



MAY 2020

STEP 2 - QUANTITATIVE AND QUALITATIVE RESEARCH

TOURIST AND STAFF SURVEY

Prepared by: Alisha Frappé
Operation Team Intern
For external use

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ABOUT STEP 2 - QUANTITATIVE AND QUALITATIVE STUDY

For the second step of this project, it was important to understand what travellers are looking for and what type of profiles Battambang is attracting. It was therefore necessary to gather people's opinion about Battambang and its existing activities, what people missed while being there, their interest in helping local NGOs and their profile and travel habits. The aim was to have an insight of what people are looking for while being on site and have a better understanding of customers' needs/interests.

THE SURVEYS

We decided to create different surveys according to the people we wanted to partner with: tourists, expats, tour providers, hotels/hostels and restaurants/cafes. Unfortunately, due to the current situation (COVID-19), we've only focused on tourists and staff surveys. In order to gather travellers' opinions, we've shared the survey:

1. On Facebook pages such as backpacking groups, expats groups, les Français au Cambodge...
2. On CFI's official FB page by writing a post about it
3. By email to internal contacts
4. On an article in the Battambang Travellers' online newspaper
5. By sharing it on our personal FB pages and people we've met while being in Battambang.

The staff survey was shared internally on email.

1. GENERAL OVERVIEW

A both sided research

For this quantitative/qualitative research we decided to create surveys in Google Forms in order to collect online data. Due to the current situation (COVID-19), this type of administration was the most suitable for our study.

TOURIST SURVEY

Concerning the tourist survey, we had an ongoing collection of data for around a month. We extended the length of survey in order to gather as many responses as possible. The survey targeted both people who had already stayed in Battambang or planned to stay there in the future.

After one month, we had gathered 44 responses. Even though the number of responses was lower than expected, it still helped us to have clear answers to our questions.

STAFF SURVEY

Our staff survey was created in order to gather CFI's opinions and concerns. It was shared internally via email and on our private Facebook page. 26 staff members participated in the survey.

The aim was to make sure that all our staff felt comfortable with the idea of having visitors coming to CFI and were keen about our workshop project.

CFI makes its staff a priority in every decision, without exception. Deciding if CFI should, or not, get involved in ethical tourism remains a collective internal decision.

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2. BATTAMBANG

The fifth most visited city in Cambodia

According to the latest available data from the Ministry of Tourism, Battambang is Cambodia fifth most visited city. The city welcomed in 2015 close to 600,000 visitors (including 95,000 international travellers) and stands behind Phnom Penh, Siem Reap, Sihanoukville and Kampot.* The city benefits from a very good location along the main road axis linking Thailand to Siem Reap and Phnom Penh. A factor which already is reflected in public transport: Battambang is one of the few destinations to be linked by regular bus services to Bangkok as well as regular domestic services to Phnom Penh, Poipet and Siem Reap. Regular bus services have helped to attract visitors.

In the last few years, Battambang emerged as an alternative destination for tourists interested in colonial architecture. The city gained special fame with the presence of Phare Ponleu Selpak Circus, an NGO initiative which started in the early 1990s with art and music courses for traumatized abandoned children.

And it is now the Cambodian government, which is starting to look closely at Battambang's potential. Recently, Cambodia's Minister of Tourism Thong Khon mentioned studies conducted in cooperation with Hungary to find ways to develop the city into a new heritage tourist destination. The historical town revolves around the old Governor's House with the provincial museum and a couple of historical temples. Battambang is currently applying for UNESCO world heritage status.



**Latest data found on the Tourism Cambodia, consulted Thursday 21st of May 2020 website, <https://www.tourismcambodia.com/tourist-information/tourist-statistic.htm>*

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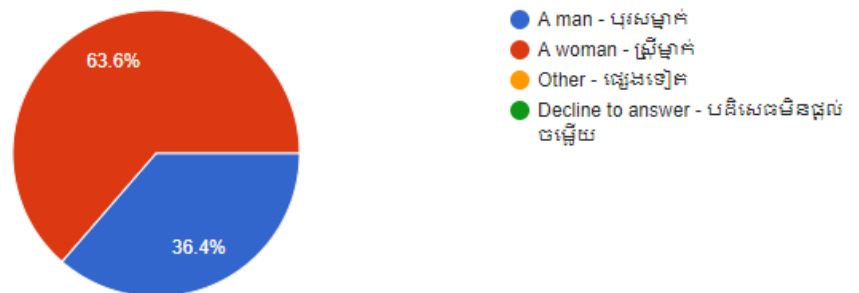
3. TRAVELLERS' PROFILE

A majority of young individual travellers.

