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| The Tourism Management Group, invites you to attend theMaster of Tourism Management thesis presentations |
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| **Wednesday 17th February****12.30 - 2.00pm****Boardroom, Level 12, Rutherford House****Pipitea Campus, Wellington****CHI PHAT: AN EXEMPLAR OF A SUCCESSFUL COMMUNITY BASED TOURISM DESTINATION IN CAMBODIA** |
| **Presenter: Sophea Tieng**Community-based tourism (CBT) is a driving force in the tourism industry in Cambodia and one of the fastest growing market segments. Even though tourism scholars recognise the importance of this subject, community success remains a relatively under-researched topic in the field.  The thesis evaluates the factors of success; determines how different stakeholders perceive intrinsic or extrinsic of success for the Chi Phat CBT project; proposes a conceptual framework of success for CBT; and makes recommendations for CBT projects from different stakeholder groups. Results suggest that the intrinsic factors of success include 'Management and Leadership', and 'Local Participation'. Whereas the extrinsic factors included 'Accessibility', 'Location' and 'Infrastructure' and 'Marketing and Products'. |

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**DISTRIBUTION CHANNELS FOR COMMUNITY-BASED TOURISM.****A CASE STUDY OF BANTEAY CHHMAR CBT, CAMBODIAPresenter: Sochea Nhem**The gap in the studies on distribution channels for community-based tourism was pointed out by Moscardo and Pearce in 2003. Yet, such a focus is still largely outside the coverage of the investigations. In order to fill this gap, the current study is conducted to investigate the CBT distribution channels from demand and supply side perspectives, and to examine the factors affecting its structure. The implications from this study is also identified in order to improve the CBT business. This study employs case study approach which involves both qualitative and quantitative investigations. Interviews were conducted with 21 key channels members while 64 visitors were invited to participate in a visitor survey. The study suggests that community uses both direct and indirect distribution channels. The former is rather straightforward whereas the latter is complicated and involves multi-layers and more ground travel operators. The study also informs that there are 6 factors affecting CBT distribution channels. They are - commissionable products, products characteristics and market access, information communication and technology, partnership issues and the nature of the operators, community capacity, and finally CBT market trends.Any queries please email: tourism@vuw.ac.nz |
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