

KOREAN TOURIST BEHAVIORS AND TOURIST ACCOMMODATION IN SIEM REAP,
CAMBODIA



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พฤติกรรมของนักท่องเที่ยวชาวเกาหลีและปัจจัยอำนวยความสะดวกทางการท่องเที่ยวในเสียม
เรียบของกัมพูชา



นายพิเศษ ศก

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จุดประสงค์ของงานวิจัยครั้งนี้เพื่อ ศึกษาบทบาทของนักท่องเที่ยวชาวเกาหลีต่อภาคการท่องเที่ยวในประเทศไทยกัมพูชา เมืองมรดกโลกอย่าง เมืองพระนคร เป็นสถานที่ที่ทัศนียภาพที่นักท่องเที่ยวต่างชาติมากมายต้องการมาเที่ยวชม และยังเป็นจุดหมายปลายทางที่มีชื่อเสียงซึ่งสามารถดึงดูดนักท่องเที่ยวต่างชาติเป็นจำนวนมาก รวมทั้งนักท่องเที่ยวเกาหลีในทุกๆปี ด้วยเหตุนี้ งานวิจัยครั้งนี้จึงศึกษา พฤติกรรมของนักท่องเที่ยวชาวเกาหลีที่มาท่องเที่ยวในเมืองพระนคร จังหวัดเสียมเรียบ (Siem Reap) จากผู้ให้บริการ เพื่อที่จะศึกษาเกี่ยวกับกิจกรรมที่ชาวเกาหลีสนใจ รวมทั้งประสบการณ์การท่องเที่ยว นอกเหนือจากนั้น ความต้องการของชาวเกาหลีในการเลือกโรงแรมและเกสต์เฮาส์นั้นเป็นกรณีที่ได้ศึกษาในการศึกษาครั้งนี้อีกด้วย จึงได้ศึกษาแนวคิดในการเลือกที่พัก เพื่อที่จะคัดสรรที่พักและสิ่งอำนวยความสะดวก ให้ตรงกับความต้องการ โดยการมอบการบริการสิ่งอำนวยความสะดวก

นอกจากนี้ ความพึงพอใจของนักท่องเที่ยวและ ระยะเวลาในการพักอาศัยในโรงแรมนั้นขึ้นอยู่กับบริการต้อนรับของโรงแรมไปยังแขกที่มาพัก ดังนั้นการบริการสิ่งอำนวยความสะดวกให้แก่นักท่องเที่ยวชาวเกาหลีเป็นอีกหนึ่งปัจจัยที่จะศึกษาการดึงดูดและการต้อนรับขับสู้ของโรงแรมไปยังลูกค้าชาวเกาหลี

ข้อมูลปฐมภูมิถูกเก็บรวบรวม โดยการสัมภาษณ์เชิงลึกโรงแรมและไกด์นำเที่ยวที่ได้นำเที่ยวชาวเกาหลีมาที่เสียมเรียบ ขณะที่ข้อมูลทุติยภูมินั้นได้รวบรวมจากเอกสารของสถาบันของรัฐและสถาบันอื่นๆ

ผลการศึกษาพบว่า นักท่องเที่ยวชาวเกาหลีส่วนใหญ่มาที่เสียมเรียบเป็นกลุ่ม และได้ซื้อแพคเกจท่องเที่ยวจากบริษัทตัวแทนนำเที่ยวในเกาหลี ส่วนใหญ่จะมาในช่วงระหว่างเดือน พฤศจิกายน ถึง กุมภาพันธ์ ซึ่งเป็นช่วงฤดูกาลท่องเที่ยว และเลือกแพคเกจท่องเที่ยวแบบสำหรับ 2 ถึง 3 วัน และ ปกติจะพักที่โรงแรม 3-5 ดาว ที่มีอากาศและสิ่งอำนวยความสะดวกซึ่งถูกจัดแจงโดยบริษัทนำเที่ยวเกาหลี ถึงแม้ว่าพวกเขาจะมาท่องเที่ยวที่ต่างประเทศแต่ก็ยังนิยมอาหารเกาหลีมากกว่าอาหารอย่างอื่น ชาวเกาหลีรุ่นใหม่บางคนลองทานอาหารท้องถิ่นกัมพูชาแต่ก็ไม่สามารถทานได้ทุกชนิดของแกง โดยเฉพาะที่ทำมาจากสมุนไพร ดังนั้นพวกเขาจึงเลือกทานเพียงอาหารแห้งเท่านั้น โดยเฉพาะอย่างยิ่ง นักท่องเที่ยวชาวเกาหลีผู้ชายส่วนใหญ่นิยมดื่มเบียร์หรือ ไวน์ และสูบบุหรี่ อย่างไรก็ตามเครื่องดื่มที่เป็นที่ชื่นชอบที่สุดคือ กาแฟ

สาขาวิชา เกาหลีศึกษา

ปีการศึกษา 2556

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ลายมือชื่อ อ.ที่ปรึกษาวิทยานิพนธ์หลัก

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PISETH SOK: KOREAN TOURIST BEHAVIORS AND TOURIST ACCOMMODATION IN SIEM REAP, CAMBODIA. ADVISOR: ASSOC. PROF. BUDDHAGARN RUTCHATORN, Ph.D., 71 pp.

The aim of this research is to study role of Korean tourist in tourism sector in Cambodia. World heritage, Angkor is a marvel that a lot of international tourists would like to visit and it is also famous destination that attracts a large number of international tourists as well as Korean tourist year-on-year. Therefore, the research is explored the Korean tourist' behavior who travel in Siem Reap, Angkor region from the providers in an attempt to learn more about their activities of interest and travel experience. Moreover, Korean minimum requirement to adopt hotel and guesthouse is also the case study of this research to explore and find out their concept to choose accommodation in order to satisfy that requirement by offering the accommodation service. Furthermore, the tourists' satisfaction and length of stay in hotel are affected by reception of hotel to the guests. Thus accommodation services for Korean tourists are the other case study to explore the attraction and reception of hotel to costumer as Korean tourists who were gotten the hotel services. The primary data is collected through the in-depth interview with few hotels and tour guides who guide Korean tourists to travel in Siem Reap whereas secondary data is collected from government institutions and other institutions.

The empirical results show that Korean tourists mostly come to Siem Reap by groups of people and they buy a tour package from Korean travel agency in South Korea. They mostly come between November to February which is the high season of visiting period. Most of them choose the tour package for 2 to 3 days and they usually stay at 3-5 star hotels with a good condition and facilities which is arranged by Korean travel agency. Even if they travel to foreign country but they still prefer Korean food more than anything. Some of Korean youths try to test the local food as Cambodian food but they could not eat all kind of Cambodian soup especially the food that made from herb so they eat dry food only. Particularly, most of Korean men like to drink beer or wine and smoke a cigarette. However, the most favorite drink of them is coffee.

Field of Study: Korean Studies

Student's Signature

Academic Year: 2013

Advisor's Signature

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CHAPTER I

INTRODUCTION

1.1 Research Background

International tourism and travel currently is the one rapid growth of both developed and developing countries around the world. Increasing of international tourists has been contributing this sector to become the one of the world's fastest growing industries in world trade. Regarding the UNWTO's (United Nations World Tourism Organization) 2013 report, the international tourist arrivals reached 1,035 million in 2012 and it was changed from 995 million in 2011 and growth is continue in 2013. According to UNWTO region report, the international tourists came from Asia and the Pacific growth (+5% to +6%). Moreover, by UNWTO long term forecast Tourism Towards 2030, international tourist arrivals worldwide will increase 1.8 billion by 2030 (UNWTO, 2013). Thus the tourism of worldwide regions will be contributed more strongly in next decade through attraction of their destinations, environmental, historical and cultural resource.

However, hotels also respond to tourists' need for accommodation, food and beverage services that is kind of the significance sectors to satisfy tourists' need in order to make them to stay for longer than their trip expectation.

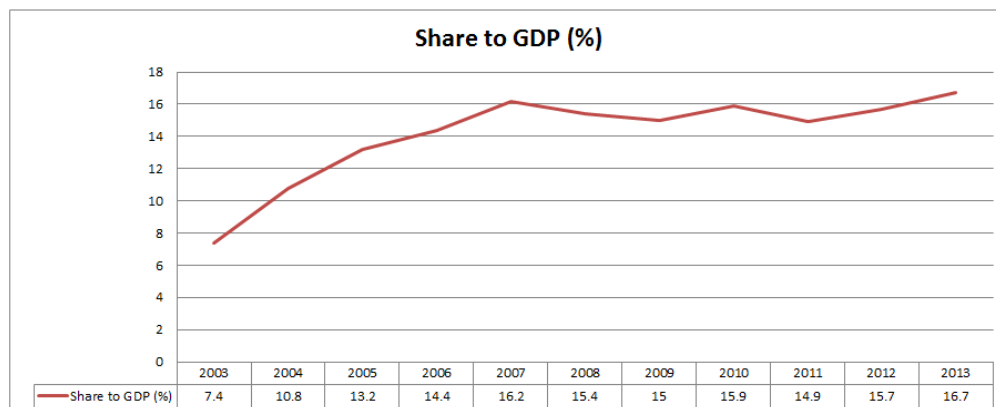
Overview of Cambodia Tourism Sector

The Kingdom of Cambodia is located in South-East Asia and covers an area of 181,035 sq.km with a population of over 14.8 million, Cambodia is the 70th most populous country in the world. International borders are shared with Thailand in the west and northwest, Lao People's Democratic Republic to the north, Vietnam to the east and the country is bounded on the Southeast by the Gulf of Thailand (Tourism, 2013).

Cambodia became the one of the third world country after the civil war in last decade. Tourism industry also was silence during that period but the international visitor arrivals to Cambodia in mid-1990s. Among the international visitors in Cambodia, Korean tourists were the one of them came to visit Cambodia due to the international relationship and cooperation between Cambodia and South Korea became better from day by day so the official embassy of both countries were established in 1997.

Tourism industry currently becomes the priority sector and the third greatest sector of Cambodia's economy behind the agriculture and garment sector. Tourism industry also contributes to Cambodia' foreign earning by US\$2.5 billion, increase of 13% compare to the previous year. Moreover, tourism also shares 16.7 % of the total GDP of Cambodia in 2013 (Figure 1).

