourism (NBT), or Community-Based Ecotourism (CBET) in Cambodia takes place mostly in protected areas, a system which was established since 1925 as a controversial legacy of the French colonial days from 1863 to 1953 (ICEM, 2003 cited in Neth, 2008). Where the government has failed to provide resources for CBET, international non-governmental organizations (INGOs) have stepped in. Over the past decade, there are over 30 CBET's sites in Cambodia. The first such CBET site was established in 1998 at Yeak Laom Lake in Ratanakiri northern-part province.

The majority of CBET sites are located within national parks or conservation areas designated as protected areas/protected forests, and are focused either on unique natural attractions (e.g. Irrawaddy river dolphins, the Yeak Laom volcanic lake, gibbons) or are situated within wilderness remote areas. Many of the conservation areas are, however, contested sites: residents who lived in them before they were designated as protected assert their rights to hunt, harvest timber, collect forest products and engage in slash and burnt agriculture, and business interests continue to lobby for logging, mining, dams, roads and other infrastructure (Global Witness, 2007 cited in Reimer and Walter, 2012).

Over a decade of CBET's implementation in Cambodia with financial and technical support from international aid agencies as well as from the Royal Government of Cambodia (RGC), more than thirty community-run CBET sites have been established under this scheme. Though promising numbers of establishments could be found across the country, CBET in Cambodia, as also witnessed in other developing nations, are still facing some challenges: access to development resources, local support and participation, communication among stakeholders, power and control over natural resources, and especially local capacity to maintain ecotourism management and development after withdrawal of I/ NGOs. Successful

community-based conservation projects according to Fraser (2009, p. 204) should confer with *“legal rights to wildlife and wild products on communities—the rights to gather plants or cut trees sustainably, the right to develop business centered around ecotourism and sustainable agriculture, the rights to a percentage of neighboring park revenues, even limited rights to hunt—triggering an important transformation in local attitudes.”*

1.3 Study Area, Reasons for Choosing the Site, and Problem Statement

Koh Kong province is located in the south western part of Cambodia with a total land area of 11, 160 square kilometers and a population of 164,707. This province is comprised of 8 districts: Botum Sakor, Kiri Sakor, Koh Kong, Smach Meanchey, Mondol Seima, Srae Ambel, Thmor Bang, and Kompong Seila, along with 33 communes and 133 villages. After Cambodia’s liberation from the Khmer Rouge in 1979, Koh Kong was still quite unpopulated due to instability and infrastructure difficulties. As a result, Cambodian national policy has been put in place to attract people to live in Koh Kong town. Due to policy incentives and market pressure from Thailand as well as in-migration from other parts of Cambodia, it is estimated that the average annual growth rate in Koh Kong was 16 per cent, which also has put pressure on the natural resources, especially mangrove resources in the province (Reimer, et al. 2012). According to Ministry of Tourism (2008) and an interview with the Director of Department of Tourism in Koh Kong (2012), touristic attractions are abundant in the province both natural and cultural resources: Cham Yeam resort, Kbal Chhay E91 waterfall, Kbal Chhay Prek Kor waterfall, Kbal Chhay resort, Khun Chhang Khun Phen resort, Koh Kong Krov beach, Koh Mool resort, Koh Sdach beach, Lam Da beach, Prek Chik O’srey Sranash, Prek Ta Nuon beach, Sner beach, Ta Tay waterfall, Chi Phat waterfall, hundred-year jar site and coffins, abundant flora and fauna, as well as the local way of living.

Within the territory, the Cardamom Mountains Range of Southwest Cambodia forms one of the largest and most intact wilderness areas remaining in Southeast Asia. According to

UNDP (2006) and Clements et al., (2008), this mountain range has been recognized as a biodiversity hot spot, and home to some of the last Indochinese Tigers, wild herds of Asian Elephants, Malaysian sun bears, and other threatened species such as gibbons, endangered clouded leopards, Asiatic black bears, green peafowl, the critically endangered Siamese crocodile, some 1000 species of birds, and rare species of orchids, pitcher plants, and cycads.

In Koh Kong province, one of the most promising ecotourism sites is Chi Phat Community Based Eco-tourism located in Chi Phat commune, Thmor Bang district, Koh Kong province, Cambodia. Chi Phat commune is comprised of four villages: Chi Phat, Chaom Sla, Kam Lort, and Teuk La-ork. CBET Information Center is located in Chi Phat village, which functions as a gathering for merchandises, villagers, as well as tourists (see Figure 1).

Recently, this community is easily accessible by boat and motorcycle as well as by automobile. Chi Phat is located upriver along the banks of the Steung Phipot River in the dense rainforest of the Southern Cardamom Protected Forest¹.

Formerly, this remote village was once a military base for the Khmer Rouge regime from 1975-1979, then governed by Vietnamese troops in the 1980s, and followed by national election in 1993 under support from United Nations Transition Authority (UNTAC), and finally administered as the present Chi Phat with the total of 550 families.

¹ In 2003, a Royal Sub-degree no 65 was signed and designated an area of 114,275 hectares including the areas surrounding Chi Phat commune as Protected Forest.

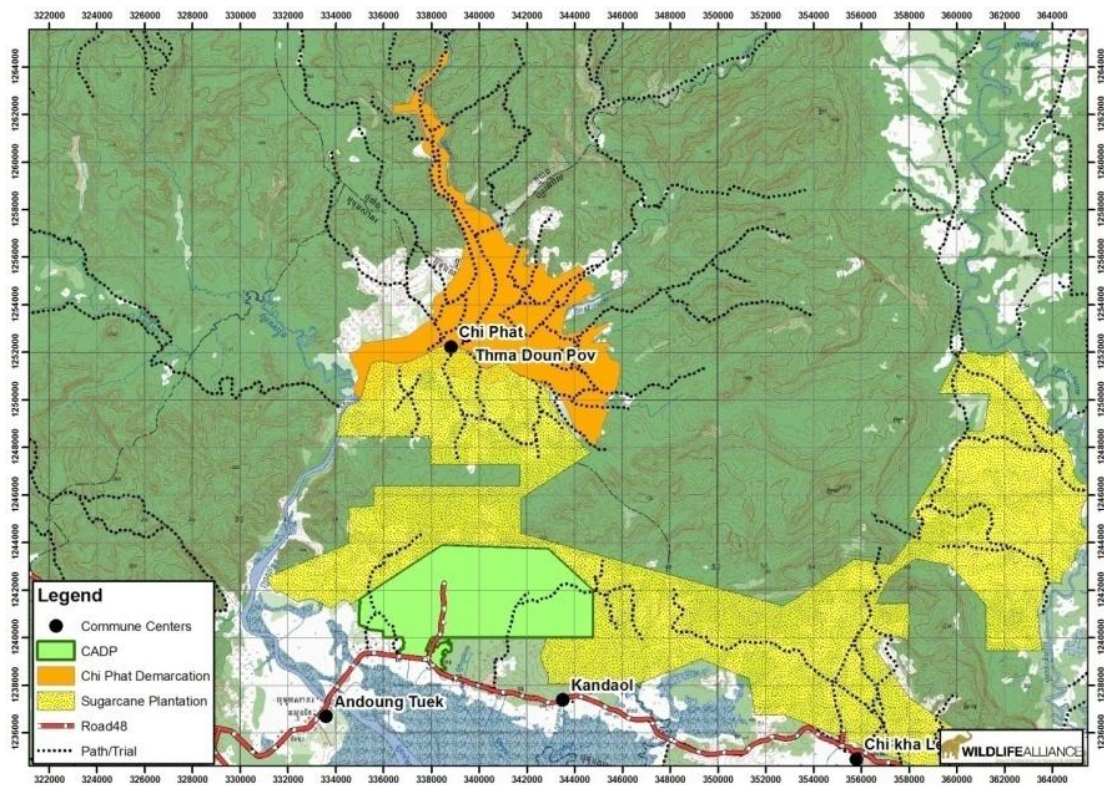


Figure 1 Map of Chi Phat Community

Source: Wildlife Alliance, 2012

Over 95 percent of villagers were poor farmers who migrated into the area in the mid-1990s to work in logging or construction, supplementing their income through hunting, fishing, and subsistence farming (Reimer and Walter, 2012; and an interview with commune chief). In the early 1990s, RGC allowed a few mills to cut trees with formal contracts, yet with lack of sufficient management many illegal mills were established. As a result, more than one million trees were cut and Chi Phat village became a new downtown with many people from different provinces across Cambodia. And accordingly there were as many as mills and clubs, and electricity was generated until midnight in Chi Phat downtown area (Wildlife Alliance, 2007 cited in Marta, 2008).

Since the late 1990s, RGC closed the illegal mills. This resulted into two situations: those who earned enough money from illegal trade returned to their hometowns, while the rest

less-fortunate continued living here to trade illegally on Chan Krisna, Rong Resin, wild meat and other non-timber forest products (NTFPs).

When Wildlife Alliance came to the scene in 2002 in an effort to save the Southern Cardamoms, local villagers and outsiders were encroaching on protected forest, destroying forest area by illegal logging, and hunting endangered animals for local consumption and sale on the black market (Lonely Planet, 2010). Thus, one of the only ways to prevent biodiversity losses was to send in teams of enforcement rangers to crack down on forest and wildlife crimes. But enforcing the law would have constricted local villagers' ability to earn money to feed their children and this would have resulted in a great deal of bitterness. In spite of the fact that most of local people observed that it is getting harder and harder to find wild animals, they were still unaware that this degradation was due to their unsustainable activities.

Wildlife Alliance realized that in order to save the Cardamom natural resources, it needed the cooperation of locals and that such partnership would be possible only if income generating alternatives to poaching and cutting trees were available. In such a remote area, one of the only resources is the fauna and flora, and one of the few ways to earn money from plants and animals without destroying them is ecotourism (Lonely Planet, 2010).

Thus, Community Based Ecotourism in Chi Phat was established in 2007 with technical and financial support from Wildlife Alliance, a U.S.-based non-governmental organization. During 2006 to 2007 was the year of feasibility study and community consultation. In the following year, 2008, the development of the ecotourism project commenced, with the participation of 167 families.

In the same year, a local reforestation project was also established (Wildlife Alliance, 2012b cited in Reimer, et al.). The reforestation project provided employment to 80 local women and 100 men to grow 500,000 nursery trees, and plant some 450 acres of seedlings every year. Wildlife Alliance in 2008 and 2009 partnered with one NGO named Live and

Learn Environmental Education (L&L), to provide training and capacity building for the Chi Phat ecotourism project. L&L is an Australia-based NGO specializing in participatory community-based education for local livelihood and environmental conservation. Funded by two one-year IUCN grants, training and ecotourism project capacity building in Chi Phat have begun: ecotourism guiding, hosting, first aid, cooking, communication, leadership and conflict management and resolution, business management, group management, project management, and recycling, sanitation and garbage management, materials development, community activities to raise environmental awareness, and a study tour of another successful CBET project in Cambodia.

With Friends of Chi Phat (responsible travel and tour operators), CBET in Chi Phat segmented eco-minded travelers. Current ecotourism activities include trekking, camping, mountain biking, bird watching, boating, kayaking, and village stays. The project's primary aim is environmental conservation, enacted in the development of community-based ecotourism through education, capacity building, and poverty alleviation. And the local vision is *"We, the people of Chi Phat commune, want a community-based ecotourism project that is developed by our community and partners and will empower our community, attract tourists, and contribute to protect natural and cultural resources and better livelihoods as well as improve infrastructure and the commune environment (photo taken by author)."*

Since hosting tourists in 2008, both numbers of tourist arrivals and receipts have been increasing significantly. For example, about 400 tourists spending over \$US7, 000 in 2008 to approximately 1,800 of tourist arrivals with roughly \$US70, 000 in 2011 (Figure 2).

In addition to this remarkably growth rate, CP-CBET has also been awarded as well as mentioned in both national and international press and television. This includes one of the best practice areas in APEC (2010); one of the world top ten ecotourism destinations in

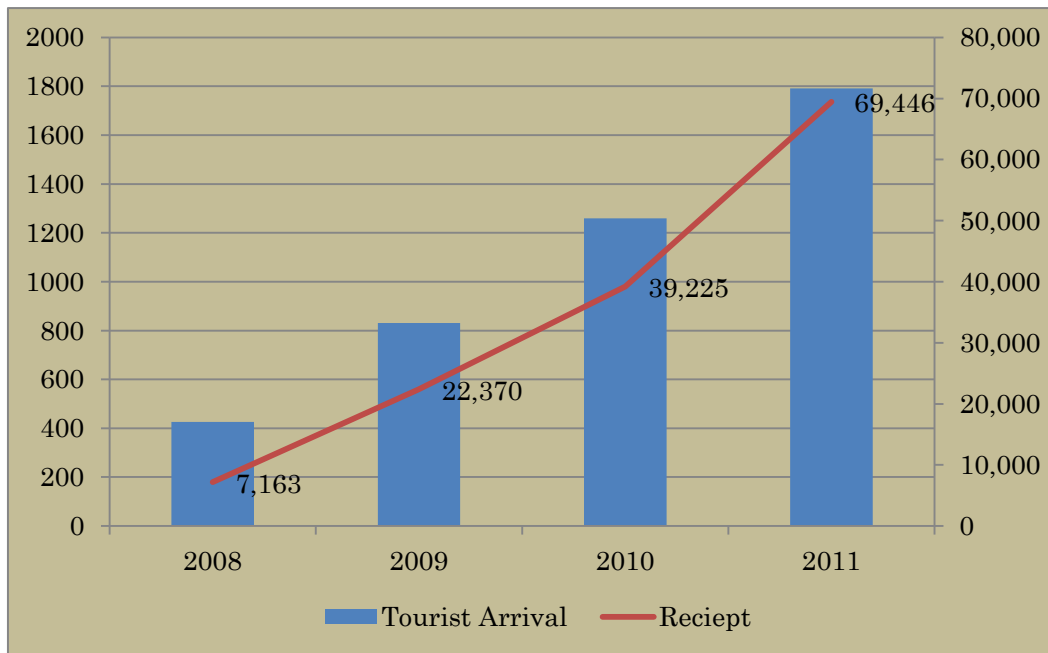


Figure 2 Tourists arrivals and receipts

Source: Compiled by author

lonely planet (2008 and 2010); Cambodian’s Hidden Treasures Contest Winner (USAID, 2010); Ecotourism Gateway to one of the Southeast Asia’s largest remain tracts of rainforest (The WallStreet Journal), and other national recognition. In addition, the contextual fitness or criteria of this study area is that 31.5 percent living in poverty and 91.9 percent depending on agriculture. Thus, there is definitely a certain link between community-based ecotourism and agriculture in the area.

CBET in Chi Phat and its supporting organizations as well as governmental institutions should also bear in mind the paradox of conservation and development though the aforementioned success and popularity as community-based ecotourism in countrywide context as well as regional and global level. Take (Poon, 2002; Neou, 2003; & Sangkakorn, 2006) for example: the challenges of ecotourism projects for conservation and development purposes impossible would include low development of linkages, weak SMEs, low level or absence of local participation, inadequate human resources, lack of standards and quality measures, insufficient product development and diversification, inadequate marketing and

promotion, weak institutional framework, unclear legal mandate, lack of government enforcement and political will, lack of stakeholder partnership, and absence of collaboration.

Among these 11 impediments, there are five main components which could be applied in the context of CBET in Chi Phat namely inadequate human resources, lack of standards and quality measures, weak institutional framework, lack of government enforcement and political will, and finally the insufficient product development and diversification. In addition to this, one recent exploratory case study by Reimer and Walter (2012) focusing on applying Honey's (2008) analytical framework "authentic" ecotourism to examine the social dimensions of sustainable ecotourism. In this study, they concluded that the Chi Phat CBET project appears to fully meet five of the seven components elaborated by Honey for authentic ecotourism: it involves travel to natural destinations, minimizes environmental and cultural impact, builds environmental awareness, provides financial benefits and empowerment to local people, and respects local culture.

Among the five components out of seven of authentic ecotourism that Reimer and Waler (2012) raised in Chi Phat Community Based Ecotourism, it is still speculated that the two discourses—minimize the impact and build environmental awareness—are adequately addressed in Chi Phat CBET. In addition, Reimer and Walter (2012) mentioned that Chi Phat CBET has reached the top five components, of which the two components encompassed minimize impact and build environmental awareness.

The author of this thesis, Khun Kakda, neither disagrees with the origin author in Honey's nor rejects the findings of Reimer and Walter (2012) in Chi Phat CBET. Instead he questions whether or not the two principles should be expanded by incorporating the concept of utilizing or promoting local foods, which benefit not only the local economic circulation within the community, but also the reduction of food mile and chemical uses that usually cause by importing a lot of agricultural products from outside the community boundary,

especially from the capital city. For example, agricultural products (esp. vegetables) are imported from Thailand and Vietnam, where a high rate of chemical substance is used.

