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LET'S VISIT ANGKOR ARCHAEOLOGICAL PARK: INITIATING GREEN SERVICE VALUE AND CSR IN SIEM REAP PROVINCE, CAMBODIA

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Abstract: In the modern tourism landscape, green service value and corporate social responsibility (CSR) have evolved from optional ethical choices to fundamental drivers of business sustainability and competitive advantage. The advancement of these indicators within the tourist destinations can significantly influence not only public trust but also intention to visit the destinations. This research investigates tourists' visit intention in Angkor Archaeological Park in Siem Reap Province, Cambodia, by examining its associations with green service value and trust, along with CSR as the moderator. 500 data were gathered from both local and international tourists at four different international airports of Cambodia. These data were analyzed by using a Path Analysis Method. Results revealed that green service value influenced trust and visit intention, while trust influenced visit intention. These statistics indicated that when tourists perceived more benefit from consuming green services around the Angkor Archaeological Park, they not only trusted but also wanted to visit the Angkor Archaeological Park. Furthermore, the advancement of their trust further promoted higher intention to visit the Angkor Archaeological Park. Meanwhile, CSR moderated the links between green service value and visit intention and between trust and visit intention. These moderating outcomes underscored that the more practices of CSR significantly advanced the impacts of green service value and trust on tourists' intention to visit the Angkor Archaeological Park. This research underlined the significant roles of green service value and CSR in promoting tourists' visit intention in Angkor Archaeological Park, located in Siem Reap Province of Cambodia. These outcomes suggest that the Cambodian Ministry of Tourism must focus on advancing green service values and CSR campaigns among local entrepreneurs. Strengthening these indicators in Siem Reap Province will help maintain sustainable tourist visit rates for the Angkor Archaeological Park.

Keywords: Siem Reap, Cambodia, Angkor Wat, Ta Prohm, Bayon, visit intention, CSR

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INTRODUCTION

So far, Cambodia has been one of the most popular tourist destinations, located in Southeast Asia (Tourism of Cambodia, 2024). One of its tourist attractions is Siem Reap province, where tourists have considered it the cultural heartbeat of the country (Tourism Development Plan Team, 2020). It sprawls over the Angkor Archaeological Park, a UNESCO World Heritage Site that covers the Top Most Visited Ancient Stone Temples such as Angkor Wat (the Grand Temple), Bayon (the Face-adorned Temple), and Ta Prohm (the Jungle-entwined Temple) as the monumental remains of the Khmer Empire from the 9th to 15th centuries (Bakalin et al., 2023; Wager, 1995). These Khmer Ancient Temples are not only the architectural masterpieces of stones and laterite but also the sacred landscapes where the cosmological beliefs of Buddhism and Hinduism are exemplified. To this day, Siem Reap Province has been a geographical and cultural identity of Cambodia, which attracts millions of tourists from both Local and International to visit, relax, and conduct various historical research studies to explore the greatness of the Khmer Empire Legacies. Meanwhile, as the government of Cambodia has tried to preserve and protect the geographical sites of Siem Reap Province, all entrepreneurs within the areas are encouraged to prioritize green service value (Hang & Ratasuk, 2025) and practice corporate social responsibility (CSR) (APSARA, 2026), which aim to promote more tourists' visits by offering healthy services to all guests with the less impact on the surrounding environment of the Khmer Ancient Temples (Baniya et al., 2021; Sokhean, 2025). These practices can contribute to heritage preservation, respond to green market demand, and promote competitive differentiation in hospitality services of the current geographical sites to transform tourist experience from massive sightseeing into a more meaningful

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social contribution within the areas. Despite the expected benefits derived from the current practices, the success rate of promoting tourists' intention to visit these Khmer Ancient Temples remains uncertain since there has been no specific report of tourists' insights responding to the current practice of CSR and green service value yet. This uncertainty can significantly undermine entrepreneurs' motivation to invest in green practices to develop green hospitality services and to contribute to the long-term preservation of the Khmer Ancient Temples. Therefore, a constructive study is needed to examine the roles of green service value and CSR practices in influencing tourists' intentions to visit the Khmer Ancient Temples.

From researchers' best understanding, several studies have developed different mechanisms to promote tourists' visit intention in the Angkor Archaeological Park via different factors such as perceived behavioral control, utilitarian value, reputation, consumer emotions, knowledge sharing, perceived environmental responsibility, emotional attachment, and environmental value (Kamboj et al., 2022; Khoi & Le, 2025; Mansoor et al., 2025; Nguyen et al., 2024; Raza et al., 2023; Saleem et al., 2021; Yang et al., 2023; Yu et al., 2025). Although these variables are formulated to predict tourists' visit intention in the Angkor Archaeological Park, some limitations have not elaborated on how tourists perceive green service value and trust in the Angkor Archaeological Park, since existing theoretical associations emphasize that green service value can influence not only trust (Monfort et al., 2025) but also tourists' visit intention (Ferreira & Pereira, 2025).

