

ความเป็นไปได้ในการพัฒนานักกิจกรรมการท่องเที่ยว
เชิงสร้างสรรค์ในเกาะตรง และเกาะพะเดา
ในจังหวัดกระเจาะแก้มพูชา
The Feasibility of Creative Tourism Activities
Development of Koh Trong and Koh Phdao in
Kratie Province, Cambodia

Ros Channara¹ / Suwaphat Sregongsang/ Pariwat Somnuek

บทคัดย่อ

การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาลักษณะและพฤติกรรมของนักท่องเที่ยวชาวต่างชาติที่เดินทางไปเยี่ยมชมเกาะตรงและเกาะพะเดา 2) เปรียบเทียบระดับความสนใจของนักท่องเที่ยวชาวต่างชาติและ 3) นำเสนอแนวทางในการพัฒนานักกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ในเกาะตรงและเกาะพะเดาในจังหวัดกระเจาะราชาอาณาจักรกัมพูชา

การวิจัยในครั้งนี้ได้รวบรวมข้อมูลจากการแจกแบบสอบถาม การประชุมกลุ่มย่อย การสัมภาษณ์เชิงลึก ผู้วิจัยได้แจกแบบสอบถามจำนวน 384 ชุดให้แก่นักท่องเที่ยวชาวต่างชาติที่เข้าเยี่ยมชมจังหวัดกระเจาะตั้งแต่วันที่ 26 มีนาคม 2557 จนถึงวันที่ 30 มิถุนายน 2557 และนำมาวิเคราะห์ทางสถิติพรรณนาโดยนำเสนอในรูปแบบของค่าความถี่ ค่าร้อยละ ค่าเฉลี่ยและค่าเบี่ยงเบนมาตรฐาน สถิติเชิงอนุมาน t-test และ One-Way ANOVA ถูกนำมาใช้เพื่อพิสูจน์สมมุติฐานการวิจัยที่มีระดับที่แตกต่างกันของปัจจัยทางประชากรศาสตร์ ส่วนข้อมูลเชิงคุณภาพการประชุมกลุ่มย่อยและการสัมภาษณ์เชิงลึกนำมาใช้ในการดำเนินการวิเคราะห์สถานการณ์ (SWOT

¹ Tourism Innovation Program, Faculty of Liberal Arts, Ubon Ratchathani University. E-Mail. Channara_viiip@yahoo.com

Analysis) เพื่อสร้าง TOWS Matrix กลยุทธ์นโยบายทางเลือกและโครงการเพื่อเป็นแนวทางในการสร้างกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์

ผลการวิจัย พบว่า

- (1) นักท่องเที่ยวชาวต่างชาติส่วนใหญ่เข้าเยี่ยมชมจังหวัดกระเจาเป็นครั้งแรก เพื่อพักผ่อนและเดินทางโดยรถประจำทางกับเพื่ออยู่และระหว่างการพักผ่อน เข้าพักที่โฮมสเตย์ นักท่องเที่ยวชาวต่างชาติมีความพึงพอใจในระดับสูงในกิจกรรมการท่องเที่ยวที่มีอยู่ในปัจจุบัน ขณะเดียวกันนักท่องเที่ยวชาวต่างชาติมีความสนใจในระดับสูงต่อกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ใหม่
- (2) นักท่องเที่ยวชาวต่างชาติที่มีเพศแตกต่างกันจะมีระดับความสนใจแตกต่างกันกับกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ที่มีระดับนัยสำคัญที่ 0.05 ขณะที่นักท่องเที่ยวชาวต่างชาติที่มีอายุ สัญชาติ อาชีพ รายได้ ระดับการศึกษาที่แตกต่างกันที่ระดับนัยสำคัญที่ 0.05 จะมีระดับความสนใจที่แตกต่างกันหรือการมีส่วนร่วม เทศกาลประเพณี การสร้างของที่ระลึก ทำเครื่องปั้นดินเผา เรียนรู้วิถีปลูกต้นส้มโอ เรียนรู้เกี่ยวกับพฤติกรรมของโลมาอิรวดีและที่อยู่อาศัย การเข้าพักในโฮมสเตย์ลอยน้ำ การเรียนรู้การทำอุปกรณ์ในการจับปลาจากไม้ไผ่และกิจกรรมการสอนภาษาอังกฤษในชุมชน
- (3) ข้อเสนอแนะของการศึกษาในครั้งนี้ผู้วิจัยได้เสนอนโยบาย 5 ด้าน ได้แก่ 1) นโยบายสร้างกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ใหม่ 2) นโยบายการพัฒนาการตลาดและการประชาสัมพันธ์ 3) นโยบายการเสริมสร้างศักยภาพของชุมชน (ทักษะการสื่อสารและปรับปรุงความรู้คุณภาพการบริการ) และ 4) การปรับปรุงสิ่งอำนวยความสะดวกในชุมชน และ 5) นโยบายทางเลือกเกี่ยวกับการพัฒนาผลิตภัณฑ์และกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์อื่นๆ

