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主　論　文　の　要　旨

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論文題目	Designing Tourism Policies for Tourism Growth and Poverty Reduction: The Case of Cambodia (観光産業の成長と貧困削減のための観光政策の策定　— カンボジアの事例 —)
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論　文　内　容　の　要　旨

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Chapter 1

1. Introduction

Tourism has known as a powerful economic engine for growth and poverty reduction. It earns foreign currency, stimulates foreign direct investment, and supports local economic activity. Currently, tourism has touted as a sector with the potential direct and indirect contribution to all sustainable development goals (SDGs), especially goal 8 on decent work and economic growth, goal 12 on responsible consumption and production, and goal 14 on life below water.

Many previous studies have assessed its contribution to economic development and poverty reduction. Tourism has shown both a positive and negative effect on economic development and resident welfare. Even though tourism has both positive and negative impacts on economic growth and poverty reduction, many governments, including Cambodia, promote tourism as a critical economic development strategy. As a result, tourism has been incorporated into Cambodia's top priority national development plan (Rectangular Strategy Phase Four) to achieve growth, employment, equity, efficiency, and poverty alleviation. A series of tourism strategic development plans and policies have been implemented to promote tourism as a prominent tourism destination and utilize it as a key sector to achieve high economic growth and poverty alleviation.

2. Statement of Problem

Tourism has seen remarkable growth over the past two decades to attract the number of inbound tourists. However, Cambodia still captures a small number of inbound tourists below what it should be and is believed to require more efforts to design a policy to attract more inbound tourists. In addition, according to the ministry of tourism of Cambodia, one significant concern is the economic leakages of tourism that minimize the economic benefits of tourism to the national and local

economy as we have seen that the poverty headcount ratio at strategic tourism destinations remains high. For example, from 2009 to 2016, the annual average growth rate of the poverty headcount ratio in the Northwest (cultural tourism) was 30%, 34% in the Northeast (ecotourism), and 18% in the Southwest (coastal-leisure tourism).

Therefore, this dissertation draws tourism policies to promote Cambodia as a prominent tourism destination to attract more inbound tourists and analyze tourism's economic impact on Cambodia's economic development and poverty reduction.

This dissertation has six-chapter as structure as the figure below.

Structure of Dissertation
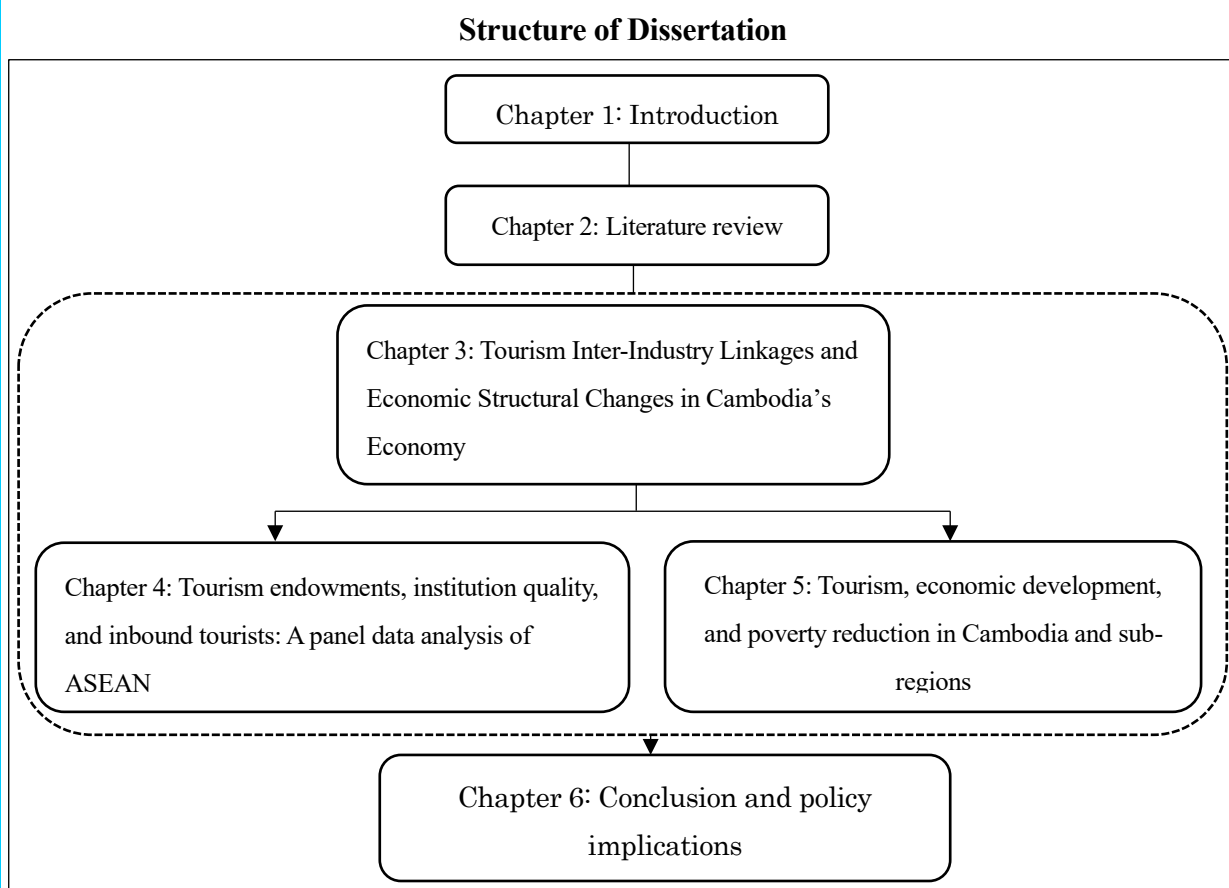
This dissertation has three main analytical chapters, which will discuss the main findings based on the research question of each analytical chapter.

