



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2012 series:

Virak C. Sarm

Master of Tourism Management student, School of Management

Managing visitor interpretation at a UNESCO World Heritage Site: A supply- side perspective of Angkor Wat, Cambodia

Thursday, 24 May 2012, 12:15 - 13:15, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Interpretation and its relevance for visitor experiences have been discussed extensively but little attention has been paid to the management of interpretation by various stakeholders. UNESCO world heritage sites involve a number of different organisations but their involvement in interpretation management is not well understood. This study aims to examine the structure of interpretation management and to identify the objectives in interpretation from various stakeholder organisations' perspectives. Other influential factors, for example decision making, are studied. Angkor Wat temple, a UNESCO world heritage site in Cambodia, is used as a case study. The research takes a supply-side perspective; in-depth interviews were conducted with representatives from UNESCO, the Ministry of Tourism, site management teams, tour guides and tour companies.

Virak C. Sarm is a Master of Tourism Management student. He has worked for APSARA, Authority for the Protection and Management of Angkor and the Region of Siem Reap. Virak is concerned about the current tourism development at Angkor archaeological park where site interpretation is still limited.