คำสำคัญ: การท่องเที่ยวเชิงสร้างสรรค์, เกาะตรง, เกาะพะงา, จังหวัดกระเจา
กัมพูชา

Abstract

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

The research data were collected by using questionnaires, focused group discussion and in-depth interviews. The researcher provided 384 questionnaires to international tourists who visited Kratie Province from 26 March 2014 to 30 June 2014. The quantitative data collected from the survey were analyzed by using Statistical Package for Social Sciences and presented in terms of frequencies, percentages, means and standard deviations. An inferential statistics t-test, and One-Way ANOVA were used to prove research hypothesis whether international tourists who have different demographic will have different significant interesting levels towards new creative tourism activities in Koh Trong and Koh Pdao community. The focused group discussion and in-depth interviews were used to conduct the situation analysis (SWOT analysis) in order to present TOWS Matrix, strategies, policies, optional policies and project as guidelines for creative tourism activities development.

The results of the study found that:

- (1) The international tourist's had high satisfaction with presently tourism activities including: cooking local food, cycling around the island, boat tripping to explore islands with a local guide, fishing with local people and learning to make local handicrafts (Kra

ma). Meanwhile the highly interested of international tourists in new tourism activities were comprised of six such as: participating in traditional ceremonies, learning about Irrawaddy dolphins' behavior, staying on a floating home-stay, learning to make sticky rice, learning to make a traditional boat and souvenir-making.

(2) The international tourists who have different genders have different interesting levels with new creative tourism activities, while the international tourists who have different ages, nationalities, occupations, incomes education levels had different interesting levels with participating in traditional ceremonies, souvenir-making, pottery-making, learning to plant pomelo trees, learning about Irrawaddy dolphins' behavior and habitat, staying on a floating home-stay, learning to make bamboo fishing equipment, and teaching English in the community activities.

(3) For the suggestions guidelines of this study, the researcher is proposed the four policies as follows, 1) create new creative tourism activities development, 2) marketing and public development, 3) community's capacity building (communication skills and services quality knowledge improvement and 4) communities amenities improvement 5) optional policy: product and activities innovation.

Keywords: Creative tourism, Koh Trong, Koh Pdao Community, Kratie Province, Cambodia

1. Introduction

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

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

Cambodia identified three kinds of tourism, cultural, historical, and eco-Tourism, as dolphins' behavior, staying on a floating home-stay, learning to make sticky rice, learning to Cambodia has lots of cultural and natural resources throughout its provinces (Hun Sen: 2012). Kratie province was seen by the Cambodian government as an eco-tourism destination and hosted a green tourism campaign involving

creative tourism activities capable of attracting tourists. Kratie province is considered one of the most popular tourist destinations in Cambodia with great potential for eco-tourism.

Tourism in Kratie is increasing at a remarkable growth due to the potential of its natural environment, culture, and other attractions. With the same time the Kratie municipal focused on building infrastructure and security management with increased day-to-day security. According to the 2012 annual report, the Department of Tourism stated that the international tourists arrivals were 19,717, compared to 17,296 in 2011, an increase of 14%. Tourists mostly visit Kampie dolphin habitats and communities such as Koh Trong and Koh Pdao.

