

RAPID TRAINING NEED ASSESSMENT FOR “ECOTOURISM PLANNING”

MONDULKIRI 1ST-15 MAY 2011



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1. Background

The Eastern Plains Landscape in northeast Cambodia contains one of the largest continuous stretches of dry and semi-evergreen forest in Southeast Asia. This unique ecosystem, composed of mosaic pattern of natural habitats including season ponds and wetlands, supports a large population of endangered wildlife species such as tiger, wild elephant and wild cattle. The Cambodian Ministry of Tourism designated the northeastern provinces as one of the zones for ecotourism development in the country. In accordance with this zoning priority, participants of the “multi-stakeholder workshop for the development of tourism strategies and action plans¹” determined tourism development in the northeast including Monduliri Province as sustainable and responsible ecotourism. Sustainable and responsible ecotourism development involves promotion of the conservation of the unique ecosystem and to ensure the security of the remaining habitat and the wildlife in it, as well as encouragement of sustainable economic development and alternative livelihoods for the Phnong indigenous communities in this region.

In pursuance of this vision, in Monduliri WWF in partnership with the Forest Administration of the Royal Government of Cambodia initiated the development of ecotourism project in the area which intent to showcase a unique model of ecotourism in Cambodia inside a protected forest which embodies the partnership of government, conservation NGOs, tourism industry and local communities. WWF recognizes the importance of having a good plan for ecotourism both at provincial and national level for it to succeed. Public participation is a crucial ingredient for the successful implementation of an ecotourism plan; therefore, it is necessary for the concerned government staff and local authorities to acquire basic knowledge and skills in ecotourism planning. The idea is that the government staff and local authorities should be able to facilitate and implement an ecotourism planning process in their locality. However, the knowledge and skills of the above mentioned stakeholders varies according to their relevant permanent job assignments and responsibilities.

Hence, WWF commissioned the research team from the Department of Tourism, Royal University of Phnom Penh (DoT/RUPP) to conduct training need assessment (TNA) aiming to evaluate the training needs of concerned government staff and relevant ecotourism stakeholders in Monduliri and Pich Chrada district on ecotourism planning and management, as well as how to facilitate the development of a participate ecotourism planning process in their locality. The long term objectives is that the trained government staff and local authorities will be able to conduct ecotourism planning and incorporate this in their community/commune/provincial development plans and be able to allocate fund for ecotourism projects from their annual investment funds.

¹ This workshop took place in Kratie on 28-29 April, 2011. It is organized by the Ministry of Tourism in collaboration with the Netherland Development Agencies.

1.2. TNA Methods

This TNA took place from the 1st to 7th of May, 2011 in Mondulkiri Province. The methods used in this study included face-to-face semi-structured interview (see **Appendix 1** for the enclosed questionnaire), non-participant observation and group interview. Two researchers from the DoT/RUPP went to Mondulkiri and stayed there for five days. There were 14 participants in this study, and they were divided into three groups such as: 1) communities and local authorities; 2) district authority and relevant provincial departments (FA and Department of Tourism); and 3) WWF experts (ecotourism officer and provincial planner).

The researchers conducted face-to-face interviews with experts from WWF and representatives (those who will participate in the training) from relevant government departments. Group interview and observation methods were used with four members of ecotourism sub-committee in Dei Ei, a chief of community protected forest in Dei Ei and a chief of community protected forest in Pou Chhry, and a representative from the commune council in Pou Chhry commune. The governor of Pich Chrada district was unable to participate in the interview. Table 1 affiliations of the study participants.

Organization	Roles and Responsibilities
WWF	Provincial Planner
WWF	Ecotourism Officer
Forest Administration	Director
Department of Tourism	Director
Department of Tourism	Deputy Director
Department of Tourism	Deputy Director
Department of Tourism	Officer
Community	Chief of Ecotourism Group
Community	Guide
Community	Accountant
Community	Chief of Ecotourism Service Operators
Community	Chief of Kraing Ropok Community Protected Forest
Community	Chief of Pou Chhry Community Protected Forest
Local authority	Representative of Pou Chhry Commune Council

The researcher team prepared a guiding questionnaire for the interviews. For the purpose of this evaluation, the questionnaire was divided into three main parts. Part one inquired demographic information of participants in order to understand their general ability to attend the training and capacity to understand the general training topic. Part two required information concerning participants' involvement in ecotourism development and planning, as well as

their previous experiences in ecotourism related training. This part especially evaluated the participants' capacity to understand topics related to ecotourism development, planning procedures and management strategies. Part three assessed the participants' interest in and availability for the up-coming training supported by WWF. It also requested information concerning the preferred composition of trainees and trainers, needed training topics and effective training methods.