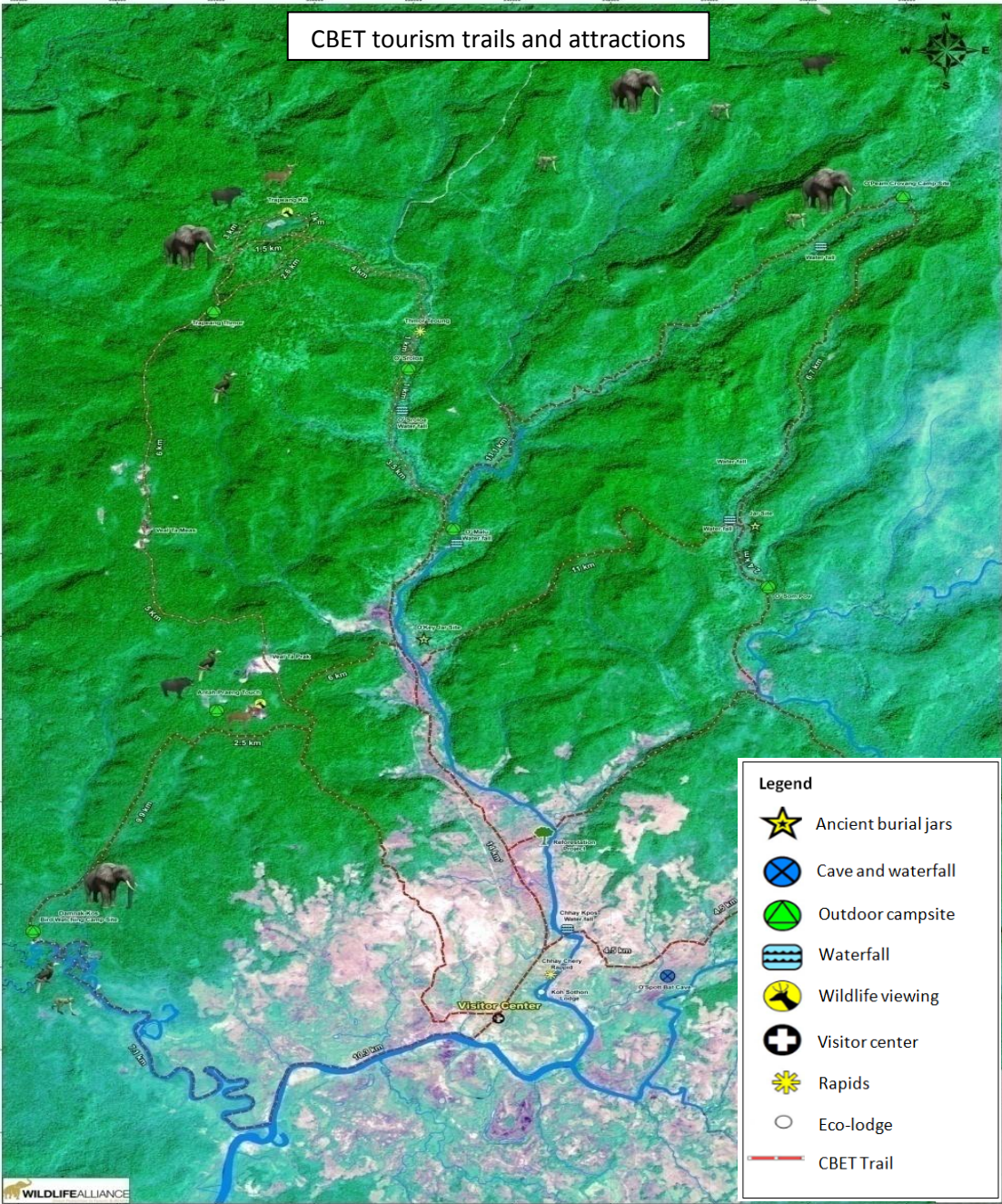


Figure 3 CBET's attractions and trails

Source: Slightly edited from Wildlife Alliance, 2012

By supporting local food in CBET or in other words assisting the community to grow their own vegetables and raise livestock will surely improve their livelihood and reduce negative impact of economic leakages, food distance, high risk of inadequate food supply to

tourists, local pride of their local foods and ingredients, diversification of rural tourism products, and above all help to enlarge the economic situation of those who do not have a chance to work in CBET either due to their lack of skills and knowledge or their vulnerable circumvent. And this discourse has been the central theme of the author's thesis.

1.4 Research Objectives and Questions

This study aims to analyze the feasibilities (potential and opportunities) and constraints for the possible connection between Chi Phat Community-Based Ecotourism and Agriculture as an integrated tool towards agro-tourism product diversification, which suits the contextual problems and better sustains rural tourism development at communal level.

To achieve this end, this mixed-method research has two main objectives and accompanied by some research questions as follows:

- ❖ *Objective1: Identify the current pattern of agricultural supply and demand in Community Based Eco-tourism (CBET) as well as Chi Phat community as a whole.*

Research Questions

1. What is the current state of supply and demand of agricultural products within the community and CBET?
2. What are the existing linkages and constraining factors of the two-sector?

- ❖ *Objective2: Explore the feasible connection between CBET and agriculture which primarily focus on agro-tourism product diversification.*

Research Questions

1. What are the possible/potential linkages between CBET and agriculture?
2. How do the interviews with key players help to explain quantitative differences in achievement for connection between ecotourism and agriculture?

1.5 Expected Research Outcome

This study expects to provide a holistic viewpoint from key concerned stakeholders, who have affected or affected by the development of Community-Based Ecotourism, in relation to feasible connection between Chi Phat CBET and agriculture as an integrated tool towards agro-tourism product diversification which suits the contextual problems and better sustains rural tourism development. Furthermore, this research will also provide a sustainable development approach framework to relevant governmental bodies, I/NGOs, community, private sector, as well as other interest groups in the field of sustainable rural tourism development.

1.6 Structure of Thesis

This thesis is organized into six chapters. The first introductory chapter mainly focuses on general overview of tourism development in Cambodia specifically dealing with ecotourism and its potentialities and challenges. Then a description of the study area and its contextual problems will be introduced and analyzed in order to form a problem statement, research objectives, and questions. Furthermore, the author's expected outcomes from this research will also be elaborated. The remainder will be presented as follows:

CHAPTER 2 LITERATURE: primarily introduces and analyzes tourism and agri-tourism related theories as well as illustration of one successful story from Italy's Agriturismo Development Model. Next, it will critically analyze the deficiency in previous studies, especially related to the connection between tourism and agriculture as to inform the originality of this research.

CHAPTER 3 METHODOLOGIES: mainly provides research approaches, techniques, and theories as well as appropriate tools to smoothly handle and ensure the success of this research with validity and reliability. This will include research design, data collection

techniques, sample size and sample frame, qualitative and quantitative data collection, resource and research materials, research constraints, and finally data analysis methods.

CHAPTER 4 FINDINGS AND RESULTS: strategically divided into two main parts—quantitative results from both villagers and international tourists, and qualitative findings from key representative institutions. To capture the holistic viewpoints of concerned key players, villagers were interviewed using household questionnaire survey and visitor survey for interviewing international tourists. In addition, to explore the feasibility of the linkages of CBET and agriculture, representatives from relevant institutions are interviewed using guiding checklists.

CHAPTER 5 DISCUSSION AND INTERPRETATION: this chapter provides the discussion and interpretation of results in CHAPTER 4 and accordingly the author will provide a holistic solution to the contextual problem. Focuses on analysis of supply and demand sides, key players in-depth interviews, as well as previous studies and relevant policies; this chapter will provide holistic critical opportunities, potentialities, and challenges of connection between CBET and agriculture. From this discourse, the author of the thesis will propose a new typology of sustainable rural tourism development that complements well with the context of study area.

CHAPTER 6 CONCLUSION AND IMPLICATIONS: summarizes the main findings and results that most relevant to this study. This part will also provide recommended further research in the study area, namely the niche research which focuses on the uniqueness of agricultural products and activities in Chi Phat and another possible long-term research should target Ecotourism in Cardamoms as a regional eco-tourism branding with unique and innovative branding.

CHAPTER 2: LITERATURE REVIEW

2.1 Overview of Sustainable Tourism

Sustainable Tourism is the popular concept for all tourism destinations because it is the hot issue occurring in most regions. Therefore, it is defined differently according to different people in different situations. As Barke and Newton (1995, p.116), stated that “the concept of sustainable tourism adopted in an urban area must be multifaceted if it is to be successful and must be based on more than a narrow ecological and environmental perspective” (Gezici, 2005). Then, the same author added that there is no doubt that the environment is the basis for the natural and cultural resources for attracting tourists. Therefore, environmental protection is essential for long-term success. If the natural, historical, and cultural environment cannot be protected, there can be no expectations for sustainability in destination areas. Similarly as adopted by the World Tourism Organization (1993, cited in Gezici, 2005), sustainable tourism has four major components as economical, social, cultural, and ecological sustainability; meanwhile, tourism is defined as a model form of economic development that is designated to improve the quality of life in the host community, provide a high quality experience for tourists, and maintain the quality of the environment on which both the host community and the tourist depend.

Sustainable tourism can be defined as tourism that meets the needs of present generations without compromising the ability of future generations to meet their own needs (Weaver & Oppermann, 2000). Furthermore, World Travel & Tourism Committee (WTTC, 1995) defined sustainable tourism as the tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such as way that economic, social and aesthetic

needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

All in all, sustainable tourism is the development of tourism that increases local economy by providing job opportunities in any kinds of tourism services, promoting local values and strengthening the traditional culture while conserving the nature all of which represent the tourism attractions. Moreover, tourism that is able to reach the sustainability must satisfy both the host and tourist needs.

2.1.1 Characteristics of Sustainable Tourism

As World Tourism Organization (2003) defined the four dimensions of sustainable tourism as economical, social, cultural, and ecological factors; while Weaver & Oppermann (2000) and others also have given similar characteristics of sustainable tourism. These characteristics are organized into environmental, economic, social, cultural and management categories as well as their hybrids, and can be related to the material. The special characteristic of those indicators of sustainable tourism is the long term of those achievements. This means the tourism that meets the needs of the present generations and conserve for people in the future.

2.1.2 Principles of Sustainable Tourism

According to South Australia's Sustainable Tourism Strategy (SAST), 12 key principles, which were based on the Triple Bottom Line—socio-cultural, environmental, and economic— had been screened and used in its Tourism Plan 2003-2008. The phrase in each quotation mark is a direct quotation from SAST and followed by author's elaborated explanations:

- 1) Being different: “the key to successful and sustainable tourism is achieving a clear sense of difference from others competing destinations”. This can be

achieved through means of development and marketing on the attributes and strengths of the destination.

- 2) Achieving authenticity: “the attractions most likely to be successful, and those with the greatest enduring appeal, are those which are genuinely relevant to the history, industry, culture lifestyle and natural resources of the district”. This simply means tourism is not just something pleasing to the eyes, but it also includes the intangible assets within its boundary.
- 3) Reflecting community values: “representation of the past, present and future aspirations of the local community in a living and dynamic way rather than embalming the past”. Changes always happen when tourism present in a community. One thing that will never be changed is that putting local community values in the forefront, listening to them carefully and also striving the best in respond to their needs is important.
- 4) Understanding and targeting the market: “understanding the broad market trends and the needs of specific segments is critical”. Uniqueness of tourism sites must be compatible with the targeted market.
- 5) Enhancing the experience: “people motivation for travel is to seek something they cannot experience at home”. Matching tourism’s attributes of a destination to tourists’ desire is important to draw them to one destination. But tourist’s satisfaction with foods might not be the case of trekking, thus it is critical to prepare carefully for the whole bundle or package of visitors.
- 6) Adding value: “adding value to existing attributes achieves a richer tourism experience and helps to diversify the local economy”. Diversification of

local economy through means of product development onto existing products and services as well as creating new ones.

- 7) Respecting natural and cultural values: “sustainable tourism development derives its form and appeal from these qualities, and adds to the special nature of the destination and in particular respects ecological processes”.
- 8) Achieving conservation outcomes: “a mutually beneficial alliance can be achieved between tourism and conservation”. Interest groups connected with tourism destinations should work cooperatively in mutual understanding, appreciation, and enjoyment, while at the same time maintaining and advocating conservation in the area.
- 9) Having good ‘content’ (‘telling the story’): “tourism development can interpret natural, social, historic and ecological features”. Local guides play a significant role ensuring not only tourists satisfaction but also as ambassadors to inform, to educate, to entertain, and above all to achieve a balance between what should be included in the message and adverse impact arise when inability of local guides is not properly enhanced.
- 10) Achieving excellence and innovation in design: “good design respects the resource, achieves conservation outcomes, reflects community values, and is instrumental in telling the story”. The challenge is on how to really intrinsically drive tourists to the world of a contextual setting of a destination and convince them that this is what a new form of sustainable tourism is.
- 11) Providing mutual benefits to visitors and hosts: “tourism is not encouraged for its own sake”. Win-win strategy should be a top priority in achieving mutual benefits between tourists and the place they visit.

- 12) Building local capacity: “good tourism businesses do not stand isolated from the communities they operate in”. Capacity building among local community and key stakeholders is to ensure on one hand the smooth of services and products delivery, and on the other hand to avoid the adverse impacts of tourism development.

2.2 Overview of Ecotourism

The ecotourism concept, which was introduced in the 1960s, discussed by ecologists in the 1970s, accepted by tourism researchers in the 1980s and considered as the fastest-growing segment of the tourism industry in the 1990s, has been considered theoretically sound but hard to implement (Higham, 2007). Ecotourism is the traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestation (both past and present) found in these areas (Ceballos-Lascurain, 1987, p.14).

Almost a decade later, by the same author, this definition has been modified as the environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low negative visitor impact, and provides beneficially active socio-economic involvement of local populations (Ceballos-Lascurain, 1996). The parallel definition was given by World Wildlife Fund for Nature (WWF) in 1995 one year before Ceballos-Lascurain authored their modified definition, *Ecotourism* is responsible traveling contributing to the protection of natural areas and the well-being of the local population. Ecotourism is not very far from the term *tourism* which is the service industry served by the local people with government authority cooperation and may related with other private service companies.

As Björk (1997), defined ecotourism is an activity where the authorities, the tourism industry, tourists and local people cooperate to make it possible for tourists to travel to genuine areas in order to admire, study, and enjoy the nature and culture in a way that does not exploit the resources, but contributes to sustainable development (p. 305). The commonly used definition of ecotourism is the one defined by The Ecotourism Society (TES) (1998): “ecotourism is responsible travel to a natural area that conserves environment and improves the well beings of local people”. The World Conservation Union (IUCN, 1996), defines ecotourism as environmentally responsible travel and visitation to relatively undisturbed natural area in order to enjoy and appreciate nature that promotes conservation, has low visitor impact, and provides beneficially socio-economic involvement with the local population. This definition mainly focuses on the careful traveling to the conservation areas while the traveler is able to learn from the nature and reverse positive impact to the site through economic benefits and conservation. In addition to this meaning, Weaver (2001) defined ecotourism as a form of tourism that fosters learning experiences and appreciating the natural environment, or some component thereof, within its associated cultural context. It has the appearance (in concert with best practice) of being environmentally and social-culturally sustainable, preferably in a way that enhances the natural and cultural resources base of the destination and promotes the viability of the operation (p.15).

Ecotourism is a sustainable form of natural resource-based tourism that focuses on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits, and scale). It typically occurs in natural areas, and should contribute to the conservation or preservation of such areas (Fennell, 2003 p.25). Some authors found ecotourism resembling a strategy for sustainable tourism development, for its four main dimensions, as Wearing (1996) and Yin (2003) defined “ecotourism is a form of sustainable tourism: economic, culture, environment and visitor

satisfaction”. Several definitions were defined by different researchers due to the world changing from time to time and became the trend of ecotourism development is becoming popular in most countries. Concluding all of the mentioned definitions, ecotourism is a kind of tourism focusing on the traveling to the natural area for the purpose of learning from nature, expressing an appreciation, and contributing to conservation. In the meantime, it contributes economic benefits for improving local welfare and conserves cultural values. The defining definition is not the practicing, “while definitions can be useful, what is more important is the appropriateness and quality of action, not what it is called” (WWF International, 2001 p.2). Ecotourism definitions are perceived in various ways by different authors. Generally, ecotourism is perceived as a form of alternative tourism distinguished in three ways from other types of tourism:

- ecotourism emphasizes the natural environment, or some components, as the focus of attraction, with associated cultural attractions being recognized as a secondary component (Boo, 1990)
- the resulting interaction with nature is motivated by a desire to appreciate or learn about the attraction in terms of its intrinsic qualities. This contrasts with nature-based, 3S—sea, sun, and sand— or adventure tourism, where the natural environment serves as a convenient setting to fulfill some other motivation (e.g. sunbathing or thrill-seeking, respectively, in the two cases given here).
- qualifying activities should be carried out in a sustainable way (Blamey 1997). However, since it is almost impossible to guarantee conformity with sustainability, this may be modified to mean that participants should make every reasonable effort to act in a sustainable manner.

Prakash, et al. (2005) added that “An important criterion to make ecotourism socially responsible, economically efficient and environmentally viable is to foster a dialogue:

constructed and controlled along indigenous needs and in indigenous terms” (cited in Johnson (1990) and Lindberg and Hawkins (1993).

2.2.1 Characteristics and Principles of Ecotourism

Ecotourism is a unique type of tourism which it was combined from two technical words. Specifically, Ecotourism comes from *ecology* plus *tourism* which concentrate on both fauna and flora the tourism that depends on ecological components. While, Weaver & Oppermann (2000) raised three characteristics on how ecotourism differs from common tourism, the United Nation Environmental Program (UNEP) and World Tourism Organization (WTO) have identified some characteristics of ecotourism. First, it involves appreciation not only of nature but also of community culture prevailing in the natural area, as part of their visitation. Second, it contains education and interpretation as part of the tourists offers, meaning that both the community and the tourists at least learn something from participating in ecotourism. Then, ecotourism is generally organized for small groups of people by small locally-owned businesses. In addition, this form of tourism minimizes negative impacts on the natural and socio-cultural environment by supporting the protection of the natural area by generating economic benefits for the manager of the natural area. Last, but not least, ecotourism also provides alternative income and employment for the local community and increases local and visitor awareness of conservation.

Chesworth (1995) argues that ecotourism has six characteristics: (1) ecotourism involves traveling to undisturbed natural areas and/or archeological site; (2) focuses on learning and the quality of experience; (3) its economical benefits and the local community; (4) ecotourists do not deplete natural resources, but sustain the environmental and help undo damage to the environment; (5) ecotourists seek to view

rare species, spectacular landscapes and/or the unusual or exotic; and finally, (6) ecotourists appreciate and respect local culture and traditions.

According to Yin (2007), there are five characteristics of ecotourism: 1) offering visitors experiences that foster an appreciation and understanding of natural and cultural heritage; 2) making positive contributions to local and indigenous communities, and the conservation of the natural and cultural environment; 3) establishing positive working relationships between government, industry and the community; 4) encouraging wider use of sustainable technologies and the promotion of best practices, and lastly 5) providing sustainable economic development (cited from Yin, 2007 lecture notes).

In addition, Mexican ecologist Hetzer introduced the term “ecotourism” and identified four normative principals (pillars) in 1965. According to Hetzer, ecotourism should have (1) minimum environmental impact, (2) minimum impact on – and maximum respect for host cultures, (3) maximum economic benefits to the host country’s grassroots, and (4) maximum recreational satisfaction to participating tourists (Higham, 2007 p. 27). Going further to four principles of Hetzer, TIES (The International Ecotourism Society) raised several points for ecotourism principles. Ecotourism: minimizes impact, builds environmental and cultural awareness, provides positive experiences for both visitors and hosts, provides direct financial benefits for conservation, and provides financial benefits and empowerment for local people, raises sensitivity to the host country’s political – environmental and social climate, and supports international human rights and labor agreements. Other principles set by The Quebec Declaration on Ecotourism (2002) (presented at The World Ecotourism Summit) are as follows: (1) contributes actively to the conservation of natural and cultural heritage, (2) includes local and indigenous communities in its planning, development and operation, contributing to their well-being, (3) interprets the natural

and cultural heritage of the destination to visitor, and (4) lends itself better to independent travelers, as well to organize tours for small size groups.