Meanwhile, the involvement of CSR can promote positive public opinions, which creates more service value (Raza & Farrukh, 2023) and consumer confidence (Ahn & Kwon, 2020) to use more services with the firms. Despite having a few factors related to environmental contexts, prior studies have not consolidated the moderating effects of corporate social responsibility (CSR) into the model to further assess the possible changes in the impacts of green service value and trust on tourists' visit intention in Angkor Archaeological Park. So far, not many studies have incorporated these variables to investigate tourists' visit intention in the Angkor Archaeological Park. This creates two main research questions: How does green service value influence tourists' visit intention in the Angkor Archaeological Park? And how does CSR moderate the relationships between green service value, trust, and tourists' visit intention in the Angkor Archaeological Park? From the uniqueness of this research, examining how perceived green value is associated with trust and tourists' visit intention, along with CSR as the moderator, can reveal tourists' insights, which pave the way for all entrepreneurs around Angkor Archaeological Park to analyze and develop an effective strategy to promote more tourists' visit intention around Angkor Archaeological Park. Hence, this research proposes a Sustainable Tourist Visit Model (Figure 5), aiming to investigate how green service value influences trust and tourists' visit intention, along with the moderating effects of CSR on the associations: 1) between green service value and tourists' visit intention, and 2) between trust and tourists' visit intention.

Literature Review

Visit Intention and the Angkor Archaeological Park

Visit intention refers to a person's likelihood to physically visit a particular destination (Davari & Jang, 2021). In the tourism industry, a certain propensity for visit intention can determine the person's actual visit to the destination. Research outlines that tourists have visit intention depending on their judgment, which is derived from evaluating various key determinants such as the surrounding environment, service offerings, attractiveness of the destinations, traveling experience, pricing conditions, etc. Once the evaluation outcomes are positive, they are likely to have higher visit intention (Lam & Gao, 2020). However, since the world is concerned about climate change, along with the intense marketing competition within the tourism industry (Wu et al., 2024), tourists also require more green hospitality services and a green environment to satisfy their travel, stay, and relaxation within the destinations (Sanjaya et al., 2024).

Therefore, investigating the related factors influencing tourists' visit intention in the current market trend is essential to promote more tourists' visits to destinations in the future; thus, it can increase the employment rate and business growth, and economic growth of the country (Chaturvedi et al., 2024; Mansoor et al., 2025).

Angkor Archaeological Park has been the cornerstone of the tourist industry in Cambodia. Most travelers, from local and international tourists, have witnessed the greatness of Khmer Ancient Temples with the three most popular attraction sites, namely, Angkor Wat Temple (Figure 1), Bayon Temple (Figure 2), and Ta Prohm Temple (Figure 3), lied within the geographical map of Angkor Archaeological Park (Figure 4) (Tourism of Cambodia, 2025).



Figure 1. Angkor Wat Temple from Glancey (2017)



Figure 2. Bayon Temple from Giang (2024)



Figure 3. Ta Prohm Temple from Sopherth (2025)

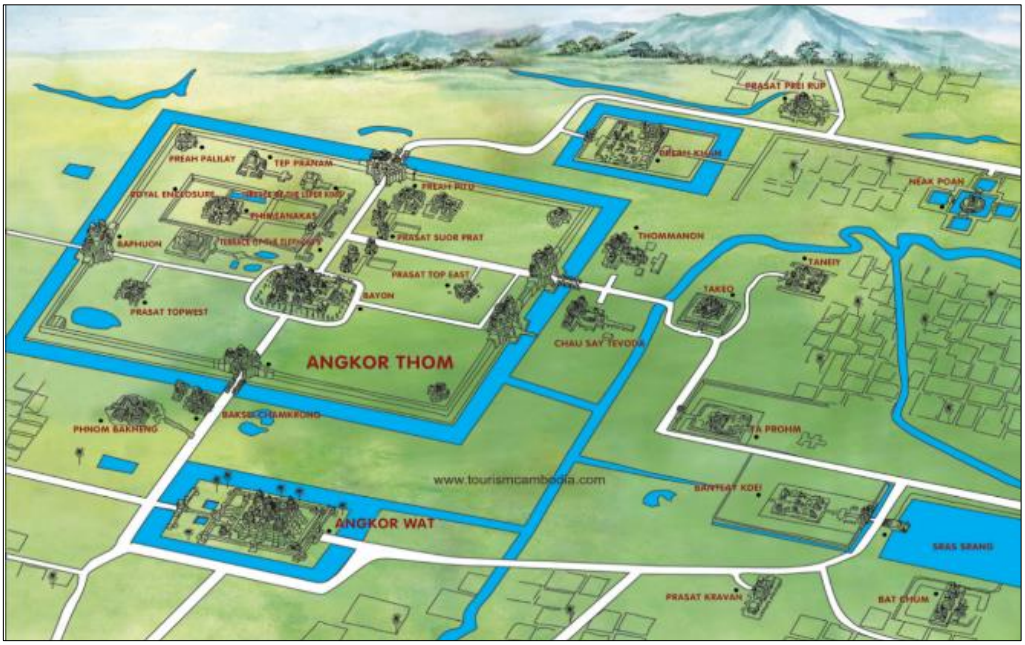


Figure 4. A Geographical Map, representing the whole area of Angkor Archaeological Park, published by Tourism of Cambodia (2025)