2. Results of the TNA

The results of the study were classified into two sections as follow:

2.1. Local Authorities, Community Leaders/Managers

The locals aged from 20 to 60 years old, and all of them except one are male. The community participants stated their main occupation as farmer, while their various occupation in the community protected forest and the ecotourism group was only identified as extra job. Therefore, they normally worked seven days a week. According to interviewers' personal experience obtained from the previous trainings and observation during the group interview, especially of their ability to read and understand training themes listed on flip charts. The community participants' formal education is very low (only grade 2); only one community member managed to study in the formal schooling system up to grade 9. Generally, they were able to understand basic Khmer language and read very moderately. During the focus group discussion, researchers had to prolong interview time and allow them to try to spell out words on flip charts and explain to them the meaning of those listed contents.

Besides, the local group was not particularly knowledgeable of the ecotourism development and planning procedures, either in theory or practice although most of them partly worked in the field at least 3 years already. They did not know much of the overall tourism policies, trend or development situations beyond their border. All of them identified ecotourism as the type of tourism development they were pursuing in their area; however, they were not able to differentiate ecotourism from normal type of tourism in the other area. They were hardly able to specify their roles and responsibilities in the development of ecotourism in their respected area.

Concerning training experiences, the community members were divided into two groups. The first group was comprised of young members of ecotourism group, and the second consisted of elder members who were chief of the community protected forest and commune council. The first group had more training experiences in the operational and managerial dimension of ecotourism development. The trainings they have attended include the following topics:

1. Definitions, concepts, and principles of ecotourism
2. Mass ecotourism vs. alternative (responsible or small scale) ecotourism
3. Ecotourism and climate change – impacts, responses, and adaptation strategies

4. Ecotourism and sustainability – emerging practices of community-based ecotourism and its trade-off
5. Inputs of ecotourism into rural community development, local economic stimulation, and natural resource management
6. Planning and planning principles
7. Scale, scope, and functional operation of ecotourism – different levels need different structures, inputs, and management mechanisms
8. Elements of ecotourism industry – type and standard of accommodation, food services, guide services, transportation services, attractions, merchandise, TO / TA, and entertainment services
9. Marketing and product development and product diversification for ecotourism development
10. Quality control for ecotourism operation – code of conduct, quality control mechanisms, and eco-labels

The elder group members received less substantial training in the operational dimension, but more in managerial and political dimension. The topics they were familiar with are as follows:

1. Ecotourism and sustainability – emerging practices of community-based ecotourism and its trade-off
2. Inputs of ecotourism into rural community development, local economic stimulation, and natural resource management
3. Scale, scope, and functional operation of ecotourism – different levels need different structures, inputs, and management mechanisms
4. Quality control for ecotourism operation – code of conduct, quality control mechanisms, and eco-labels
5. Spatial strategies for ecotourism management – concepts and practices of “frontstage” and “backstage”, ecotourism product and site/destination development lifecycle, fixed and flexible carrying capacity for ecotourism site/destination, development standards (density control, building standards, landscaping, signage and utility controls, noise regulation, public access), zoning and districting techniques

Both groups of the community members expressed high appreciation of the previous training, although they honestly confessed that they did not comprehend the entire substances owing to their limited knowledge in the field and their limited capacity to understand and absorb the completely new themes and context of development. Their admiration, however, was due to the fact that those training raise their awareness and gradually provided them some basic idea of what they are doing in their communities. All of them were willing to attend the up-coming WWF-supported training, which was determined to be on 17th to 20th May 2011, despite their busy schedule for farming in the beginning of the rainy season. The community realized that all of them have lower level of knowledge in all respects in comparison to the other intended participants, but they were willing to tolerate and learn from those stakeholders. They identified that this proposed training is very important for them. They used to attend previous events with various types of participants; therefore, they did not mind

any composition of trainee or trainers, as well as training methods. They were eager to learn as much as they can from the event.