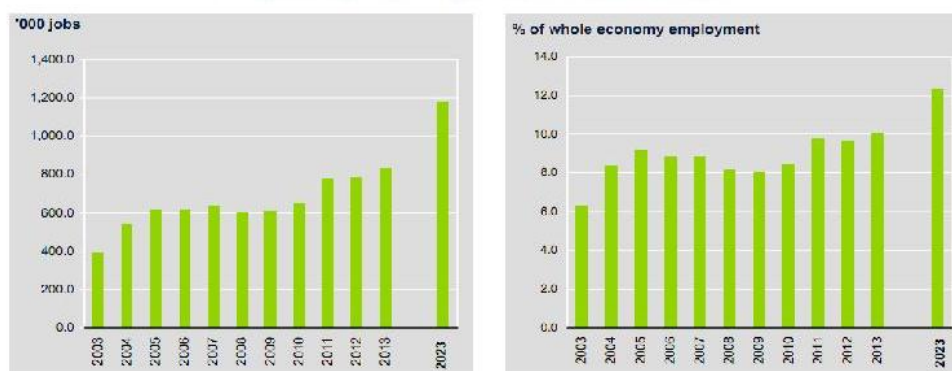
Figure 1 Tourism Receipts/ GDP



Source: Ministry of Tourism 2013

According to the report of World Travel and Tourism Economic Impact 2013 from the World Travel and Tourism Council, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 20.5% of total employment. This sector produced 735,000 jobs directly (8.9% of total employment) in 2013. This figure included the employment by hotels, travel agents, airlines and other passenger transportation service (Figure 2).

Figure 2 Employment Generated Figures



Source: World Travel and Tourism Economic Impact 2013

The international tourist arrivals to Cambodia increased 17.5% compared to the previous year, represent 4.2 million visitors and tourism receipts increased US\$2.5 billion in 2013 (Figure 3). Among of all international visitors, South Korean tourists stand third rank after Vietnamese and Chinese tourists, as 411,491 and South Korean visitor represents 11.5% of the total international tourist arrivals in 2012 (Figure 4).

Figure 3 Graph of Int' Arrival and total Receipt

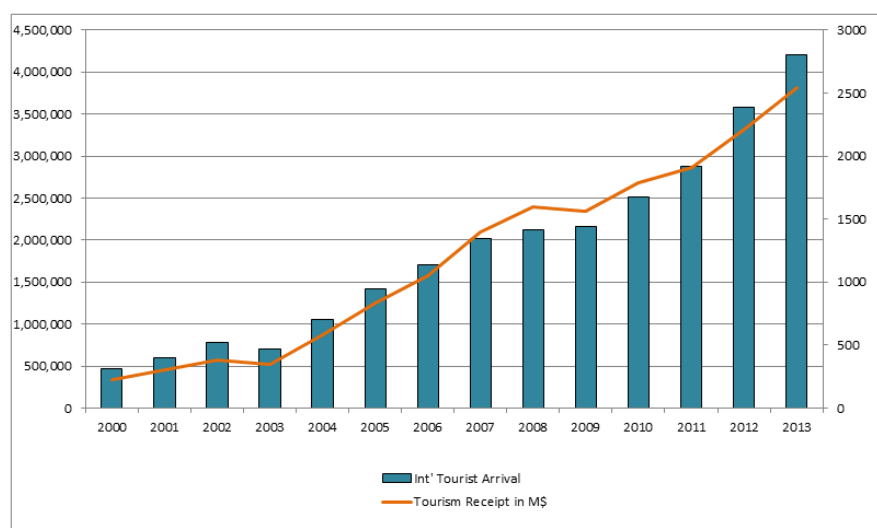
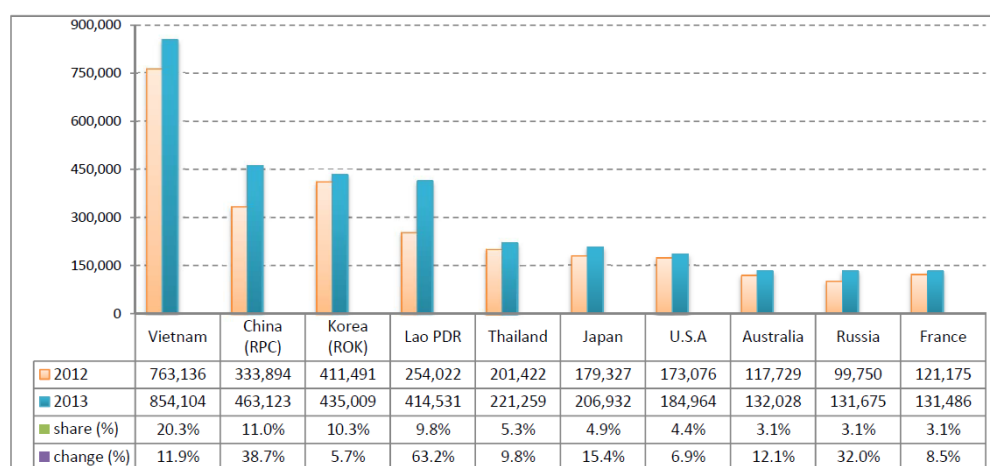


Figure 4 Top Ten Visitor's Arrival to Cambodia



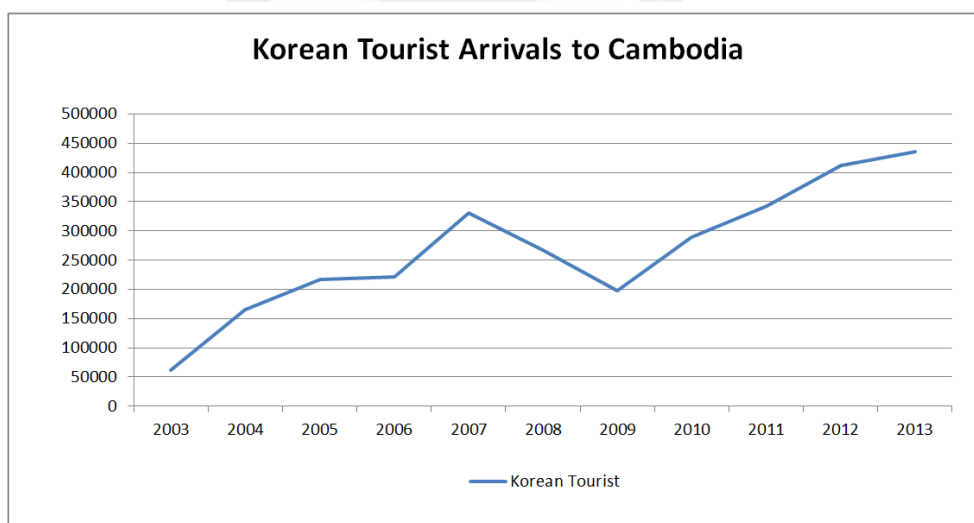
Source: Ministry of Tourism 2013

The number of Korean tourists in Cambodia increases rapidly during last decade. Indeed, from the year 2003 to 2013 the number of Korean tourists has increased by approximately seven times. (Table1 & Figure 5)

Table 1 Korean Tourist Arrivals to Cambodia in 2003-2013

South Korean Tourist Arrivals to Cambodia in 2003-2013		
Korean Tourist	Arrival	Share (%)
2003	62271	8.9
2004	164,611	15.6
2005	216,584	15.2
2006	220,904	13.0
2007	329,909	16.4
2008	266,525	12.5
2009	197,725	9.2
2010	289,702	11.6
2011	342,810	11.9
2012	411,491	11.5
2013	435,009	10.3

Figure 5 Graph of Korean Tourist Arrivals to Cambodia in 2003-2013



Source: Ministry of Tourism 2013

Table 2 shows the international visitors in Cambodia tend to visit Siem Reap more than other destinations. Thus Siem Reap is the most attraction destination of Cambodia and receive 57.6% share even the Phnom Penh and other destinations got 42.4% share of the total number of international visitor in Cambodia in 2013.

Table 2 International Tourist Arrivals as Destination in 2013

International Tourist Arrivals as Destination in 2013					
	Arrival		Share (%)		Change (%)
	2012	2013	2012	2013	2013*/12
Phnom Penh & Other Destinations	1,520,971	1,972,879	42.4	46.9	29.7
Siem Reap Province	2,063,336	2,237,286	57.6	53.1	8.4
Total	3,584,307	4,210,165	100.0	100.0	17.5

Source: Ministry of Tourism 2013

Case Study of Siem Reap, Angkor

Siem Reap province, land of historical and cultural where is located in the north of Cambodia and it is the major tourist hub in Cambodia. The primary attraction for visitors to Siem Reap is the Angkor Wat and the Angkor Temple Region where is the one of most potential cultural heritage sites and has become a world cultural tourism destination and was designated as a World Heritage Site by UNESCO in 1992 (Geography, 2013). It is not only Angkor Wat temple but there are a lot of temples were located in Siem Reap where is also famous for its archaeological, historical and cultural sites. Other attractive place in Angkor Region is Bayon temple where is the second famous destination in Siem Reap and located nearby the Angkor

Wat temple. Bayon temple was built in the late 12th or early 13th century as the official state temple in order to respect Buddhism (Visit-Angkor, 2013).

The world heritage, Angkor Wat is also the one of the most attractive tourist destinations in Asia. Thus, there are a lot of visitors who came from different site around the world to visit Angkor and the number of international tourist arrivals to Siem Reap have been increasing very year.

As the minister of Ministry of Tourism said in the first half of 2013, the country had received 2 million foreign visitors, up 19 percent year-on-year. Among them, some 1.12 million tourists visited the 12th century Angkor archeological park, up 6 percent year-on-year. World heritage Angkor archeological park, where is the kingdom's largest tourism destination, receives between 5,000 and 7,000 foreign visitors a day, he said (Global, 2013).

International visitor arrivals to Siem Reap also increase in last decade. The number of International tourists rose from 560,947 in 2004 to 2,237,286 in 2013 and increase 8.4% in 2013 compares to previous year. (Table 3 & Figure 6)

Table 3 International Tourist Arrivals to Siem Reap from 2004-2013

Int' Tourist Arrivals to Siem Reap from 2004-2013	
Siem Reap Province	Arrival
2004	560,947
2005	692,004
2006	856,157
2007	1,120,586
2008	1,059,870
2009	998,084
2010	1,305,256
2011	1,610,076
2012	2,063,336
2013	2,237,286