Out of 44 respondents, we collected data from 28 (63,8%) women and 16 men (36,4%). Even if the majority of respondents are women, this result can't allow us to conclude that a majority of travellers coming to Battambang are women.

14. You are - ម្ចាស់

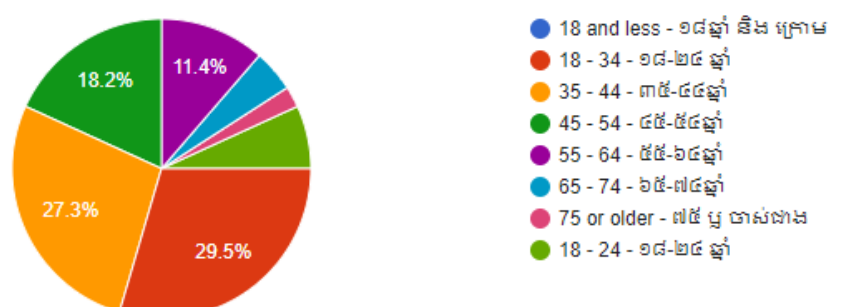
44 responses



Concerning the age of the respondents, half of them were between 18 and 44 years old with respectively 29,5% for the 18 to 34 and 27,3% for the 35 to 44 years old. Once again, this might not reflect the reality as the survey was exclusively shared via Internet and social media. Even if we tried to reach as many people as possible, the survey's access was a limitation.

15. You are - . ម្ចាស់

44 responses



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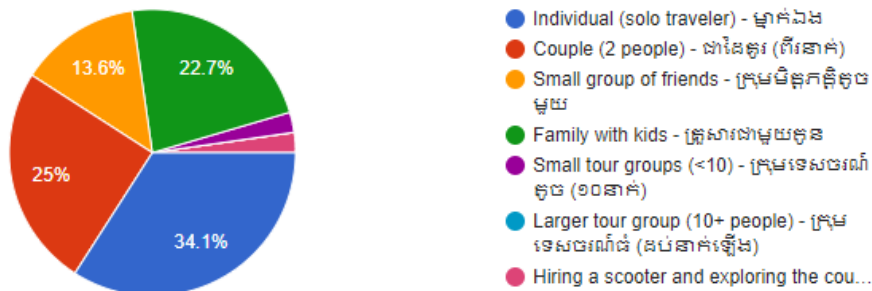
3. TRAVELLERS' PROFILE

A short term destination

According to the survey results, Battambang tends to mainly attract individual travellers either travelling alone or in couples, and families with kids. Small and larger tour groups only account for a small portion of the travellers who've been in Battambang or are planning to come.

1. Which best describes how you are travelling WHILE IN BATTAMBANG (Please choose 1 answer) - តើអ្វីដែលជាការពិពណ៌នាល្អបំផុត អំពីរបៀបដែលអ្នកកំពុងធ្វើដំណើរខណៈពេលនៅទីក្រុងបាត់ដំបង (សូមជ្រើសរើសចម្លើយ ១)

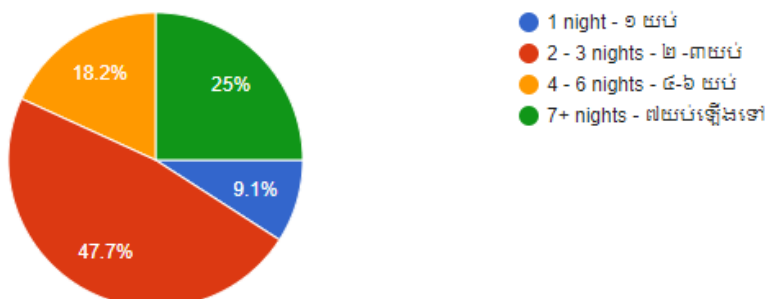
44 responses



Half of the respondents stayed or were planning to stay an average of 1 to 3 nights. Battambang remains a destination that attracts short term visitors.

2. How long are you staying or were you planning to stay in Battambang? (Please choose 1 answer) - តើអ្នកស្នាក់នៅបាត់ដំបងរយៈពេលប៉ុណ្ណា? (សូមជ្រើសរើសចម្លើយ ១)

44 responses



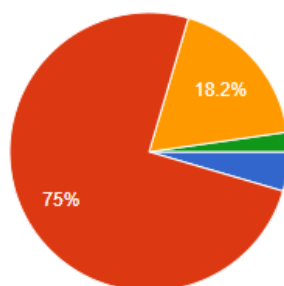
4. ACTIVITIES

Flexible travellers relying on word of mouth

75% of the survey's respondents had 1 or 2 ideas about what they wanted to do while being in Battambang but, nothing arranged or booked ahead. This factor is an opportunity as travellers might not hear from us before arriving but could be made aware of our program via hotels and other tourist hotspots. The fact that people remain flexible in their travel plans leaves us a door open to catch their interest during their stay.