2.2. Relevant Planners and Policy Makers

Similar to their community partners, interviewees from the government and non-governmental organization aged from 20 to 50 years old. Most of them were also male; there was only one female participant from Provincial Department of Tourism and one from WWF. However, there was a contrasting situation concerning their permanent occupation and level of education and overall knowledge in the respective field. Most of the participants' current occupation and job assignments are directly and indirectly related to tourism development and planning. Most of them had finished their education at the university level; only two that had only finished high school. They have no problem reading and writing Khmer language, as well as understanding the proposed contents of the training.

Planners and policy makers were also divided into two groups: 1) those directly involved in ecotourism development, such as staff of Mondulkiri Provincial Department of Tourism and WWF; and 2) those who have authority over the decision making of ecotourism plans, such as staff of Forest Administration and District Governor. The latter group has vested interest and authorities over ecotourism planning decision in protected areas. However, they had low knowledge and limited experience concerning ecotourism development, though they have certain knowledge concerning planning procedures owing to their every day job assignments. The research team was not able to meet with Pich Chrada District Governor owing to his unavailability and time constrain. The earlier group have direct mandate in planning and implementing ecotourism in Mondulkiri and in WWF-supported area (Mondulkiri Protected Forest) for more than 3 years. Consequently, they were quite knowledgeable of the respected topic under investigation. These participants attended some relevant training concerning both planning strategies and ecotourism development that were provided by both NGOs and government agencies. The topics they have been trained were:

1. Definitions, concepts, and principles of ecotourism
2. Ecotourism and biodiversity conservation in natural resource rich but economically poor areas – challenges and opportunities
3. Planning and planning principles
4. Elements of ecotourism industry – type and standard of accommodation, food services, guide services, transportation services, attractions, merchandise, TO / TA, and entertainment services
5. Marketing and product development and product diversification for ecotourism development
6. Impact assessment of ecotourism development – pre and post socio-economic and environmental impact assessment
7. Critical issues in ecotourism policy, planning, and management – management operations, ecotourism planning process, the ecotourism plan and management challenges, site management plan, resource

management plan, visitor management plan, attraction and event management plan, planning for interpretation

All participants expressed high interest and willingness to participate in the up-coming WWF-supported training, but their preference for training themes and trainee composition varies. Interviewees, especially those from Department of Tourism and Forest Administration, as well as provincial planner from WWF proposed that this up-coming training should exclude participants from the community. The training should be split into two for different target groups. This training, with the proposed contents, should be aimed at relevant planners and policy makers, which according to them include agents from: 1) Provincial Municipality; 2) Provincial Department of Tourism; 3) Provincial Department of Environment; 4) Provincial Department of Culture; 5) Mondulkiri Forest Administration; 6) WWF itself; 7) District Governor and 8) the interested private sector². Most of them asserted that these stakeholders have similar interrelated mandate in ecotourism development in Mondulkiri, and they have similar level of capacity in planning, ecotourism development and tourism policies. This up-coming training will fill in the gap of their knowledge and encourage attended participants to see the importance of working more collaboratively in the future for ecotourism planning in the province. This is very important for the long term planning of ecotourism at either provincial or local levels.

In their opinion, the community members may need to know some of these proposed topics, but they may substantially distract the training progress due to their limited understanding of certain technical terms as well as Khmer language. The government respondents suggested that WWF ecotourism officer could participate in this training too, and he/she should later on select relevant topics to teach the community by themselves. Or they could organize another separate training aiming to provide ecotourism planning aspects related to service operation and management, as well as community conservation and development strategies.