Figure 6 Graph of International Tourist Arrivals to Siem Reap from 2004-2013



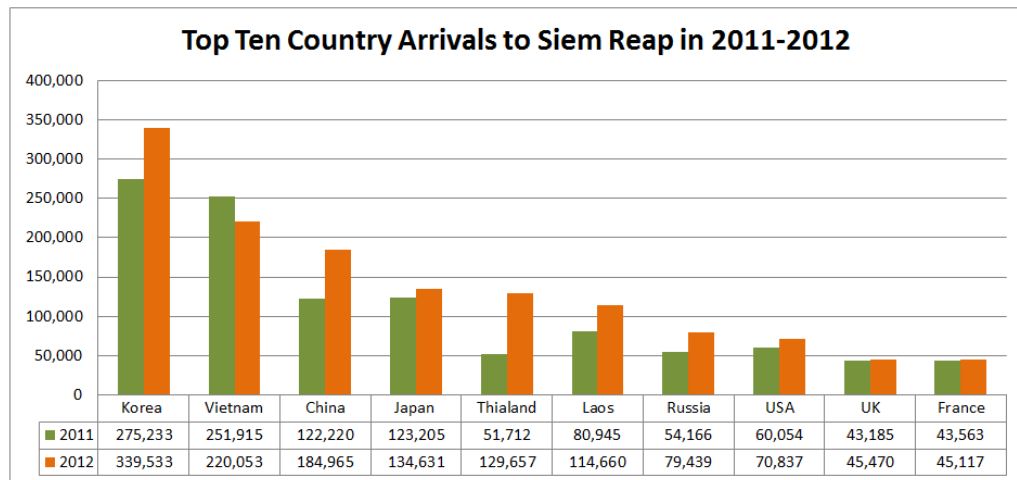
Source: Ministry of Tourism 2013

Moreover, South Korean tourists are the one side of all foreign visitors who were interested in cultural heritage as Angkor region and the number of South Korean tourists becomes the second largest number of total international tourist arrivals to Cambodia after Vietnamese tourists. Thus Korean tourists have been

contributing to tourism sector of Cambodia through their expense while they were travelling in there and it is also the important part of service sector to push Cambodia economy growth. Due to increase number of international tourist as well as Korean visitors come to Siem Reap rapid growth so the service sector to serve them also have been expanding such as hotel, guesthouse, restaurant, massage business, Karaoke, discotheque and other services as travel agency and tour guide. According to the Siem Reap Tourism Department, the number of international visitors increased from 692,004 in 2005 to 2.06 million in 2012, up 28% from a year earlier, while the number of domestic tourists increased from 509,520 in 2005 to 1,957,858, up 15.1% from a year earlier. A report released that 578,221 visitors were from ASEAN countries, 764,905 from other Asia countries and Oceania, 285,016 from Europe, 102,077 from America and 4,056 from the Middle East (Herald, 2013).

More importantly, South Korea tourists ranked first with 339,533 arrivals followed by Vietnam with 220,053, China with 184,965, Japan with 134,631, Thailand with 129,657, and Laos with 114,660 visitors. Other countries as Russia stood at seventh rank with 79,439 followed by the US with 70,837, Britain with 45,470 and France with 45,117 visitors. (Figure 7)

Figure 7 Top Ten Country Arrivals to Siem Reap in 2011-2012



Source: Ministry of Tourism 2012

Due to the large number of international tourists in Cambodia as well as Siem Reap province so the service provider of this province also increase rapidly such as hotels have reached from 8 (282 rooms) in 1994 to 155 (10,969 rooms) in 2012, guesthouses have reached from 20 (160 rooms) in 1994 to 219 (3,251) in 2012. At the same time, other service providers also increase such as 185 license restaurants, 49 massage businesses, 19 Karaoke and 6 discotheques in Siem Reap province. Besides that, the number of travel agencies and tour operators has reached from 12 in 1994 to 150 in 2012. The number of registered licensed tour guides has increased from 95 in 1994 to 3,675 in 2012. (Ministry, 2012)

Other report of Siem Reap Tourism Department in 2013 said that the tourist accommodation has been expanding gradually over the last few years. The number of hotels currently reaches to 155 and 219 of guesthouses in Siem Reap. If compare the number of hotels and guesthouses among the three top destinations in

Cambodia shows that the number of hotels and guesthouses in Siem Reap stands second rank behind the number of hotels and guesthouses in Phnom Penh where is the capital city of Cambodia so Siem Reap province is the most of tourism service providers after the heart of Cambodia, Phnom Penh (Table 4).

Table 4 Hotel and Guesthouse of Top 3 Province in 2012

Hotel and Guesthouse of Top 3 Province in 2012				
Destination	Hotels		Guesthouses	
	Number	Room	Number	Room
Phnom Penh	196	9,218	467	7,364
Siem Reap	155	10,969	219	3,251
Preah Sinanouk Ville	49	2,330	142	2,034
Other	122	6,096	513	7,651
Total	522	28,613	1,341	20,300

Source: (Ministry, 2012)

1.2 Problem Statement

According to data above, the number of international tourists comes to visit Siem Reap, Angkor reaches from 692,004 in 2005 to 2.06 million in 2012. In this case, the number of Korean tourists also reaches to 339,533 in 2012 and become the first rank of international tourist arrivals to Siem Reap, followed by Vietnam with 220,053 tourists. Thus Korean tourists are the one of others to contribute to Cambodia's GDP as well as people income who living in that region by getting income from tourist expense. Besides that, accommodation for tourist is also the main factor of service sectors to attract to tourists in order to stay longer than what they expect to be gone

so accommodation for tourists as Korean tourists are interested to study. The tourist requirement of accommodation is a main point that hotel and guesthouse' owner should explore and find out what they need, due to those international tourists come from different countries with different language and culture so the owner needs to find out about this case. What is the problem, several researchers have studied only general tourism in Cambodia, they did not certainly focus on tourist' requirement to adopt accommodation to stay for their travel. Moreover, understanding tourist behavior through the provider is essential to effectively prepare in order to offer goods and services to them, and it also affects the number of tourist arrivals as well as tourist expectation to return. Without knowledge about tourist behavior, tourist longer stay and tourist return in the future might reduce the number of tourist arrivals due to tourist satisfaction is not completed.

1.3 Objective of Study

The large number of Korean tourist arrivals to Siem Reap usually increases year-on-year. In addition, Korean tourists in Siem Reap, Angkor region are the most potential and a large tourism market of Cambodia so the initial aim of this research is to study three points as below:

- To study services of hotel and guesthouse were served to Korean tourists.
- To study role of Korean tourists in tourism sector of Cambodia.
- To study Korean tourist behavior and their minimum requirement to adopt accommodation in Siem Reap, Angkor.

1.4 Research Question

Regarding the objective of research, it will be constructed to some questions as follow:

- What is the role of Korean tourists in service sector?
- How is Korean tourist' activities in Siem Reap, Angkor?
- How is Korean tourist' minimum requirement to adopt accommodation for their trip?
- How is reception of hotels in Siem Reap to serve Korean tourists during their stay at there?

1.5 Scope and Limitation

According to research study will focus on the Korean tourist' requirement to adopt accommodation and reception of hotel and guesthouse by providing services to Korean tourists in Siem Reap, Angkor. There are three reasons to choose Siem Reap, Angkor region as a case study of this research. Firstly, Siem Reap, Angkor is a world heritage which people known as a cultural, historical and archaeological site as well as a famous region that international tourists desire to visit in there. Secondly, it is a site where tourism activity has significantly increased since 1993 with millions of tourists mainly attracted to the historical and cultural site, Angkor Wat temple complex especially Korean tourists have stood the first rank of international tourist arrivals to Siem Reap in 2012. Despite it has been rapid growth in tourism, the poverty levels in this region are still not quite high and also have many poor people

have been living in this province. Thirdly, even if this province is not a capital city of Cambodia but regarding the Ministry of Tourism report about hotel and guesthouse in top 3 provinces showed that the number of hotel and guesthouse in Siem Reap stands second rank after the number of hotel and guesthouse in Phnom Penh.

Due to time limit and language barrier so research will be studied only tourism service providers such as three tour guides who guide Korean tourists to travel in Angkor region and also three hotels where Korean tourists often stay and get the services. This research will be studied only Korean group tour who come to visit in Siem Reap and also mentioned the Ministry of Tourism statistic and other reports in 2012 and 2013.

1.6 Contribution of Study

Accommodation for tourists is currently developed and the number of hotel and guesthouse also increase every year in Siem Reap, Angkor. However, study of Korean tourist' requirement prefers to understand their desire for staying room condition and hotel room fee. Therefore, the result of this research might help the business owner in service sector as accommodation for Korean tourists will understand more about the Korean tourist' behavior and essential requirement in order to compete their weakness point on service that they have served to Korean tourists. On the other hand, it is also kind of tourist marketing management that they could apply to their own business plan to attract more Korean tourists to be longer stay in their hotel. Moreover, this research result will be an opportunity for new

entrepreneurs who interested on service sector as hotel or guesthouse for Korean tourists who come to visit in Siem Reap, Angkor region. Even if accommodation competition on service sector is currently more and more intensive but marketing strategy will be significance role to push their business to be successful in the future.

1.7 Definition of Term

In order to be easier for reader to understand the different terms that are often used in this research, it is an importance part to explain those key words that was defined in different ways. It is also consequently a way to avoid misunderstanding concerning translation. The purpose of this research is also to decide on one definition that represents the specific term in order to define the meaning of the terms of uttermost importance as it is crucial to clarify and limit the meaning of ambivalent terms.

Tourist

To be defined as a visitor (domestic, inbound or outbound) whose trip includes an overnight stay in destination visited (UNWTO, 2013). An international tourist is an international visitor who stays at least one night in the country visited (Statistics, 2013).

Behavior

Consumer behavior is defined as ‘the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions’ (McColl, 1994).

Accommodation

As lodging or sleeping site and any services and facilities ancillary thereto provided in any hotel or tourist accommodation for the guests thereof (Insee, 2013).

Tourist Accommodation

Tourist accommodation refers to any facility that regularly or occasionally provides overnight accommodation for tourists. Accommodation can be chargeable or free (Statistics, 2013).



CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Regarding the objective of research will be studied Korean tourist' behavior by tourism supply side as tour guide and host because both groups could understand well of their behaviors. Additionally, there are studies on reception and service of accommodation to the tourists who chose that accommodation for staying. More importantly, Korean tourist behavior pattern is significant for this research and it will be argued in this chapter. Tourist behavior might be identified by the way they eat and drink as this chapter mentions in. Therefore, the work builds from the identification of problematic tourist behaviors to a more detailed study of the perceptions of the desirability of those behaviors.

2.2 Tourist Behavior

As many researchers mention the tourist behavior as consumer behavior, as discussed by Engel (1990), points out the customers' buying behaviors and levels of satisfaction are influenced by the customer's background, characteristics, and external stimuli. Tourists are subject to certain behavior before, during and after travelling. This is conceptualized as travel behavior. This behavior is the direct result of interaction between certain personal and environmental variables on a continuous basis. Notice is given to the influence of people and situations on both sides and the

reaction according to this influence. Travel behavior can therefore be defined as the way tourists behave according to their attitudes towards a certain product and their response by making use of the product (George, 2004, March, 2005).

March (2005) states that specific decisions embraces one or more of the behavioral intentions based on the need to behave in a certain way according to highly defined situations. In order to predict travel behavior it is important to understand how individual characteristics of a person interact with the characteristics of the situation, therefore understanding the positive and negative evaluative factors influencing destination choices of the tourists (Holloway, 2004, Laws, 1995).

Pearce (1987), he emphasized the models of tourist flows, the importance of spatial scale in understanding tourist patterns and the nature of tourism demand. Significantly, Pearce's work was largely international in perspective, reflecting the importance of international tourist travel and demand. On the other hand, there are the interconnections between tourist and consumer behavior, have been generally reviewed by Cooper (1993), especially in terms of 'grand models of consumer behavior'. They argue that the five-stage 'model' of travel-buying behavior suggested by Mathieson (1982) is based on 'a geographer's product-based perspective rather than that of a consumer behaviorist' (Cooper, 1993).