3. Did you have activities planned or booked when you arrived in Battambang? - តើអ្នកមានសកម្មភាពដែលបានរៀបចំផែនការទុកឬបានកក់ទុកពេលអ្នកទៅដល់បាត់ដំបងឬទេ?

44 responses

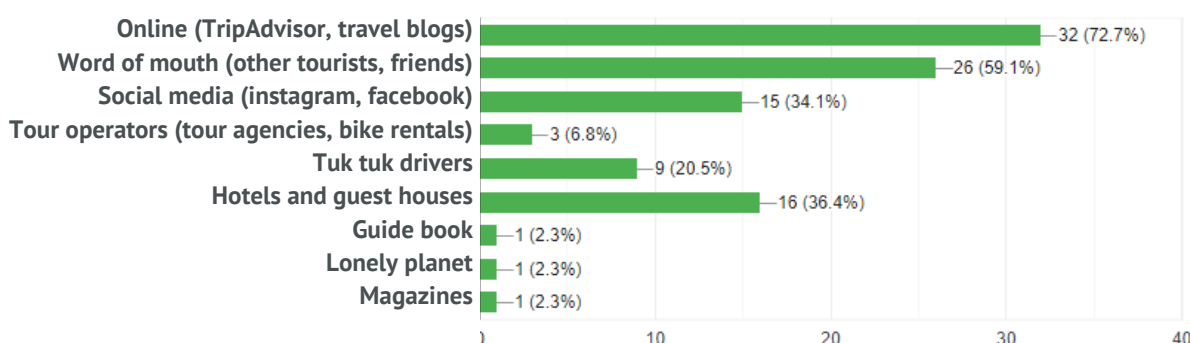


- All activities organised before arrival in Battambang - គ្រប់សកម្មភាពទាំងអស់បានរៀបចំទុកមុនពេលមកដល់បាត់ដំបង
- Had 1 or 2 ideas about what to do but nothing arranged - មានគំនិត ១ ឬ ២ អំពីអ្វីដែលត្រូវធ្វើប៉ុន្តែគ្មានអ្វីបានរៀបចំទុកទេ
- No plans when I arrived and little information about what is available - មិន...
- Previous resident of BTB. Had no activities planned but knew what my o...

Not so surprisingly, most respondents looked online for information about Battambang's activities. Another high percentage relied on word of mouth and social media. Customer satisfaction and having a good visibility online will equally be important for the success of the project.

4. How did you find out about activities in Battambang, either before you arrived or while you were here? (Please tick up to 3 of the most common sources of information) - តើអ្នកដឹងអំពីសកម្មភាពនៅបាត់ដំបង មុនពេលមកមកដល់ឬក្នុងពេលអ្នកនៅទីនេះដោយរបៀបណា (សូមជ្រើសរើសបីក្នុងចំណោមប្រភពព័ត៌មានទូទៅបំផុត)

44 responses



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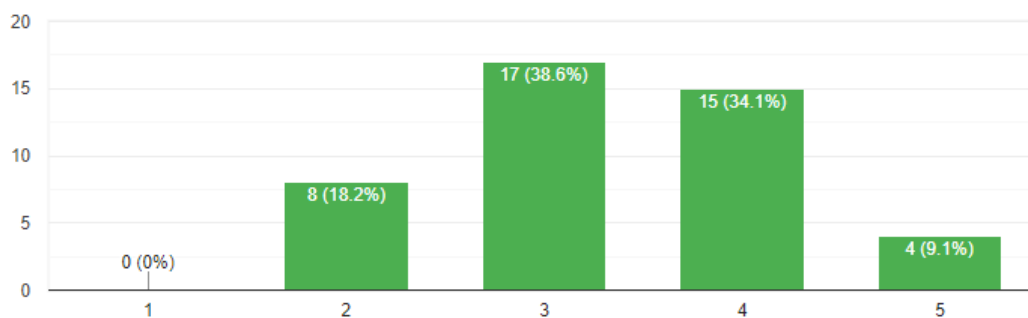
4. ACTIVITIES

A door open for new activities

Most of the respondents seem to be mainly ok with the amount of activities available in Battambang. Though, as the majority was not fully happy, we believe that adding a new activity might not overload the existing offerings.