These Khmer Ancient Temples have become not only a national identity but also a tourism branding slogan for Cambodia, known as "the Kingdom of Wonder" (Huadhom & Trakulkasemsuk, 2017) where the country has opened its doors to welcome all visitors and researchers to visit and investigate the roots of the country's origin, culture, and languages via the attraction of the Angkorian civilization (Bakalin et al., 2023; Wager, 1995). As the Angkor Archaeological Park has gained more popularity, more constructions, along with a new international airport (Siem Reap-Angkor International Airport) have been opened to welcome more passengers, with a capacity of 7 million passengers, while its long-term plan can reach 20 million passengers by 2024 to accommodate the growing population (Thant, 2025). With the high growth rate of visitors, hospitality services play an essential part in serving all tourists to relax and stay for a certain period of time (Tourism Development Plan Team, 2020). To combat temple fatigue, the local entrepreneurs from resorts, hotels, restaurants, etc., are encouraged to develop green services and practice CSR to contribute to the conservation of nature and the environment around the Angkor Archaeological Park (Baniya et al., 2021; Nguyen, 2025).

This sustainable practice is expected to attract more tourist visits within the area so that it can promote sustainable business growth, enhance employment, and improve economic performance in the country. Despite these advantages, research must be conducted to examine how CSR and green service value can influence tourists' intention to visit the Angkor Archaeological Park so that an effective policy and implication can be developed.

Green Service Value

Green service value is defined as an overall assessment of a service offering based on its environmental and sustainable benefits (Yan et al., 2024). This reflects how much consumers perceive that the service offerings contribute to sustainability, which aligns with the value of eco-consciousness. Based on value assessment, perceived green benefits must

be higher than perceived sacrifices (Jalu et al., 2024). In an association with trust, any improvement of green service value significantly triggers positive psychology (Monfort et al., 2025). Consuming green services benefits not only personal well-being but also the environment as a whole. This is the core value that advances a more positive attitude toward acceptance rather than rejection. Consumers demonstrate their confidence in the green offering value, which results in higher belief in the current firms' green service offerings. From this point of view, consumers appear to feel less risk with the green services; therefore, their trust in the green services has been confirmed (Amin & Tarun, 2020).

With visit intention, green service value can reinforce the fulfillment of consumption purposes among consumers (Ferreira & Pereira, 2025). Consumers are triggered by the ways they perceive benefits (e.g., fair pricing, quality, performance, affection, etc.) from using the green services. Once these benefits grow larger, consumers highly value the green services, which later develop emotional and social value. Subsequently, it bridges consumers' desire and willingness to interact and advocate for the firms. This situation allows consumers to build relationships with the brands, which easily motivates them to make an intention to visit the firms. Therefore, improving green service value can promote visit intention (Luong, 2024). From the above discussions, the associations between variables can be hypothesized as follows:

H1: Green service value positively affects tourist trust.

H2: Green service value positively affects tourists' visit intention.

Tourist Trust

Trust refers to a person's belief in a certain offering provided by the firm after feeling risk with the offering (Nguyen et al., 2024). However, consumers can make this decisive relationship with the service providers, unless there is a low/ zero perceived uncertainty with the service offerings (Nupueng et al., 2024). With tourists' visit intention, having trust can foster a relationship between buyers and sellers (Huang et al., 2025). With the rising relationship, consumers often feel confident with any service offerings provided by the firms. Furthermore, they also consider service offerings reliable for consumption; thus, they appear to perceive low risk and are willing to accept the service offerings from the firms. Subsequently, consumers possibly possess more dependability on the service offerings, which enables them to make any possible approach and interact with the firms for service consumption. As a result, consumer trust significantly influences consumers to engage with the firms (Anwar, 2025). Based on the explanation, this study can hypothesize the connection as follows:

H3: Tourist trust positively affects tourists' visit intention.

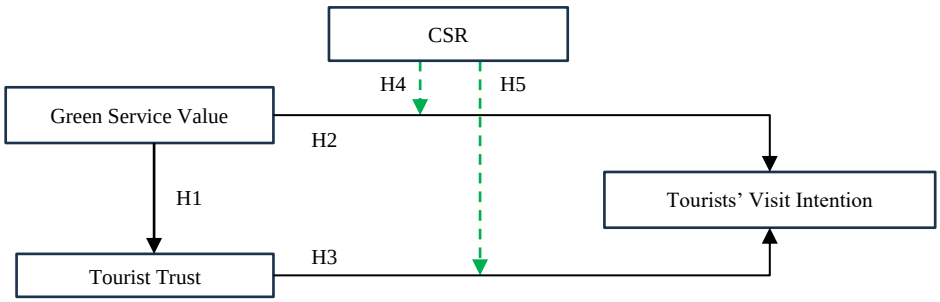


Figure 5. Sustainable Tourist Visit Model

Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) refers to the voluntary initiatives undertaken by businesses to support sustainable development across social, environmental, and economic domains (Liu et al., 2020). This concept encompasses three key dimensions. First, Social CSR emphasizes a company's duty to promote the welfare of its employees and the communities in which it operates. Second, Economic CSR highlights the role of businesses in fostering economic growth while adhering to ethical standards and sustainable practices. Third, environmental CSR focuses on reducing the ecological impact of business activities, particularly in lowering carbon emissions to protect environmental health. Collectively, CSR functions as a form of sustainable business practice, enabling organizations to align their operations with broader societal, economic, and ecological values. For its moderating effect on the link between green service value and visit intention, CSR can influence consumers to understand the benefits derived from using the eco-friendly services (Raza & Farrukh, 2023).