2.3 Korean Tourist Behavior Pattern

Trends that were identified in the literature indicate that Koreans regard safety as an important consideration when deciding upon destinations of travel (Hall, 1994) and Korean tourists have a preference for group travel (Yarmy, 1992).

Prideaux (1999) studied the Korean inbound tourism to Australia, it was found that equivalent star-rated hotels in Korea have higher staff ratios than found in Australia and therefore can offer a higher level of individual service to guests. These results indicate that there is a need for Korean visitors to be provided with specific information on the hotel that they will be staying in and the standard of service they can expect. They also found that younger tourists expect to be able to select from a variety of foods and cuisine at local restaurants, however, in most instances tour guides took the respondents to Korean restaurants that did not offer a wide selection of non-Korean dishes. Older tourists on the other hand tended to enjoy the opportunity to dine in traditional Korean restaurants. Respondents travelling with children were happy for their children to eat Western fast foods such as hamburgers, pizza and fried chicken. Moreover, the most inconvenient factors for all groups of tourists were language. Evaluation of responses to the significance of language revealed that tourists aged 51 years and over and housewives rated language as the most inconvenient factor. These responses indicate that younger tourists have fewer difficulties in communicating in English, most likely a result of Korea's policy of compulsory English training at school level. Most Koreans tend to be shy when

speaking in a foreign language, particularly to strangers. This applies to women particularly because it is generally considered impolite to speak in a foreign language to someone whom they have not met previously, unless they can speak fluently and are accustomed to doing so.

Kim (2000) pointed out that a central feature of contemporary consumerism in Korea is the expansion of leisure activities such as tourism, shopping, eating out and sport. Korean people are enjoying an unparalleled improvement in lifestyle with increasing leisure and disposable earnings. Shorter working hours, less physically demanding work and better education have led to an increase in demand for a higher quality tourism product and various ranges of tourist destinations and activities (Matin, 1987).

Chen (2001) also studies Korean outbound travellers' destination images. The results of this research showed that Korean travellers prefer to visit Asia/Pacific and North America felt their travel destinations possessed an "adventuresome" image, while they travel to Europe perceived it had "many interesting places".

According to Sheridan (1999), Koreans share basic Confucian values with their Chinese neighbor. It is a high value on learning and education (With, 1998), which may explain the higher levels of interest shown by the Koreans for the items related to learning and pre-trip information gathering. Finally, the research of three national cultural groups suggested that national culture is an important characteristic, but

more detailed studies of the values and differences between cultures are needed to begin to develop a better understanding of how culture influences tourist behavior.

2.4 Food and Beverage for Tourist

Food and tourism have a very close relationship and food is a critical tourism resource (Henderson, 2004, Quan, 2004). It is vital for physical sustenance and all tourists have to eat when travelling, but food can be a major draw and primary motivator for some, which satisfies a multiplicity of physiological and other needs and wants (Tikkanen, 2007). These types of tourism usually incorporate an appreciation of beverages, both alcoholic and non-alcoholic (Hall, 2003).

Major cities have multiethnic populations, a characteristic reflected in the food available. Domestic and international visitors are becoming more adventurous and open to new experiences overall and with specific reference to food. Many are also looking for the genuine and authentic, which, it is believed, can be found in local foods and eating-places (Reynolds, 1993).

Food is agreed to impinge on tourist attitudes, decisions and behavior (Hjalanger, 2000). Food and wine can be a very powerful influence on feelings of involvement and place attachment, poor quality and service failure can impact negatively on health, disrupting trips and tarnishing destination reputations (Pendergast, 2006). Food tourism is a possible competitive advantage and it can be a core element in the branding of a country or destination by marketers. A clearly defined gastronomic identity and heritage can be exploited in crucial processes of

differentiation and rejuvenation, helping to convey a unique sense of place (Fox, 2007). Food can thus be central to destination development which in turn, can be harnessed to overall economic advancement.

Such developments have spurred an interest in experiencing the unique and indigenous food, food products and cuisines of a destination, so that people are often traveling to a destination specifically to experience the local cuisines or to taste the dishes of its 'celebrity chef' (Mitchell, 2003). Traveling for food has taken an entirely new meaning from what it used to when voyages were undertaken for spice trade, but voyagers still carried dried food, as the local cuisines were looked upon with suspicion (Tannahill, 1988).

Ritchie (1978) lists food as one of the components of cultural tourism, implying that food is representative of a culture. One of the dominant approaches in social sciences used to explain food consumption is the cultural approach, with the others being the economic and the psychological. Food theorists in the disciplines of anthropology, discursive psychology, and sociology have contributed significantly with their disciplinary perspectives on food consumption.

According to Hjalager (2003), the existential gastronomy tourists seek food and beverage combinations and eating experiences that foster (gastronomy) learning. For these tourists, food and beverage consumption does not only satisfy hunger and thirst but, important for them, such consumption means gaining in-depth knowledge about the local or regional cuisine, wine, and beverages and of the destination's

culture. Existential gastronomy tourists are unlikely to be found in typical tourist restaurants or crowded chain or popular restaurants.

As noted, the Travel (2004) in Australia now offers gourmet package holidays to Asia-China, India, Thailand, Malaysia, Vietnam, and Japan. These gastronomy tours specifically focus on food and food culture, wine, indigenous cuisine, dining out, cooking, and shopping for foods at local markets. It is important, however, that Intrepid's marketing message perhaps encapsulates how gastronomy tourism appeals to people.

2.5 Accommodation for Tourist

According to Lashley (2008), the commercial setting of hospitality involved services provided by hotel, café, restaurant and catering businesses through which foods, drinks and accommodations are provided in return for payments. The requirement to provide hospitality services is critically more important if the firm's mission is to create "memorable experiences" for their customers.

Hepple (1990) argued that hospitality consists of four basic characteristics. Firstly, hospitality is a behavior conferred by a host on a guest who is away from home. Secondly, it is interactive in nature and involves personal contact between the provider and receiver. Thirdly, hospitality comprises of a blend of tangible and intangible factors. Finally, the host provides for the guest's security, psychological and physiological comfort.

Similarly, hospitality is not only about greeting and helping guests but the “warmth” of the greeting and sincerity and the “all out” nature of the help offered. It is the quality of these interactions between the service providers and guests that the guests would remember the best and for a long time. Customer expectations are the belief about service delivery that serve as the benchmarks or standards against which the actual performance is evaluated (Zeithaml, 2006). Zeithaml also states that guest expectations of hospitality are also expected to be influenced by the hotel characteristics such as the star rating. Star rating can be considered as a form of explicit service promise. Explicit service promises are one of the factors that influence service expectations. Guests may infer that a hotel with higher star rating will provide higher levels of hospitality.

Ahmad Azmi M. Ariffin (2011) found that personalization involves three major components namely respectfulness, authenticity, and security. Hospitality requires the guests to be treated with full respect as a human being and regardless of their physical or cultural differences. Other findings, “comfort” is the second most important dimension of hotel hospitality. Basically, comfort refers to all aspects of the guest room which should provide comfort to the guests. Apart from comfort in the form of physical environment, comfort in the context of this study also refers to the guest’s emotional state or feeling of comfort while staying at the hotel. Comfort will lead to the feeling as if they were staying at their homes while staying at the hotels. An addition, “Warm welcoming” is the final dimension of hotel hospitality.

The most critical part of the ritual is the act of door opening of door as well as friendly greeting for the guests that happened at the hotel's main door. This study also found that appreciation tokens such as welcoming drinks upon checking-in at the counter is also considered as one of the crucial aspect of hospitality for hotel services.

According to Dominici (2010), hotel guest satisfaction is largely hooked on the quality of service offered in the hotel industry. The reciprocal long term relationship between guests and the hotel is becoming increasingly crucial due to the highly positive correlation between guests' overall satisfaction levels and the possibility of their repeat visits to the same hotel (Choi, 2001). Specifically, Kim (2001) found that the concept of "relationship quality" has a remarkable positive effect on the spread of favorable news by word of mouth as well as increased return visits. Hospitality is one of the enhancing services that can contribute substantially to the high relationship quality.

Competitive marketing demands local and international hotels to seek standards and tools to reflect their service quality. One of the answers to this need is a reliable hotel rating system, which ranks, certifies, and reflects the quality of hotels' facilities and service. Hotel rating systems are vital to hotel marketing. A survey conducted by Callan (1989) found that hotel operators valued the classification awards and grading as promotional assets, and that the classification schemes provided significant amount of business to the hotels.

Finch (1998) provided a theoretical perspective on hotel room pricing by synthesis yield management concepts from the property management literature with option pricing theory from the finance literature. The researchers explored option pricing theory and the pricing of perishable services by way of a worked example. A further theoretical contribution has been provided by Collier (1999) who explored yield management heuristics in a simulated hotel operating environment. The researchers concluded that heuristic selection is dependent on hotel operating environmental factors. A further theoretical contribution has been provided by Israeli (2004) who incorporated the sensitivity of occupancy levels and average room rates in a room rate decision making model.

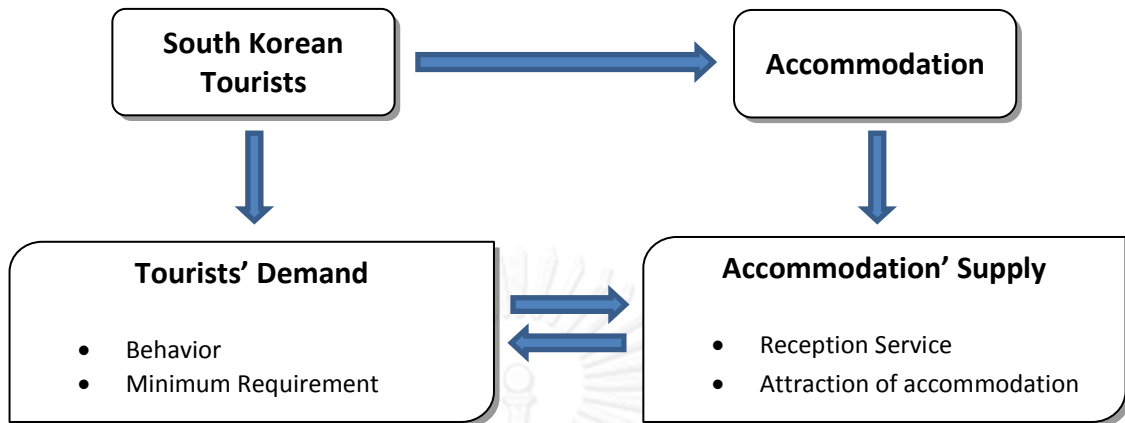
CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

Currently, the accommodation business in Siem Reap becomes more competitive, the number of rooms is also higher increasing. Thus, study on Korean tourist' behavior will provide managerial implications for entrepreneurs and those interested in the accommodation business in Siem Reap province, in order to develop more effective and efficient marketing strategies. The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study that located in Siem Reap, Angkor region. This section discusses the sample that is selected for in depth interview and source of documentary that will be used to conduct the research. The study attempts to investigate the behavior of Korean tourists who come to visit in Angkor region and their essential requirement to choose hotel and guesthouse to stay during their trip, which will be studied through tour guides who are currently guiding Korean tourist in Siem Reap. On the other hand, the research will be explored the reception of hotel toward Korean tourists through their services. If the hotel' owner have fully understood the Korean tourist' behavior and requirement in advance, they will gain more and more tourist customers due to those tourists were satisfied perfectly.