However, Butler (1992) determined the following principles and characteristics of ecotourism which are almost dominant to the sum of the above principles from other ecotourism experts:

1. It must be consistent with a positive environmental ethic, fostering preferred behavior.
2. It does not denigrate the resource; there is no erosion of resource integrity.
3. It concentrates on intrinsic rather than extrinsic values.
4. It is biocentric rather than homocentric in philosophy, in that an eco-tourist accepts nature largely on its terms, rather than significantly transforming the environment for personal convenience.
5. Ecotourism must benefit the resource. The environment must experience a net benefit from the activity, although there are often spin-offs of social, economic, political or scientific benefits.
6. It is first-hand experience with the natural environment.
7. There is, in ecotourism, an expectation of gratification measured in appreciation and education, not in thrill-seeking or physical achievement. These later elements are consistent with adventure tourism.
8. There are high cognitive (informational) and effective (emotional) dimensions to the experience, requiring a high level of preparation from both leaders and participants.

Source: After Butler (1992), in Acott et al. (1998)

2.3 Tourism and Agriculture

Agriculture has functioned as the main role in economic growth in most developing countries. For example, in Cambodia agriculture is the largest sector contributing to the GDP growth. According to World Bank Report issued in 2011, it reported that in 2010 agriculture shared in value added of GDP up to 36.02 %. (Retrieved from <http://www.tradingeconomics.com/cambodia/agriculture-value-added-percent-of-gdp-wb-data.html>).

Meanwhile, tourism itself is well known as the largest and fastest growing industries in Southeast Asia (UNESCO, 2007). However, based on the Belisle (1983 cited in Great Britain 1966: ix and xi), tourism cannot grow alone without other sectors:

Though tourism can be the prime generator of economic development, growth cannot be based on expanding tourism alone. Tourism must be supplemented by a major effort in the direction of import substitution, particularly of food items. The agricultural sector must grow in order to provide increased exports and import substitutes. While there are real possibilities for growth for some of the existing export crops, taken as a whole these will not generate the necessary rate of growth in the economy. There is, however, considerable scope for increasing output in the rest of the agricultural sector.

Moreover, there is a limited number of research works that addresses the connection between tourism and agriculture. In case of Caribbean, research on the impact of tourism on food production has been almost totally ignored (Belisle, 1983).

For Cambodia, this problem also occurs. Not many researchers have been working on the connection of these two sectors. Actually, viewing from the existing conditions Cambodia has potential for integrating tourism and agriculture. First, most tourism sites, including natural or human made are located in rural areas where 90 per cent of total Cambodian people

live and the majority of them depend on agricultural sector for their living (IFAD, 2007).

Therefore, there is a strong possibility that tourism and agriculture can be combined in order to improve the local conditions namely, community development, farmers and other stakeholders.

2.3.1 Agricultural Products as Tourism Services

Agricultural products are generally seen as the main supply in the tourism services especially for the rural tourism, ecotourism, and agro-tourism. Here the author intends to discuss the agricultural products in rural tourism services by covering ecotourism and agro-tourism.

The theory of tourism, states that tourism can create an incentive by increasing local food production (Belisle, 1983). However, not all tourism services can provide this incentive. For instance, in the Caribbean and Fiji Islands most of the food for tourist consumption is imported. The reasons that cause the need for imported food might be related to the quality and the limited amount of products. Nevertheless, in general agricultural products or local food should be prioritized in the tourism services since it is believed that tourism can provide an important source to rural incomes both at the level of the individual farmer and more widely of the local economy (Sharpley, 2002). For example, in England it has been estimated that rural tourism can produce about £9 billion every year (Countryside Commission, 1995). Additionally, according to Sharpley (2002) cited in many other research papers (ETB, 1988; Thibal, 1988; Kieselbach & Long, 1990; Gannon, 1994; OECD, 1994), they claimed that the development of rural tourism offers potential solutions to many of the problems facing rural areas by providing summarized evidence:

First, economic growth, diversification and stabilization through employment creation in both new (tourism related) and existing businesses, trades and crafts; opportunities for income growth through pluriactivity (Fuller, 1990); the creation of new markets for agricultural products; and a broadening of a region's economic base; Second, socio-cultural development, including the re-population of rural areas; the maintenance and improvement of public services; the revitalization of local craft, customs and cultural identities; and increased opportunities for social contact and exchange; and third, protection and improvement of both the natural and built environment and infrastructure.

Therefore, there is a major linkage between agriculture and tourism in term of the development of rural tourism, eco-tourism, and agriculture. Cambodian farmers can benefit from this combination between agriculture and tourism since most tourism sites are located in rural areas. Moreover, agricultural sites can be attractive as tourism sites. Supplying agricultural products to the tourism market can greatly promote local products. For instance, when international tourists visit local rural or eco-tourism, and when they consume the favorable local fruits and vegetables, they will become main market promoters. They most likely try to buy these kinds of vegetables or fruits in their country. Finally, local fruits and vegetables will have markets abroad. This shows the great potential to promote the local products to the outside world economically.

2.3.2 Linkages between Tourism and Agriculture

According to Torres (2003), creating linkages between tourism demand for food and local agricultural production is considered as the best way to maximize the host country benefits. And it is true since it will work in the developing countries where there are huge agrarian populations depending on farming or agricultural practices.

Notwithstanding, some studies proved that tourism has negative effects on the agricultural sectors since it might absorb labor from the agrarian field; still other studies were against these findings by focusing on the factors that influence the strength of linkages. Here, the author will discuss more deeply the possible ways that can strengthen such linkages.

Continually, based on Torres (2003) there are many factors that to influence both the characteristics and strengths of linkages. Those factors were classified as demand-related, supply or production-related, and marketing/intermediary factors. Next, each factor will be elaborated as below:

Demand-related factors: Simply, if the owners of tourism sites prefer to use imported products or agricultural products, then it can lead to the weak links to local production. In contrast, it can be good if local products are much more preferred. However, the preferences on the food consumption of tourists are critical here in strengthening the relationship between tourism and agriculture (Torres, 2003).

Supply or production-related factors: To fulfill the demand, enough supply or production is important. Agricultural factors can be completely linked to tourism while its production can supply the tourism markets. Therefore, to improve the farming system or growing techniques is a major advantage to integrate local production into tourism.

Marketing/intermediary factors: Improving the communication between tourism industry and local producers will improve marketing channels. It spoils the linkage between tourism and agriculture when the communication channel is neglected. Consequently, expanding the network and establishing the trust between tourism industry and local producers can increase the local product consumption in tourism services.

2.3.3 Linkages between Community-Based Tourism (CBT) and Agriculture

The Community-Based Tourism (CBT) involves much of the agricultural sector since CBT activities always occur in rural areas where most people are farming. Again, the important linkage between CBT and agriculture to the local development is also visualized. According to the publication of UNDP on Costa Rica, it really provided the faith on CBT linkages in local development as quoted below (Trejos, B. & Chiang, N. Lan-Hung, 2009 cited in Guerena & Calderon, 2005):

The expression “community-based” emphasizes that this type of tourism benefits the rural communities where it takes place. This does not mean necessarily that all the people participate in tourism, but it is important to state that the owners of the businesses are local, as are most of the suppliers of services and products. Therefore, these linkages generate strong contributions to local economic development.

Same as the cases of the CBTs in Cambodia, they are run by local people and in return they also benefits local people. Local people under the territory of CBTs are farmers; so tourism is seen as the driver to push the growth of agricultural products. It is completely different from the views of other studies state that tourism withdraws the labor from the agricultural sector. To repeat the case from Costa Rica, the goal of CBT in Costa Rica is to make tourism complement but not displace traditional agriculture (Trejos, B. & Chiang, N. Lan-Hung, 2009). Therefore, it can be concluded that tourism alone is not perfect in harmonizing the local wellbeing but is better to integrate with the agricultural sector. That is why the linkages between tourism and agriculture are quite important.

2.3.4 Factors Compelling the Linkages and Possible Solutions

In spite of the fact that some studies claimed the positive factors that can strengthen the linkages between tourism and agriculture, those factors still cannot be perfect then they need to be improved. As discussed previously, the author adopted three factors showing possible ways to strengthen the relationships between tourism and agriculture. Then, here the author differs with other studies showing the impacts of the linkages by providing some possible solutions to make the situation better. The discussion will be focused on the cases of the CBETs in Cambodia.

Demand-related factors: Local development can only be happened when demand is supplied by the local people and the owners of local business here so called CBET put many preferences on local products. However, CBET can fail if they fail to accommodate tourists preferences. Surely, local tourists will like the local food or local products but it will not work on the preferences of international tourists. In Cambodia, more international tourists visit CBETs than local tourists do. Therefore, local foods are little preferred by the international tourists. Moreover, according to the result of the study of Torres (2003), it said that in a developing country context, tourists may limit their consumption on local foods because they are afraid of illness. While, the survey results of Torres (2003) showed that during the vacation, 31 per cent of all tourists said that they suffer from an illness and they believe that it is because of local food or water. Although tourists visiting ecotourism sites are more adaptable in term of local foods and drinks, these aforementioned problems can hinder the development of the linkages.

In order to deal with these concerns, providing a variety of preferences and improving sanitation and hygiene are the top priorities to strengthen the linkage between tourism and agriculture. Those problems should also be taken seriously in the

case of CBETs in Cambodia as well. Therefore, possible solutions can be explained here.

Firstly, local people should be supported by agricultural officers and I/NGOs. Improving the growing or farming techniques can help local people or farmers grow varieties of vegetables or fruits. Then, those products can be used to cook more kinds of foods that can meet the preferences of the international tourists. Secondly, CBET's members need to improve their skills in cooking. They should upgrade their cooking methods in order to avoid any harm regarding the less sanitation and hygiene. Finally, tour operators or tour agents should try to promote local foods and provide some support to CBET's members as well as local farmers.

Supply and Production-related factors: Another problem related to the establishment of the linkages between tourism and agriculture is low and poor local growing conditions. In some areas, farmers are unable to grow vegetables and fruits all year round due to the poor soil condition, lack of technology, poor irrigation, and lack of other inputs such as capital, fertilizer, equipment, etc. In Cambodia, farmers can mostly harvest crops once per year since the insufficient irrigation system. Additionally, they also face some difficulties in growing fruits and vegetables due to low producing techniques or they suffer from natural disasters such as drought or floods. Another factor that makes the production low is the shortage of labor in agricultural sector. Some farmers abandon their land and go to work in the city. That is why local farmers are unable to supply sufficient products into tourism services.

How to deal with this matter is still a concern. But there are some possible practical ways. First, regarding the lack of inputs especially capital, more investment in agricultural development is critical. Local banks or government should provide more loans with lower interest to farmers. Then they can buy more inputs to improve their

production. Moreover, they will likely not abandon their land if they can earn enough from their farming through supplying those products to the CBETs. Second, rehabilitation and construction of irrigation systems indeed is important to cope with water shortage. Lastly, with enough capital and irrigation systems, farmers can grow or supply products year round to the CBETs then the insufficient local products are no longer the limit to the linkages between tourism and agriculture.

Marketing-related factors: The fluctuating price in the markets makes the farmers suffer with the small incomes. Local farmers fail to supply their products to the tourism services because they lack access to the market of tourism, so they decide to sell their products to other markets. Selling the products to other markets makes farmers lose their efforts. As quoted from the study results of Torres (2003):

We work hard in our fields, but we barely get enough to eat; when we do achieve fruit, they pay us too little; when we go to buy, what we need is expensive; we don't understand why when there are sufficient products for everyone prices drop and when there is scarcity they rise; we don't know who invented this game, but we realize that it is the intermediaries who get ride with it.

Not different from the case of local farmers in Cambodia, they sell their products with low prices when they have enough but farmers need to buy expensive ones when they do not have enough to eat. This game is played by the unfair market. Therefore, to deal with this problem as well as to secure the local farmers from suffering from this unfair business, it is important to strengthen the link or network between local products and tourism. As Torres (2003) said “developing a consistent supply capacity would

allow farmers to secure regular and established markets for product delivery throughout the year. Again, this is a necessary element for local farmers to break into strategic markets such as tourism”.

2.4 Agro/Agri-tourism: Food, Agriculture and Tourism

Visentin (2011, pg: XIII, XIV & XV) raised three important interrelationships between food, agriculture, and tourism, which has long been under significant transformation and creating such innovative forms of connection in current society. He further details the three components with some elaboration of this research’s author as follows:

- Food and wine change: the story of gastronomy, production and consumption, always is a global interest and it is because, simply speaking, no one would be able to escape from eating. Thus, it is also equally important to trace how this sector has been innovated or transformed so far. For example, the emerging new eating patterns ranging from typical products, farmers’ markets, or consumption of locally sourced products. To quote Visentin “a significant trend is the one linking the consumption of local products to their place of origin-the idea that a specific food or wine can be fully enjoyed and ‘understood’ only if it is prepared in its territory of origin, by people from that community, with local ingredients.” So we can see clearly that eating involves not only food and drinks in isolation, but is also related to place of consumption, culture, and techniques embedded in the processes, as well as the occasion to learn or enjoy the atmosphere of the contextual occurrences.
- Agricultural changes: this main sector still faces structural problem as in relation to globalization and industrialization. The related issues are encompassing the desertion of younger generation, depopulation, and aging people; pollution and environmental degradation due to land abandoning; and especially dysfunction of rural economic and reliance on external sources. Therefore, this sector can no

longer stand by itself; it must seek integration with other sectors. Rural tourism usually takes place in resource rich areas, and more importantly, the majority of population living in or surrounding areas are farmers. Because of the nature of these two sectors, tourism and agriculture, synergy between the two would provide plenty of benefits that can address and restructure the rural area.

- Tourism changes: From local to international trips, from conventional mass tourism to alternative forms of sustainable tourism, tourism itself has been transformed into many shapes. The contemporary tendency of holiday-makers, accessible holiday seekers, falls into independent trips; slow rhythms; tradition focused; sense of authenticity; and above all environmental sustainability and knowledge enrichment of localities. This form of new emerging demand of this niche market has drawn special attention towards farm holiday or agro-tourism. Farm tourism is one of the many rural tourism types that aims to address or bridge the gap between agrarian and urban societies. Extraordinarily, Italy (further addressed in this chapter) has always been quoted as the most successful case within the area (Agriturismo).

From this perspective, we can safely conclude that the intertwining of agriculture (including foods and drinks) and tourism is complex and interdependent. The implementation of this special interest tourism such as agro-tourism is that one may be more attainable than others depending on contextual geography and soft planning each country has.

Since Italy plays a significant role as a model throughout European countries in term of farm tourism or *agriturismo*; the following paragraphs will primarily discuss within this boundary. To broaden and capture the essence of this connection between tourism and agriculture, lessons learned from both developed and developing countries will be elaborated with concluding thoughts of deficiency in this body of literature. This chapter will further

stress why and how this thesis contributes to new knowledge of related research themes and assists in a contextual solution-based approach from stakeholder theory.

2.4.1 Farm Tourism or Agriturismo in Italy: A Successful Story

❖ Historical Development

According to Surdo (1988) identifies three historical steps in explaining the creation of agro-tourism: First, end of WWII and during the 1950s, Italy as well as other western countries was enjoying economic growth regarding industrialization and globalization. This acceleration of industrialized country like in Italy not only brought economic growth alone, but also some negative consequences on society and environment, and especially the main values of agrarian society remained untouched. The severe problems were uncontrolled urbanization and social identity crisis which resulted in a fracture between agrarian and urban societies. In addition to such adverse conditions, Italy during 1973-1974 also faced an oil crisis that generalized a sense of insecurity. Thus, the general public started to think that the lifestyles they had were not sustainable. Individuals started looking back to the traditional lifestyles associated with agrarian society. This author continues mentioning that already in 1975 one person named Magagnotti (one region in Italy) suggests that agro-tourism may have functioned as a tool to re-establish the equilibrium between industrialized society and their nature. For example, farmers of the region of Trentino Alto-Adige started to transform their farms into agro-tourism accommodation influenced by Austrian and German models.

Secondly, sentiment of campaign in the 1980 of a real “come back to the countryside” was an extraordinary character that stimulated the rhythm of holidaying in the county. Hence, many observable changes could be noticed such as city dwellers returning to the countryside at least once during their holidays; while others buy and

renovate old houses and use them as secondary homes. In addition, the increasing numbers of students attending agricultural colleges and universities, and the preferences of buying agricultural products at the farms rather than at the supermarkets were seen.

Finally, the boost of this sector can be rationally classified as both business and social. From a number of authors raised by Sidali (2011, p. 12), business reasons usually fall into winemaking while social focused on empowerment of women in rural areas. Then, during the late 1960s, the first conference on agro-tourism took place in Florence aimed at protecting gastronomic traditions and the agrarian landscape through agro-tourism and following years (1972-1975) 3-association is respectively established that dedicated to the development of agro-tourism.

However, the official birth of this sector can be traced back to the 1980s, which was rather late compared to other northern European countries. From this year onwards, Italian farm tourism has significantly experienced rapid growth. According to Sidali, et al. (2011) cited in Adua (2007) between 1997 and 2004, it has a growth rate of 65 per cent that is from 8, 034 agriturismo facilities in 1997 to 14, 017 in 2004.

❖ **Definition and Typology**

To comprehensively define farm tourism or agro-tourism in Italy, the richness of legislative body (including legal, administrative, and fiscal structure) dedicated to this sector must be addressed. The two primary laws that regulate this sector were the outline law No. 730 of December 5, 1985 and the reinforcement law No. 96 of 20 February 2006. The first law has been considered as a unique case since in other European countries rural tourism and agro-tourism are not distinguished. In addition, this law also is the pioneer due to some of its components like “measures for the

sustainable development of rural areas and improvement of farmers ‘standard of living’ already included in European Agenda 2000.

As shown in the Table 1, the connection of agriculture and tourism or agro-tourism can be defined in accordance with laws and principles of connection though significantly different from one region to another (mountain, hills, sea, and cultural cities, etc.).

Table 1 Criteria and typology of agro-tourism²

Defining criteria	Examples
Legal framing	National level: Law No. 730, 1985 Law No. 96, 2006 Applications of Law at Regional Levels
Location	Mountains, Hills, Sea, and Cultural cities
Principle of connection	Low agriculture and high agro-tourism development High agriculture and high agro-tourism development High agriculture and less agro-tourism development Low agriculture and high agro-tourism development

Specifically, Law No. 730/1985 focuses on the principle of linkages between farming activities and tourists’ activities; and of this connection it includes accommodation and catering, school-orientated farms, outdoor activities and the like, and is legally allowed only as a secondary income. Thus, from this perspective only working farms can be considered as agro-tourism, and the host has to be a farmer. In addition, to officially use the name “agriturismo-Italian word for agro-tourism”, agricultural activities of the farms must be dominant or, in other words, must be the primary criterion for related tourism-based activities. This approach has proved effective and boosting agro-tourism activities in less developed areas and even supporting agriculture in better condition agricultural regions. While Law No. 730/1985 focuses on the connection between touristic and agricultural activities, Law

² Slightly changed and adapted from Di Muzio et al., 2000; Lo Surdo, 1988 and Marino et al., 1999 cited in Sidali et al. 2011, p.11

No. 96/2006 adds that all tour activities must be connected to farms or, in other words, agriculture product diversification. For example, the adding of wellness to agro-tourism and promotion of local food products as well as provision and creation of foods with protected quality names were promoted.