In addition, this allows consumers to understand the core value of their consumption, which significantly promotes more interest in interacting with the firms (Hamdoun et al., 2026). Subsequently, consumers can feel that they also contribute to sustainable practices and ethical service consumption to maintain a healthy surrounding environment (Gunawan et al., 2025; Hsiao et al., 2026). This helps consumers understand the worthiness of eco-friendly services, which further influences visit intention with the firms more. Hence, the involvement of CSR is likely to strengthen the connection between green service value and visit intention (Chang & Hsiao, 2025; Zhang et al., 2025).

For its moderating effect on the link between trust and visit intention, the implication of CSR can promote a more positive image of the firms, allowing consumers to see the more positive side of the firms' actions (Ahn & Kwon, 2020; Untilov et al., 2026). Particularly, for those who are health and environment-conscious, the sustainable practices derived from implementing CSR can make consumers feel more reliant upon the green service offerings. Thereafter, this situation can lower their concerns with their service consumption, which can affect them and the surrounding environment (Aghaei et al., 2026; Vuong et al., 2025). Therefore, it enhances individuals' positive psychology, which creates more consumer trust and self-confidence for engaging with the firms' service offerings. Therefore, it is possible

that CSR possibly strengthens the connection intensity between trust and visit intention (Fatawu et al., 2025; Omidvar et al., 2025). From the above discussion, the associations between variables can be hypothesized below:

H4: CSR moderates green service value and tourists' visit intention.

H5: CSR moderates tourist trust and tourists' visit intention.

METHODOLOGY

Sample and Data Collection

This research aimed to understand tourists' visits to the Angkor Archaeological Park in Siem Reap Province, the Kingdom of Cambodia. This research invited both local and International Tourists to participate in this research. However, to be eligible for participation in this research, all respondents had to have experienced travelling to visit any tourist destinations at least in the last six months. This requirement was set to ensure that they possessed the characteristics of tourists, such as visiting, traveling, sightseeing, relaxing, and staying around the tourist sites. Meanwhile, researchers avoided inviting the normal business travelers who focused on their business activities rather than intentional explorers in geographical areas. In data collection, researchers surveyed 500 tourists at four different international airports, namely, Siem Reap–Angkor International Airport, Techo International Airport, Sihanouk International Airport, and Dara Sakor International Airport. Upon their arrival, researchers waited in front of the airports and approached them with two screening questions: "Are you planning to travel around Cambodia? Did you use to travel and visit any destination in the last 6 months"? Once these two screening questions were answered as "Yes", researchers asked for their consent to participate in this research.

After that, researchers provided them with a set of questionnaires to answer in around 10 minutes, only after they agreed to join. Finally, researchers received all questionnaires from the respondents, giving a validity rate of 417 data for analysis after nearly two months of data collection (between 20th December 2025 and 14th February 2026).

Survey Tool and Content Development

A survey tool of this study concentrated on four main studied variables, namely, green service value, tourist trust, CSR, and tourists' visit intention. These variables contained items that were originally borrowed from past literature. Particularly, items of green service value were borrowed from Leong et al. (2023). Next, items of tourist trust were borrowed from Ruan et al. (2020). After that, items of visiting intention were borrowed from Madi et al. (2024). Finally, items of CSR were borrowed from Liu et al. (2020). All of the borrowed items were modified and revised to ensure content suitability for tourists who came to stay in the Angkor Archaeological Park. For content validity, researchers applied two main mechanisms to further develop the content validity of the survey tool. First, these items were employed on a 5-point Likert Scale (ranging from 1=Strongly Disagree to 5=Strongly Agree) to let the respondents answer the questionnaire items. Next, researchers applied a pilot-testing mechanism with at least 30 respondents to evaluate content reliability. To assess this reliability testing, Cronbach's Alpha statistics of each variable were required to be at least 0.7, following the suggestion of Bujang et al. (2024). Based on Table 1, each variable received pre-test Alpha scores ranging from 0.776 to 0.902, which passed the minimum threshold of content reliability. Finally, researchers also continued revising and modifying the questionnaire content following the respondents' comments from the pre-testing period. The revised questionnaire items were incorporated into Table 1.