3.2 Conceptual Framework



Regarding the framework, shows the expectation of South Korean tourists forward the accommodation through tourist' demand that identify the tourist behavior and tourist' minimum requirement. Tourist' demand also affect directly to accommodation in destination site. Consequently, the research will be studied by the tour guide in order to construe the tourist' demand as Korean tourist' behavior and their minimum requirement to adopt the accommodation.

On the other side, the framework also shows the South Korean tourists are served by accommodation services supply that identify the reception service and attraction of accommodation for Korean tourist who have adopted to stay at there. Therefore, the research is also studied by the hotel in order to construe the reception service and attraction of accommodation for Korean tourists.

3.3 Population and Sampling

Three tour guides who are currently guiding Korean tourists to travel in Siem Reap, Angkor will be selected for in depth interview in order to study the Korean tourist' behavior and requirement. Other side, to choose three hotels where are famous site that Korean tourists frequently stay for their trip in Siem Reap in order to study the attraction and reception of those hotel toward Korean tourists.

3.4 Source of Study

3.4.1 Documentary Research

The research will collect the secondary data and sources to support as well as references that are collected by hard copy and soft copy thought online. Those data and sources are gotten by Ministry, Non-Government Organization, University, Journal and other institute...

3.4.2 Interview

Due to language barrier, the research will be built the depth interview only the tourism' supply side as tour guide and hotel as below:

Tour Guide:

To select three tour guides who point out the way for Korean tourists at least three years of experience in Siem Reap, Angkor region for in depth interview. The tour guides will be contacted via mobile phone, which are listed by Cambodia Tourist Guide Association (CTGA). The result will construe the behavior and essential requirement of Korean tourists who have visited in this region.

Hotel:

To select three hotels where are favorite site for Korean tourists such three-star, four-star and five-star hotel in Siem Reap for depth interview. The hotels will be contacted via e-mail, which are listed by Ministry of Tourism of Cambodia in order to make appointment to interview. The result will construe the reception of hotels to serve Korean guests during their stay in Siem Reap province.

All the depth interviews will be made by phone call. In order to be good memorize, every in depth interviews will be used a voice recorder for full conversation and written down as a hard copy to avoid confusing with the script.

CHAPTER IV

TOURISM DEVELOPMENT IN CAMBODIA

4.1 Introduction

The growth of international visitors come to Cambodia currently has been increasing year-on-year. Tourism has played a significant role of Cambodia' economy due to the second greatest of foreign earning is tourism after the garment sector thus the government has paid more attention to develop this sector by improve infrastructure, tourist security and safety, tourist service and also develop the human resource as license tour guide in order to serve the good services to all international visitors who come to Cambodia. Furthermore, the policy of government also sets up the tourism strategy plan for the future in order to attract more and more visitors come to visit Cambodia.

4.2 Tourism Development in Cambodia

4.2.1 Tourist Attraction

The attraction of Cambodia tourism was divided to four areas such as capital city, Phnom Penh, Siem Reap area, costal area and Eco-tourism area.

Phnom Penh is the capital city of Cambodia and it has many place to attract the visitors as Wat Phnom hill (symbol of Phnom Penh), Royal Palace, National Museum, the four branch river (upper Mekong, low Mekong, Tonle Sap river and Bassac river).

Figure 8 Cambodia Tourism Map



Northwest

Siem Reap, Angkor

Land of history and cultural in Cambodia, the most attraction place of this province is Angkor Wat and Bayon temple. Moreover there are a lot of temples located in this area which attract to visitors to explore its wonder. Beside the temple Siem Reap is the one of beautiful province of Cambodia and it also has the beautiful natural as mountain, forest, waterfall...

Preah Vihea Province

The most attraction site of this province is Preah Vihea temple which stands on the top of Dong Rek Mountain. There are other temples such as Koh Kae, Preah Khan were found in this province.

Southeast (Costal Area)

Kompot Province

Kompot shares border with Vietnam to the east and extends into the Gulf of Thailand to the south. The long beach of this province is attracted more both international and local tourist come to visit here for their holiday. Other significant destination of Kompot is Bokor mountain which has an old catholic church, hotel and casino, which were built by France during the colonial period.

Sihanouk Ville Province

It is a famous costal destination to both local and foreign tourists. Sihanouk Ville shares border with Kompot in the south and spends a three and half hour drive from Phnom Penh. Sihanouk become the second significant destination of Cambodia to attract most international tourists after the Siem Reap province. Many guesthouse and hotel, restaurant and other services provider were found in this province. More importantly, there are the best beach, beautiful island, mountain, waterfall... that all visitors could enjoy this site.

Northeast (Eco-Tourism)

Rattanakiri Province

Rattanak Kiri is the mountainous northeastern frontier province of Cambodia that borders Laos to the north, Vietnam to the east. The tourists could enjoy by the stunning natural beauty and ethnic diversity. There are the long forest was cover this province.

Mondulkiri Province

This province shares border with Vietnam to the east, we come to Sen Momorm, the capital of Mondulkiri, one of the largest provinces of Cambodia. The tourists could enjoy by elephant trekking, mountain biking, fishing and swimming. The beautiful mountain, forest and waterfall, are the most significant site to attract both local and foreign tourists.

4.2.2 Tourist Arrival in Cambodia

The number of visitors in Cambodia has increased rapidly in last decade. From the year of 2003 to 2013 the number of visitors has increased by approximately over six times. In Table 5, the development tourism is shown by the number of international visitor in Cambodia rose from 118,183 in 1993 to 4,210,165 in 2013. The table also shows the average length of stay, the hotel occupancy and tourism receipts.

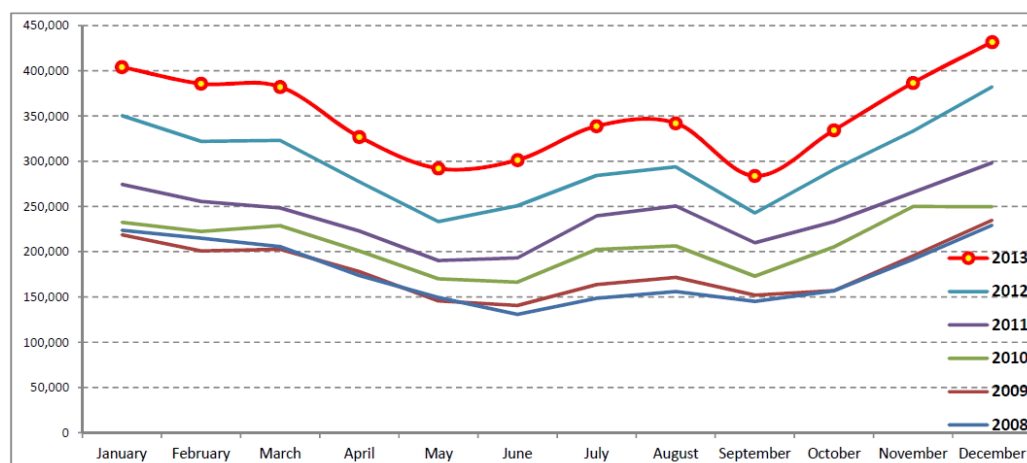
Table 5 International visitors in Cambodia from 1993-2013

Years	Int'l Tourist Arrivals		Average Length	Hotels Occupancy	Tourism Receipts
	Number	Change (%)	of Stay (Days)	(%)	(Million US\$)
1993	118,183	-	N/A	N/A	N/A
1994	176,617	49.4	N/A	N/A	N/A
1995	219,680	24.4	8.00	37.00	100
1996	260,489	18.6	7.50	40.00	118
1997	218,843	-16.0	6.40	30.00	103
1998	286,524	30.9	5.20	40.00	166
1999	367,743	28.3	5.50	44.00	190
2000	466,365	26.8	5.50	45.00	228
2001	604,919	29.7	5.50	48.00	304
2002	786,524	30.0	5.80	50.00	379
2003	701,014	-10.9	5.50	50.00	347
2004	1,055,202	50.5	6.30	52.00	578
2005	1,421,615	34.7	6.30	52.00	832
2006	1,700,041	19.6	6.50	54.79	1,049
2007	2,015,128	18.5	6.50	54.79	1,400
2008	2,125,465	5.5	6.65	62.68	1,595
2009	2,161,577	1.7	6.45	63.57	1,561
2010	2,508,289	16.0	6.45	65.74	1,786
2011	2,881,862	14.9	6.50	66.15	1,912
2012	3,584,307	24.4	6.30	68.49	2,210
2013	4,210,165	17.5	6.75	69.53	2,547

Source: (Ministry, 2013)

Most of international visitors come to Cambodia whole month of year but the important point is the high season of international tourists starting from November to March which is fall vacation at the end of year so the international tourists take a trip a lot to other countries as well as Cambodia. (Figure 9)

Figure 9 International Visitors Arrival to Cambodia in 2008-2013 by Month



According to Ministry of Tourism statistic in 2013, the visitors by air hold 48% of international visitor arrivals to Cambodia, and represent 1.7 million visitors, follow by land and waterway are 52% represent 1.8 million visitors in 2012. Anyways, those values have been changed in 2013. Travel by land grabbed the majority, in 52.1% while the travel by air was only 47.9% of total means. This road increasing might be attributed by the improved of national road as well as the easy access to Cambodia via international borders. Significantly, in term of air arrival, we could see the Siem Reap International Airport receives more international arrivals than Phnom Penh International Airport, 28.1% and 19.9% in 2013. (Table 6)

Table 6 International Tourist Arrivals to Cambodia by Mode of Arrivals in 2013

International tourist arrivals to Cambodia in January - December 2013					
	Inbound tourism		share (%)		change (%)
	2012	2013	2012	2013	2013*/12
Air	1,722,083	2,017,658	48.0	47.9	17.2
Phnom Penh Int'l Airport	716,584	836,377	20.0	19.9	16.7
Siem Reap Int'l Airport	1,005,499	1,181,281	28.1	28.1	17.5
Land and Water ways	1,862,224	2,192,507	52.0	52.1	17.7
Land	1,785,726	2,117,454	49.8	50.3	18.6
Waterway	76,498	75,053	2.1	1.8	-1.9
Total	3,584,307	4,210,165	100.0	100.0	17.5

Source: Ministry of Tourism, 2013

4.2.3 Tourist Expenditure Survey

Generally, the international tourists come to Cambodia divide two types of visitors, group inclusive travelers (GIT) and free independent travelers (FIT). Follow the Table 7, FIT spend more days of travel than GIT, as 5.96 days in Phnom Penh and 5.93 days in Siem Reap. Due to travel schedule of GIT depends on the travel

agency or tour group leader so the visit day is limited. But for FIT, they come to visit Cambodia by themselves so the leaving date is also decided by themselves.