❖ **The Supply Side of Agro-tourism**

The current geographical division of Italian farm tourism is divided into three parts, namely mountains, hills, and plains with percentage share of 50 per cent, 37 per cent, and 13 per cent respectively. Agro-tourism represents 0.7 per cent share (1, 008€ in 2008) of the total revenue market of tourism sector in Italy with 17,895 farm tourism operations and of which 14,810 with lodging permission. Remarkably, there is a high rate of female participation in farm operations as a mean of empowerment.

Table 2 Supply side of agro-tourism³

Supply side	
Market share of agro-tourism out of tourist sector	0.7%
Total number of farm tourism operations	17,895
Total number of farm tourism operations with lodging permission	14,810
Total revenue (millions €) (2008)	1,008
Average number of beds per farm	18
Participation of female farm operators	high
Mean age of farm operators (years)	48
Occupancy rate (night per year)	above 200
Location	
Mountains	50%
Hills	37%
Plains	13%

❖ **The Demand Side and its Potential**

According to Sidali (2011, p. 15 & 16), it is very likely that the primary target of Italian agro-tourism are families with parents aged between 30 and 40. Though the majority of farm guests are Italian, the percentage of foreign guests (primarily Germans) represent (69.8% domestic and 30.2% international guests) a significant

³ Source: Adua, 2007; Agriturist, 2008 www.agriturist.it {November 27, 2008}; ARM, 2003; Flabiano and Di Santolo, 2001b and ISTAT, 2004 cited in Sidali et al. 2011, p. 13

portion and in fact foreign tourists also spend one more night than domestic ones on average. Furthermore, regarding motivation of visits in farm holiday can be classified as contact with nature, interest in agricultural life, and traditions need to escape day-to-day life and special interest in typical regional and/or organic products. Similarly, favorite activities at the point of visit between Italian guests and international tourists differed as domestic tourists focused on the use of the farm as the primary desire to visit the natural and archeological surroundings and especially taste the local recipe such as foods and wine. Foreign guests placed their interests on farm activities that utilized most of the farm facilities for their recreational purposes.

Table 3 Demand side of agro-tourism⁴

Demand Side	
Italian guests	69.8%
Foreign guests	30.2%
Nights stay Italian guests	4.8
Nights stay foreign guests	5.9
Repeated guests	32.1%
Total number of guests in 2008 (millions)	2.1
Main traits of guests of Italian leisure farms	
Age	41
Monthly income (€)	2,266
Education	intermediate to high
Motivations for choosing a farm holiday	Activities during the stay on farm
Contact with nature	- visiting natural surroundings
Agricultural life and traditions	- visiting archaeological highlights
Escape day-to-day life	- tasting gastronomical specialties

❖ **Strengths and Weaknesses of Italian Farm Tourism**

Strengths described by several authors cited in Sidali (2011) can be classified into three unique characteristics as follows:

A great architectural variety of farmhouses: “since farm buildings had to be adapted to regional climatic conditions, each geographical area in Italy has its own farmhouse style.” To name just a few instances, ancient farmsteads for cattle

⁴ Source: AgE, 2008; Cambi, 2006; Coldirretti, 2008 cited in Sidali et al. 2011, p. 16.

husbandry in the Alps masi altoatesini, while farmhouses with a quadrangular form with or without a dovecot tower in the Padan regions could be found.

A rich oenological and gastronomical heritage: it is said that Italian farm operators can boast of architectonical richness, and their oenological and gastronomical traditions are even much richer. To quote Paolini (2000) many farm and rural holiday makers are showing an increasing interest in rediscovering wine and food traditions (cited in Sadali, 2011, p. 17). In this gastronomic segment, Italy has shown a leading success with the highest number of both Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) more than any other European country.

Richness of Law on Agro-tourism: As mentioned early in this chapter Italian farm tourism has a rich legislative which directly regulate agro-tourism as indicated in the Law No. 730, 1985 and Law No. 96, 2006. These laws provide a clear niche market and legal status of the sector than other segment tourism industry.

❖ **Weaknesses: Divided into Three Categories:**

1. Co-existence of different laws at the regional level: National law No. 730, 1985 and No. 96, 2006 must be conformed to the suggested development framework of each regional difference. Thus, it is hard to specifically refer to a specific type of agro-tourism
2. Insufficient level of networking with other agents in the area: the neglect among farm operators to promote local gastronomy as a regional products as well as local handicrafts and these problems lead to the disappointment or dissatisfaction among farm guests.
3. Low quality standard of activities programs: the lack of leisure activities on farms has been raised by guests such as the bored slow pace of rural life.

❖ **Deficiency in Previous Study of the Connection between Agriculture and Tourism**

By introducing and analyzing the case of farm tourism in Italy as well as the relevant literature of connection between tourism and agriculture of both developed and developing countries, the author is firmly convinced that 1) the connection between tourism and agriculture has been proved to have more significant benefits outweigh costs and 2) the deficiencies of aforementioned literature can be summarized as follows:

- The connection of tourism and agriculture has been used as a tool to bridge the gap and restructure the urban and rural areas where the problems lie in aging population and desertion of young generation, pollution due to vacant land, decapitalization of rural area, etc. This issue usually but not always takes place in industrialized nations where agriculture is no long seen as economic growth and production alone, but agriculture as a multifunctionality, addresses the complex problems of socio-cultural, environmental, and economic reasons.
- In developing nations, the linkages usually appear at national or even in regional levels. Usually the connection centrally focuses on economic leakages due to high importation of agricultural products from oversea or long distance imported agricultural products to high class hotels.

Thus what has yet to be mentioned here is the symbiosis between communal niche rural tourism and agriculture. Specifically among others, ecotourism in developing countries has a strong feasible connection due to its origin characteristics. Usually, ecotourism takes place in natural resource rich areas such as national parks, protected areas, and other protected landscapes including biosphere reserves.

Furthermore, there are many poor rural and indigenous people living in or around the natural areas from where their livelihood mainly derived.

The issue of moral dilemma between economic development and natural protection always hits the headlines of national and international attention. Though after a decade of implementation and promising success, ecotourism has been criticized for the long term to make ecotourism viably sustainable; especially after the withdrawal of NGOs and supporting institutions. Foremost is the issue of how to harmoniously integrate the two sectors which share geographical location as well as the people. And this problem of synergy between community based ecotourism and agriculture has been a focus in this study, which is elucidated in further detail in the following chapters.

CHAPTER 3: RESEARCH METHODOLOGIES

3.1 Research Design

Due to the complexity and interdisciplinary nature of this study, mixed methods of qualitative and quantitative approaches have been utilized. This method is commonly used because it absorbs and utilizes the strengths of both the quantitative and qualitative to further address the diversity and deepen the understanding of research problems (Creswell, 2009: p. 203). Thus, it is more than simply collecting and analyzing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either quantitative or qualitative research (Creswell, 2009 cited in Creswell, et al, 2007). Furthermore, to capture the holistic points of view from diverse key stakeholders embedded in the community based ecotourism boundary, stakeholder theory introduced by Freeman (1984) is also used in this research.

Regarding the quantitative method, household questionnaires for villagers and visitor surveys for international tourists were utilized. A wide range of secondary data was collected into two phases: 1) from relevant institutions such as MoT, PDoT, PDoA, commune hall, and NGOs; while 2) from journals, books, newspapers, and magazines as well as from other relevant documents and archives.

Regarding the qualitative approach, however, key informants were interviewed using in-depth interviews. This included local authorities (commune chief and commune clerk); governmental department (representatives from PDoT and PDoA); INGO (CBET Field Manager); Chi Phat CBET (Head and cooking team leader); sellers at Chi Phat Communal Market and also sellers in the villages. In addition, informal communication (observation and

conversation) with CBET's members and international tourists were also strategically used with clear objectives to crosscheck quantitative data.

3.2 Data Collection Techniques

This study was conducted through four main stages that included 1) pre-trip phone interviews, 2) self-introduction, 3) respondent identification and selection, and the training of research assistants and piloting the questionnaire as follows:

1. *Pre-trip Phone Interviews:* This, on one hand, aims to gather basic information about the Chi Phat community and CBET as well as key persons working in the area. On the other hand, it also functions as a reflection of real world problems in the CBET and deficiencies of literature review; while critically analyzes the leverage point to form research questions, hypothesis, and questionnaire design.
2. *Self-introduction:* To conduct field surveys of both local villagers and international tourists, the author introduced himself to local authorities, line ministries, and INGO staff working in the area. This pre-research task also aims to establish a good rapport with key informants and familiarity of the site and overall situation.
3. *Respondent Identification:* For the household questionnaire survey, a communal map which consists of four villages with roads and houses was used as a basis for sample selection and identification. On the other hand, visitor survey questionnaires were distributed at CBET's office and guesthouses as well as home-stay visitors.
4. *Two female experienced interviewers:* were hired and trained with pilot real household questionnaire survey with villagers. Feedback from pilot questionnaires was critically analyzed and finally small suggested modifications were also included in available spaces as well as on the back of the

questionnaires due to the remote nature of the area and the lack of access to printing machine.

3.3 Sample Size and Sample Frame

To collect both the quantitative and qualitative data, author spent 22 days from February 27 to March 19 in the field study area as well as in the provincial town. The challenges were not only time availability of the respondents, but also far-distance from study area to provincial town where representatives of public departments work.

3.3.1 Quantitative Sample

In this study, a systematic random sampling was used as a tool in drawing 158 samples or 28.7% in response rate out of the whole population (550 families), thus individuals in each household of the four villages has an equal chance to be selected. In addition, 64 tourists (approximately 69.56% comparing the same month in 2010) were voluntarily asked for self-completed questionnaires at both CBET's office and their accommodation.

3.3.2 Qualitative Sample

For the qualitative sample, 12 key informants were objectively (roles, responsibilities, and positions) selected and interviewed using semi-structured interviews. This includes 2 representatives from the Department of Tourism and Department of Agriculture; one commune chief; six sellers of agricultural products; and finally 3 persons from CBET (Head, Field Manager, and Cooking Team Leader).

3.4 Quantitative Data Collection

3.4.1 Primary data collection

Survey questionnaire: Veal (2006) stated that surveys generally represent a complete geographical area: a whole country, a state or region, a local government or a neighborhood. Surveys are therefore designed to provide information on the reported

leisure or tourism behavior of the community as a whole or a particular group drawn from the whole community. For the household survey and visitor's survey, both close-ended and open-ended questionnaires were used to capture the richness of data.

Household Questionnaire: A survey was used to obtain primary data to gather information on villagers' socio-economic profile; to explore pattern of supply and demand of agricultural products within the community as well as with CBET; and finally to investigate the feasible connection between agriculture and Community Based Ecotourism.

While Visitor survey was used to collect 1) background information of international tourists; 2) overall post-purchase satisfaction on products and services offered by CBET; 3) their experiences with agro-tourism including agricultural products, mainly foods and local souvenirs and agricultural activities; 4) their feasible demand of agricultural products and services; and 5) their suggestions and recommendations to improve the problems in accordance with their own perspectives.

3.4.2 Secondary data collection

Secondary data plays a large role in ensuring the quality of research papers. Importantly, before embarking on primary data collection and analysis, secondary data provides very useful sources and can vary in nature ranging from statistical sources to documentary sources (Jennings, 2001). For this study, various secondary sources of information were used as mentioned in section 3.1 of this chapter.

3.5 Qualitative Data Collection

This includes 12 key informants from different backgrounds, specializations, and entities such as representatives from the public sector, INGO, CBET (head, cooking team leader, and others), and sellers of agricultural products in Chi Phat community and the contents of in-depth interviews are briefly described as follows:

- **PDoT and PDoA:** the interview aimed at collecting current general development of tourism and agriculture within the province as well as the relevant policies set by the RGC, which is also comprised of success stories and remaining challenges. The second part of the interview further detailed the action plan each department has within the province and specifically in Chi Phat community. Finally, the remaining content focuses on their incentives to address the issues both in community as well as in relation to CBET, and lastly the feasible connection between agriculture and ecotourism from their own perspectives and policies point of views.
- **INGO:** CBET field manager was interviewed using guiding questions which were divided into four main parts: 1) background information of the organization; 2) development process of CBET with financially and technically support by Wildlife Alliance and their donors; 3) SWOT analysis of CBET; and 4) the feasible connection between CBET and agriculture to further diversify product development
- **CBET:** Aimed at collecting up-to-date background information of Chi Phat CBET, success stories and remaining challenges, and feedback from international tourists with regard to agricultural products and services, and finally the feasible connection between CBET and agriculture.
- **Sellers:** Primarily to comprehend the supply chain of agricultural products within the community as well as imported from outside. It also further details types of products and demand from consumers, and more importantly the rationales behind buying agricultural products from outside community. As a final point, the interview also covered their perceptions regarding the support local agricultural products and the remaining constraints that hinder this connection.

3.6 Resources and Research Materials

The following resources and materials were used to assist this research during the fieldwork as below:

Description	Categories	Purposes
<i>Areas maps</i>	<i>Materials</i>	<i>become familiar with the research area and assist in sample selection</i>
<i>Questionnaires</i>	<i>Materials</i>	<i>obtain the primary data from both villagers and tourists</i>
<i>Guiding questions</i>	<i>Materials</i>	<i>function the fundamental basis as well as being flexible addition on depending on real situations</i>
<i>Notebooks, digital camera, and camcorder</i>	<i>Materials</i>	<i>assist in interviews and bring back the real context and pictures from the fields</i>
<i>Local authorities</i>	<i>Resources</i>	<i>obtain necessary information about the community as well as permission to conduct interviews</i>
<i>Research assistants</i>	<i>Resources</i>	<i>interview local farmers and villagers</i>

3.7 Research Constraint

This research faced one challenge, namely being unable to conduct focus group session with key informants to critically discuss the issues in more holistic perspectives, discussing the important messages, as well as receiving mutual comments and suggestions from relevant stakeholders in the respective fields. This occurrence was, on one hand, due to the time constraints of the author and the mutual meeting time for all stakeholders on the other hand. However, the author finally managed to interview all key informants separately, and all the

collected data was screened and analyzed in accordance with research objectives and the hypothesis of this thesis.

3.8 Data Analysis Methods

- Due to the use of both quantitative and qualitative data collection methods, this study is a mixed method study. The survey questionnaires were divided into two parts: open-ended and close-ended questions. For close-ended questionnaires, frequency, multiple response, and correlation functions were analyzed using Statistical Package of Social Science (SPSS). The responses from open-ended questions and in-depth interviews were analyzed by utilizing summation, content analysis. The result of the analysis will be presented in the form of tables and charts. The narrative and descriptive parts were used to describe and narrate the SPSS analysis results.
- Content analysis was opted in this analysis because of its predication on four concepts: openness, communicativity, narualism, and interpretivity (Jennings, 2001). In addition, the data being analyzed are reduced to categories that integrate and generalize the major themes of the documents.

❖ Research Ethics

To ensure research success while respecting the rights of the respondents, author strictly adhered to the codes of ethic. According to the Universal Declaration of Human Rights 1948 and the Declaration of Helsinki 1964 states the following:

- Voluntary participation by the individual
- Informed consent given by the participant after being provided with either oral or written information about the research
- The right of the individual to refuse to answer any questions or perform any actions

- The right of the individual to withdraw from the research at any time during its conduct
- The right of the participant not to be deceived regarding any aspect of research (purpose, sponsor or usage of the findings)
- The right of individual to have any personal information or data treated as either confidential or anonymous as befits the circumstances of the research
- The right of research participants to access the research findings (Jennings, 2001)

CHAPTER 4: FINDINGS

4.1 Quantitative Questionnaire Survey

4.1.1 Characteristics of Respondents

The majority of total respondents of 158 families is female representing 82 percent, while only 18 percent is male available for interview as shown in Figure 4. Age group of the interviewees can be categorized into 9 groups with the spread of six years per group. Among the nine age groups, the range of (43-49) represents the highest percentage, where the lowest range from the age of over 70 (indicated in Figure 5).

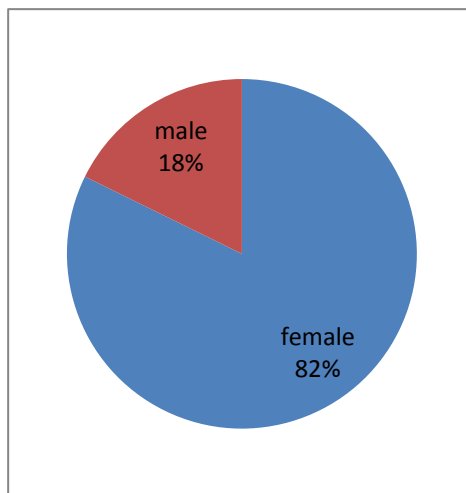


Figure 4 Gender of respondents

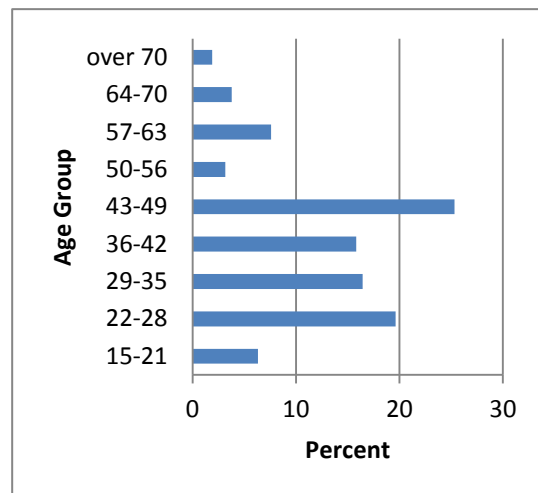


Figure 5 Respondents age

All of the respondents had already been living in Chi Phat commune at least from 1-3 years and the majority has been living here a decade or more representing 91 percent (see Figure 6). Their official educational record as indicated in Figure 7 states that having no education and attended from grades 1-3 represent over 70 percent, while the rest from grade 4 to grade 12.

According to Figure 8 respondents who have 4-6 members in a family represent over 50 percent and more than 25 percent for those families whose members range from

7-9. Whereas, 10 percent or less fall into range of 1-3 and 10-12 respectively. As for primary occupation, the biggest proportion (32 percent) indicated by working in Chi Phat Community-Based Ecotourism (Figure 9).