Table 1. Survey Tool Development

Variable	Items	Pre-test Alpha
Green Service Value	1) I think green hospitality services around the Angkor Archaeological Park are produced with high quality compared to price. 2) I think the price tag on the green hospitality services around the Angkor Archaeological Park is acceptable. 3) I think it is essential to use green hospitality services when I travel to Angkor Archaeological Park. 4) I think green hospitality services are important to all tourists and travelers who come to visit the Angkor Archaeological Park.	0.861
Tourist Trust	1) I believe that green hospitality services around the Angkor Archaeological Park provide reliable services to all tourists and travelers. 2) I believe that green hospitality services can contribute significantly to a low carbon footprint around the Angkor Archaeological Park. 3) I believe that green hospitality services can improve the well-being of the tourists and the environment of Angkor Archaeological Park. 4) Overall, I highly trust the green hospitality services around the Angkor Archaeological Park.	0.902
Corporate Social Responsibility (CSR)	1) I believe that green hospitality service firms around the Angkor Archaeological Park also care about many social aspects in our community. 2) I think green hospitality service firms also share knowledge of how green services can better change the environment around the Angkor Archaeological Park. 3) I think green hospitality service firms provide only environmentally friendly services, which have zero impact on the environment around the Angkor Archaeological Park. 4) I think green hospitality service firms around the Angkor Archaeological Park also attract more inflows of tourists, which can generate more revenues for local people.	0.776
Visit Intention	1) I often search and learn about green hospitality service firms around the Angkor Archaeological Park in Siem Reap Province, Cambodia. 2) I think it is going to be an interesting travel experience to relax at green hospitality service firms around Angkor Archaeological Park. 3) I plan to visit the Angkor Archaeological Park and relax at the green hospitality service firms after I finish my sightseeing at other locations in Cambodia.	0.890

RESULTS

Normality and Multicollinearity Statistics

In this section, researchers examined data normality and multicollinearity statistics before model assessment of the path analysis technique. These statistics were elaborated as follows: For data normality, researchers examined kurtosis and skewness statistics, for which each variable required scores ranging between -1.96 and +1.96 (Kim et al., 2024). Based on Table 3, all variables obtained Kurtosis (ranging from -0.118 to 0.982) and Skewness (ranging from -0.085 to 1.023), which were higher than the minimum thresholds of data normality. For multicollinearity, researchers performed collinearity diagnostics by examining variance inflation factors (VIF). In this evaluation, each variable's VIF score was equal to or lower than 5.0, indicating no serious concern of multicollinearity (Kim et al., 2024). Table 2 highlighted that all variables received VIF scores (ranging from 2.188 to 4.196) lower than 5.0. Therefore, no multicollinearity was suspected in this research.

Table 2. Normality and Collinearity Statistics

Variable	Data Normality		Collinearity Diagnostics
	Kurtosis	Skewness	VIF
Green Service Value	0.982	1.023	2.188
Tourist Trust	0.698	-0.085	3.450
Tourists' Visit Intention	0.936	0.588	1.698
Corporate Social Responsibility	-0.118	0.243	4.196

Research Model Assessment

This study applied a path analysis statistical technique to analyze the collected data. There were two main statistical assessments, such as model measurement and model fitness, which were reported as follows: In model measurement, model reliability and model validity were examined following the suggestion of Deng & Yuan (2023). For model reliability, a Cronbach's Alpha (α) and composite reliability (CR) scores were at least 0.7. Table 3 revealed that the studied variables received Alpha scores (ranging from 0.794 to 0.906) and CR scores (ranging from 0.770 to 0.899) higher than 0.7. For model validity, researchers reported convergent and discriminant validity statistics. In convergent validity, the average variance extracted (AVE) scores were at least 0.5. Table 3 outlined that the studied variables obtained AVE scores (ranging from 0.698 to 0.812), higher than 0.5. In discriminant validity, the scores of each correlation were lower than the square root of the AVEs.

In Table 3, the square root of AVEs' scores (ranging from 0.835 to 0.901) were above the correlations' scores (ranging from 0.498 to 0.704). Therefore, all required scores for the model measurement already passed the minimum requirements, indicating enough model reliability and validity for this study. In model fitness, researchers had to evaluate fitness indicators (e.g., CMIN2/df, GFI, NFI, CFI, AGFI, RMSEA, and PCLOSE) with scores higher than the thresholds listed in Table 4, following the suggestion of Kim & Yeo (2025). From Table 4, each indicator had scores higher than the requirement of fitness level; thus, the model of this study was assumed to be a good fit for analyzing the Path Analysis Statistical Technique.

Path Analysis Statistics

This study contained critical statistics and hypotheses, which were reported in Table 5, Figure 5, Figure 6, and Figure 7. From the direct coefficient beta, green service value (β=37, p<0.001) demonstrated a significant effect on tourist trust.

Table 3. Model Measurement

Variable	Alpha (α)	CR	AVE	Discriminant Validity Test			
				1	2	3	4
Green Service Value	0.833	0.770	0.812	**0.901**			
Tourist Trust	0.794	0.813	0.698	0.584	**0.835**		
Visit Intention	0.798	0.855	0.707	0.612	0.704	**0.841**	
Corporate Social Responsibility	0.906	0.899	0.773	0.522	0.498	0.565	**0.879**

Table 4. Model Fitness

Indexes	Scores	Thresholds	Results	Indexes	Scores	Thresholds	Results
$CMIN^2$/df	2.449	<3	Acceptable	AGFI	0.990	>0.8	Acceptable
GFI	0.979	>0.9	Acceptable	RMSEA	0.033	<0.08	Acceptable
NFI	0.955	>0.9	Acceptable	PCLOSE	0.108	>0.05	Acceptable
CFI	0.981	>0.9	Acceptable				

Table 5. Critical Statistics and Hypotheses Results (Note: * represents p<0.05 whilst ** presents p<0.01)