Table 7 Average Length of Stay of International Tourists in Cambodia

Average Length of Stay		
Kid of Tourist	Phnom Penh	Siem Reap
	(Days)	(Days)
GIT	4.13	3.37
FIT	5.96	5.93
Total	4.21	3.32

GIT: Group Inclusive Travelers
FIT: Free Independent Travelers

Source: Ministry of Tourism, 2012: Tourism Statistical Report 2012

During travel in Cambodia, FIT spends much on the accommodation as US\$147 in average. In addition, second highest average expend is shopping as US\$93.54, and the total average expend of them is US\$483.16. (Table 8)

Table 8 Average Expenditure of Individual Tourists in Cambodia

Average Expenditure of Individual	
Items	Expenditure (US\$)
Accommodation	147.62
Food & beverage	81.05
Shopping	93.54
Local transport	82.64
Other	78.31
Average	483.16

For GIT, most of their expenditure is package tour as US\$955.71 in average and second highest is shopping. If compare Table 8 and Table 9, the total average expenditure of GIT is higher than total average expenditure of FIT, but expenditure of

FIT doesn't include the air ticket or transportation fee. Anyways, GIT spends much more than FIT on shopping, US\$179.68 in average.

Table 9 Average Expenditure of Group Tour in Cambodia

Average Expenditure of Group Tour	
Items	Expenditure (US\$)
Package Tour	955.71
Shopping	179.68
Other	100.99
Total	1,236.38

Source: Ministry of Tourism, 2012: Tourism Statistical Report 2012

4.2.4 Infrastructure

Transport

Road and Railways

The Cambodia transportation has land, waterway, railway and air routes but the important one in land. Cambodia has 44,709 km of land road and currently has been reconstructing and extending in order to serve the public transport as well as tourism of Cambodia.

Due to the Cambodia' civil war in last decade the railways of Cambodia were destroyed and the government currently has paid attention to reconstruct from the old one to be standard ways.

Ports

The important ports of Cambodia are river port in Phnom Penh and sea port in Sihanouk Ville. The international sea port of Cambodia receipt a lot of ship around the world and it is the most important post to push Cambodia' economy growth.

Airport

Cambodia currently has two international airports such as Phnom Penh International Airport and Siem Reap International Airport. Even if the Phnom Penh is the capital city of Cambodia but the international visitors mostly come to Cambodia by Siem Reap International Airport due to the world famous temple, Angkor Wat.

4.2.5 Tourism Services

At the same time that number of international visitor arrivals to Cambodia increase, the service sector also develops and improves rapidly. For instance, the growth of accommodation in Cambodia from 1997 to 2012 is showed by Table 10. The number of hotel operating in this sector also posted an increasing. According to the data from Ministry of Tourism, 2012, the hotel figure has raised from 179 with 6,989 rooms in 1997 to 490 with 27,117 rooms in 2012. It increases almost 3 times during last 15 years. Whereas the number of guesthouses also raises from 60 with 477 rooms in 1997 to 1,296 with 19,329 rooms in 2012. This large increasing witnessed from the higher flow of tourists arrival, growth of the country's economy and citizen's living standard.

Table 10 Number of Hotels and Guesthouses from 1997-2012

Number of Hotels and Guesthouses from 1997-2012								
Years	Hotel				Guesthouse			
	Number	Change (%)	Room	Change (%)	Number	Change (%)	Room	Change (%)
1997	179	0.0	6,989	0.0	60	0.0	477	0.0
1998	216	20.7	8,247	18.0	147	145.0	1,510	216.6
1999	221	2.3	9,115	10.5	186	26.5	1,897	25.6
2000	240	8.6	9,673	6.1	292	57.0	3,233	70.4
2001	247	2.9	10,804	11.7	370	26.7	3,899	20.6
2002	267	8.1	11,426	5.8	509	37.6	6,109	56.7
2003	292	9.4	13,201	15.5	549	7.9	6,497	6.4
2004	299	2.4	14,271	8.1	615	12.0	7,684	18.3
2005	317	6.0	15,465	8.4	684	11.2	9,000	17.1
2006	351	10.7	17,914	15.8	742	8.5	9,166	1.8
2007	395	12.5	20,470	14.3	891	20.1	11,563	26.2
2008	398	0.8	20,678	1.0	925	3.8	12,180	5.3
2009	451	13.3	23,010	11.3	1,018	10.1	14,512	19.1
2010	440	-2.4	24,393	6.0	1,087	6.8	15,321	5.6
2011	476	8.2	26,484	8.6	1,142	5.1	16,752	9.3
2012	490	2.9	27,117	2.4	1,296	13.5	19,329	15.4

Source: Ministry of Tourism, 2012: Tourism Statistical Report 2012

Follow as Table 11 shows the travel agency and tour operator have raised from 115 in 1997 to 565 in 2012. But it decreases from 589 in 2011 to 565 in 2012.

Table 11 Number of Travel Agencies and Tour Operators from 1997-2012

Number of Travel Agencies and Tour Operators from 1997-2012					
Years	Offices			Total	Change (%)
	Head	Branch			
1997	78	37		115	0.0
1998	103	34		137	19.1
1999	117	43		160	16.8
2000	140	64		204	27.5
2001	166	70		236	15.7
2002	186	73		259	9.7
2003	186	84		270	4.2
2004	208	94		302	11.9
2005	237	99		336	11.3
2006	277	105		382	13.7
2007	333	118		451	18.1
2008	354	119		473	4.9
2009	372	113		485	2.5
2010	392	115		507	4.5
2011	404	185		589	16.2
2012	457	108		565	-4.1

The number of tourism services in Siem Reap is almost the same Phnom Penh destination in 2012. More importantly, the majority number of tour guides in Siem Reap by 3,675 tour guides, but in Phnom Penh only 387 tour guides. (Table 12)

Table 12 Tourism Services Statistics in 2012

Destination	Hotels		Guesthouses		Tour Operators	Tour Guides	Restaurant	Massage	Karaoke	Casino
	Number	Room	Number	Room						
Phnom Penh	196	9,218	467	7,364	281	387	340	94	159	1
Siem Reap	155	10,969	219	3,251	150	3,675	185	49	19	
Other	171	8,426	655	9,685	26	33	631	52	270	48
Total	522	28,613	1,341	20,300	457	4,095	1,156	195	448	49

Source: Ministry of Tourism, 2012: Tourism Statistical Report 2012

4.2.6 Tourist Security and Safety

Security and safety for tourists during their travel were concerned by the government of Cambodia and it is the first priority sector that the government pays more attention. Indeed, during the civil war of Cambodia, international tourists could not find in Cambodia so the international visitor just came to Cambodia from the mid-1990s that was the peaceful period. Thus security and safety of tourist have played an important role to attract more and more visitors in those destinations.

4.2.7 Environmental Protection

The Cambodia' government also pays more attention about the noise in temples especially Angkor Wat temple. The large number of buses run around the temples and the large amount of tourists come to the temples at the same time by group tour guides, also affect to temple strength in the future. More importantly, the

distance from Angkor temple to Siem Reap International Airport is too close, about 6.5 kilometers and too many planes flying too near the temples can cause irreversible strain and damage to the masonry. Therefore, the government pays more attention about this case and environmental conservation.

4.2.8 Human Resource Development

The Ministry of Tourism of Cambodia constructed the training course for all tour guides who desire to be the official tour guide of Cambodia. After successfully of the training course the tour guide will gain the certificate and license to be official tour guide. Without this license, all tour guides are not allowed to guide the international or local tourists who are visiting Cambodia.

4.2.9 Visa Control

Cambodia' government decided to use e-visa for all international visitors who desire to apply visa to stay in Cambodia for long period. The Cambodia' visa is available upon arrival at both international airport of Cambodia and it is also available at international border checkpoints among all countries that share border lines with Cambodia. The international tourist also can apply the e-visa through online website.

Visa Fees:

Single entry visa fee for tourist (T) (30 days): US\$ 20

Single entry visa fee for business (E) (30 days): US\$ 25

A business visa can be extended for:

One month (Single entry)

Three months (Single entry)

Six months (Multiple entry)

One year (Multiple entry)

Over stayers will be fined US\$ 5 per day

4.3 Tourism Development Strategic Plan 2012-2020

Tourism of Cambodia is considered as the priority sector of Cambodia economy development through the contribution of job opportunity, people' income and government' foreign earning, and it also impacts to reduce the people poverty.

The government sets up the Tourism Development Strategic Plan for 2012 to 2020 follow by six strategic as below:

- Tourism Product Development
- Tourism Marketing and Promotion
- Facilitation of Travel and Transport
- Tourism Impact Management
- Safety
- Regulation and Human Resource Development

Regarding this projects, the international visitor arrivals to Cambodia will reach between eight to ten million in 2020. It will contribute to Cambodia' GDP growth and also create about 800,000 jobs for people.

CHAPTER V

RESULT AND CONCLUSION

5.1 Finding and Discussion

5.1.1 Korean Tourist Behavior and Activity

To understand the Korean tourist behavior, it is essential to consider their culture, lifestyles and family relationships. Korea along with many other Asia countries, including China, Taiwan, Japan and Singapore, have been strongly influenced by the values and norms of Confucian philosophy. Since Confucianism has influenced Korea from as early as 682 AD, Baoyun (1998) its philosophy has become a major influence on the way Koreans think and act, including their travel attitudes and behaviors. Christianity, the dominant religion in the USA, emphasizes individualism, work ethics and personal salvation, while Buddhism and Confucianism emphasize humility, duty to parents and elders and harmony with nature and one's fellow humans (Ferraro, 2002).

As a result of this research found that Korean tourists mostly came to Siem Reap in a group arranged by Korean travel agency located in South Korea. This agency usually provided them with all-in service including hotel booking, air plane booking, visa & passport, car service, bus & boat tickets, and Angkor Wat entrance ticket.

“...Usually they came with group of people and few family but they join the group tour which is different from European tourists, which come only with family member (they don't join group tour). The tour group was arranged in Korea... ”
(Interview 4)

“...Normally, they come as tour package because the price is cheap. The majority is arranged by Korean tour agency because the price arranged by Cambodian company is higher than the one by Korean...” (Interview 2)

Korean tourists usually came throughout the year but the peak months were usually January and February. September, November and December were also the peak months but not as much in January and February. In average Koreans mostly spent two to three days at Siem Reap and staying at three-star to five-star hotel rooms which are arranged by Korean agency.