3. Discussion and Conclusions

According to the result of this TNA, most of the respondents were eager to participate in the up-coming training on the assigned schedule (17-20 May). All interviewees viewed all training contents as very important for their future career in ecotourism field. They did not mind the types of trainers or which institution they may come from. For most of the respondents, the variety of the trainers the better since they would have opportunities to gain more experiences from different stakeholders. So far, most of them have been trained by experts from NGOs, government agencies and academia (in the case of the community). This proposed training which would be provided by Department of Tourism, Royal University of Phnom Penh is welcoming perspective for government

² The Head of Provincial Department of Tourism proposed Mr. Long Vibol from accommodation sector since he has considerable knowledge and experiences, as well as expression of interest to contribute in the participatory planning at any time. He also just attended the multi-stakeholder workshop for the development of strategies and action plans for the Northeast region (28-29 April, 2011).

officers, especially since they would prefer to have the training conducted by using participatory and interactive methods.

Most of respondents' profile and choices were similar except their job description, general literacy level, knowledge and experiences in ecotourism development, and preference for composition of trainees. The community members perceived their job in ecotourism development as secondary important and they only did the tasks occasionally in comparison to their major permanent farming occupation. In addition, they have much lower level of literacy in general and in ecotourism terminology in particular. All community informants, except one, were functional illiterate. They could poorly read and write, as well as hardly be able to answer most of the questions in Part B (Refer to Appendix A), which were intended to test their background knowledge and comprehension of ecotourism and planning, despite their mentioned of previous participation in a sizeable number of such training.

In contrast, all government officers pointed out that their tourism related job as their primary and mandatory work³. They were undertaking their tourism tasks every day; therefore, they were quite knowledgeable and experiences in this field although they seem to receive less training than their community counterpart. Most of them have finished high school and university education, thus they have little problems in understanding the proposed training themes and answer the relevant comprehensive questions in Part B.

Despite other similarities, this high level of comprehension distinguished government staff from the community, and make the initial intended mixture of trainee composition (community and government officers) extremely difficult. The provincial planning specialist from WWF kindly asserted that, *"...at the time being I believed that the proposed contents of this training are not very suitable for the community and may even confuse them...I do not mean to underestimate your explaining skill (for you did explain to them during the focus group discussion), but the contents are very high level, the community members may not exactly know why they choose what and what they exactly need from the training. I think they may want to learn as much as possible for they hope to build their capacity for the future works in spite of their lack of understanding... Another separate training concerning planning and management of service operations should be provided to them latter"* This sentiment was also observed by the interviewed government staff. They thought that there should be two levels of training for ecotourism planning. In their opinion, this specific one is much more beneficial for the level of planners and decision makers. As the current trend of planning and development is participatory, other relevant stakeholders (as stated above) should also be invited.

To sum up, from our overall observation and experiences, as well as the result of this TNA questionnaires, the research team can see the wisdom of and

³ Except staff of the Forest Administration. Yet, they also point out that ecotourism development is another mandatory work since they currently allow such development to be practiced within the protected forest.

support the concerns stated above. It would be extremely challenging to mix the two types of trainees. Their differences may deter the effective application of interactive training methods and use of specific ecotourism terminology. For example, in order to accommodate the community, trainers may need to be very slow, detailed and explanatory, which would overwhelm participants from the government agencies and result in distraction and discouragement of their participation. The following part is the choice we made based on the result of this TNA.

3.1. The Up-coming Training Proposals

Though certain interviewed respondents had already been trained in aspects of the proposed ecotourism planning contents, most of them suggested that trainers include all the contents in the up-coming training for the benefits of those who have not in order to enable them to be on the same level. As well, for the proposed training of four days and the selected contents of the training the research team agree with the government staff and WWF provincial planning expert that this training should be particularly targeted the government staff and provincial ecotourism stakeholders (Provincial Department of Culture, Provincial Department of Environment, Provincial Department of Industry Mine and Energy, Provincial Department of Tourism, the Forest Administration, WWF and the Private sector). This does not only enable trainers and trainees to focus on the most important aspects of ecotourism planning for the decision maker level, but also permit the application of interactive and participatory methods during the training. This application and the training contents is very useful for future ecotourism planning and development in Mondulkiri as it will enable different stakeholders to see the essence of ecotourism from the same perspectives as well as encourage and provided a pilot opportunities for them to begin participatory planning when fulfilling the training exercises. This environment is crucial for building future network and social capital among the important tourism stakeholders which should be involved in planning and developing ecotourism in Mondulkiri. Another separate training should be provided for the community members.

