STATISTICS CAPACITY BUILDING PROGRAM ON TOURISM STATISTICS FOR ASIA AND THE PACIFIC 2012

Country: Cambodia

Inbound Tourism Statistics
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1. Conceptual frame work

- Concepts and definition: followed the UNWTO recommendation.
- Coverage: Cambodia
- Frequently: monthly
- Agency involved:
  - Ministry of Tourism
- Sources:
  - Int’l tourist arrival
  - Border Survey
  - Establishment survey
2. New initiative after 2\textsuperscript{nd} workshop (1)

- Improvement coordination among stakeholder: Ministry of Tourism and Department of Immigration
- Improvement of data collection methods
  - Sampling method
  - Quality assurance
  - Increased samples
- Government and private forum: discussing data need by Ministry of Tourism
- New Procas on concept, definition and classification of tourism industry by Minister of Tourism.

2. New initiative after 2\textsuperscript{nd} workshop (2)

- From supply side: new sampling frame for accommodation and restaurants derived from establishment census 2011.
- Survey of inbound tourist was conducted in October 2011
- Adding a question of average length of stay in arrivals card.
3. Future Plan

- Advocacy to top management
- Purposed workshop on tourism statistics in June 2012
- New design questionnaire survey form

Thank You