“...Package tour arranges 2 and 3 days of trip. They also arrange 4 days but not much... For Korean tour group, they are arranged by tour agency to stay between 3-5 star hotels. But for Korean privacy tourists sometime they stay at guesthouse, and some of them also stay at high class room...” (Interview 3)

“...They usually came throughout most of the months of the year, but the peak ones were January and February and this trend was also applied to other nationalities. There were also many during November and December but not the peak...” (Interview 4)

For tour, the agency usually guided the tourists to see the sunrise on Angkor Wat, continued by walking through the South Gate followed by going to Bayon temple. In the afternoon they visit Ta Prum, undoubtedly the most atmospheric ruin in the Angkor complex. And then they return to Angkor Wat to watch sunset in the evening. In dinner time, Koreans like to have meal at Korean restaurants around Angkor Wat. After dinner they went to a night market, street pub or massage parlor. In the next morning, they usually went to Tonle Sap River by boat and after that they were guided to shopping at market in Siem Reap.

“...During 3 days, they are guided to Angkor Wat, Angkor Thom and Ta Prum on the first day, go to Tonle Sap Lake by taking boat and in the evening, we bring them to night market and Pub Street on the second day, and go to shopping for last day of their trip...” (Interview 1)

“...For the group tour if they stay for 2 days, we will bring them to Angkor Wat, Angkor Thom and Ta Prum on the first day and in the evening, we bring them to night market. The second day, we bring them to Tonle Sap Lake in the morning and in the evening, bring them for shopping. If they stay for 3 days, we will bring them to Banteay Srey and Rolos Roley on the first day. For the second and third day, they will have same activities as those who stay 2 days. If they stay 4 days, we will also bring them to cultural village and some other temple. We always bring them to night market no matter how long they stay or whether they come as tour group or individual...” (Interview 2)

In free times, few of them prefer to read book at the hotel's public areas and other young Korean were usually seen chatting on phone by any social networks. The favorite beverage of Korean tourists is coffee, they usually have chit chat with their friends who come together as the same group, while they drink coffee at hotel. Data from AC Nielson indicates that an average Korean consumer drinks around 300 cups of coffee mix a year (Kang, 2009). As Islam (2012) research relates to Korean attitude toward tea and coffee, shows that the overall attitude toward coffee is better than tea. He explains that, tea has not enough variation of flavors, different consumers choice are different they expect and like different flavor and taste, but there is limited option in case of tea. On the other hand, coffee companies are well aware about consumers' choice and continuously introducing different types of flavor to the consumers. So in these aspects consumers were given lower rating to the tea evaluation and higher to the coffee.

Furthermore, Korean men often gather to drink beer and smoke the cigarette in their room. Sometime the hotel manager was difficult to control them according to hotel rules as they don't know English and some of them, they don't listen to hotel staff. Regarding the cross-cultural study on drinking behavior between Koreans and Chinese, it showed that traditionally Korean people usually encourage each other to drink in quantity, whereas controlled drinking behavior is more common in Chinese (Park YS, 1995). In this environment supportive of male drinking, it is not surprising that over 80% of Korean men report consuming alcohol on a regular basis.

For instance, Lee (2012) found that 85% of Korean men and 44% of women consumed more than 2 drinks/drinking day. Interestingly, 47% of men and 13% of women reported binge drinking 1 time/week.

Korean American males have the highest smoking rates (36.7%) and lower quit rates, compared with those of other Asian American groups (An, 2008, Kim, 2007). Jimi Huh (2013) found that Korean American deem smoking cigarettes part of Korean cultural heritage, thus it is accepted as a “natural” part of “growing up.” Smoking is part of the Korean “tradition” perpetuated from one generation of men to the next especially given the strong association of Korean gender in social environments dominated by Korean contexts. Thus cigarette smoking is highly embedded within Korean culture and is defined through a dominant Korean cultural lens, irrespective of acculturation to American context.

“...Korean tourists often drink coffee in break time and chit-chat with their Korean friends who come with the same group. When they stay in hotel, they also enjoy swimming in evening and sometime they gather to drink beer as well...”
(Interview 1)

“...We don’t know what they do in their room. What we know is that some group tour, they gather together for drinking inside their room and we don’t know what they do something else... What we note about Korean men, they like smoking cigarette and sometimes it’s difficult for us to control them according to our rules as they don’t know English and some of them, they don’t listen to us...” (Interview 4)

“...They often go to swim inside the hotel and drink coffee when they get up in morning. Besides, I found about 70 percent of Korean men like smoking because I often smell cigarette in Korean men room when they check out...” (Interview 5)

5.1.2 Korean Tourists’ Minimum Requirement

In general, Korean tourists mostly come to Siem Reap in group tours which buy a tour package from Korean travel agency. Most of them choose the tour package for 2 to 3 days so they can stay in the hotel at least 2 nights.

“...I found about 99 percent of them come to stay at my hotel by tour group due to they bought the package tour from Korean tour agency...Generally, they stay for 2-3 nights and I rarely found Korean tourists stay longer 3 nights...” (Interview 5)

“...They mostly come by tour group due to they don’t know English language well so they buy the tour package from Korean travel agency... Actually, they stay 2-3 nights, it is not longer than 3 nights...” (Interview 6)

They prefer to choose twin room for staying together with a good condition and facilities, usually at 3-5 star hotels. And the minimum room fee of Korean group tours is starting from US\$ 40 per night.

“...Korean group tours mostly stay at 3-5 star follow the Korean tour agency arrange for them. For privacy tourists, starting from guesthouse to 5 star as well...The room fee between US\$40-60 for 3 star, US\$ 60-100 for 4 star and over US\$100 for 5 star hotel...” (Interview 1)

“...For Korean tour group, they are arranged by tour agency to stay between 3-5 star hotels...Tour agency sell cheaper than hotel due they made the business contract. Generally, the normal room fee of 4 star hotel is US\$70 but tour agency offer to guest about US\$40...” (Interview 3)

For Korean privacy tourists who come as individual, even if the price of rooms usually reached US\$ 60-70 for three-star hotel during high season from September to March, they do not mind paying the room fee during the high season due to limited rooms available. However, they limit the price to below US\$ 100 per night. In low season, prices are very low as tourists were scarce and the competition among hotels became tighter. Moreover, they could have many choices to stay as guesthouse or hotel due to available of many rooms so their minimum of room fee is below US\$ 40 per night during the low season.

“...If they come as individual, the stay at guest house or small hotel but some also stay at 3 or 4 star hotel... For individual, they only stay at cheap hotel and the maximum they are willing to spend is US\$70 per night...” (Interview 2)

“...During high season, they don't mind about the price of the room especially during January and February because most of the hotels are fully booked. They hardly find the hotel but the price is fixed between US\$60-70 per night for 4 stars hotel. During Chinese New Year, the prices are raised up to US\$80-90 per night but they still pay for it. During low season, the prices become very low as there was competition among the hotels...” (Interview 4)

For meals, Koreans preferences are different depending on their age. The old ones like to eat Korean foods such as Kimchi and they do not like to eat other food including Cambodian foods. Koreans have been portrayed as having implacable loyalty to their sociocultural identity and unwilling to accept anything that has little in common with the Korean way of living. They insist on going to Korean restaurants while abroad, are fond of traveling to Asian countries in group rather than individually (Business, 1991). For the younger ones, they like to try a new food that they never tasted before. So they are more flexible in choosing the meals, but both old and young Koreans seem to do not like the food that made from a mint leave and any kind of Cambodian soups, they prefer the dry and mild-flavored foods such as fried rice so the tour guide arranged them to have dinner at Korean restaurant. Therefore, Old and young Koreans also have different attitudes during the tours. Scott (2009) study about the cross-culture of Korean and Japan, he also mentions that staples diet of both Korean and Japanese include rice and seafood, Koreans prefer the full flavors of pepper and Kimchi, which contrasts with the blander flavor of Japanese tofu and sashimi. Although the way cook ingredients are different, main dishes resemble each other. However Korean prefer stronger flavor than Japanese such as salty, spicy, and hot (Beom, 2008).

“...For tour group they bring them to Korean restaurant and they arranged only one Khmer buffet meal. For individual, they enjoy tasting local food by research from guide book before travel. They don't really eat real local food such

as sour soup or fish pickle especially the food that made from herb. Mostly they eat fried rice or the food that the taste is not so strong...” (Interview 2)

“...Do they like Cambodian food?

Not really, most of Korean tourists they don't like the food that contains mint leaves. Aside from Western tourists who always want to try local food of every country they go, Korean tourists prefer to stick with their own food. They also try western food sometimes but not often. For the old generation they always bring with them a box of Kim-Chi... For the young generation, they don't really care. They would like to try new taste...” (Interview 4)

“...Generally, they bought the package tour and come though group tour so the tour agency arrange them for lunch and dinner. They rarely have lunch or dinner inside our hotel that I could say 3/4 percent only, except the breakfast that we offers free for them. Moreover, they prefer to eat Korean food more than other foods so the tour guide always brings them to Korean restaurant in Siem Reap...” (Interview 5)

5.1.3 Tourist Accommodation

Due to Korean tourists mostly come by group tours which buy the tour package for 2 or 3 days so the hotels also receive them to stay at least 2 nights and mostly offer twin room to Korean group tours. For hotel room fee, depends on the contact that sign with Korean tour agency, usually it's lower than the simple fee and it also depends on the period of time as low or high season.

“...Generally, they stay for 2-3 nights and I rarely found Korean tourists stay longer 3 nights... They mostly stay at twin room and just a bit for single room... According to room fee, I could not tell what is the specific amount due to our hotel signs the contract with tour agency so they get the lower price that we discount for them, for example, if the normal price is US\$80, the hotel will give a price to tour agency about US\$40-50, and variable price depends on the season, high or low. Normally, low season stars from April to August and high season stars from September to March...” (Interview 5)

“...Actually, they stay 2-3 nights, it is not longer than 3 nights...”

What kind of room did they choose to stay?

It depends on each Korean guest. If they come with tour group, mostly they choose twin room. But if they come in privacy as couple, they will choose single room for sleeping...

How much is the minimum room fee of them?

It's quite hard to determine the minimum room fee due to hotel sets up many contract with travel agency so could not know the specific fee. But the general room fee that we sell online is US\$180 in minimum. And it also depends on the season as low or high...” (Interview 6)

In general, the standard hotels always offer the breakfast, steam & sauna, gym, swimming pool... as services free of charge to all guests who stay at those hotels. As the same hotels in Siem Reap where Korean tourists come to stay, also

provide all kinds of those services as free of charge except massage and other services. The research also found that during the night at the hotels, Korean tourists often go to steam & sauna and swim inside the hotel, and they really enjoy using that fee services.