Moreover to attract more international tourists and encourage them to stay longer in the community the researcher proposed the research study to promote creative tourism activities. According to meaning, creative tourism offers visitors more chances as a part of native people to share their creative skills through learning activities, experiences, get closely with local culture and way of life during their staying. However, the keys to successful creative tourism are building the quality of life, having long-term vision, developing an identity as well as image, collaborating with the stakeholders and using public space to host creative events. The objectives of this study are listed as follows:

- (1) To study the satisfaction and interest with creative tourism activities of international tourists visited Koh Trong and Koh Pdao.

- (2) To compare the significantly interesting levels of international tourists who are interested in creative tourism activities of Koh Trong and Koh Pdao.

- (3) To suggest guidelines for the development of creative tourism activities in Koh Trong and Koh Pdao.

2. Literature reviews

Recent years the creative tourism has grown interestingly and popularly, it's a significant market of people looking for deeper and more satisfying experiences, while many destinations have put the concept into practice in order to promote their cultural capitals as principle assets and develop this type of tourism product. Particularly UNESCO has taken ideas to create Creative Cities Network and Greg Richards and Crispin Raymond undertook the successful creative tourism work in New Zealand. The roots of the creative tourism concept went back to

1993 when it was first mentioned but not clearly defined as a potential form of tourism to enhance the sales of craft products to tourists (Richards, 2011). This meaning of new way of creative tourism was emerged and promoted by Richards and Raymond in 2000 when it is a result of Crispin Raymond's sister who is new generation tourists, had come to Asia and South- East Asia; Thailand, Indonesia and Australia. She got impressed by learning Thai massage in Tourism in Kratie is increasing at a remarkable growth due to the potential of its natural Chiang Mai and taken class of vegetarian cooking in Bali, Indonesia then took care of sheep and jillaroo in Australia. He had stated that creative tourism refers to tourism which offers visitors the opportunities to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destinations where they are undertaken.

Catriona (2011) defined creative tourism as that it offers visitors a creative pursuit (including arts, crafts, and cookery workshops), with the opportunity to stay in high quality accommodation, and to connect with local people in a distinctive destination.

Richards (2009) noted changes in the consumption and production of tourist experiences in cultural tourism. Creative tourism depends heavily on tourists' active involvement, not just in a place and watch others but interact and co-create the whole experience, actively learn about their surroundings and apply this knowledge to develop their own skills (Richards & Wilson, 2006). In recent years, the term culture has appeared recurrently in urban transformation processes creative tourism through the increasing of creative tourist G. Richards & J. Wilson, 2006). Meanwhile this concept of creative tourism has also gotten interest from United Nations Educational, Scientific and Cultural Organization or UNESCO and also defined the meaning of creative tourism that Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture.

According to Richards (2011) state that cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. McIntosh and Goeldner (1986) consider cultural tourism as comprising all aspects of travel, whereby travellers learn about the history and heritage of others or about their contemporary ways of life or thought.

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religions, and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals),

and their values and lifestyle (Vijaya babu & Jayaprakashnarayana, 2014). The components of cultural tourism: travel, the tourist and the sites. In particular, in terms of travel he stated that ‘cultural tourism is travel undertaken with historic sites, museums, the visual arts, and/or the performing arts as significant elements (Tighe, 1991). Culture refers to the way of life of a specific group of people. It can be seen in ways of behaving, beliefs, values, customs followed, dress style, personal decoration like makeup and jewelry, relationships with others and special symbols and codes (Saho, 2005).

CBT is considered as small-scale form of tourism managed and owned by the community for its benefit, taking place mostly in rural areas where there is interaction between tourists and local people (Asker et al., 2010). The Ministry of Tourism of Cambodia defined CBT as a form of responsible tourism that supports local communities and improves livelihoods. The tourism destination is managed by the local community members themselves. Similarly, Cambodia Community-based Ecotourism Network (CCBEN) defined it as “tourism which is run by the local community, where all the management decisions must be made by the community and most of the profits must directly benefit the local community” (2009).