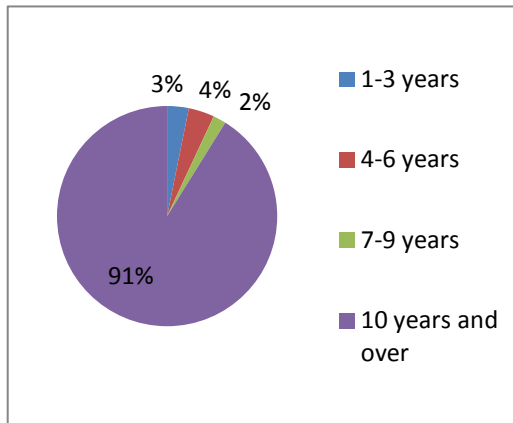


Figure 6 Years of living in Chi Phat commune

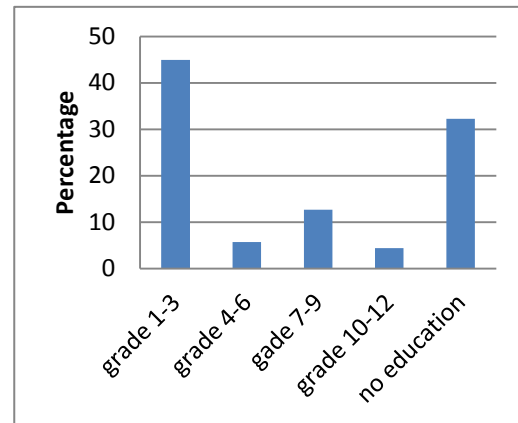


Figure 7 Level of formal education

The remaining occupations respondents were employed are farming (31%), others (usually illegal activities 12%), selling goods (11%), laboring in construction or plantation (9%), and the last working as civil servants (5%).

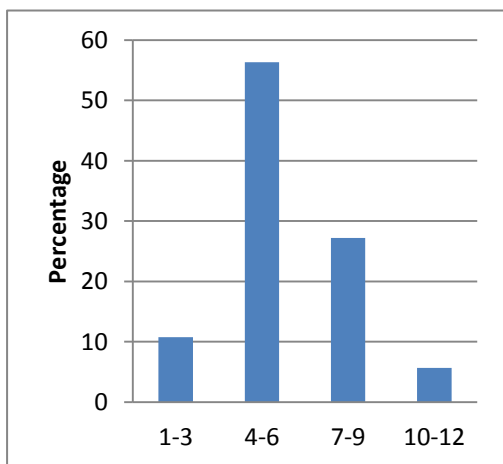


Figure 8 Number of family members of respondents

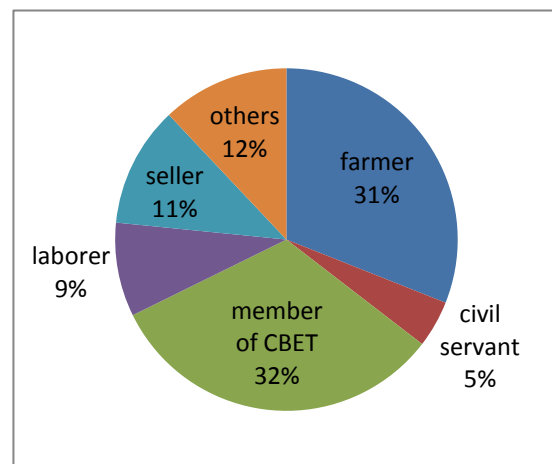


Figure 9 Respondents' occupation

4.1.2 Pattern of Supply and Demand of Agricultural Products

The current state of supply and demand of agricultural products within Chi Phat community can be divided into 3 key components, namely sources of supply, intermediary, and sources of demand (see Figure 10).

Specifically, supply side has both internal and external sources. As for the internal source, the origin of agricultural products is inadequately and irregularly produced by local farmers within Chi Phat community; whereas external sources include agricultural products from Phnom Penh city, Andoung Teuk commune, and Sovanna Baitong agricultural community (CADP). The external sources usually transport mixed types of agricultural products two times per week from the capital and almost every day from other two sources-CADP and Andoung Teuk.

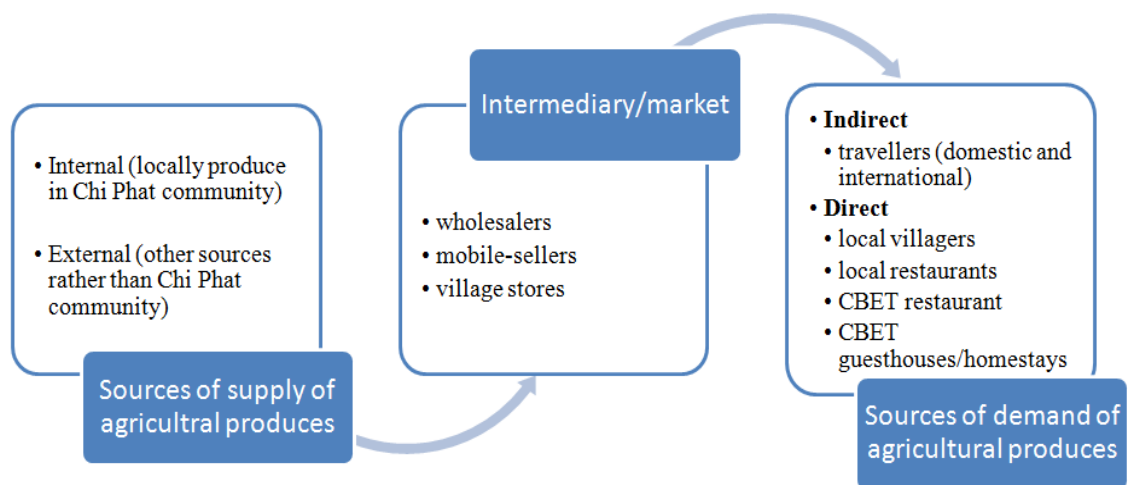


Figure 10 Pattern of agricultural supply and demand in Chi Phat commune

The second component is an intermediary comprised of wholesalers, mobile-sellers, and village stores. Wholesalers buy agricultural products mainly from external sources and very little from local producers; and they only sell their products at the Chi Phat communal market for a whole day. Mobile-sellers are not local people in the community, but they buy fish and vegetables from both CADP (about 17 kilometers away) and Andoung Teuk commune located around 20 kilometers from Chi Phat commune. Similarly, village stores usually buy agricultural products from either internal or external sources or even grow by themselves. Their market is for those villagers whose houses are located far away from the market.

Finally, the sources of demand can be categorized into two: direct and indirect. Direct consumers include local villagers, local restaurants, CBET’s restaurants, and CBET’s guesthouses and home-stays; and indirectly they sell or cook food for tourists. According to Table 4, villagers are able to derive their livelihood from five types of agricultural activities: farming, plantation, vegetable growing, domestic animal raising, and fishing.

Table 4 Agricultural livelihood activities of local villagers

Types of Responses	Rice Paddy	Plantation Field	Homegrown Garden	Livestock Raising	Go Fishing
Yes	37%	32%	18%	88%	40%
No	63%	68%	82%	12%	60%

In response to the question: do you own rice paddy, plantation field, homegrown garden, and livestock? The response rate of possession on rice paddy is 37 % “yes”, while the percentage of yes with plantation field, homegrown garden, and livestock raising are 32%, 18%, 88%, and 40 % respectively. Oddly enough, only 18 percent of all interviewees are growing vegetables in their homegrown gardens though over 90% of the population are farmers living in rural areas. In addition, 40 percent of our respondents earn their income and feed their family through fishing, and the remaining 60 percent depends on fish from the market.

Even though villagers who answered “yes” to the five types of agricultural activities mentioned in Table 4, out of this proportion the next question is whether this amount will be able to feed their families. Based on response rate in Figure 11, more than average of our respondents answered “not enough to feed their families”. Out of 40 % “yes” on fishing, most are able to feed their families while only 15% answered to the contrary.

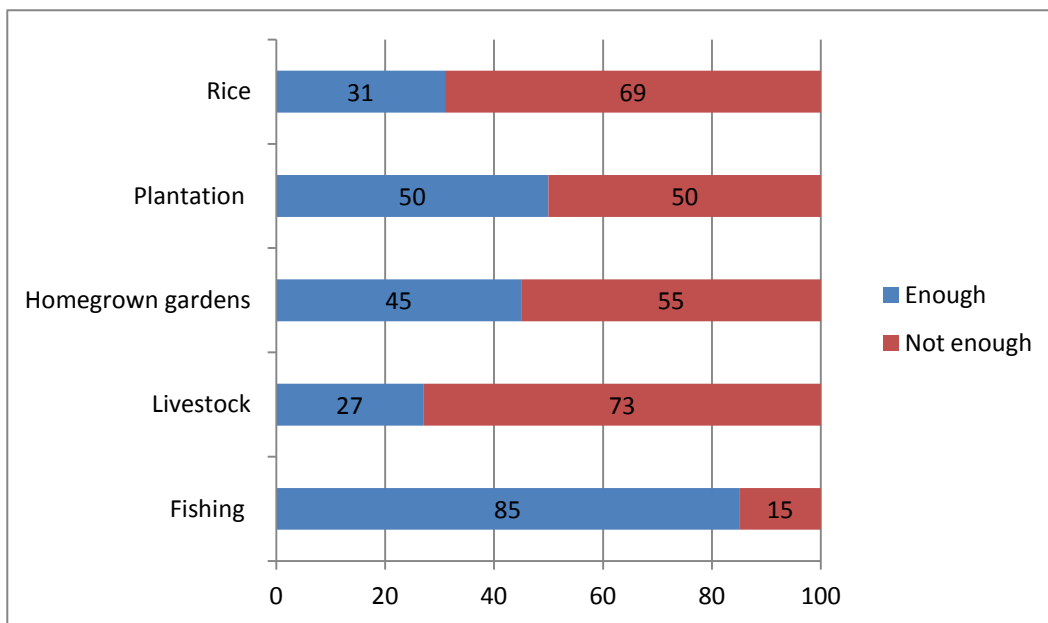


Figure 11 The level of feed-ability of agricultural products

4.1.3 Training on Agricultural Techniques and Tourism

Seventy nine percent of our respondents have never participated in any training both agriculture and tourism. The smaller portion of only 21 percent has ever participated in trainings among all of our respondents. Out of this proportion, tourism related trainings hit the lowest rate of 9% “yes”, while 49% “yes” goes to fish raising, 52% “yes” to livestock raising, and zero percent to homegrown related trainings (see Figure 12).

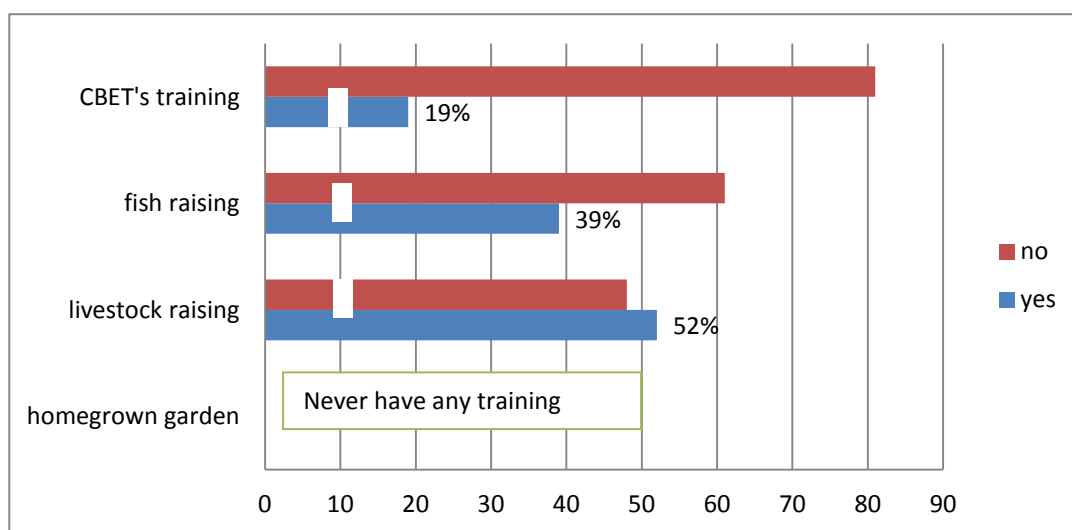


Figure 12 Percentage of training villagers used to take

4.1.4 Connection between Agriculture and CBET

Though over 90 percent of our respondents depend on agriculture and half of the 550 families living in the entire community are working directly with CBET, Figure 13 shows us that there is no connection at all between the two sectors, except a very little 2.5 percent has been provided local-made souvenirs to CBET.

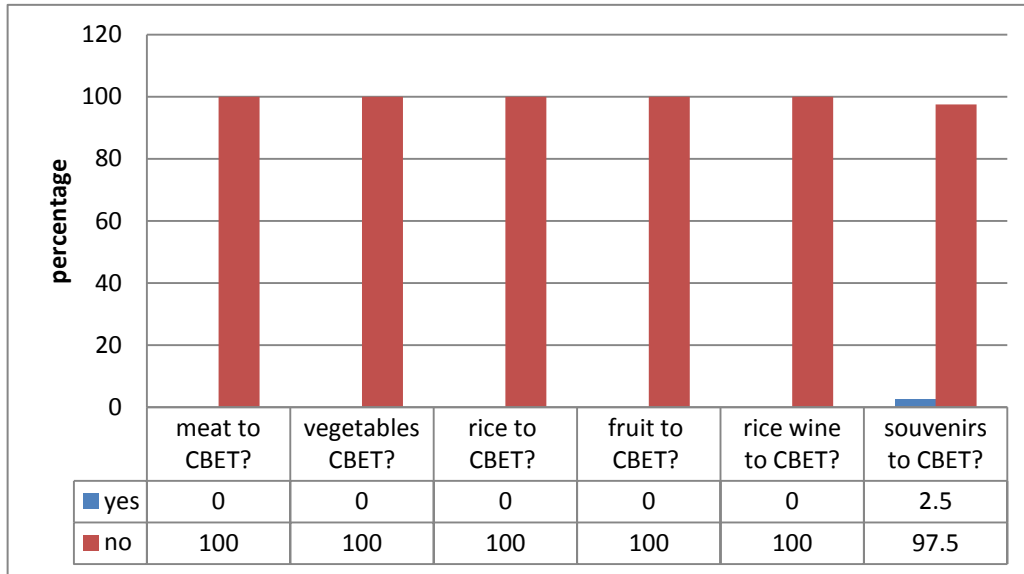


Figure 13 Percentage of agricultural products related supply to CBET

In response to the question whether villagers agree to allow tourists to visit their agricultural sites such as rice paddies, vegetable gardens, or even rice wine production process; 87% of our respondents agree and only 13% were opposed. The reasons behind this majority “agree” are due to their belief that tourism will bring extra income when tourists stay longer (15%), tourists enjoy their stay in their community (27%), and (68%) also expressed the desire to let tourists understand their daily lives and culture of community (Figure 15).

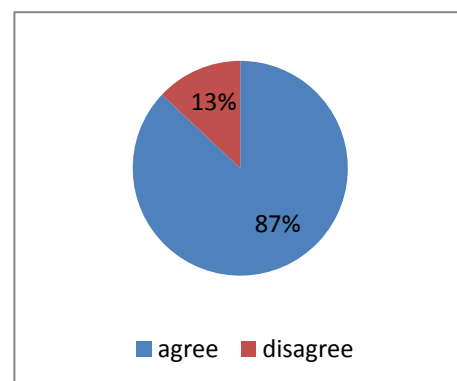


Figure 14 Tendency of accepting tourists' visitation on villagers' agricultural locations

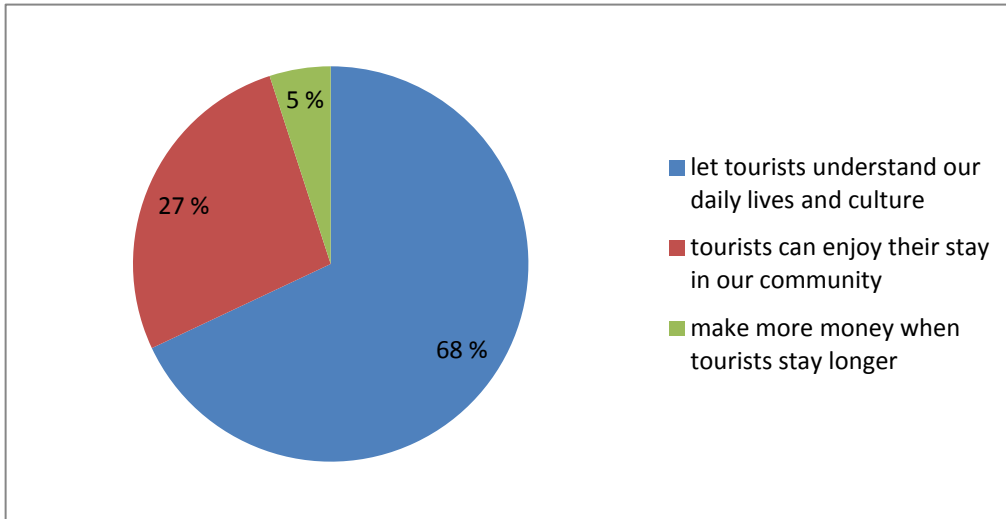


Figure 15 Reasons behind villagers' approval of tourists' visitation

However, villagers disagree with hosting tourists for three basic reasons as shown in Figure 16: 1) do not have good places for tourists to visit (8%); 2) tourists may disturb our working activities (12%); and finally but importantly is that we do not speak English (language barrier 80%).

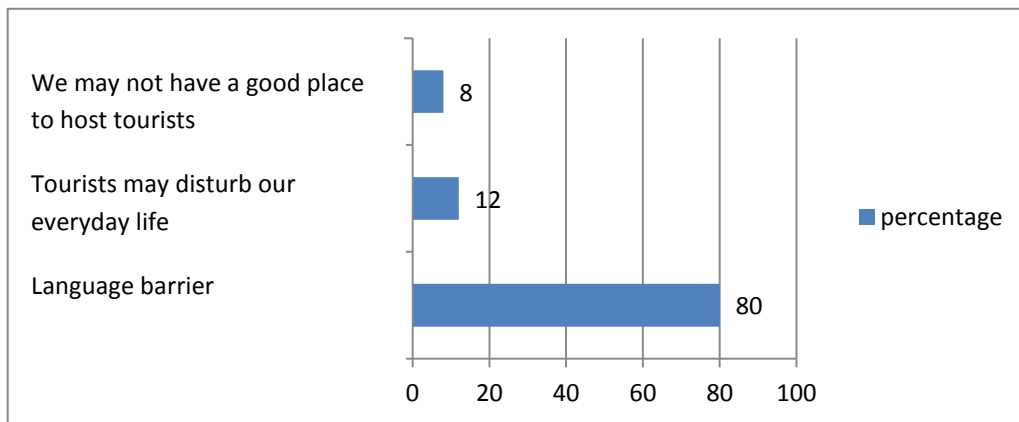


Figure 16 Reasons behind villagers' disapproval of tourist visitation

In addition to the feasible connection between agriculture and CBET, another question posed in the questionnaire survey was “what do villagers think if they are asked to officially contract to supply agricultural products to CBET?” Of our respondents 85 percent agreed to supply agricultural products to CBET while 15% “no”.

