

ABSTRACT

Nijit Supriat
Sept 18, 2016

Cambodia where one of ASEAN tourists' destinations is creating her own famous tourism sites especially architectural complex such as Angkor Wat, Museums, Royal Palace and broadcasting to the world through tourists who come to visit and mass media, and this tourism is considered as a non-smoking industry which playing a key role in making Cambodia economic growth. the arrivals of international tourists have increased for these decades to indicate that this sector is setting up a main potential of economic development for Cambodia. It has an emerging economy with relatively high economic growth and political stability.

Tourism is fast becoming Cambodia's second largest economic pillar generated a good revenue of over 3 billion US dollars which made up approximately 29.9% of country's GDP after the garment industry. It plays as a crucial factor in facilitating the country's political and economic development and has been working hard to make capacity of consuming goods and services, boosting other industries to develop, bring back traditional festivals, crafts, and music and dance to survive long last. In addition, it helps boosting economic restructuring of the whole country and each locality, expanding exchange among regions and foreign countries, ensuring security, national defense and social order.

Tourists arrivals in Siem Reap province only is close up 2.5 million people to see world heritage, cultural and historic architectures and the number of these tourists is expected to go up yearly because of government policy and ASEAN integration. After ASEAN integration in the end of year 2015, tourists thinking of this region and shifted away from western countries towards Asia and ASEAN. The tourists from Vietnam, South Korea, China, Thailand, France, US and other European countries are the major source of tourism sector for Cambodia. According to a data released by Ministry of Tourism recently in the first semester of 2016, Cambodia still receive international arrival grow up to 6% and the Ministry of Economic and Finance of Cambodia and ADB forecasted Cambodia economic still grow up to 7.0% to make momentum and remain robust, as tourism participates partly to this result.

The tourism sector is increasingly important for economic development, and the determinants are crucial for tourism promotion policies. This project develops a dynamic panel model to shed light on the determinants of international tourists in Cambodia. The conservation of heritage and cultural remains is important to attract tourists while natural parks need to be developed and maintained. Cambodia tourism can also increase its market share quickly if the country works more closely with its neighboring countries that have cultures, heritages, and tourism objective in common to promote its destinations. Moreover, its government has to implement an open foreign cooperation to attract foreign and local investment to produce the facilities for tourism destination and development of tourism infrastructure. Tourism products are lacking, because of the visitors continue to grow up year to year, so all accommodations were not enough to meet the tourists demand.

Key words: architectural tourism, cultural tourism development, tourism supply, tourism market, tourism site, economic growth, GDP