5. Are you happy with the amount of activities available or have you been looking for more things to do in Battambang? (Please choose a number on this scale) - តើអ្នកសប្បាយចិត្តនឹងចំនួនសកម្មភាពដែលមានឬក៏អ្នកកំពុងតែស្វែងរកអ្វីដែលត្រូវធ្វើបន្ថែមទៀតនៅខេត្តបាត់ដំបង? (សូមជ្រើសរើសលេខនៅលើការថ្លឹងថ្លែងនេះ)

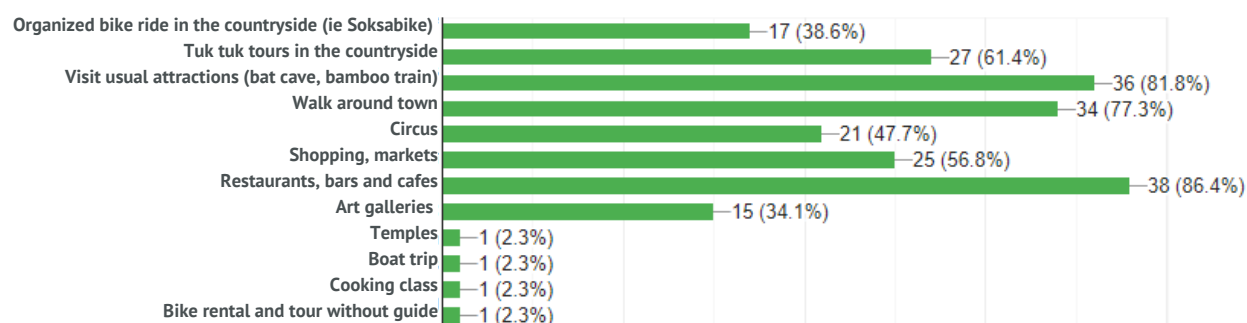
44 responses



The main activities undertaken by the survey's respondents were visiting the usual tourist activities (Bamboo Train, Bat Caves), as well as walking around the town and taking a tuk tuk tour in the countryside.

6. What activities have you done, or are you planning to do WHILE IN BATTAMBANG? (Please tick any you have done already, or that you plan to do) - តើសកម្មភាពអ្វីដែលអ្នកបានធ្វើឬអ្នកគ្រោងនឹងធ្វើនៅពេលដែលនៅក្នុងខេត្តបាត់ដំបង? (សូមគូសដីកអ្វីដែលអ្នកបានធ្វើរួចហើយឬដែលអ្នកមានគម្រោងធ្វើ)

44 responses

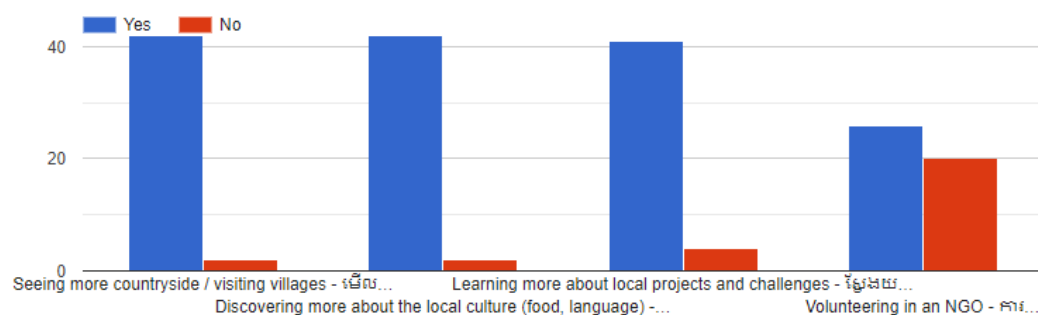


5. INTEREST IN NEW ACTIVITIES

High interest in discovering the local culture and local projects

On the graph below, we can see that participants would have been or are interested in seeing more countryside, discovering the local culture but also local challenges and projects. A very positive result for us! 26 people would also consider volunteering in an NGO while being in Battambang. People are willing to help out which represents a good opportunity for us to catch them.