Figure 17 shows three reasons supporting the “agree”: first of all, selling products to CBET are always in good price (10%); second, 15% on enlarging their productivity; and finally they do not need to worry about the market (75%).

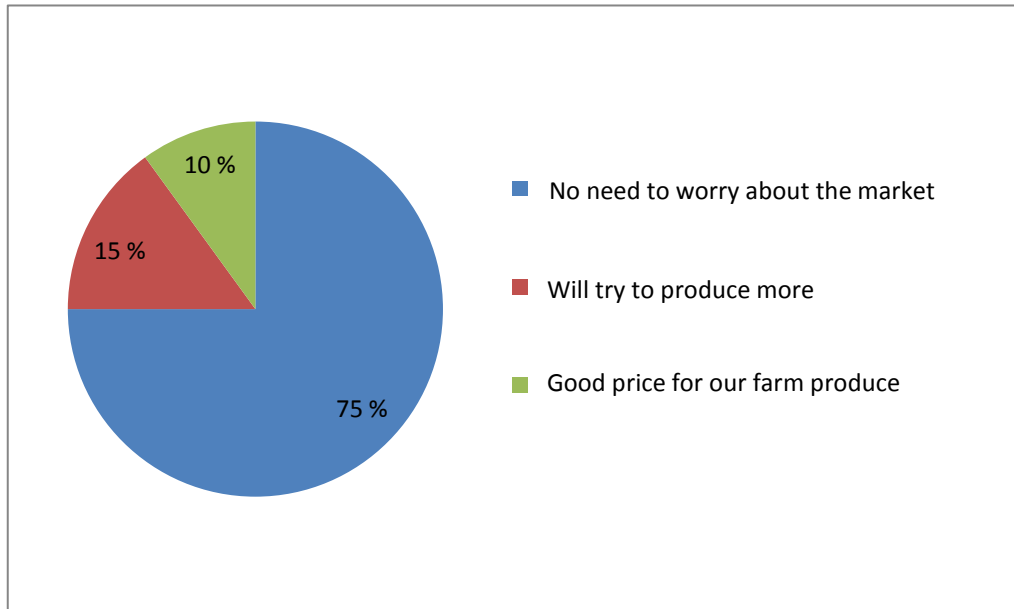


Figure 17 Reasons that villagers agree to supply agricultural products to CBET

Though the majority of villagers (85%) agree, the rest 15% oppose (Figure 18) due to the concerns over the appearance of the local produced vegetables (15%); irregular supply (quantity 33%); and lastly related to resources such as land, labor, and capital (52%).

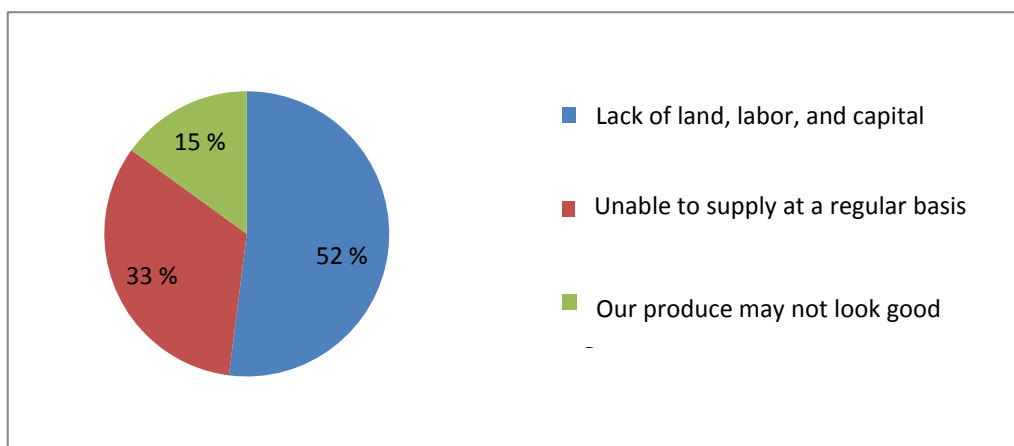


Figure 18 Reasons that villagers disagree to supply agricultural products to CBET

4.2 Quantitative Visitor Survey

4.2.1 Characteristics of Respondents

Among our 64 international tourist respondents, 38% are female and 62% of them are male. Age range can be categorized into 7 groups with the spread of six year per group (see Figure 19). The three dominant groups (15-21, 22-28, and 29-35) as shown in Figure 20 comprise more than 80%, while the remaining over 10 % ranges from age 36 to the maximum of 70.

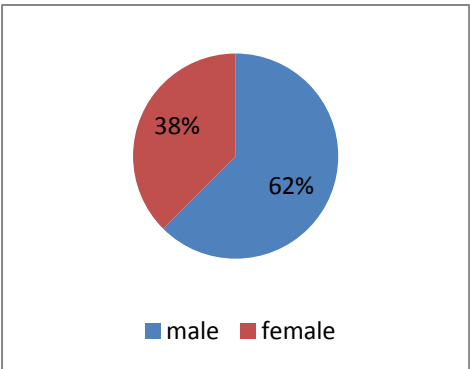


Figure 19 Gender of respondents

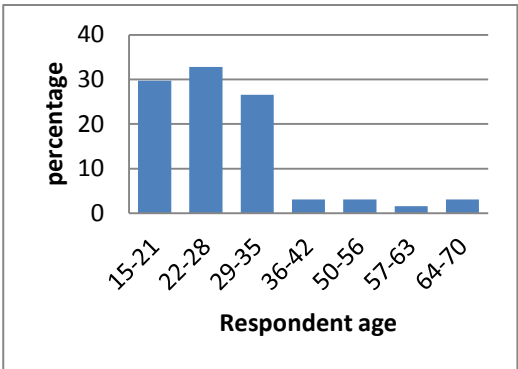


Figure 20 Respondent age

Marital status as potential market for community-based tour in Chi Phat among our respondents is “single” comprising of 84%, while the remaining 16% goes to divorced and married markets (Figure 21).

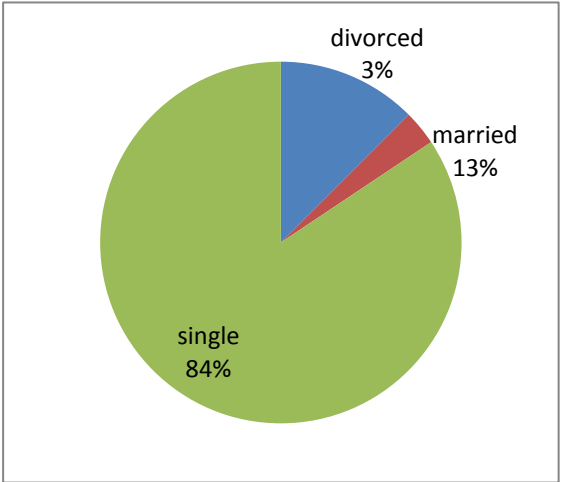


Figure 21 Marital status of respondents

With regard to nationalities, all of the respondents come from major regions, namely Europe, North America , and Australia. Among the three, the European market is the largest at slightly over 80%, while America and Canada are roughly about 15%, and around 13 percent is given to the Australian market (Figure 22).

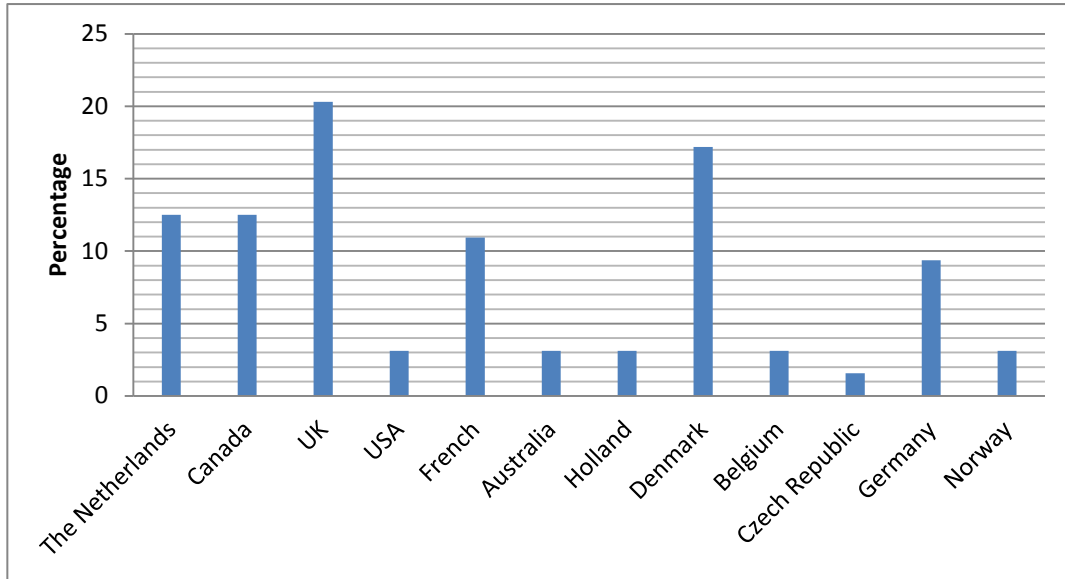


Figure 22 Countries of origin of tourists

Travel arrangements of the respondents as illustrated in Figure 23 are divided into two such as independent with friend, family, or alone; and on tour with friend, family, or alone. Independent travel as a whole comprises of nearly 80% of the total market, while on tour travel consists of slightly over 20%. In addition, their average length of stay in Chi Phat CBET is about 3 days.

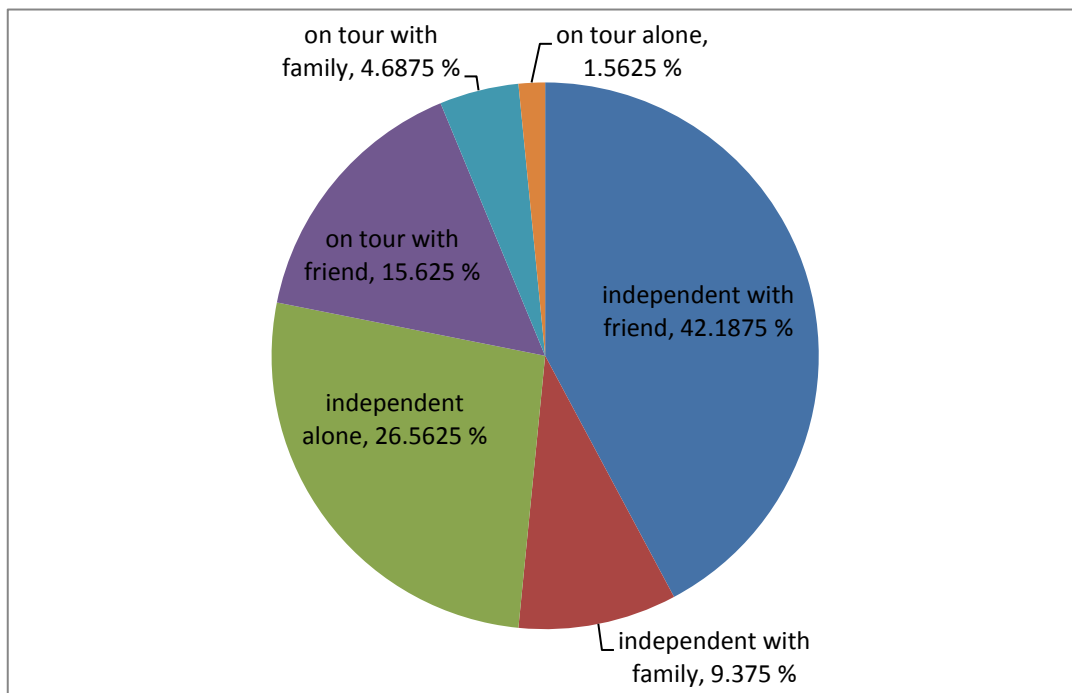


Figure 23 Travel arrangement of tourists

4.2.2 Satisfaction level on Tourism Products and Services Provided by CBET

To find out post-purchased tourist satisfaction levels regarding services and products served by CBET, five likert scale was used starting from one being “very dissatisfied” to five “very satisfied” as illustrated in Figure 24 below. Specifically, their overall satisfaction of visit is 4.2 out of 5 as a top score leading to very satisfied.

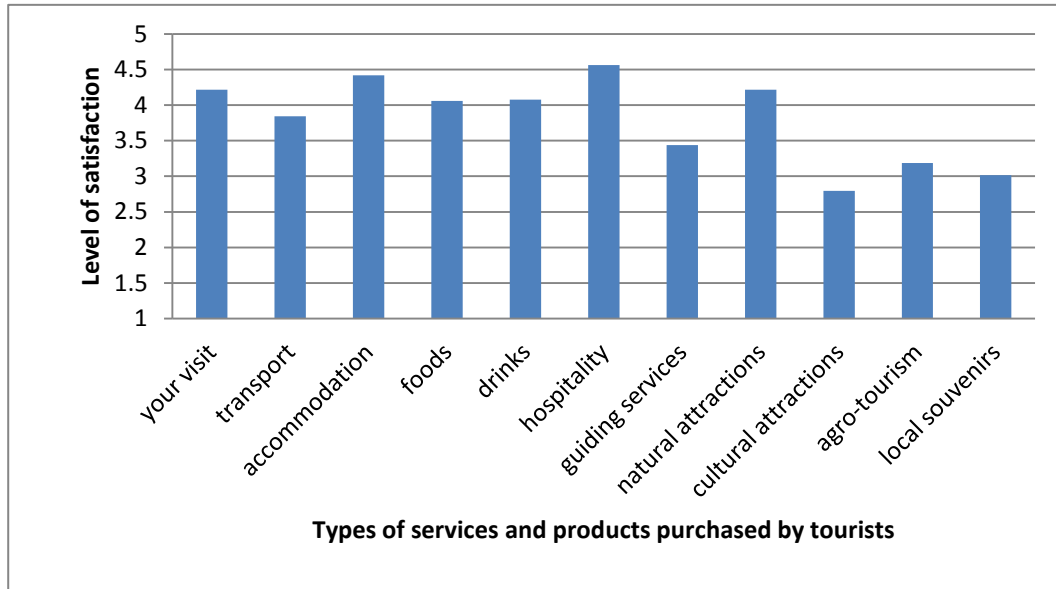


Figure 24 Overall post-purchased satisfaction level of tourists

Among those CBET’s products, hospitality of local community is slightly over 4.5 accumulated score which is somewhere between satisfy and very satisfied. From a score of 4 to below 4.5 goes to foods, drinks, accommodation, and natural attractions while just right below 4 to exactly 3 is given to transportation, guiding services, , and local souvenirs. Noticeably, cultural attractions are the lowest experienced by tourists at only 2.8.

4.2.3 Tourists’ Perceptions of Local Foods and Related Agricultural Activities

Six questions related to whether tourists are aware that the agricultural products they consume are locally made or grown. According to Figure 25 tourists believe that the foods they ate are locally made, which comprises about 75%, and the remaining 15% has a variety of different views.

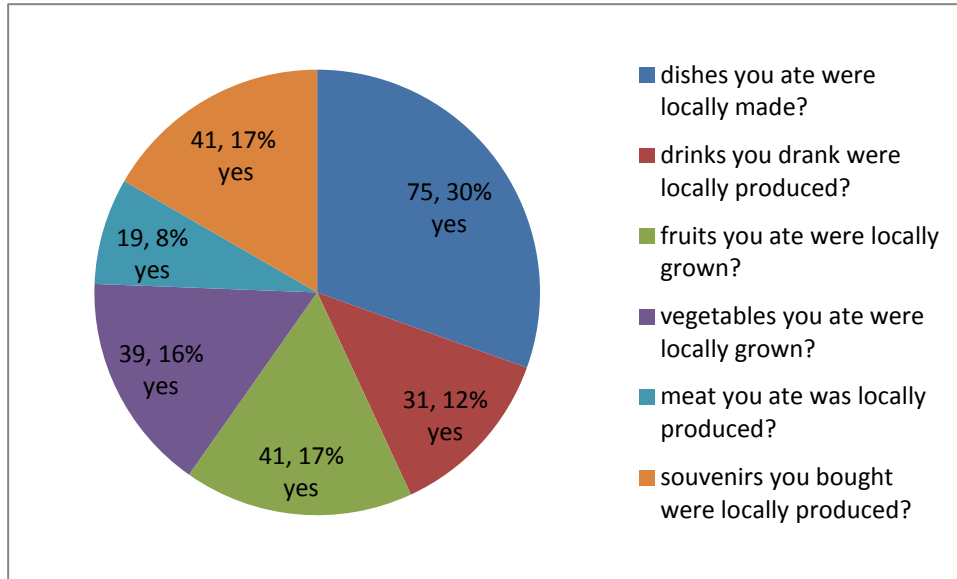


Figure 25 Awareness of tourists towards local agricultural products

The remaining “yes” that tourists believe locally made are souvenirs (41%), meat (19%), vegetables (39%), fruits (41%), and drinks (31%).

As illustrated in Figure 26, other places which hit the highest rate up to 62.5% “yes” are not related to agricultural activities, but they represent the main attractions like waterfalls, mountains, natural landscape, and animals, and so on. Nonetheless, agricultural activities as attractions for tourists are quite low.