Chapter 3 aims to understand the importance of the tourism industry in Cambodia's economy. This chapter assesses the tourism inter-industry linkages and economic structural changes in Cambodia's economy using three years of the IOT (2005, 2010, and 2015) and employing the Multiplier Product Matrix and Field of influence approaches.

This chapter finds that the tourism sector has shifted to be a key sector in 2010-2015. Seven out of fifteen sectors (namely, food and beverage, other manufacturing, construction, textile,

transportation and communication, electricity, and tourism) show higher backward linkage during 2005-2015. Sectors, such as textiles, other manufacturing, transportation, and wholesale and retail, exhibit the top four strong forward linkages. It becomes the top 5 highest forward linkages in 2010 and 2015. Moreover, most service sectors (e.g., wholesale and retail, financial and insurance, real estate, public administration, education, and human health) demonstrate weak backward linkage.

This chapter also reveals that the overall inter-industry linkage is relatively low during the observed periods. However, textile, other manufacturing, transportation and communication, and tourism are the four key sectors. More interestingly, except for the tourism sector, these sectors have the largest coefficient Field of Influence of changes in the economy, leading to produce the most significant change volume in the Cambodian economy, and as a result, to stimulate growth and create jobs. In addition, the tourism sector remains to provide a low Field of Influence of changes that produce small volume change in Cambodia's economy during the observed periods. However, it is still necessary to generate foreign exchange-earning through tourism exports and labor income and stimulate backward and forward linkages in the textile, other manufacturing, and transportation and communication sectors. This indicates that creating backward and forward linkages are crucial for the tourism sector to play a vital role in Cambodia's economy.

This chapter makes two new contributions. First, this chapter uses three points of the IOT (2005, 2010, and 2015), which enhances debates about the evolution of tourism linkage's pattern in the economy in the literature. Second, it is the first study to perform the Field of influence approach to explore the impact of direct coefficient changes of the tourism inter-industry linkages with other economic sectors.

Chapter 4 is the extension of Chapter 3 that finds the tourism sector moved to become a key sector in 2010 and 2015. Therefore, an increasing number of inbound tourists is essential. This chapter aims to draw policies to increase the number of inbound tourists in Cambodia. I set up the ASEAN panel study to enrich the data for analyzing the determinant factors influencing inbound tourists in individual ASEAN member states, focusing on tourism endowments and institution quality.

The study shows that ASEAN member states have diverse and irreplaceable endowments, incredible cultural and national world heritage sites (CNWHS), intangible cultural world heritage sites (ICWH), Memories of World Heritage (MWH), and tentatively-Inscribed State Property Heritage Sites (TWHS). The study identified that having more tourism endowments such as CNWHS, ICWH, MWH, and TWHS increases inbound tourists in individual ASEAN member states because tourism is still an endowment-dependent industry. These findings stress that these world heritage sites increase media attention, raise international awareness and reputation, and appeal to inbound tourists with limited information about tourism destinations.

