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Abstract ABSTRACT
The tourism development in Cambodia, especially the Siem Reap destination, is becoming well-known from year by year. This fact brings to the entire destination of Siem Reap in both positive and negative issues. Cambodia is now enjoying from the tourism development. However, tourism development generates not only the benefits to the host country's the tourism businesses and economic growth but also the negative impacts.
The purpose of this study is to provide an assessment of tourism impact of Siem Reap in order to propose strategies for planning the sustainable tourism development. Specifically, this study is to understand the perceptions, the participations, and the attitudes of the tourism business' managers towards the sustainable tourism through a survey focused on the tourism business in Siem Reap. Based on the result of the survey, most of tourism businesses were lack of the awareness of sustainable tourism. The government had not put sufficient efforts to maintain the sustainability of the tourism. It is really a negative sign which could lead the degradation of Siem Reap. The tourism businesses might accept for the environmental education instead of the regulations related conservative activities.
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