Furthermore the Responsible Ecological Social Tours Project (REST) (1997) stated that it is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. Kadof (2008) saw CBT as concentrating on sustainable environment, society, and culture, and it is owned and managed by the community. However in developing countries, the inclusion of local communities, particularly indigenous peoples and villagers, is regarded as an important factor. This may

involve locals hosting tourists in their villages, managing the scheme communally, and sharing the profits (Metropolitan, 2013).

Therefore it can concluded that creative tourism is a new trend of tourism emerged from cultural tourism through the creativity and active participation of the creative tourist joint the event to have an opportunity learning, tasting, seeing, buying, through the local host resources including arts, craft, everyday life etc. to discovers the hidden identity and got the value experiences. This concept will be best practice and model for creative tourism activities in both of communities in order to get successful and sustained development.

3. Research methodology

This research integrates the results of both quantitative and qualitative analysis. The quantitative analysis was done based on questionnaires for 384 tourists who visited Koh Trong and Koh Pdoa. The sample was obtained by Stratified Random Sampling,

The populations are classified into three groups including: International tourists, Members of the local communities of both community and Government officers of the Department of Tourism and members of two local NGOs, Khmer Association For Development Of Countryside Cambodia (KAFDOC) and Cambodian Rural Development Team (CRDT). According to the discussion with CRDT staff and compare number of international tourism arrived both of community, the researcher performed the sampling by Stratified Random Sampling, using Taro Yamane's formula, which got 95% reliability for the determining the samples size of international tourists who visited Koh Trong and Koh Phdao community, which divided the population into 2 groups, Koh Trong community 288 persons and Koh Phdao community 96 persons of total international tourists. Furthermore the qualitative data of this research is based on purposive sampling technique

(Judgment sampling), the researcher conducted the in-depth interview and focus group discussion with the potential key informants.

The results of the quantitative data collected from the questionnaires were analyzed by Statistical Package for Social Sciences (SPSS) in terms of frequencies, percentages, means, and standard deviations and inferential statistics t-test, and One-Way ANOVA. The results of focus groups discussion are used to suggest the guidelines for developing the creative tourism activities

4. Results of the research

4.1 Satisfaction levels of international

The results of the analysis of the international tourists' satisfaction in tourism activities used means (\bar{x}) and standard deviations (SD) display in table 4.1, and described below:

Table 4.1 Satisfaction levels of international tourists towards tourism activities

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

4.2 Interest levels of international tourists

The results of the analysis of the international tourists' interest in tourism activities used means (\bar{x}) and standard deviations (SD) display in table 4.2 and described below

Table 4.2 Interesting levels of international tourists toward new tourism activities

Tourism activities	(\bar{X})	(S.D)	Meaning
Participating in traditional ceremonies	3.62	.98	High
Learning about Irrawaddy dolphins' behavior	3.57	1.03	High
Staying on a floating home-stay	3.54	1.15	High
Learning to make sticky rice	3.52	1.05	High
Learning to make a traditional boat	3.45	1.01	High
Souvenir-making (from endocarp coconuts...)	3.43	1.01	High
Teaching English in the community	3.37	0.97	Average
Pottery-making	3.34	1	Average
Weaving (bamboo or palm tree leaves)	3.34	0.95	Average
Sugar palm making	3.30	1.06	Average
Participating ordination as a monk or nun	3.29	1.04	Average
Planting palm trees	3.29	1.01	Average
Learning to plant pomelo trees	3.17	0.99	Average
Wood/bamboo-carving	3.07	1.17	Average
Planting coconut trees	3.00	0.92	Average

According to the table 4.1, it showed that most international tourist's had high satisfaction with five activities such as cooking local food activities with mean score 3.75, followed by cycling around the island with the score 3.64, the next were, boat trip to explore islands with a local guide got the mean score 3.49, next were fishing with local people were got mean score 3.43 and the minimum mean score of high satisfaction were learning to make local handicrafts activities which got mean score 3.42.