Direct Coefficient Beta					
Predictors	**Dependent Variables**	**St.D Beta**	**p-value**	**Sig. Lv.**	**Hypotheses Results**
Green Service Value	Tourist Trust	0.37	0.000**	Sig.	Supported
Green Service Value	Visit Intention	0.43	0.000**	Sig.	Supported
Tourist Trust		0.52	0.000**	Sig.	Supported

Moderating Path Testing					
Moderating & Interacting Variables	**Dependent Variables**	**St.D Beta**	**p-value**	**Sig. Lv.**	**Hypotheses Results**
CSR	Visit Intention	0.30	0.000**	Sig.	Confirmed
Green Service Value*CSR		0.26	0.016*	Sig.	Supported
Tourist Trust*CSR		0.34	0.000**	Sig.	Supported

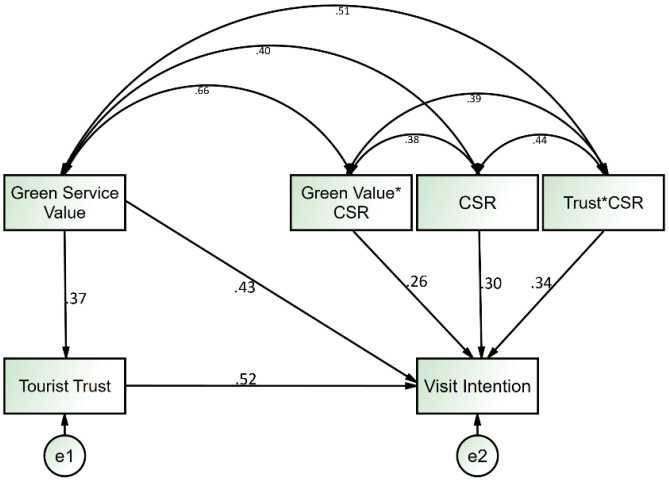


Figure 5. Path Analysis Statistics

Moreover, green service value (β=43, p<0.001) and tourist trust (β=52, p<0.001) demonstrated significant effects on tourists' visit intention. From moderating path testing, a moderating variable "CSR" (β=30, p<0.001) demonstrated a significant effect on tourists' visit intention. Meanwhile, two interacting variables, "Green Service Value*CSR" (β=26, p<0.05) and "Tourist Trust*CSR" (β=34, p<0.001), demonstrated significant effects on tourists' visit intention.

Figure 6 emphasized that from less to more CSR, tourists' visit intention increased from 2.5 to 3, whereas green service value remained constant. Figure 7 underscored that from less to more CSR, tourists' visit intention significantly shifted from 3 to 4.5, whilst tourist trust stayed at the same rate. From these statistics, CSR significantly moderated the connections:

1) between green service value and tourists' visit intention, and 2) between tourist trust and tourists' visit intention.