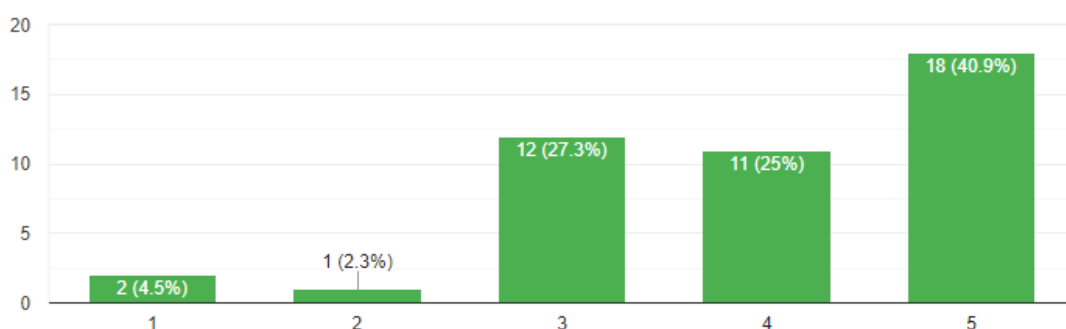
7. Please tick any of the following you might have been interested in doing while in Battambang? - សូមគូសដឹកកន្លែងខាងក្រោមណាមួយដែលអ្នកប្រហែលជាចាប់អារម្មណ៍ចង់ធ្វើពេលនៅខេត្តបាត់ដំបង?



We can definitely confirm this trend by looking at the results below. 40% of respondents would be interested in visiting a local NGO and learn more about what they are doing. Opening an activity at CFI would enable us to respond to this demand.

9. Would you be interested in visiting local NGOs and learn more about what they are doing? (Please choose a number on this scale) - តើអ្នកចាប់អារម្មណ៍ចង់ទៅមើលអង្គការក្រៅរដ្ឋាភិបាល ក្នុងស្រុកនិងស្វែងយល់បន្ថែមអំពីអ្វីដែលពួកគេកំពុងធ្វើដែរឬទេ? (សូមជ្រើសរើសលេខនៅលើការផ្តោតផ្ទៃនេះ)

44 responses



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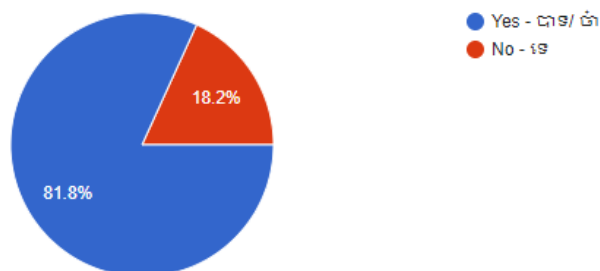
6. THE WORKSHOP

A positive and encouraging feedback

After clearly identifying an interest in helping local NGOs, we wanted to know if our first idea of launching a workshop was something travellers would consider doing. Out of 44 respondents, 36 would be interested in participating in such a workshop.

11. We would like to propose a half day workshop where participants would have to put themselves in the shoes of a Cambodian girl and work in groups on different topics / challenges we are dealing with at CFI. Would you be interested in participating in such a workshop? - ពួកយើងសូមស្នើឱ្យមានសិក្ខាសាលារយៈពេលកន្លះថ្ងៃដែលអ្នកចូលរួមត្រូវដាក់ខ្លួន ឱ្យ ដូចជាដំណើរបស់ក្មេងស្រីកម្ពុជា ហើយធ្វើការជាក្រុមលើប្រធានបទផ្សេងៗ / បញ្ហាប្រឈម ដែលយើង កំពុងដោះស្រាយនៅ CFI ។ តើអ្នកចាប់អារម្មណ៍ចូលរួមសិក្ខាសាលាបែបនេះទេ?

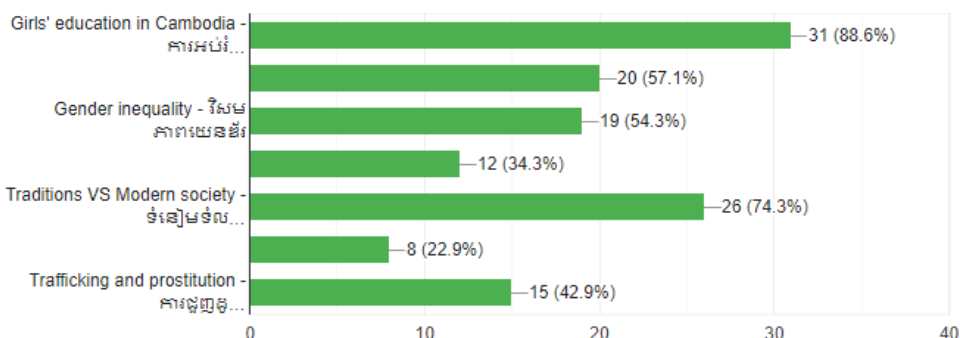
44 responses



It was also important for us to identify the topics people would like to learn more about. As we can see, the three main topics are girls' education, tradition VS modern society and job opportunities for girls.