Meanwhile the table 4.2 illustrated that high interesting levels of international tourists in new tourism activities were comprised of six

activities such as including participating in traditional ceremonies, learning about Irrawaddy dolphins’ behavior, staying on a floating home-stay, learning to make sticky rice, learning to make a traditional boat and lastly, high interests were souvenir-making got the mean score 3.43.

4.3 Hypothesis 1

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

Table 4.3 Comparison of gender and new creative tourism activities

Activities	Gender	N	\bar{X}	SD	t	p
Planting coconut trees	Male	132	2.96	1.00	-.58	.02*
	Female	159	3.03	.84		

According to the table 4.3 the interesting levels of international tourists showed a statistically significant difference among gender of international tourists. The test result of t-test, P-value were not over than 0.05 ($P < 0.05$). Therefore, the international tourist who have different genders would have different interesting levels with planting coconut trees activities.

4.4 Hypothesis 2

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

Table 4.4 Comparisons of factors between “age groups” and “New creative tourism activities”

Activities	Mean square	F-value	p-value
Participating in traditional ceremonies	2.56	2.76	.02*
(Pchom Benh, Khmer New Year)	.93		
Staying on a floating home-stay	4.23	3.36	.01*
	1.26		

The test result of one-way ANOVA test, p-value of the age groups for Participating in traditional ceremonies (Pchom Benh, Katoen, Khmer New Year) and staying on a floating home- stay activities were not over than 0.05, ($P < 0.05$), the interesting levels of both activities showed the statistically significant difference among age groups of international tourists. Therefore, the international tourists who have different ages had different interesting levels with new creative tourism activities in Koh Trong and Koh Phdao Community Kratie Province, Cambodia.

4.5 Hypothesis 3

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

Activities	Mean square	f-value	p-value
Souvenir-making(from endocarp coconuts, palm trees, pomelo trees)	2.48 .97	2.557	.01*
Planting coconut trees	.43 .86	.512	.84
Learning to plant pomelo trees	1.88 .95	1.98	.04*
Pottery-making	1.94 .97	1.992	.04*
Staying on a floating home-stay	3.59 1.25	2.882	.00*

Base on the table 4 the comparison of mean square of the respondents showed the interest level in new creative tourism activities divided by their nationalities. Test results of F- value, and p-value of one-way ANOVA (statistically significant difference were used to show the significant difference between their marital statuses and factors. The p-values of the implementation were not over 0.05 ($P < 0.05$). Therefore, the interest level in new creative tourism showed the statistically significant difference among nationalities of international tourists. Similarly, the international tourists who have different nationalities were different interesting levels with souvenir-making (from endocarp coconuts, palm trees, pomelo trees), staying on a floating home-stay, pottery-making and learning to plant pomelo trees.

4.6 Hypothesis 4

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

Table 4.6 Statistical relationships comparisons of factors between “Occupations” and “New creative tourism activities”

<i>Activities</i>	Mean square	f-value	p-value
Learning about Irrawaddy dolphins’	3 .	3.77	.00*

In fact, the comparison of the mean square of respondents was to explain the interest levels in creative tourism activities of Koh Trong and Koh Phdao divided by their occupations. The test results of F-value and P-value of one-way ANOVA result were not over than 0.05 ($P<0.05$). So, the interest level new creative tourism showed the statistically significant difference among occupations of international tourists. Thus the international tourists who have different occupations would have different interesting levels with learning about Irrawaddy dolphins’ behavior and habitat.

4.7 Hypothesis 5

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

Table 4.7 Statistical relationships comparisons of factors between “incomes” and “New creative tourism activities”

Activities	Mean Square	f-value	p-value
Learning about Irrawaddy dolphins	3.17	3.06	.01*
1			

Base on the Table 4.7, the comparison of the mean square of respondents was to explain the interest levels in creative torism activities divided by their personal monthly income. The test results of F-value and p-value of ANOVA were not over than 0.05 ($P<0.05$). So, the interesting levels for new creative tourism showed the statistically significant difference among incomes of international tourists. Similarly, the international tourists who have different incomes would have different interesting levels with learning about Irrawaddy dolphins’ behavior and habitat.