3.2. Tentative Training Plan and Schedule

The training will be conducted from 17th to 20th May, 2011 in Mondulkiri. Three resource persons from the Department of Tourism, Royal University of Phnom Penh will be involved in this training. The budget plan and tentative schedule of the training is as follows:

Budget Plan and Timeframe (Based on Earlier Agreed Proposal)

No	Time	Description	Unit Cost	Amount	Expense
1	10 th -15 th	Develop training modules	200 USD	5 days	1000 USD
2	16 th -21 st	Actual Training	400 USD	6 days	2400 USD
3	10 th -21 st	Stationery and printing	200 USD		200 USD
4	10 th – 21 st	Communication and Certificate Arrangement	200 USD		200 USD
Total			3800.00 USD		

Note:

- The above expense is inclusive of training fee, material development, travel, accommodation and food for all associated trainers
- Expense for the organization of the training and participant-related cost are responsible by WWF
- 50% installment is to be paid upon signing the contract (prior to departure).

Session	Descriptions
Day 1: 16th May 2011	
	Travel from Phnom Penh to Mondulkiri
Day 2: 17th May 2011	
Session 1	<ul style="list-style-type: none"> ❖ Definitions, concepts, and principles of ecotourism ❖ Types and scale of ecotourism – Mass ecotourism, small scale alternative ecotourism, emerging practices of community-based ecotourism and their trade-off
Session 2	<ul style="list-style-type: none"> ❖ Ecotourism and biodiversity conservation – challenges and opportunities ❖ Ecotourism and economy – local economic stimulation, community economic development and contribution to national economy
Session 3	<ul style="list-style-type: none"> ❖ Ecotourism and Social Development – public participation, indigenous ecotourism and resource rights (stakeholders of ecotourism: politics and policies of state and non-state actors, roles and responsibilities)
Session 4	<ul style="list-style-type: none"> ❖ The evolution of ecotourism development, policies and practices in Cambodia, in the Northeast and Mondulkiri
Day 3: 18th May 2011	
Session 1	<ul style="list-style-type: none"> ❖ Planning principles and processes ❖ Aspects of ecotourism planning
Session 2	<ul style="list-style-type: none"> ❖ Planning for Ecotourism Development ❖ Stakeholders of ecotourism – politics and policies of state and non-state actors, roles and responsibilities, stakeholder participation in planning, involvement of the private sector
Session 3	<ul style="list-style-type: none"> ❖ Markets of Ecotourism – markets, market segmentation and marketing of ecotourism
Session 4	<ul style="list-style-type: none"> ❖ Resource Inventory and Product development and product diversification for ecotourism
Day 4: 19th May 2011	
Session 1	<ul style="list-style-type: none"> ❖ Planning for Ecotourism Management ❖ Planning for impact assessment of ecotourism development (development and visitor impacts)
Session 2	<ul style="list-style-type: none"> ❖ Planning for quality control for ecotourism operation – code of conducts, quality control mechanisms and eco-label certification
Session 3	<ul style="list-style-type: none"> ❖ Planning for resource management – resource assessment, concepts of carrying capacity, implementation strategies and monitoring indicators

Session 4	❖ Planning for spatial management strategies – concepts and practices of “frontstage” and “backstage”, ecotourism product and site/destination development lifecycle, fixed and flexible carrying capacity for ecotourism destination, development standards (density control, building standards, landscaping, signage and utility controls, noise regulation, public access), zoning and districting techniques
Day 5: 20th May 2011	
Session 1	❖ Planning for visitor management in ecotourism destination – visitation caps (quotas, user fees, and infrastructure and service limitations), redistribution (disposal, concentration, and temporal considerations), education (persuasion, interpretation, target marketing and de-marketing)
Session 2	❖ Planning for crisis management – climate change, impacts, response and adaptation strategies
Session 3 and 4	❖ New approaches for sustainable development and management of ecotourism and community-based ecotourism in Mondulkiri Province – starting from visioning to real planning and implementation ❖ Certificate presentation
Day 6: 21st May 2011	
	Return to Phnom Penh

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TNA QUESTIONNAIRE FOR “ECOTOURISM PLANNING STRATEGIES”

A. Participant Profile

A1. Age 18-35 36-50 More than 50

A2. Gender Male Female

A3. Level of Literacy

Be able to understand Khmer language well

Be able to read Khmer language well

Be able to read and write Khmer language well

A4. Formal Education

Primary School Secondary School University

A5. Formal Occupation.....