12. If yes, which topics would you be interested in? (Please choose up to 3 answers) - ប្រសិនបើ យល់ព្រម តើអ្នកចាប់អារម្មណ៍លើប្រធានបទមួយណា? (សូមជ្រើសរើសចម្លើយចំនួន ៣ បី)

35 responses



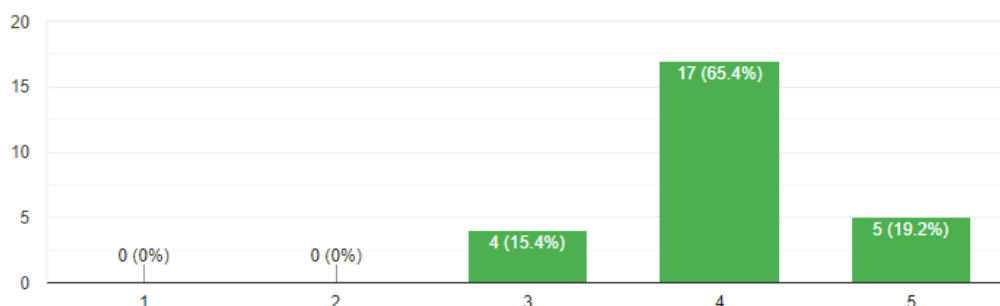
6. THE WORKSHOP

Cross analysis with staff survey

As we've seen before, travellers would be interested in participating in an educational workshop. Yet, at CFI, staff's well being comes before anything else. We therefore wanted to make sure that our staff was also excited about this project. We created a survey to gather their opinions and concerns. We can see below that our staff are also keen about this idea..

7. សំរាប់បច្ចុប្បន្ន គំនិតដំបូងគួរតែត្រូវបង្កើតនោះគឺ សិក្ខាសាលា ដែលអ្នកចូលរួមគួរ យកចិត្តទុកដាក់ ដាក់ក្នុង ចិត្តរបស់ ក្មេងស្រីកម្ពុជា ហើយធ្វើការជាក្រុម លើប្រធានបទផ្សេងគ្នា ដែល CFI កំពុងដោះស្រាយ។ - For now, the first idea would be to create a workshop where participants would have to put themselves in the shoes of a Cambodian girl, and work in teams on different topics CFI is dealing with. How do you feel about this idea?

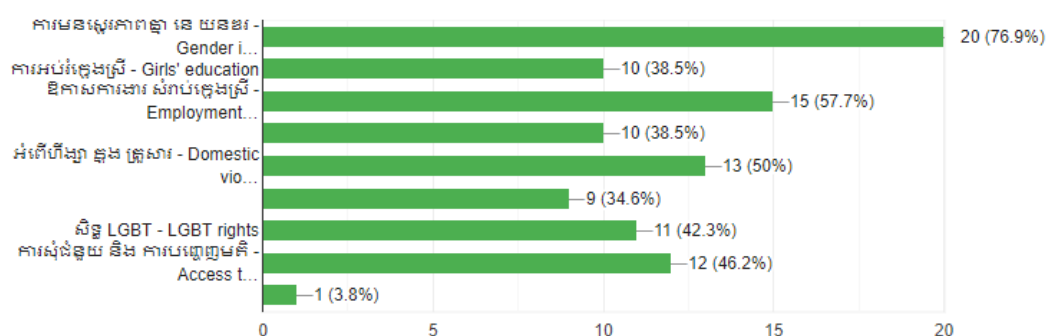
26 responses



Concerning the potential topics, our staff would like us to cover in priority gender inequality, girls' education and employment opportunities. With a similar interest as travellers, our topics will reflect our work at CFI and try to answer visitors' questions.

8. តើប្រធានបទអ្វីដែលអ្នកចង់អោយយើងដាក់នៅមុខគេ? (សូមជ្រើសរើសចម្លើយ អោយបាន៤) - What topics would you like us to cover? (Please choose up to 4 answers)