4.8 Hypothesis 6

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

Table 4.8 Statistical relationships comparisons of factors between “education levels” and “New creative tourism activities”

Activities	Mean Square	F-value	Sig.
Learning about Irrawaddy dolphins’ behavior and habitat	3.88 1.01	3.83	.00*
Learning to make bamboo fishing equipment	4.22 1.12	3.76	.00*
Pottery-making	2.70 .96	2.81	.01*
Teaching English in the community	2.31 .91	2.53	.02*
Staying on a floating home-stay	5.49 1.22	4.49	.00*

According to Table 4.8 it showed the comparison of mean square of the interesting levels of creative tourism activities divided by their education levels. For, the test result of F - value, and p-value of ANOVA were not over than 0.05 ($P<0.05$). The interesting levels of new creative tourism activities showed the statistically significant difference among education levels of international tourists. Therefore, the international tourists who have different education levels would have different interesting levels with new creative tourism activities in Koh Trong and Koh Phdao Community Kratie Province, Cambodia (Staying on a floating home-stay, learning to make bamboo fishing equipment, portray making and teaching English in the community).

Situation analysis (SWOT analysis) and TOWS Matrix

Base on the results of focus groups discussion in both communities the researcher and key informants produced the

guidelines for new creative tourism activities which are composed by TOWS Matrix, strategies, policies, optional policies and project, while the creative tourism provided more advantage to local communities such as: more job opportunities, income, and relationship between tourists and local community. Furthermore, it has helped them to preserve of culture, way of life, customs, and to increase values of community as well.

Table 4.8 Result of SWOT analysis and TOWS matrix of Koh Phdao Community

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

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

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

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

Table 4.9 Result of situation analysis and TOWS matrix of Koh Trong Community

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

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

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

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

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

Policy I: Create new creative tourism activities development

In this policy it contained four approaches including:

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

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

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

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

Policy II: Marketing and public relations development

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

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

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

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

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

Policy IV: Communities amenities improvement

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

Strategy 2: Create more traditional home stays which concern natural environments by stimulating villagers to create community recycle bank for gaining some capitals for running effective CBT.

Optional policy: Product and activities innovation

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

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

With the same time to ensure the policies to get successful, there searcher created many projects such as learning to make bamboo sticky rice, participating in traditional ceremonies, Souvenir - making, learning about Irrawaddy dolphins' behavior, improving communication skills for local youths and communities, expanding Marketing and public relation and restructuring average interested tourism activities.

5. Discussion

This study aimed to suggest guidelines for the development of creative tourism activities in Koh Trong and Koh Pdao. Both of these communities have high potential for creative tourism development because of their unique eco-tourism and cultural resources that the study found generated a high interest from international tourists. Many of the activities are part of community-based tourism advocated by the Responsible Ecological Social Tours Project (REST) (1997) and stated that tourism must take environmental, social, and cultural sustainability into account. Community-based tourism is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.

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

McIntosh and Goeldner (1986) considered cultural tourism as comprising all aspects of travel and travelers learned about the history and heritage of others or about their contemporary ways of life. Vijaya babu and Jayaprakashnarayana (2014) explained that tourism was concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religions, and other elements that helped shape their way of life. Regarding to this concept the Raymond (2003) defines creative tourism as a development from

cultural tourism, which involves learning a skill on holiday that is part of the culture of the country or community being visited.

According to UNESCO (2006), creative tourism is considered a new generation of tourism. The first generation was beach tourism, in which people visit a place for relaxation and leisure. Then the second generation was cultural tourism, in which people visit museums and cultural attractions, and the third generation is creative tourism, in which visitor has an educational, emotional, social and participative interaction with the place, its culture, and the people who live there.

In this case researcher considered that creative tourism is an integrations of cultural tourism and community based ecotourism due to the situations Koh Trong and Koh Pdao have capital resources event traditional, culture and natural resources, especially each activity was engaged in the natural, environment and ways of live of community which can provide the opportunities to international tourists to actively participate to learn and exchange special technique with local communities. With such this process will enhance the international tourists to deeply understand the spirits of the communities and gain unforgettable memories with communities.