The study has also found prominent factors beyond the tourism demand theory (which uses

income and price as determinant factors). The institution quality, and its sub-components (politics-oriented and governance-oriented aspects), are the predominant factors determining the number of inbound tourists in individual ASEAN member states. More interestingly, note that in the sub-components of institution quality, all governance-oriented aspects (the rule of law (RL), regulatory quality (RQ), and government effectiveness (GEF)) and politics-oriented aspects (control of corruption (COC)) have a more significant impact on inbound tourists than other politics-oriented aspects (political stability (PS) and voice and accountability (VA)). This finding implies that better RL and COC create a sense of security in tourists' minds and reduce traveling costs and negative image. Higher GEF and RQ can produce quality public goods and services and build a sound regulatory framework that fosters the private sector to develop and improve quality tourism products. Hence, destinations with these potentials will produce tourism products that tourists expect to consume in the visiting countries. The results confirmed that inbound tourists prefer to visit countries with more political stability, security, safety, freedom of speech, expression, and media. The control variables, especially China's GDP per capita, FDIs, and SVS, reveal potential influences on inbound tourists in individual ASEAN member states. The study concerns the complementary and competitive nature of inbound tourists among individual ASEAN member states. The study finds that the relative institution quality (RQIS), relative governance-oriented aspects (RGEF, RRQ, RRL), relative politics-oriented aspects (RPS, RCOC, RVA), and relative tourism endowment index (RTED) show positive and significant impact on the share of inbound tourists in individual ASEAN member states. Remarkably, the RGEF and RRL show the most prominent factors that increase the share of inbound tourists in individual ASEAN member states when controlling the FDIs across columns, suggesting that these factors can potentially attract inbound-oriented tourists.

This chapter makes two main contributions to the Field: first, it extends the existing literature on the impact of governance-oriented aspects (GEF, RL, and RQ) on inbound tourists. Second, it provides new findings on the impact of TED on inbound tourists in individual ASEAN member states. The findings give the policymakers insightful evidence to assess tourism-led growth policies' viability. More crucially, this chapter will propose appropriate and complementary policies to promote inbound tourism in ASEAN member states for tourism destinations, focusing on endowments.

Chapter 5 is the extension of Chapter 3 and Chapter 4. This chapter examines the impact of tourism on economic development and poverty reduction at the national and sub-national levels. This chapter constructs the 2015 Macro-and Micro-SAM and employs the CGE model to assess tourism's economic impact on economic development and poverty reduction. The six simulations carry out as listed in Table 5.4. The six simulation policies have been clustered into three groups: enhancing marketing efficiency, enhancing tourism productivities, enhancing domestic linkages, and reducing economic leakages.

Table.1 List of Simulation

	Simulations	Description
Enhance marketing	SIM 1	10 % increase in tourism expenditure in the tourism sector
	SIM 2	10% increase export share to domestic outputs in the tourism sector
Enhance tourism productivity	SIM 3	10% increase in total factor productivity in the tourism sector
	SIM 4	10% increase in labor productivity in the tourism sector
Enhance domestic linkages	SIM 5	10% increase linkages between tourism activities and commodities
Reduce leakages	SIM 6	10% reduction Armington for the tourism sector

Simulations 1 and 2 aim to enhance marketing in the tourism sector. Simulation 1 increases 10% tourism expenditure and 10% export share to domestic outputs in the tourism sector for simulation 2. Simulation 1 provides the prospective contribution of tourism expenditure, and simulation 2 makes tourism a more export-oriented sector. Simulations 3 and 4 improve tourism productivity in this sector. Simulations 3 and 4 increase total factor productivity and labor productivity in the tourism sector by simulating 10%, respectively. In simulations 5 to 6, they aim to increase domestic linkages and reduce leakages in the tourism sector. Specifically, simulation 5 increases 10% domestic linkages between tourism activities and the commodity market, allowing tourists to consume more commodities from domestic tourism activities. Simulation 6 reduces the 10% Armington parameter (share of imported inputs in the total input bundle) in the tourism sector to lessen import dependence in the tourism sector. This simulation 6 attempts to reduce economic leakage in this sector.