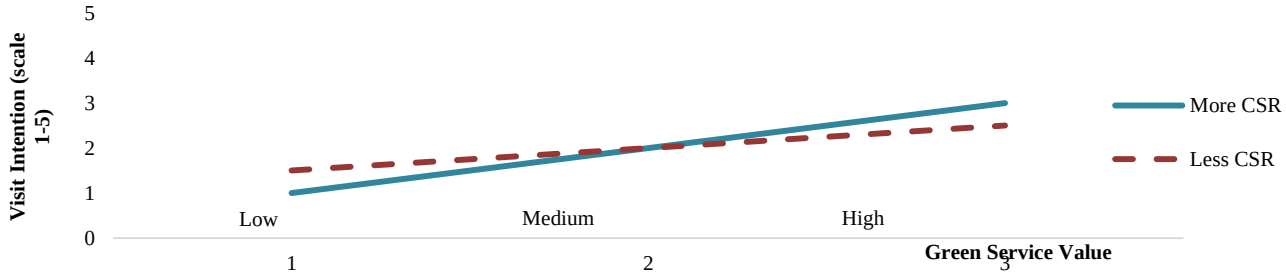


Figure 6. Moderating between Green Service Value and Visit Intention

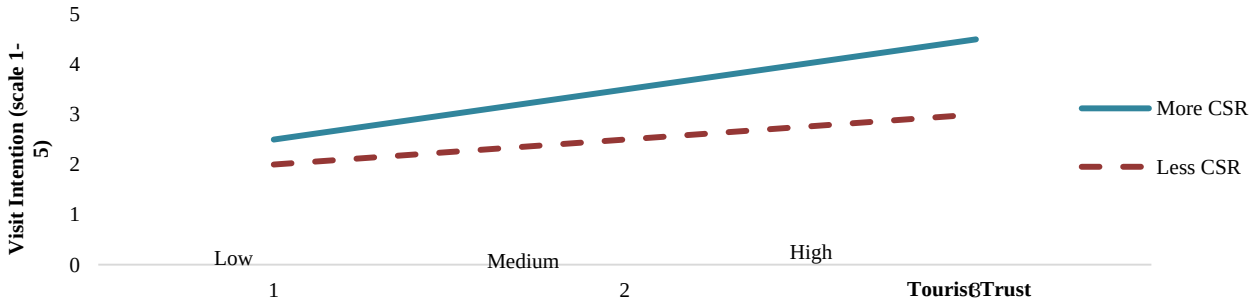


Figure 7. Moderating between Tourist Trust and Visit Intention

DISCUSSION

For tourist trust, green service value displayed a positive impact on tourist trust, supporting hypothesis 1. The current result emphasized that providing more green service value could advance Angkor Archaeological Park to deliver more tangible green value, such as renewable energy consumption, green infrastructure, and an authentic waste minimization program to all visitors and travelers. This allowed tourists to have a sense of prestige from sustainable travelling and green service consumption around the Angkor Archaeological Park. Furthermore, as tourists could access all green hospitality services such as the eco-transportation and organic food and beverages around the Angkor Archaeological Park, they considered the surrounding environment as competent in providing green relaxing and stay, which they believe in the competency of green service offering within the area. For tourists' visit intention, green service value displayed a positive impact on tourists' visit intention, supporting hypothesis 2. This result also underscored that the benefits derived from green service value attracted more tourists' attention and desire to travel to visit the Angkor Archaeological Park. Particularly, tourists thought that they could experience more eco-friendly infrastructure and low-carbon transportation, which made the Angkor Archaeological Park a refreshing destination. This allowed them to see more benefits received

from accessing the green services around the Angkor Archaeological Park and contributing to environmental conservation in the area. Thereafter, they felt satisfied and worth spending their time and money to visit the Angkor Archaeological Park. This positive emotional state was likely to advance more tourists' desire to visit the Angkor Archaeological Park.

After that, tourist trust displayed a positive impact on tourists' visit intention, supporting hypothesis 3. This research's results highlighted that when tourists trusted the green hospitality services, they showed no hesitation in traveling to visit the Angkor Archaeological Park. Such a destination where they could relax and stay around with healthy and less impact to the environment triggered their confidence in achieving a good memorable experience around the Angkor Archaeological Park, since many tourists escaped from the cities and stressful work environment to find the fresh and healthy relaxation in other areas. With more green offerings available around the Angkor Archaeological Park, tourists could sense the sustainable offerings to ensure their healthy lifestyles and contribute to more green development with the local community.

This significantly minimized the perceived risk among the visitors and travelers who planned to visit the Angkor Archaeological Park. As a result, it made the Angkor Archaeological Park transparent for providing a sustainable living, relaxing, and staying experience to tourists, making them have a stronger intention to visit the destination.

From the moderating impacts of CSR, this study found that CSR moderated both connections, namely, 1) between green service value and tourists' visit intention, and 2) between trust and tourists' visit intention. These results supported hypotheses 4 and 5. First, this research found that CSR promoted the intensity of environmental standard initiation conducted by the Angkor Archaeological Park. These practices to improve the environmental conditions reflected how the practices of Angkor Archaeological Park in developing the green hospitality services offerings, which ensure contributions to social well-being and the carbon footprint reduction within the local areas. Subsequently, it led to a greener value creation for tourists who could receive benefits of service offerings from the Angkor Archaeological Park and a fresh environment from practicing CSR, which strengthened the tourists' connection and willingness to participate with the Angkor Archaeological Park. Finally, it was also found that the sustainable practices derived from conducting CSR indicated the Angkor Archaeological Park's conservation efforts for providing tourists with the eco-friendly environments, healthy food and beverages, waste reduction, and improvement of ecosystems in tourist destinations.

These reflected the commitment of the Angkor Archaeological Park, which aimed to provide transparency and reliability of their green hospitality services to all tourists and visitors. Thereafter, this enhanced not only the green service value to tourists' visit intention but also trust in developing tourists' visit intention in Angkor Archaeological Park.

TOURISM IMPLICATIONS

The results of this research can also be accumulated as suggestions, which the Cambodian Ministry of Tourism can apply to advance its sustainable tourist visits in the Angkor Archaeological Park, located in Siem Reap Province of Cambodia. The suggestions below are elaborated as follows:

First, the Cambodian Ministry of Tourism can encourage the local entrepreneurs from all related hospitality services to continue developing green service value to their visitors and travelers. For hospitality entrepreneurs in Siem Reap, green value can be developed by substituting imported amenities with locally crafted, zero-waste alternatives (e.g., banana or palm-leaf packaging). This zero-waste option is the Khmer Traditional Packaging Method, which is considered "Old but Gold" in advancing green packaging. Furthermore, the renewable energy sources via solar systems are also encouraged to operate the related services such as transportation, accommodations, food and beverages, and public roads. When tourists see that their consumption directly supports the local Khmer economy and reduces carbon footprints, the core value of the green service becomes more transparent and harder for competitors to replicate.