6. Conclusion

From the results, it can be concluded that Koh Trong and Koh Pdao are high potential for creative tourism activities development. Both of these communities have many potential activities available for visitors to share their learning and absorb the spirits of the community. Moreover considerably both communities have strong commitment, high participation in communities in particularly these communities have their own identity, traditional, culture, natural resources and unique ways of live which indicate the ancestors event though the currently the development was encroaching local belief and something disappears

but local wisdoms are still remaining which is part of Cambodian's recognition and transmitted from one generation to another generation. The proposed tourism activities give priority to the engagement between international tourists and the community to focus on learning and active participation. This form of tourism gives the opportunity for international tourists and home-stay owners and locals to share their learning and develop their creativity mutually. Through these new activities, international tourists will be able to develop a profound understanding of rural communities in Cambodia and contribute to a sustainable economy, society, and the conservation of local culture of the community.

Reference

- Amran Hamzah., Zainab Khalifah., and APEC Tourism Working Group. (2009). **How to Develop and Sustain CBT, Handbook on Community Based Tourism.** Universiti Teknologi Malaysia: Singapore : APEC Secretariat.
- Atitayaporn Arunpipattanapong. (2011). **Creative Tourism Development Plan for Ethnic Groups in Nakhon Phanom Province.** Master of Business Administration Thesis: Graduate School, Khon Kaen University.
- Emerging Markets Consulting. (2008). **Kratie Province investment profile.** Usaid.
- K. Vijaya Babu., and G Jayaprakashnarayana Zenon. (2014). **Tourism in India.** Zenon Publishing Hyderabad, India.
- Koktean, H. (2012). **Community Perception on Community-Based Tourism (CBT) Development in Cambodia: a case study of Koh Trong CBT community in Kratie.** Master of Arts in Development Studies, Royal University of Phnom Penh.
- Lederach, J. (1995). **Conflict transformation across cultures.** Syracuse, NY: Syracuse University Press.
- Madhurjya Kumar .D (2008). **An Investment Feasibility Study for Sustainable Tourism in North-East (NE)Provinces of Cambodia.** Economic Institute of Cambodia.
- National Institute of Statistics. (2008). **General Population Census of Cambodia.** Ministry of Planning Phnom Penh.
- Raymond, C. (2000, November 23). ATLAS Newsletter.
- Raymond, C. (2010). **What’s in a Name? The Origins of the Term ‘Creative Tourism.** in Wurzburger, R, et al. Creative Tourism: A Global Conversation: How to Provide Unique Creative

- Experiences for Travelers Worldwide. Santa Fe: Sunstone Press.
- Richards, G. (2010). **Creative Tourism and Local Development**. in Wurzburger, R, et al. Creative Tourism: A Global Conversation: How to Provide Unique Creative Experiences for Travelers Worldwide. Santa Fe: Sunstone Press.
- Richards, G. (2003). **Creativity and tourism: The State of the Art**. Annals of Tourism Research, 2011. Richards, G. **What is Cultural Tourism?**. In van Maaren, A. Erfgoed voor Toerisme.
- Sodany, S. (2012). **An Analysis of Community Ownership in Community-Based Tourism Development: A Case of Koh Trong Community in Krati Province**. Master of Arts in Development Studies, Royal University of Phnom Penh.
- Sokundarun, L., Penh Phak.B., and Sina.K **“Feasibility Study on Dried Fruit Processing in KohTrong and Thalabarivat Commune”**: CEDAC, 2009
- Suansri, P. (2003). **Community Based Tourism Handbook. Responsible Ecological Social Tours Project (REST), Thailand**.
- Tan, S. Kung, S., and Luh, D. (2013). **A model of creative experience in creative tourism”**. Annals of Tourism Research.
- Thaveeseng, H. (2012). **Creative Tourism Development: A Case Study of Center of Bird Economy Yala City Municipality**. Master of Business Administration in Tourism Management), Prince of Songkla University.
- Wurzburger, R. (2010). **Creative Tourism: A Global Conversation: How to Provide Unique Creative Experiences for Travelers Worldwide**. Santa Fe: Sunstone Press.