“...We provide free steam and sauna and they always use the service. For massage, we have extra charge...” (Interview 4)

“...We also offer massage, steam and sauna, swimming pool... for the guests. Korean guests could get free for all our services as I mentions including internet service but we charge on massage service... Anyways, they really enjoy all our free services that we provide to them...” (Interview 5)

“...Does hotel server other services as steam, sauna or massage?

Yes, of cause. The standard hotel as our hotel always has all kinds of those services. But most of Korean tourists buy the tour package from Korean travel agency without optional service of our hotel due to the optional service of 5 star hotels is quite expensive...” (Interview 6)

More importantly, the Korean elders were really dependent to the guide in giving the stories or information about the tour sites. The young ones, since they speak better English, they usually explored they sites by themselves and asked people around if they want to gather a particular information. Thus Korean elders prefer similar services outside the hotel due to Korean tour guide bring a lower prices. Unlike the western tourists, they do not really talk to the hotel staffs due to

their poor English ability. Chen (2003) found Korean outbound travellers were concerned about language difficulty problems. Yet, at a more anecdotal level, Van Soest (2005) argues that Koreans tend to use packaged tours because it is an easy and quick way to arrange travel. Chen (2000) argued that a language barrier frequently makes Korean tourists feel uncomfortable, particularly with merchants.

“...They don’t really use massage service inside hotel because most of them are old generation and they don’t know English so they prefer to have Korean massage service which was introduced by Korean tour guide... They usually have Korean tour guide accompanied by Khmer tour guide for translation. Most of them only trust their Korean guide. They seem to feel scared of foreign tour guide... We could say that 90% of them have Korean tour guide except the young generation who always like to discover and they don’t easily trust the tour guide. This is the difference between old and young Korean tourists. Most of young Korean tourists they know English... Korean tourists are completely different from Western tourists who are independent and don’t listen to tour guide. Korean tourists are always managed by tour agency because the tour agency depends on this optional service to make profit as they arrange cheap tour packages from Korea...” (Interview 6)

5.2 Conclusion

Currently, the number of Korean tourists in Siem Reap becomes the first rank of international visitors arrival to this province so the role of Korean tourists have contributed to develop tourism of Cambodia through their expense during travel in this site. The Korean tourist expenditure that Cambodian people receive from selling tourist product, destination entrance ticket, local transportation and other services provider for tourists especially the most income that they have gotten from Korean tourists is accommodation services. However, almost of total Korean tourist expenditure is spent to Korean tour agency due to most of Korean tourist come to Cambodia through buying the tour package which including everything such as air-ticket, transportation, food & beverage, accommodation, visa fee, Angkor Wat entrance ticket and other services. Besides that, Korean restaurant owner also receives more incomes from Korean tourist due to most of Korean tourists prefer to eat Korean food rather than local food as Cambodian food. Furthermore, this research result is a case study for Cambodia restaurant owner which serves the food and beverage to Korean tourists to understand what is their desire to eat, for example as the result found that Korean prefer to eat dried food only such as fried rich or chicken grill, they don't eat all kinds of Cambodia soup and the food that contain by mint leaves.

Even if accommodation for Korean tourists currently raises rapidly but this research found that demands of hotel room for Korean guest is still higher than

service supply as guesthouse and hotel in high season starting from September to March due to during that period the hotel room fee always raises up and higher than low season, but Korean tourist still don't mind about the value because of the limited of hotel room available. Thus the previous business owner should extend their services and hotel room in order to complete that demands of hotel room and it is also an opportunity for the new entrepreneurs who interested on service sector as hotel or guesthouse for Korean tourists to make the new marketing plan in order to run their business in the future. Even though, the study of Korean tourist behavior is rarely interested in but it is also substantially beneficial when the hotel managers need to know their hobbies or behaviors in order to respond to tourists' needs as perfectly.

5.3 Limitations and Suggestions for Further Study

One of the most common limitations of qualitative research is applicable to this study, which is the sample of this study that select three tour guides and three hotels for depth interview so it may not be representative of the broader populations of Koreans tourists in Siem Reap. Particularly, the number of Korean tourists in Siem Reap is 339,533 in 2012.

Furthermore, due to limit of time and language barrier so the current study was limited to the two groups of tourism supply side such as tour guide and hotel for depth interview and without survey on tourist' behavior from Korean tourist, but research aimed at identifying the Korean tourist behavior and reception of

accommodation in Siem Reap. Probably, Korean tourists in Siem Reap have a different attitude or have more behaviors so the future research could consider more multi-method approaches, including surveys and individual interviews or focus groups, which may assist in better understanding various ethnic groups.

This research could provide some guidance for new entrepreneur who desires to run a business in accommodation service for Korean tourists in Siem Reap through understanding their behavior and minimum requirement to adopt accommodation. A newcomer does not have the same information about Korean culture, attitude, behavior... so they should study more depth about that. If the new entrepreneur can know their behavior well, they will complete their satisfaction perfectly, that is the reason to attract them to be longer stay at those hotel as well as receiving more Korean guests. More importantly, a newcomer should make good relationship with Korean tour agency which guides Korean tourist come to Siem Reap in order to make more contracts on providing accommodation service for Korean guests. Therefore, a new business owner must be heavy competition with previous business owner on business relationship with Korean tour agency. In order to make good relationship, the contract price of room fee is the most interested of Korean tour agency and it is also kind of marketing promotion for the new business owner to get more market share of accommodation service. In reality, a newcomer should find out reasonable price and the set of optimal prices for long term business contract as well as the consideration of cost reflection and competitors' pricing in the market, it could be

further developed and put in the next study. Although the measurement of business contract price can provide reliable information, the range of prices is dependent on competitors' prices. In some case, the market price is likely to be lower than actual price due to lack of reference price information.

On the other hand, the expenditure of Korean tourists during their travel in Siem Reap, is also interested topic for the future research to explore average of their expense. Even if the most of their expense for package tour but daily expense of them should be studied more depth such as shopping, other food & beverage, massage, and other services that they desire for extra the package tour.

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

South Korean Tourists Questions

(Interview for Tour Guide)

1. Generally, are they visiting by group of people or individual?
2. Generally, do they visit this area for their holiday, vocation, business or something else?
3. How many days do they spend to visit in Siem Reap? (Few days / a week...)
4. Where are their favorite places do they often visit in Siem Reap? (Archaeological / historical / natural / cultural sites)
5. What kind of resident do they prefer to stay during their trip? (1/.../ 5-star hotel)
6. How is their minimum requirement on accommodation? (Minimum of hotel room fee)
7. What kind of restaurant or food do they prefer to eat? (Modern/ traditional restaurant, Cambodian / Korean food / other)
8. What is the program to guide them during their trip? (Their activity in the morning, afternoon and evening)
9. After their travelling whole day, actually they need some breaks so how do their hobby in break time? (Chatting, Reading, Smoking...)

South Korean Tourists Questionnaire

(Interview for Hotel)

1. Which month of the year do they stay more? (January / February /...)
2. Generally, have they stayed by group of people or individual?
3. How many nights have they stayed during their trip? (Few nights / a week...)
4. What kind of room do they prefer to stay? (Big / small, single / twin-room, room facilities ...)
5. How is the minimum room fee do they require? (Minimum of hotel room fee)
6. Does hotel serve beverage and food for Korean guest? If yes, what kind of food do they prefer to eat? (Cambodian / Korean / European food / other)
7. Any special services do they need during their staying in this hotel? (Massage / steam & sauna / karaoke / night club...)
8. How do their hobby in free time? (Swimming / chatting / watching TV / reading /smoking...)

Travel Agency Tour Package
ASIA VIPA Travel & Tours Co., Ltd.
3 days & 2 nights package in Siem Reap

Day	Itinerary	Meals	Contact
1st	After arriving in Siem Reap, and transfer to hotel by tour guides, visiting South Gate of Angkor Thom, Bayon, Then going to visit Baphuon, Royal Enclosure, Phimeanakas, and Elephant Terrace and Leper King Terrace.	Hotel Breakfast Restaurant Lunch	Tel: (855) 63 63 7 99 66 Mobile: (855) 12 630 634 /855 977729777 E-mail: sales@asiavipa.com /devata_angkor@yahoo.com Website: http://www.asiavipa.com/
	Afternoon, visit the magnificent temple of Angkor Wat.	Restaurant Dinner	
2nd	Visit the citadel of woman, Banteay Srei, Then going to 13km from Banteay Srei to Kbal Spean "The Thousand Linga River". Then going to waterfall at Kulen Mountain.	Hotel Breakfast Restaurant Lunch	
	On the way back, continue to visit Ta Prohm Temple.	Restaurant Dinner	
3rd	Last day, visit Roluos Group Temples: Preah Ko, Bakong and Lolei.	Hotel Breakfast Restaurant Lunch	
	Afternoon, visit the great lake "Tonle Sap", by boat and exported by the multiple villages of fishermen. Then go shopping at old market or discovery at art school "Artisan d'Angkor". Then transfer back to airport of Siem Reap.	Restaurant Dinner	

Accommodation in Siem Reap

Hotel Rate	Room Types	Services & Facilities	Contact
Le Méridien Angkor 	<ul style="list-style-type: none"> - Superior - Deluxe - Corner Suite - Grand Suite 	<ul style="list-style-type: none"> - Spa - Fitness Center - Swimming Pool - Restaurants & Bars - Angkor Royal Café - Lobby Lounge - Meetings - Temple Dinners - Business Center - Airport Transfers - Internet Access - Wireless 	Vithei Charles De Gaulle, Khum Svay Dang Kum, Siem Reap, Cambodia. Tel: +855 63 963 900 Website: http://www.lemeridienangkor.com
Angkor Paradise Hotel 	<ul style="list-style-type: none"> - Deluxe Double Pool - Deluxe Triple - Club Classic - Executive Suite - Presidential Suite - Deluxe Twin Pool - Deluxe Double City - Deluxe Twin City 	<ul style="list-style-type: none"> - Business Center - Palm Restaurant - Cozy Corner - Lobby Lounge - Pool Terrace - Swimming Pool - Health & Fitness Center - Massage Service - Meeting & Conferences - Internet Access - Wireless 	National Road No.6, Phum Sala Kanseng, Sangkat Svay Dangkoum KH-1700 Siem Reap, Cambodia. Tel : +855 63 760 690 / 63 965 658 E-mail : ecommerce@angkorparadise.net Website : www.angkorparadise.net
Angkoriana Hotel 	<ul style="list-style-type: none"> - Superior Double - Superior Twin - Deluxe Double - Deluxe Twin - Executive Suite 	<ul style="list-style-type: none"> - Conference Facilities - Restaurant - Spa / Wellness Centre - Business Centre - Lobby - Bar / Lounge - Swimming Pool - Airport Transfer - Internet Access - Wireless 	No. 297, Boulevard Charles de Gaulle, Siem Reap Angkor, Cambodia. Tel: (+855)-63-760 274 / (+855)-12-960 564. E-mail: office@angkorianahotel.com Website: www.angkorianahotel.com

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