Second, the Cambodian Ministry of Tourism can also encourage the CSR practice not only among the big service firms but also among those firms within the Small and Medium Enterprises (SMEs). Specifically, those enterprises around the Angkor Archaeological Park should adopt a shared ethical procurement policy, which contains direct sourcing 100% of handicrafts and organic products, produced from local community-based organizations (e.g., *These Organic Food and Beverages are Made by Angkor Park*). When tourists see a unified front of social and environmental responsibility, it strengthens the relationship between tourists and the destinations. This proves that the brand (Angkor Park as a whole) is committed to contributing to the long-term viability of the destination. Finally, the Cambodian Ministry of Tourism has to develop a new sustainable mechanism to promote its local and international tourist trust. Promoting tourist trust in the Angkor Archaeological Park requires a strategic shift from generic green claims to evidence-based credibility. Trust in this heritage context is built when tourists perceive a seamless alignment between the local entrepreneurs' green service value and their visible commitment to CSR. To achieve this, the tourism ministry must establish a standardized Heritage Integrity Framework that verifies local entrepreneurs' CSR efforts via the equitable distribution of revenue to Siem Reap's rural communities and the tangible restoration of temple stonework. The tourism ministry can perform institutional transparency through digital tracking and third-party audits. Subsequently, the Ministry can reduce greenwashing skepticism among local and international visitors and travelers. Therefore, it can ensure that tourists acknowledge their visit not only as a leisure but also as a trusted contribution to the long-term viability of Khmer civilization.

CONCLUSION

This research examines how green service value influences tourist trust and tourists' visit intention, along with CSR as the moderator in the Angkor Archaeological Park. The research also advances relationship marketing theory by introducing CSR as a critical boundary condition within the green service value, trust, and visit intention in Angkor Archaeological Park. Since prior models have established sequential pathways from value to trust and to tourists' visit intention, this

research moves beyond the direct and mediating paths by incorporating the moderating effects of CSR into the model. Thus, it confirms that once all service providers around the Angkor Archaeological Park practice a CSR strategy, the services gain not only more positive value perceptions to engage with the services but also more trust in developing tourists' visit intention in the Angkor Archaeological Park. Meanwhile, these findings also provide entrepreneurs around the Angkor Archaeological Park with a clearer strategic blueprint for maximizing return on investment in sustainability. The main key takeaway is that all entrepreneurs should perform beyond providing green service value and trust, since the high success rate of tourists' visit intention also depends significantly on communicating and acting upon authentic CSR initiatives around the Angkor Archaeological Park.

This research also contributes theoretical implications to existing literature by conceptualizing, operationalizing, and examining the relationships between green service value, trust, and tourists' visit intention, along with the moderating effects of CSR in Angkor Archaeological Park. Deriving these concepts can contribute to theoretical implications in green hospitality services that are explained as follows: First, promoting green service value in green hospitality services can gain not only tourist trust but also tourists' visit intention. Particularly, the increase of green service value makes tourists understand the benefits of service offerings, which they can receive better green quality in hospitality service, meeting their needs and environmental conservation goals. Subsequently, this convinces tourists to accept the service offering conditions, leading to high tourist trust in the green hospitality service of the hospitality service firms. From a psychological perspective, when consumers feel trusted, they also see low/ zero risk in service offerings that do not affect their purchase decision. Therefore, they are not hesitant to approach and interact for more services with the Angkor Archaeological Park.

Second, launching CSR can promote the relationship intensity: 1) between green service value and tourists' visit intention, and 2) between trust and tourists' visit intention. From the public's views, performing CSR is the key that outlines how the service providers around the Angkor Archaeological Park demonstrate sufficient effort in aligning their services with their responsibilities to social, economic, and environmental conditions in sustainable ways. These responsibilities of the Angkor Archaeological Park further promote not only the green value of hospitality services but also trust, triggering more tourists' visit intention to the Angkor Archaeological Park.

Limitations and Future Research Directions

This research is completed with some limitations. Particularly, this research applied the cross-sectional method to advance data collection, granting the ability to investigate the current trend of the tourists' visit intention in the Angkor Archaeological Park of Cambodia. However, as the time changes, the future desire and intention of the respondents also change, making the cross-sectional method difficult to fully predict tourists' visit intention over a longer period. Future research is recommended to employ a longitudinal method to investigate the trend of tourist visits between 9 months and 1 year, so that the results can be more solidly justified. Second, this research employed 3 main variables, namely, green service value, tourist trust, and CSR as the main focused variables to investigate the tourist visit intention in the Angkor Archaeological Park of Cambodia. Though there can be other potential factors (e.g., geographical and climate conditions, citizen friendliness, green heritage, etc.) that can extend this investigation. Therefore, future research is recommended to include these key factors in their new theoretical model to extensively explore tourists' insights, reflecting their propensity to visit the Angkor Archaeological Park of Cambodia. Third, this research contained data merged from both local and international tourists' perspectives, reflecting the overall intention to visit the Angkor Archaeological Park of Cambodia.

Future research is recommended to apply a comparative study between the local and international tourists' perspectives to see the uniqueness between the two groups. Fourth, this research contained data from self-administered questionnaires, in which respondents could provide answers by themselves. Thus, it could consist of a certain degree of bias that affected the regression results. Future research is recommended to perform the common method of bias to check the degree of potential bias within the data before analyzing the regression statistics. Finally, the suggestion of this research also strongly encourages the entrepreneurs around the Angkor Archaeological Park of Cambodia to use banana or palm leaves, as part of the Khmer Traditional Packaging Method, offering a green packaging mechanism that remains as a legacy for the Cambodian people to package their products nowadays. It can be fascinating to investigate how this Khmer Traditional Packaging Method, as the "Old but Gold" technique, contributes to the business ethics and green alignment to invested green geographical areas, such as green National Parks, Green Urbanizations, and green tourist destinations.

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