

## ABSTRACT PAGE

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On July 8, 2008 the Sacred Site of the Temple of Preah Vihear (hereafter, the Temple) in Cambodia was inscribed by UNESCO as a World Cultural Heritage Site. Following which, the Government prepared a Management Plan for the Temple and its surrounding area. It goes without saying that the values of the Temple are intrinsically linked with its natural surroundings. The problem was just how to effectively utilize the eco-tourism aspects of the area—and other similar areas in Cambodia—without sacrificing the sites themselves and their surrounding environment. In other words, how to make the balance of tourism and cultural heritage sustainable.

Field surveys were conducted at the Temple and its surrounding area (the Eco-tourism Area) from January 22 to January 25 and from March 11 to March 15, 2012. In addition, officials of government agencies including the National Authority of Preah Vihear, and company owners were interviewed using a 50-item multiple choice survey concerning environmental pollution and awareness. Since the variables were independent and categorical, an ANOVA experimental design was chosen, the data acquired therefrom were analyzed using multivariate analysis.

The survey results showed ubiquitous agreement from government, business, and local communities that eco-tourism holds great potential to the Kingdom of Cambodia. Future development efforts should be designed to create a sustainable community/society in the designated Preah Vihear Area that is socially acceptable, economically viable, culturally sound, and ecologically sustainable over current and future generations. Thus, future tourism development in the site area should be recognized as a “means” of achieving this long term vision. This is a daunting challenge for the present generation to assume on behalf of future generations, as well as a valuable challenge for Cambodian people and also for the global community.

## Abstract page

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