UNWTO REGIONAL WORKSHOP ON
MEASURING TOURISM
Better data for better tourism in Asia and the Pacific
(Cambodia: Inbound, Domestic & Outbound Tourism)

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Contents

1. Why Statistics?
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Why a Statistical Framework?

- Planning
- Marketing
- Management
- Transparency & Accountability
- Justifying policy & actions
Conceptual frame work

- Statistics Law, Article 5: Statistical development is based on the principle of accuracy, independence, objectivity, reliability, relevance and timeliness.

- Article 12: Collecting, processing, compiling, analyzing, publishing, and disseminating data

- Prakas of Tourism Statistics 2011 by Minister of Tourism (refer to IRTS - International Recommendation for Tourism Statistics 2008 by UNWTO)
Definitions of Tourism

- **Statistics** are the data obtained by collecting, processing, compiling, analyzing, publishing and disseminating results, gathered from respondents through statistical collections or from administrative data sources.

- **Tourist** refers to any persons who are Cambodian or non-Cambodian nationals travelling to other places outside their usual environment, staying at least overnight and not exceeding a specified period for leisure, recreation, business, and other legal tourism purposes; and not relevant to the purpose of permanent residence or any remunerated activities.

- **Domestic tourists** refers to any persons who are Cambodian citizens travelling within Cambodia and staying at least overnight and not exceeding a specified period for leisure, recreation, business and other legal tourism activities.

- **Cambodia outbound tourists** refers to any Cambodian nationals who travel overseas (Cambodian nationals living abroad are excluded), staying at least overnight for leisure, recreation, business or other legal tourism purposes.
ភ្នំពេញ (Holiday): Leisure, Recreation, Sports, Visiting Friends and Relatives (VFR), Health treatment, Religion / Pilgrimages

ការងារ (Business)

ដូច្នេះ (Others)

ដំណើរការ (Include): Visitors

បំណងទស្សនកិច្ច (Purposes of Visit)

មិនដំណើរការ (Exclude)

<table>
<thead>
<tr>
<th>Armed Force</th>
<th>Transit</th>
<th>Refugees</th>
<th>Nomads</th>
<th>Permanent Immigrants</th>
<th>Temporary Immigrants</th>
<th>Border workers</th>
</tr>
</thead>
</table>
- Int’l Airport: 3
- Thailand: 7
- Vietnam: 11
- Lao PDR: 1
- Int’l Sea & River: 4
Economic Activities

1. ការដំណើរការ - Transportations
2. ការធ្វើសារ - Accommodations
3. អាហារ - Foods
4. ផ្សំនួលផ្សេង - Others
1. Inbound Tourism

- Concepts and definition: Prakas of tourism statistics 2011
- Coverage: National wide (Cambodia)
- Type: Admin data
- Frequently: Monthly, Quarterly and Annual
- Agency involved: Ministry of Tourism
- Sources: Immigration

To Collect:
- Arrivals card

Inbound Survey (Int’l tourist survey)
- Tourism Expenditure
- Tourism Receipts

Number of Int’l tourists
- Classified by country of residence
- Purposes of visit
2. Domestic Tourism

- Concepts and definition: Prakas tourism statistics 2011
- Coverage: Provinces and Region
- Frequently: Monthly, Quarterly and Annual
- Agency involved: Ministry of Tourism
- Sources: Provincial Tourism Department

**Domestic Tourism Statistics**

- **25 Provinces Tourism Department**
  - 1. Domestics: Cambodia Visitors (KHM)
  - 2. International: Foreign Visitors (FOR)
3. Outbound Tourism
(Cambodia outbound tourists)

- Concepts and definition: Prakas of tourism statistics 2011
- Coverage: National wide (Cambodia)
- Type: Admin data
- Frequently: Monthly, Quarterly and Annual
- Agency involved: Ministry of Tourism
- Sources: Immigration

Outbound Tourism

To Collect:
- Departure card

Number of outbound:
- Purposes of visit
Challenges and Future Plan

- Challenges:
  - Human Resource
  - Source of Fund

- Plan:
  - capacity building → data quality
  - Digital tourism Database: www.tourism.gov.kh
  - Cambodia TSA: Tourism Satellite Account
พระคุณ!
Thank you!

Telegram: Tourism_Statistics
Website: www.tourism.gov.kh