This chapter finds that the tourism expansion positively impacts Cambodia's economy in the short-run, but the negative impact in the long run. Tourism expansion has increased labor income in Cambodia's short and long run, reducing the poverty headcount ratio. Other policy experiments contribute to Cambodia's positive economic growth, increasing household income and improving household welfare in all four main strategic tourism destinations. Interestingly, increasing labor productivity and export share to domestic outputs in the tourism sector are the two best policy experiments that bring high economic growth in the short-run and long run. These policies also required the most prominent investment. This economic growth and investment are attributed to increased factor income (labor and capital) and household income and welfare at the four main strategic tourism destinations. This development would lead to poverty headcount ratio reduction in Cambodia. Other significant findings, all simulations increase outputs in the agriculture, electricity, and financial service sector in the short-run and long run. Higher agricultural outputs may require more labor and capital, which is crucial for poverty reduction. In addition, improving

labor productivity in the tourism sector increases the highest exports, domestic goods and reduces imports in the short-run and long run.

This chapter makes two new contributions. First, this chapter constructs the 2015 Macro-and Micro SAM, the latest one at the time of study for tourism impact analysis. Second, this chapter is the first study to apply the Computable General Equilibrium (CGE) model in tourism economic impact studies in Cambodia.

Chapter 6, based on the finding of the dissertation, the policy recommendations that Cambodia can attract more inbound tourists and poverty reduction to national and sub-national levels.

✓ **Designing tourism policies for tourism growth in Cambodia**

(1) More significant efforts are needed to ensure a high institution quality, conducive to creating a positive image of the countries for pure tourists. In particular, the government and policymakers should strengthen the high quality of governance-oriented aspects (especially RQ) and politics-oriented aspects (especially COC). High-quality regulatory quality and control of corruption may increase tourism destination competitiveness in attracting pure and business-oriented inbound tourists.

(2) The government should promote CNWHS, ICWH, MWH, and TWHS by encouraging collaboration among ASEAN member states, tourism authorities across ASEAN member states, ASEAN sub-regional initiatives to create a network of UNESCO tourism sites available within the ASEAN economic community. This networking can coordinate inbound tourist movements across multiple countries, especially for countries that complement tourism destinations (e.g., Cambodia, Lao PDR, Thailand, and Vietnam). By creating this networking effect, we can increase the stocks of tourism endowments available for the countries and increase the perceived tourism endowments for potential inbound tourists. This initiative will enlarge the ASEAN heritage connection, coalition, and visibility of ASEAN World Heritage.

(3) Third, there is a need for a tourism policy to attract more inbound Chinese tourists.

✓ **Designing tourism policies to increase tourism economic benefits and poverty reduction in Cambodia**

(1) First, the government and policymakers should enhance tourism marketing to attract more inbound tourists and promote tourism spending by encouraging tourists to spend on local products. The efforts should be put in place on effective long-run strategies to promote

domestic endowments to reap the advantages of foreign expenditure. Another important policy, the government should make tourism a more export-oriented sector to increase tourism expenditure on local products. The government should encourage and support private sectors and residents to develop domestic goods for tourists. The marketing campaign program should focus on promoting local products for tourists.

(2) Second, the government should enhance the capacity of the tourism sector by improving the total factor productivity and labor productivity in the tourism sector. Commonly known that tourism is a labor-intensive sector in which a tourist's experience of a particular destination is heavily reliant on interactions with residents and tourism sector employees. Front-line workers should be educated and trained in customer service skills to provide high-quality tourism services to visitors. The Cambodian economy is experiencing growing challenges in satisfying the demand for specific industrial skills. The long-term strategy for the tourism labor market and education and training programs should be included in tourism policies to address skills shortages and improve workforce quality and productivity. Furthermore, tourism strategies should encourage and support the adaptation of new technologies, expansion of accessible digital infrastructure, skills, innovation, enabling present tourism small and medium enterprises to reap the benefits of the digital revolution and stimulate the development of innovative tourism.

(3) Third, the government should enhance domestic linkages between tourism activities and the commodities market, allowing tourists to consume more commodities from domestic tourism activities. This policy would help reduce the consumption of foreign goods that supply in the tourism sector, enhancing backward and forward linkages between the tourism sector and other sectors, especially between the tourism sector with agriculture, transportation and communication, and electricity.

(4) Lastly, the government should reduce the import-dependency in the tourism sector to reduce economic leakages. The government should strengthen domestic linkages between tourism-agriculture sectors.