26 responses



11

7. STAFF FEEDBACK

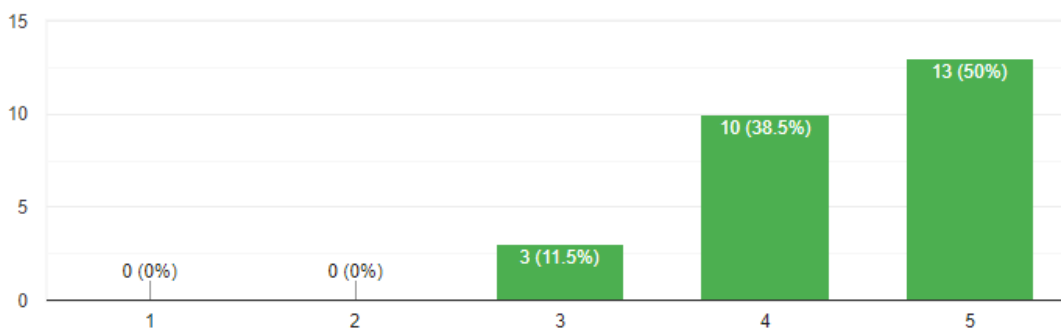
CFI and ethical tourism

After clearing up the fact that this project would attract visitors, it was important for us to make sure that our staff would feel comfortable with this idea. First of all, it is important to say that our staff liked the idea of CFI being involved in ethical tourism.

1. តើអ្នកពេញចិត្តទៅនឹងគំនិត របស់ CFI ក្នុងការចូលរួម ក្នុង កម្រោងក្រមសីលធម៌ទេសចរណ៍ឬទេ?

- Do you like the idea of CFI being involved in ethical tourism? (see definition above)

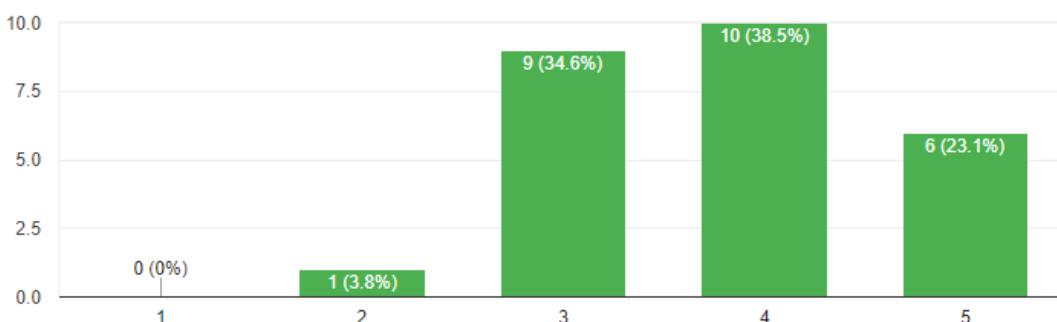
26 responses



The majority would feel comfortable with visitors coming to CFI which is also a positive result.

2. តើអ្នកមានអារម្មណ៍សុខស្រួលទេ នៅពេលមានភ្ញៀវ មកលេងនៅ CFI ? - Would you be comfortable with visitors coming to CFI?

26 responses



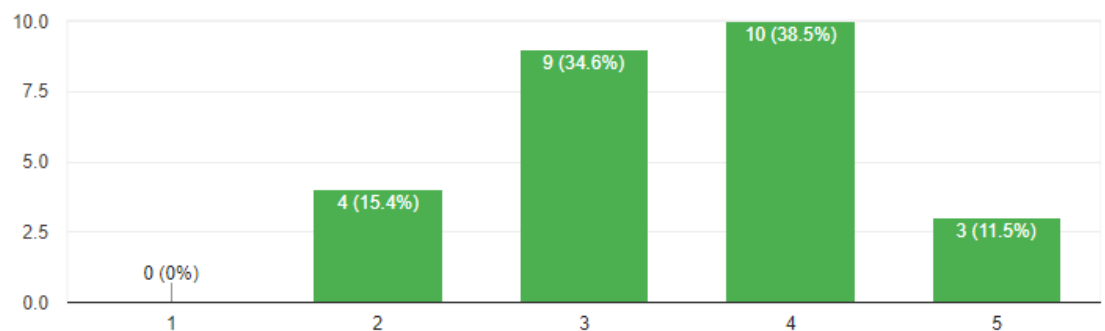
7. STAFF FEEDBACK

Happy about interaction but less about distraction

Yet, even if most of our staff feel comfortable with having visitors coming to CFI, less feel comfortable with having people visiting their office. As a result, we are planning to open discussions with the team in order to understand if it is a matter of privacy, potential disruption or something else that concerns them.

3. តើអ្នកមានអារម្មណ៍សុខស្រួលទេនៅពេលមានមនុស្សមកលេងការិយាល័យរបស់អ្នក? - Would you be comfortable with people visiting your office?

26 responses



Because funnily enough, all our staff would be happy to speak with visitors.

4. តើអ្នកយល់ស្រប ក្នុងការនិយាយជាមួយពួកគេទេ? - Would you accept to chat with them?