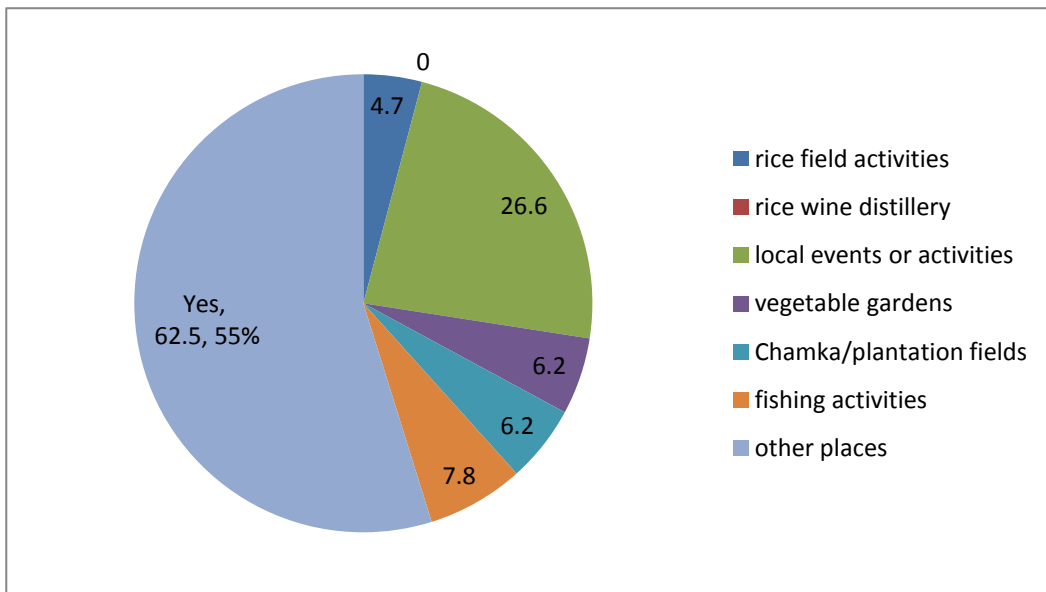


Figure 26 Tourists' participation in agricultural activities

For example: visiting rice wine distillery (0%), rice paddy fields (4.7%), Chamka or plantation fields (6.2%), vegetable gardens (6.2%), fishing (7.8%), and participating in local events or activities is the highest of 26.6% “yes”).

4.2.4 Feasible Interest on Agro-tourism Products

Potentiality of agro-tourism related activities preferred by tourists can be ranged in 5 likert scale: 1 represents the lowest interest, while 5-point score indicates the strongest desire to participate in the activities.

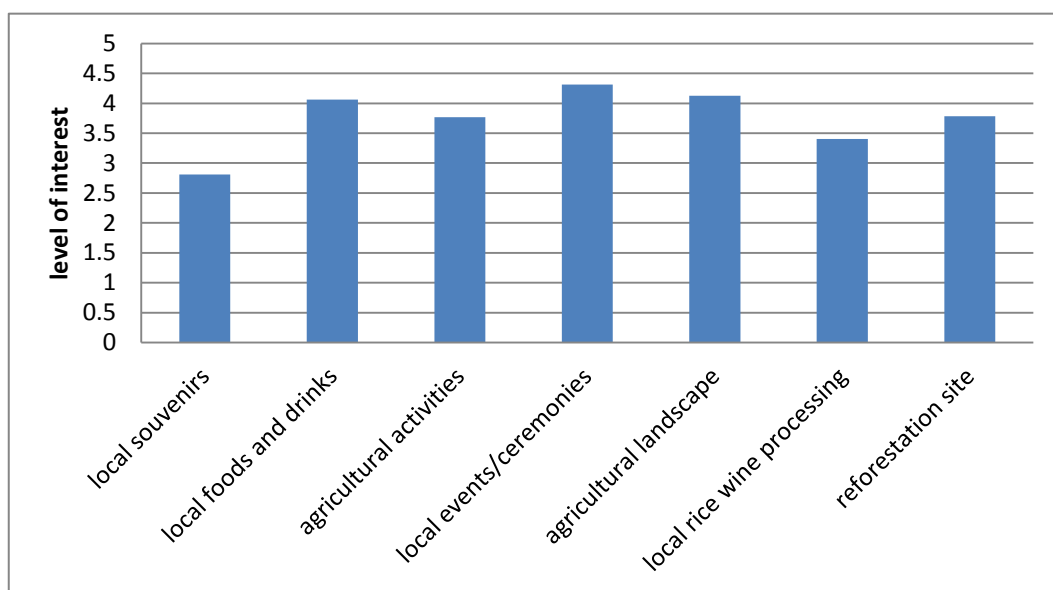


Figure 27 Feasible interest of tourists on related attractions

From just below 3.5 score on local rice wine processing to about 3.7 of both reforestation and agricultural activities, and to just above 4 point score on local foods and drinks to 4.12 on agricultural landscape, and to the highest score of local events or ceremonies 4.31 score. However the least interest that tourists felt is local souvenirs which represents only 2.81 score.

4.2.5 Visitor’s Attitude, Interest, and Willingness to Pay for Organic Foods

Eighty-nine percent of our respondents have been used to buy organic food in their countries as shown in Figure 28. In addition, two places that they prefer in buying

are local market or open market represents 37% and the remaining 63% at super market (see Figure 29).

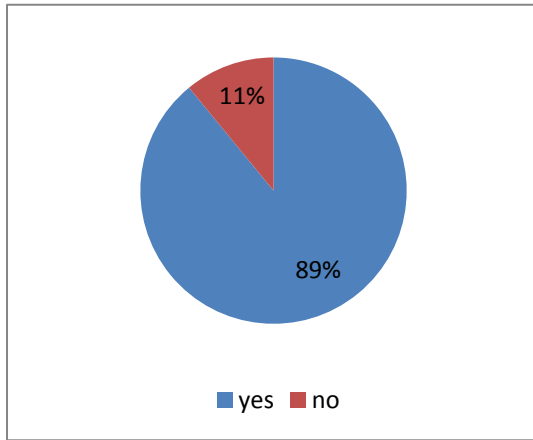


Figure 28 Percentage of organic foods tourists have been used to buy in their countries

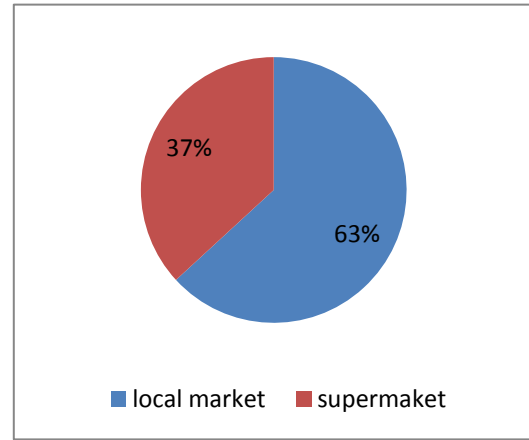


Figure 29 Sources of organic foods where tourists have been used to buy

Similarly, tourists were asked whether they were interested in consuming organic foods in CBET Chi Phat and as illustrated in Figure 30 eighty-nine percent of our respondents have shown the desire for organic foods. What is more, tourists willingness to pay more for organic foods ranging from 5% the least and to 25% the most (see Figure 31).

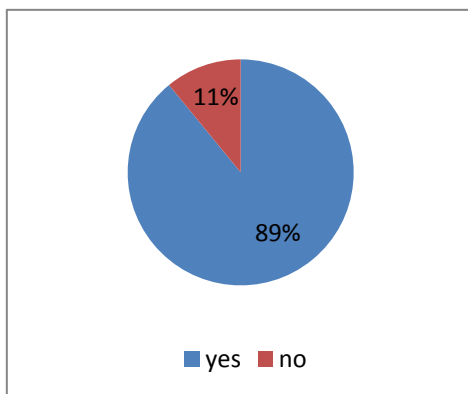


Figure 30 Percentage of tourists' support organic foods in Chi Phat

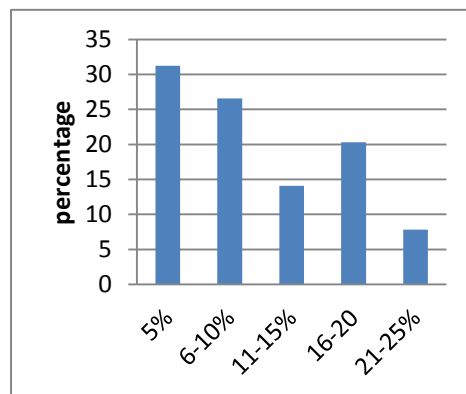


Figure 31 Tourists' willingness to pay on organic foods

In the same vein, Figure 32 illustrates the level of support of tourists on organic foods and related activities and these were measured by 5 likert scale: one represents the lowest, 2 low, 3 neutral, 4 high, and 5 the highest. These activities include 1) eat organic

foods (4.2); 2) participating in cooking as part of their itineraries (3.6); 3) helping organic farms as part of their itineraries (3.6); 4) sharing their knowledge on organic farming (3.4); and 5) willingness to pay more for organic foods (3.3).

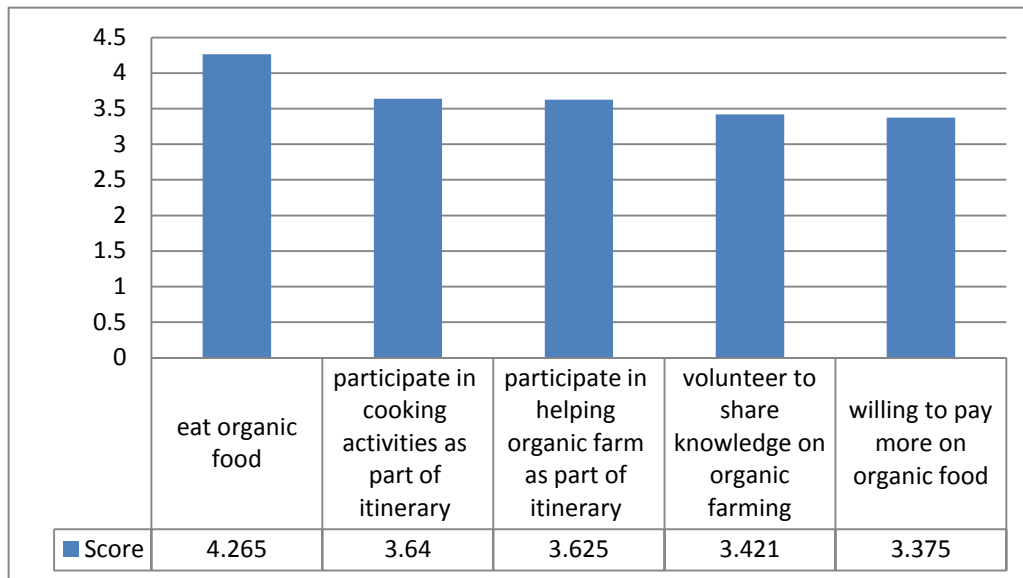


Figure 32 Feasible interests of tourists in participating in organic foods and related activities

4.3 Qualitative Results from In-depth Interviews

The key stakeholder analysis focuses mainly on the feasible connection between agriculture and CBET towards agro-tourism product diversification: constraints, potential aspects, and opportunities.

4.3.1 CBET (Head, Cooking Team Leader, and Guide)

Guided questions were used to conduct in-depth interviews with key stakeholders in Chi Phat CBET. The contents of the three interviews can be categorized into three main parts: background information, each individual's role and responsibilities of allocated positions, and finally their perceptions towards things they like and remaining challenges and also connection between agriculture and ecotourism. The following paragraphs will only cover the final third part as below:

The three were very happy and enthusiastic about CBET development in their area and this was basically due to 1) increased employment, 2) community

infrastructural improvement, 3) environmental conservation, and finally 4) the high reputation that CBET brings to their community through national and international recognition. However, they also voiced their primary concerns about this development such as jealousy among community's members and some complaints from tourists, mainly regarding language barrier, lack of diversity of foods, and less expensive itinerary that includes touring around the community.

From their viewpoints, the linkages of CBET and agriculture arise in the form of foods and local souvenirs. For instance, the three believe selling foods to tourists also provides jobs to the cooking team members as well as indirectly provides additional income to farmers who grow vegetables. When questioned by the author whether they realized that meat and vegetables are locally produced, they suddenly claimed that some were local while others were from the capital city of Phnom Penh. In addition, local souvenirs are produced by local trained people and put on sale at CBET office with 20 percent commission to CBET.

4.3.2 CBET's Manager, Wildlife Alliance

The interview took place in the evening at CBET's office. The questions were divided into three parts: 1) background information of the organization and its relation to CBET, 2) SWOT analysis of the project, 3) lastly about product development and the connection between CBET and agriculture. Since the first part was already described in CHAPTER 1, the following paragraphs will only focus on the other two parts:

Strengths of the CBET can be classified as 1) potential of abundant natural and cultural resources, 2) roughly around 50% of total families are directly working with CBET, and 3) on-going support on training for service deliverers. Weaknesses can be described as poor interpretation of local guide due to language barrier. In addition, opportunities for this CBET include continued support for at least another five years

from Wildlife Alliance and the recognition that Chi Phat CBET has received nationally and internationally. Nonetheless, threats were also raised with regard to mining issue and the so-called banana plantation invading protected forest as well as the CBET potential by foreign companies.

In relation to the connection between CBET and agriculture, the interviewee seemed to hesitate or doubt whether it is of significance for the meantime. He believes that more than enough tourism attractions for tourists already exist, and on some occasions tourists also find it hard to select this variety of leisure activities. Specifically, when asked whether CBET is interested in diversifying products (agricultural products for producing local foods and also agricultural activities for tourists to participate), he added by saying that it is not very important to really think whether the foods are local, but that CBET should first prioritize other important things.

4.3.3 Two Representatives, PDoT and PDoA

This subsection is also divided into three parts in guiding questions: 1) background information about the province as well as specifically on Chi Phat community, 2) challenges and opportunities of the development of the two sectors, and 3) connection between tourism and agriculture. As CHAPTER 1 explained with regard to background information about the province and community, below will then only cover the two remaining aspects:

For agriculture the challenges are, first of all, the systematic corruption from the top to the local authority, which leads to weaken the current agricultural development in the province as well as in the Chi Phat community. Secondly, allocation of human resources within PDoA which have mainly caused waste of time and finances for projects in the province. Finally, representative from PDoA also added that local people in the community are more interested in quicker profits like committing illegal activities

in the forest and also in the tendency of only working when incentives are available. While the opportunities are mainly more projects with sufficient funding for community development and at the same time increasing budget from the central government to local authorities in the forms of salary, incentives, or other kinds of financial support, thus on one hand the corruption rate will be reduced and authority will work harder with more responsibilities. With regard to the connection between tourism and agriculture, the interviewee showed strong interest and support by raising two important aspects: the farmer's co-op and the incentives or training that PDoA provides to the CBET in Chi Phat.

On the tourism side, the director of PDoT mentioned that the challenges his province faces are energy supply, budget allocation from the government, and finally commented on his province as the new and young, thus lacking infrastructure development and insufficient attention from the government. He stressed opportunities on strong interest and care attention on tourism potential from MoT, especially from the minister. However, when questioned about the CBET and especially about the connection between agriculture and tourism, seemed only focused on plantation tourism, that is, tourists visiting the plantation areas where fruits are grown and then pick their own favorite. And added that the feasible connection between the two would lie, on one hand, the mutual understanding between ministries; while, on the other hand, NGOs' support and more budget and also technical assistance from MoT.

4.3.4 Wholesalers and Village Stores of Agricultural Products

All six respondents' answers can be classified into three types: 1) background information, 2) current sources of agricultural products both supply and demand, and 3) feasible connection between growers and sellers of agricultural products. As this was already described in section 4.1.2 Pattern of Supply and Demand of Agricultural

Products, the following paragraph will shed light only on linkages between producers and sellers of agricultural products.

One of the most important aspects raised here is that all sellers were happy to buy as much as agricultural products from local farmers they can produce. On one hand, sellers believe that local agricultural products use no chemicals and further more have the value of freshness and convenience, thus it is easy to sell at a higher possible price. While, on the other hand, they also expressed concern about quantities and demand regularity as well as the price of local products. For example, they realized the benefit of (LAPs) some problems such as small-scale farmers with small amounts and irregularity of supply can threaten their business. In addition, sellers also demand that the price of LAPs should be somehow constant unless reality changes, should not be able to just raise the price when demand is high especially during the peak tourist season, or when many of tourists come.

CHAPTER 5: DISCUSSION

This research aims to analyze the feasibilities of potential, opportunities, and constraints of possible linkages between Chi Phat Community-Based Ecotourism and agriculture from holistic viewpoints of concerned stakeholders. The key research question is to what degree ecotourism and agriculture in Chi Phat community can be integrated to enhance and strengthen sustainable rural tourism development. Thus, discussion is then divided into two main parts, namely interpretation of results and findings in Chapter 4, and finally the synergy of interpretive discourse and recommendation with references to previous studies.

5.1 Supply Side Analysis

On the supply side, results statistically bring to our attention that local agricultural products within Chi Phat community would certainly not be able to meet the demand of whole population (mainly villagers and tourists). As a result of this inadequacy, high importation of meats, vegetables, and fruits from outside areas like Phnom Penh and other peripheries are evident. The causes of mismatch between supply and demand are due to not only the production related factors like individualistic and traditional farming, inadequate agricultural supportive infrastructure, and unclear market demand; but also miscommunication throughout the supply chain itself is rampant. Secondly, the only and very weak existing connection between CBET and agriculture is locally-made souvenirs. Finally, however, the good news is that the strong desire from local villagers regarding the feasible linkages between the two sectors is of significance. For example, the local villagers agreed to not only supply agricultural products to CBET, but they also stated that they would love to host tourists to their fields as well. In spite of the fact that the benefits villagers could obtain from this connection such as extra income, community pride, and clear market demand to

mention the major factors; but they also expressed their concerns over the quality and quantity of agricultural products as well as language barrier in relation to hosting tourists.

5.2 Demand Side Analysis

On the demand side, the visitor survey of international tourists could be interpreted into three subsections as below:

Post-purchased satisfaction on services delivered by Chi Phat community: Generally, international tourists felt satisfied with all types of products and services offered by the local community (for further detail on types of services, see Figure 23).

With regard to tourists' awareness of agriculture as both products as well as services, they unconsciously realized that the foods they ate are local. This is due to their perceived expectation that all foods in the community are local and above all grown using fewer chemicals or in other words, organic. Concerning another aspect of agriculture as leisure or educational activities, tourists were very unlikely to participate in those activities. This due to not only the prepared package of the tour company and itinerary of CBET, but also the much pride that communities have in their major attractions as well as neglect of interest or significance of agro-tourism related activities in the area.

Even though there was a weak awareness of tourists concerning agro-tourism products in Chi Phat, they indicated strong interest in the event that CBET would diversify their tourism products into a broader range of agro-tourism. In addition, tourists also revealed a strong willingness to pay for local foods as well as participating in related agricultural activities. For instance, tourists whose occupations are students on one hand had limited budgets and complained that package tour organized by CBET Chi Phat were more expensive than the remainder of their CBET's trip in Cambodia, and on the other hand, they also recommended that CBET should provide more community tours. *Community tours* for them meant that the lifestyles of local villagers in each villages and agricultural activities where

tourists are able to learn and share with villagers, or in other words, tourists are able to interact with local villagers. “We really want to leave this community with living memory, for example plant trees, volunteer for agricultural activities, etc!” tourists added. And these activities are vital to bring repeated visitors to the area.