A6. Informal Occupation.....

A7. Working Schedule

Monday-Friday Monday-Saturday Monday-Sunday

A8. Working Time

By Choice 7h-11h 7h-11h & 2h-5h

B. Ecotourism and Planning Training Background

B1. What is your job assignment concerning tourism/ecotourism development in your area (commune/district/commune)?

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B2. For how long have been doing this job assignment?

Less than a year 1-3 years More than 3 years

B3. Are you aware of current tourism trend and development in your area?

Yes No

B4. If yes, how have you gained the information?

- Through direct participation in policy planning
- Through being informed

B5. Are you aware of current tourism trend and development in Mondulkiri?

- yes
- No

B6. If yes, how have you gained the information?

- Through direct participation in policy planning
- Through being informed

B7. Can you describe the nature of tourism development in your area?

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B8. Can you differentiate ecotourism from normal form of tourism?

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B9. Have you ever participate in ecotourism/planning training?

- Yes
- No

B10. If yes, what type of training have you participated? Please list the titles, themes and/or contents of training that you could remember.

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B11. Which of the following training themes have you been trained?

- Definitions, concepts, and principles of ecotourism
- Mass ecotourism vs. alternative (responsible or small scale) ecotourism
- Advantages and disadvantages of ecotourism
- Ecotourism and climate change – impacts, responses, and adaptation strategies
- Ecotourism and biodiversity conservation in natural resource rich but economically poor areas – challenges and opportunities
- Ecotourism and sustainability – emerging practices of community-based ecotourism and its trade-off
- Inputs of ecotourism into rural community development, local economic stimulation, and natural resource management
- Indigenous ecotourism – conservation and resource rights
- Planning and planning principles
- Ecotourism site / destination management – resource assessment and management, planning principles, concepts of carrying capacity, implementation strategies and monitoring indicators
- Markets of ecotourism – markets and market segmentation, are all tourists really ecotourists?
- Stakeholders of ecotourism – politics and policies of state and non-state actors, roles and responsibilities, stakeholder participation in planning
- Involvement of the private sector in sustainable ecotourism business
- Scale, scope, and functional operation of ecotourism – different levels need different structures, inputs, and management mechanisms
- Elements of ecotourism industry – type and standard of accommodation, food services, guide services, transportation services, attractions, merchandise, TO / TA, and entertainment services
- Marketing and product development and product diversification for ecotourism development

Quality control for ecotourism operation – code of conduct, quality control mechanisms, and eco-labels

Impact assessment of ecotourism development – pre and post socio-economic and environmental impact assessment

Critical issues in ecotourism policy, planning, and management – management operations, ecotourism planning process, the ecotourism plan and management challenges, site management plan, resource management plan, visitor management plan, attraction and event management plan, planning for interpretation

Spatial strategies for ecotourism management – concepts and practices of “frontstage” and “backstage”, ecotourism product and site/destination development lifecycle, fixed and flexible carrying capacity for ecotourism site/destination, development standards (density control, building standards, landscaping, signage and utility controls, noise regulation, public access), zoning and districting techniques

Visitor management approaches for ecotourism site / destination – visitation caps (quotas, user fees, and infrastructure and service limitations), redistribution (disposal, concentration, and temporal considerations), education (persuasion, interpretation, target marketing and de-marketing)

The evolution of ecotourism development, policies and practices in Cambodia and its northeastern region

New approaches for sustainable development and management of ecotourism and community-based ecotourism in Mondulkiri Province – starting from visioning to real planning and implementation

C. Participant’s Interest in Training and Availability

C1. Who/which institution delivers the trainings you participated?