26 responses



13

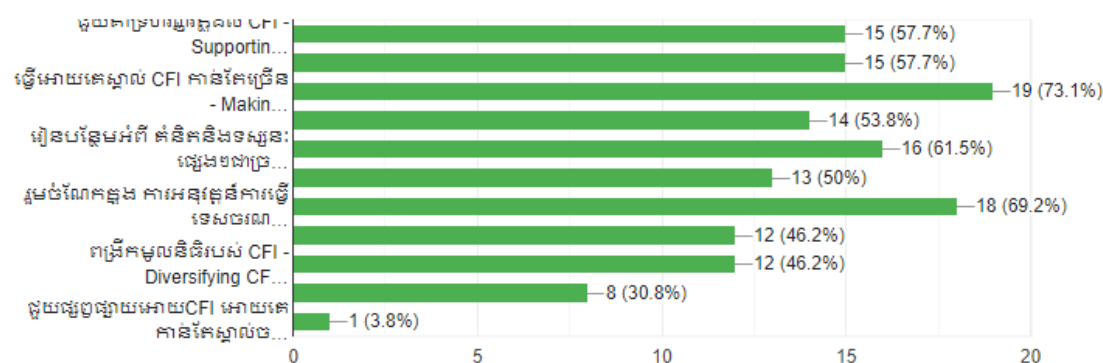
7. STAFF FEEDBACK

Advantages and disadvantages

We have also wanted to know what benefits it would have to welcome visitors at CFI. According to our staff it would increase our visibility, enable us to share our work with others and give us the opportunity to learn more about different points of views.

5. ដោយយោងទៅលើការសំរេចចិត្តរបស់អ្នក សូមថា តើអ្វីអាចជាប្រយោជន៍អ្វីខ្លះ ដែលមានអ្នកមកលេងនៅ CFI? (សូមជ្រើសរើសចម្លើយពីមួយដល់បួន) - According to you, what would be the benefits of having visitors at CFI? (Please choose up to 4 answers)

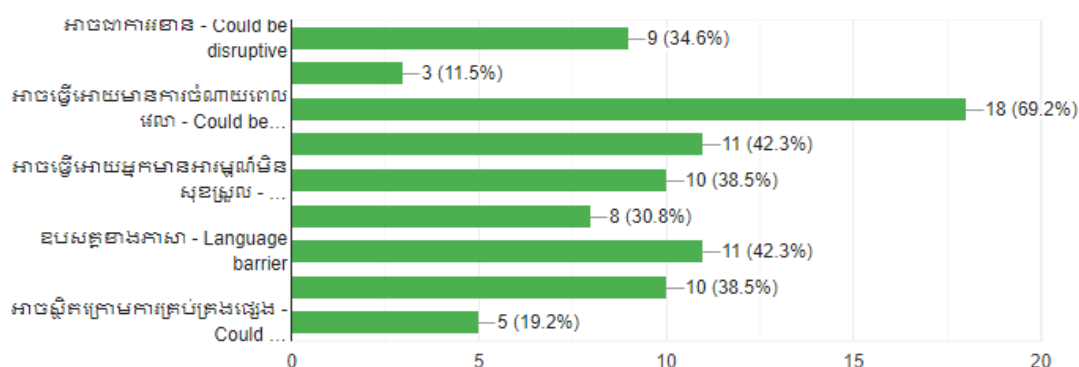
26 responses



On the other hand, our staff strongly fear that it could be too time consuming, could harm our beneficiaries or could be difficult because of the language barrier. Once again we are planning to open a discussion with the team to find out more about those concerns and think of solutions to minimize or avoid them.

6. យោងតាមគំនិតរបស់អ្នក តើអ្នកគិតដូចម្តេចខ្លះដែលអាចជា គុណវិបត្តិ ដែលមានអ្នកមកលេងនៅ CFI? (សូមជ្រើសរើសពី មួយ ដល់ បួន) - According to you, what do you think could be the disadvantages of having visitors at CFI? (Please choose up to 4 answers)

26 responses



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CONCLUSION AND NEXT STEPS

POSITIONING AND TARGETING

After gathering these pieces of information and identifying a clear interest from potential visitors in helping local NGOs and participating in an educational workshop, we will pursue this idea and start the planning and designing.

From the workshop components, to the targeting, positioning, distribution, pricing and promotion, we will start putting all the pieces together to respond appropriately to the travellers' needs and market trends.

As mentioned in the report, we are also going to open discussions with our team in order to have a deeper understanding of the survey's results. We also plan on preparing and delivering a cultural communication training in the next few weeks to raise awareness around cultural differences and potential misunderstandings.

Concerning the workshop, we have attributed one topic to each team at CFI in order to discuss potential scenarios and create an activity as realistic as possible.