5.3 Key Player Analysis

In addition to qualitative analysis mentioned in CHAPTER 4 section 4.3, the below paragraphs will further detail and elaborate only on the potential linkages between Chi Phat Community-Based Ecotourism and agriculture from viewpoints of the key player, namely Chi Phat CBET and U.S.-based INGO, and representatives from public institutions.

First of all, even though representatives from CBET were less aware of the issue of tourism product diversification in term of agro-tourism (foods and activities), they strongly supported the idea of merging the two sectors. They believe introducing agro-tourism activities will bring more income for CBET as well as develop various leisure activities for tourists, especially for those tourists (mainly students comprised 44% of population) who seek cheaper tour packages and village-based tours; thus increasing tourist satisfaction. Though those representatives strongly agreed with the synergistic ideal, author’s interpretation is that this is only from their moral support which lack technical and authoritative decision-making. This, however, materialized in the strong technical and moral support from stationed INGO staff.

In spite of the fact that they are fully aware of the inadequacy of financial support from the higher level government, representatives from PDoT and PDoA showed strong support and determination on both technical expertise and moral. This can be illustrated by relevant training and techniques of agriculture and tourism. Public representatives also added that one strong possible connection between rural tourism and agriculture is building a bridge between farmer’s co-ops and CBET.

5.4 Lesson Learned from Literature of Tourism-Agriculture Linkages

After critically analyzing the relevant literature involving tourism and agriculture in both developed and developing countries, some lessons can be drawn as follows:

Developed Nations: Sustainable rural tourism in developed countries like Japan, Germany, and Italy has many typologies of alternative forms of tourism and varied from one term to the others and also overlaps in some occasions: green tourism, ecotourism, rural tourism, agro-tourism, CBT/CBET, 3 Rs tourism, and others. Decapitalization or deindustrialization as well as depopulation in rural economy are one of the important scenarios of establishing this kind of alternative rural tourism. These adverse impacts reveal the social, economic, and environmental crisis that indeed needs urgent intervention. Thus to bridge the gap of rural and urban societies, tourism has been chosen as a key integration to revitalize dysfunctional rural communities. The key successful criteria of connection between tourism and agriculture in these countries usually lie in regional or governmental subsidies (EU's Fund or country level), laws and regulations, and finally the potential or uniqueness of each area.

Developing Countries: The linkages of tourism and agriculture in developing nations such as Cambodia, Mexico, and Fiji Islands usually involve economic leakages, impacts of tourism on agriculture, and to a less extent on tourism product diversification. By its very nature, tourism development in developing countries primarily focuses on mass tourism, that is, to absorb the highest numbers of tourists (mainly international arrivals) as possible. Thus, the connection habitually occurs in the form of supplying agricultural products to high class-hotels. This happens, more often than not, resulting in high importation of agricultural products from foreign countries, negatively impacting the domestic economy, employment, and especially environment (distance foods) greatly. The root causes of importation typically lie with supply-demand-related factors, and marketing and intermediary factors.

5.5 Proposition of Sustainable Rural Tourism Development in Chi Phat (SRTD)

Briefly, the development of CBETs/CBT in Cambodia has been established under support of RGC and I/NGOs as the main players. In particular, stationed I/NGOs have used ecotourism as a tool for not only conservation and empowerment purposes, but livelihood diversification of local community in resource-rich areas. Thus, those poor uneducated villagers will have a better understanding of conservation, environment, rights, and simultaneously they will also benefit from employment and community development as a whole. In principle, CBETs are run *by* the community and *for* the community. In addition, from the initial stage to development phase, financial and technical support by I/NGOs is always provided to the community. One of the outstanding concerns is to what extent those CBETs can go without the support of I/NGOs, or in other words, what will happen when mandate of the fund is terminated.

Certainly, complexity and uncertainty of the aforementioned issues are not simply concerned the withdrawal of I/NGOs, but also intertwined politics, development agenda, and the capability and capacity of local communities. By its very nature, no panacea so far has been able to cure all diseases embedded in the development of CBETs. Thus, the best solution rests on how to live with this problem with strong resilience and more sustainable future. In line with the discourse, to truly sustain CBETs in the long run is to establish an appropriate integrated sustainable rural tourism that best suits each contextual problem and expected outcome of all stakeholders involved.

Piecing previous studies, data analysis and interpretation, and policy together, the author's thesis would like to propose a new integrated rural tourism development system where linkages of eco-tourism and agriculture functions as the core of sustainable rural tourism development (see Figure 33). This system should involve all stakeholders in a meaningful way, thus maximum benefit for all players can be achieved.

First, on-going support (law and regulations and subsidies) in the forms of training provided by both agriculture and tourism line departments as well as stationed INGO personnel; marketing and promotion through travel and tour operators (Friends of Chi Phat); and finally, the solidarity and mutual understanding between key stakeholders to support and advocate this developmental platform.

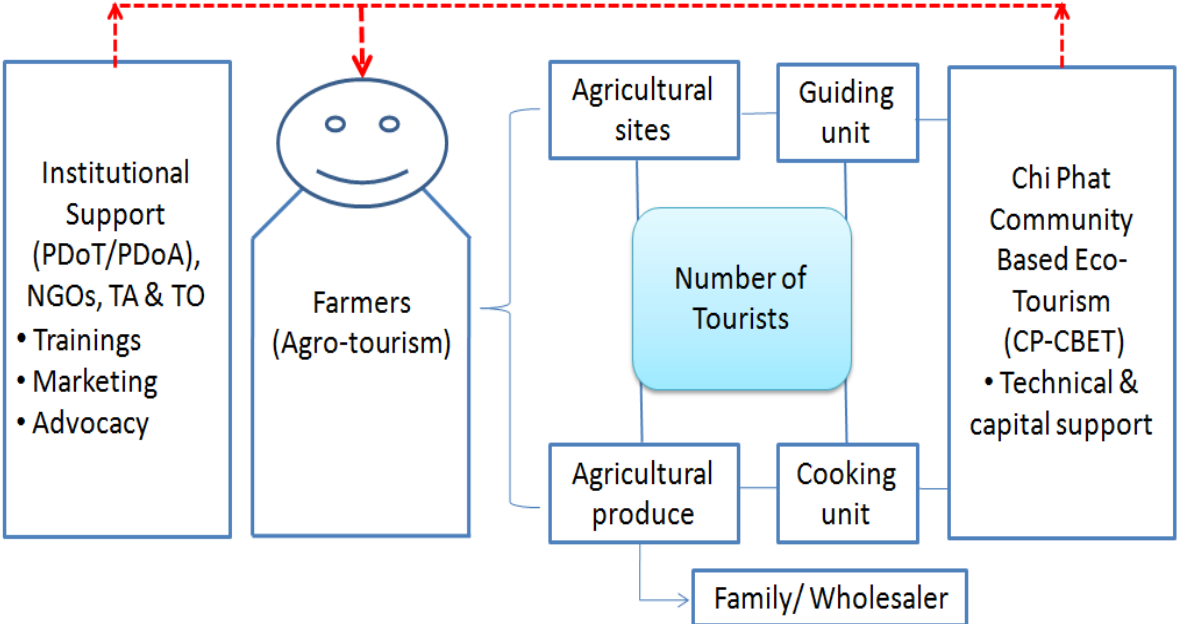


Figure 33 Proposed integrated rural tourism system of linkages between ecotourism and agriculture

Second, with the mentioned above support local agricultural producers or farmer co-ops in the near future will be able to produce more in consistent manner and supply CBET through cooking units. Another important aspect of agriculture is not only the products, but also the agricultural sites and activities as attractions are important. Therefore, the guiding unit in Chi Phat CBET should contact farmers and map out a possible itinerary in accordance with farmers’ agreement.

Third, seasonality in tourism sector usually brings low number of tourists or in other words less demand either for foods or agricultural activities. In response, as indicated in the in-depth interviews with wholesalers, they are more than welcome to buy agricultural products from local farmers. It is also critical in this period to provide necessary training to

enhance as well as to strengthen communication between local farmers and the key players in the area.

Last but not least, this system requires mutual understanding and tenacious negotiation to reach a formal consensus among stakeholders. For example, establishment of contracts between farmers, CBET as well as wholesalers is critically important to safeguard perceived risks. Another important issue is that on-going support from relevant institutions like PDoT, PDoA, NGOs, Friends of Chi Phat, and CBET must be well-established until local producers are able to manage this on their own.

CHAPTER 6: CONCLUSION

Undoubtedly, what has been learned is that the connection between CBET and agriculture in Chi Phat community is very weak, which leads to limits local agricultural supply and agro-tourism related activities as well. This is due to not merely supply-demand and intermediary related issues as mentioned in previous studies, but also the critical point of the lack of interest and incentives from key stakeholders in the area. In spite of the weak linkages, strong feasible support (demand & supply sides, and institutions) from concerned stakeholders is obvious.

Though the author recommends integrated SRTD as an innovative diversification of agro-tourism products which suit well the symbiosis between CP-CBET and agriculture, this system requires rigorous work on collaboration among key players to establish a well-functioning system that provides mutual relationship and appropriate benefit sharing.

Since this is a feasibility study that covers the overall potential, opportunities, and constraints of the linkages between CP-CBET and agriculture, its recommendations also lie in a holistic broad solution. Thus, the author's thesis would like to suggest two levels of future research, namely the niche specialized research and the broader scale of tourism destination branding.

The first type of research, on one hand, focuses mainly on investigation and exploration of the unique characteristics of local foods and local ingredients, thus promoting local foods as one of CBET's key attractive features. On the other hand, this exploratory research should also map out the appropriate related activities and propose a merged and more flexible itinerary of existing CBET and new ones with strong connection between eco-tourism and agriculture.

The second future research should target a broader scale of regional tourism product development as high-profile destination branding, which encompasses and integrates with other rural sectors as well. Specifically, to sustain ecotourism and its invaluable natural resources and particularly the rural poor within the resource rich area, ecotourism should be developed beyond the communal level as is evident today. The time is opportune to target integrated sustainable rural tourism development, which means tourism products are not only based on fauna and flora as the main attractions just to see and take photos but more diversified such as botanical gardens and volunteer tourism in community, which should be well integrated with agriculture or agri-business.

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APPENDEX A

Household Questionnaire Survey

Date: _____ Interviewer: _____

Interviewee's village residence: _____

Chhum Reap Sour>Hello....My name is Khun Kakda, 2nd year master students in The University of Tokyo, and my research topic is "Symbiosis between Community-based Ecotourism and Agriculture: Towards Agro-tourism product diversification". In this regard, I would like to ask for some of your invaluable time completing my questionnaire survey. Notably, all your responses will only be used for my academic purposes. I in advance really appreciate your kind assistance and do sincerely wish you a healthy life!

I. Background information

1. Gender of the respondent: Female Male
2. How old are you? _____ years
3. How many years you have been living in this village? _____ years
4. What is your highest formal education you have completed? _____ school
 What is your marital status? Married Widow (er) Divorced Single
5. How many people are in your household? _____ people
6. What is your primary occupation? _____
7. What is your secondary occupation? _____

II. Pattern of supply and demand of agricultural products

RICE FIELDS

8. Do you own rice fields?
 Yes total area: _____ hectares
 No
9. How many times do you usually cultivate your rice field per year? _____ times/year
10. How much rice do you usually obtain per hectare? _____ tons/hectare
11. Is the total amount of cultivation able to feed your household?
 if Yes, Do you sell the rest? Yes No
 if No, Where do you buy the rest? _____ market
12. Do you use pesticide in your rice field? Yes No

If yes, please comment on the following:

Name	Times/year	Amount each time	How do you know how much pesticide to apply?

13. How about fertilizer, do you use it? Yes No

If yes, please comment on the followings:

Name	Times/year	Amount each time	How do you know how much fertilizer to apply?

CHAMKA: plantation fields

14. Do you own Chamka?

Yes: How many hectares? _____ hectares

No

15. What do you usually grow in your Chamka?

Durian sugar cane papaya banana others

16. How many times do you usually cultivate your products? _____ times

17. How much do you usually obtain per time?

durian _____ amount

sugar cane _____ amount

papaya _____ amount

banana _____ amount

others _____ amount

18. Is the total amount of cultivation able to feed your household?

Yes: Do you sell the remaining uneaten food? Yes No

No: Where do you buy the additional food? _____ market

19. Do you use pesticide in your rice field? Yes No

If yes, please provide specifics:

Name	Times/year	Amount each time	How do you know how much pesticide to apply?

20. Do you use fertilizer in your rice field? Yes No

If yes, please provide specifics:

Name	Times/year	Amount each time	How do you know how much fertilizer to apply?

FISH & MEAT

21. Do you go fishing?
 Yes: how often do you go fishing? _____ times/week
 No: where do you get meat? _____ places

22. Do you usually sell the fish you caught to the market?
 Yes: how often? _____ times/week
 No:

VEGETABLE GARDENS

23. Do you have your own homegrown vegetable garden? Yes No
24. What types of vegetable do you grow?
 radishes carrots garlic cabbage others _____
25. Do you sell them?
 Yes: to whom? _____ and how often do you sell them? _____ times/week
 No: why not? _____
26. Do you use pesticide in your vegetable garden? Yes No
If yes, please provide specifics:

Name	Times/year	Amount each time	How do you know how much pesticide to apply?

27. Do you use pesticide in your homegrown garden? Yes No
If yes, please provide specifics:

Name	Times/year	Amount each time	How do you know how much fertilizer to apply?

FRUIT TREES

28. What types of domestic fruit trees do you have around your house?
 coconut papaya jack fruit durian others _____
29. Do you sell them?
 Yes: to whom? _____ and how often do you sell them? _____ times/month
 No: why not? _____

FRUIT TREES

30. Do you raise livestock?
 Yes: what are they? _____
 No: reasons: _____
 (if no, skip question 24)
31. Do you sell them?
 Yes: to whom? _____ and how often do you sell them? _____ times/month
 No: why not? _____

OTHERS

32. Have you ever participated in any of the following training: (multiple answers)

Name	Service's providers	Times/year?	Did you need to pay?	
Homegrown garden			Yes	No
Livestock raising			Yes	No
Fish raising			Yes	No
CBET related training			Yes	No

33. Where do you usually get meat for your food? _____ places/who
34. Where do you usually get vegetable for your food? _____ places/who
35. Where do you usually get your rice? _____ places/who
36. Where do you usually get fruit? _____ places/who
37. What do you think about the price of local produce and imported produce?
 (CP = cheaper; ND = no difference; ME = more expensive)
 Local meat _____ Local fruits _____ Local rice _____ Local vegetables _____
38. How do you feel if local sellers are interested in buying your products through a formal contract?
39. Do you feel that you know how to improve your agricultural productivity?

III. Connection between Agriculture and Ecotourism

40. Have you ever heard of CBET in Chi Phat?
 Yes: How did you learn about it? _____
 No
41. Is anyone in your family currently/used to work for CBET? Yes No
42. Do you want to work in CBET?
 Yes: please provide reasons _____
 No: please provide reasons _____

43. Have you ever sold any of the following agricultural products to CBET?

Types	Times/year	Amount/time	Reasons for selling to CBET
Rice			
Meats or fish			
Vegetables			
Fruits			
Rice wine			
Souvenirs			

44. How would you feel if tourists wanted to visit your rice paddies, chamka or see your rice wine making?

Why do you feel so? _____

45. Do you think you will be able to explain or involve tourists in the aforementioned activities?

Yes

No: reasons? _____

46. If you are asked/contracted to provide vegetables/meat to CBET, how would you respond?

Thank you.

- Suggestion _____
- Guiding services 1 2 3 4 5
- Suggestion _____
- Natural attractions 1 2 3 4 5
- Suggestion _____
- Cultural attractions 1 2 3 4 5
- Suggestion _____
- activities 1 2 3 4 5
- Suggestion _____
- Local souvenirs 1 2 3 4 5
- Suggestion _____

III. Perception of tourists on local foods and related agricultural activities

1. Do you know whether the dishes you ate are local cuisine? yes no
2. Do you know whether the drinks you drank are locally produced? yes no
3. Do you know whether the fruits you ate are locally grown? yes no
4. Do you know whether the vegetables you ate are locally grown? yes no
5. Do you know whether the meats you ate are locally produced? yes no
6. Do you know whether the souvenirs you bought are locally made? yes no
7. Have you visited/participated in the followings (you can choose more than one answer)
 - Rice fields rice wine mill local events/activities vegetable gardens
 - Chamka/plantation fields fishing activities others _____
8. Please rate your feasible interest on the followings: (1 = very low; 2= low; 3 = neutral; 4= strong; 5 = very strong)
 - Local souvenirs 1 2 3 4 5
Comments _____
 - Local foods and drinks 1 2 3 4 5
Comments _____
 - Agricultural activities 1 2 3 4 5
Comments _____
 - Local events 1 2 3 4 5
Comments _____
 - Agricultural landscape 1 2 3 4 5
Comments _____
 - Visit rice wine processing 1 2 3 4 5
Comments _____
 - Visit reforestation sites 1 2 3 4 5
Comments _____

IV. Visitors' attitude, interest, and willingness to pay for organic foods

1. Have you ever bought organic foods in your country? yes no
If yes, where do you usually buy it?
1 _____ 2 _____ 3 _____
2. Are you interested in consuming organic food in CBET Chi Phat? yes no
If yes, please indicate where you would like to have it: (you can choose more than one answer)
 Local restaurants CBET restaurant CBET's guesthouse or home-stay
3. Please rate your support for organic food and activities in CBET Chi Phat area
(1 = very low 2= low 3 = neutral 4= strong 5 = very strong)
- | | | | | | |
|---|---|---|---|---|---|
| ➤ Eat organic food: | 1 | 2 | 3 | 4 | 5 |
| ➤ Participate in cooking activities as part of your itinerary: | 1 | 2 | 3 | 4 | 5 |
| ➤ Participate in helping organic farming as part of your itinerary: | 1 | 2 | 3 | 4 | 5 |
| ➤ Volunteer to share your knowledge and knowhow on organic farming: | 1 | 2 | 3 | 4 | 5 |
| ➤ Keen to pay more on organic food: | 1 | 2 | 3 | 4 | 5 |
4. How much percentage would like to pay more on organic food?
 5% 6-10% 11-15% 16-20% 21-25% 26-30% over 31%
5. Overall, do you think that products and services offered by CBET are adequate for you?
 yes no

Please provide reasons: _____

6. What would be your recommendation to sustain this CBET from a long-term perspective?

Please kindly write any additional comments or suggestions:

We are very grateful for your time!