- Academic NGOs Government agencies
 Others (please specify).....

C2. Normally, for how long did each training you participated last?

- About 3 days Less than a week More than a week

C3. What was the composition of the training participants?

- Only government agents Only community members
 Government agents and NGOs Mixed up of all types

C4. How do you like the mixed up of training participants?

Not at all Tolerable Like very much

C5. How do you like each length of the training?

About 3 days: Not at all Tolerable Like very much

Less than a week: Not at all Tolerable Like very much

More than a week: Not at all Tolerable Like very much

C6. How do you like each type of trainer?

Academic: Not at all Tolerable Like very much

Government agent: Not at all Tolerable Like very much

NGOs: Not at all Tolerable Like very much

Mixed type: Not at all Tolerable Like very much

C7. Are you available from 17 to 20 of May, 2011?

Yes No

C8. Are you able to get away from your work for a period of time?

Yes No

C9. If yes, for how long would you be able to get away from work?

About 3 days Less than a week More than a week

C10. Which of the following themes for training do you think will best help you to be able to conduct and/or participate in ecotourism planning in your area and province? Please tick the box of themes that you are interested.

Definitions, concepts, and principles of ecotourism

Mass ecotourism vs. alternative (responsible or small scale) ecotourism

Advantages and disadvantages of ecotourism

Ecotourism and climate change – impacts, responses, and adaptation strategies

Ecotourism and biodiversity conservation in natural resource rich but economically poor areas – challenges and opportunities

Ecotourism and sustainability – emerging practices of community-based ecotourism and its trade-off

- ❑ Inputs of ecotourism into rural community development, local economic stimulation, and natural resource management
- ❑ Indigenous ecotourism – conservation and resource rights
- ❑ Planning and planning principles
- ❑ Ecotourism site / destination management – resource assessment and management, planning principles, concepts of carrying capacity, implementation strategies and monitoring indicators
- ❑ Markets of ecotourism – markets and market segmentation, are all tourists really ecotourists?
- ❑ Stakeholders of ecotourism – politics and policies of state and non-state actors, roles and responsibilities, stakeholder participation in planning
- ❑ Involvement of the private sector in sustainable ecotourism business
- ❑ Scale, scope, and functional operation of ecotourism – different levels need different structures, inputs, and management mechanisms
- ❑ Elements of ecotourism industry – type and standard of accommodation, food services, guide services, transportation services, attractions, merchandise, TO / TA, and entertainment services
- ❑ Marketing and product development and product diversification for ecotourism development
- ❑ Quality control for ecotourism operation – code of conduct, quality control mechanisms, and eco-labels
- ❑ Impact assessment of ecotourism development – pre and post socio-economic and environmental impact assessment
- ❑ Critical issues in ecotourism policy, planning, and management – management operations, ecotourism planning process, the ecotourism plan and management challenges, site management plan, resource management plan, visitor management plan, attraction and event management plan, planning for interpretation
- ❑ Spatial strategies for ecotourism management – concepts and practices of “frontstage” and “backstage”, ecotourism product and site/destination development lifecycle, fixed and flexible carrying capacity for ecotourism site/destination, development standards (density control, building standards, landscaping, signage and utility controls, noise regulation, public access), zoning and districting techniques

Visitor management approaches for ecotourism site / destination – visitation caps (quotas, user fees, and infrastructure and service limitations), redistribution (disposal, concentration, and temporal considerations), education (persuasion, interpretation, target marketing and de-marketing)

The evolution of ecotourism development, policies and practices in Cambodia and its northeastern region

New approaches for sustainable development and management of ecotourism and community-based ecotourism in Mondulkiri Province – starting from visioning to real planning and implementation

C11. For the training on ecotourism planning supported by WWF, How do you like the following composition of trainees?

Only MDK DoT and FA staff

Only community representatives

Only local authorities

Mixed types of trainees

C12. Which of the following training approach do you prefer?

Teacher-centered

Student-centered

Interactive and mixed approaches

Other.....

C13. How important is the training on ecotourism planning for you and your institution?

Very important

Not so important

Not important at all

Thank You So Much for Your Time and Cooperation!