



**Symposium Mainstreaming Sector Policies into
Integrated National Sustainable Development Planning:
Enhancing Sustainable Tourism, Urbanization,
Resource Efficiency, Biodiversity and
Environmental Protection**

**Tehran, Islamic Republic of Iran
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**Management of Tourism Development in
Cultural and Natural Heritage Sites in Cambodia**



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Outline

- Managing Heritage and Tourism & Developing Policy Initiatives
- Community-based Tourism and Development
- Green Tourism in Cambodia



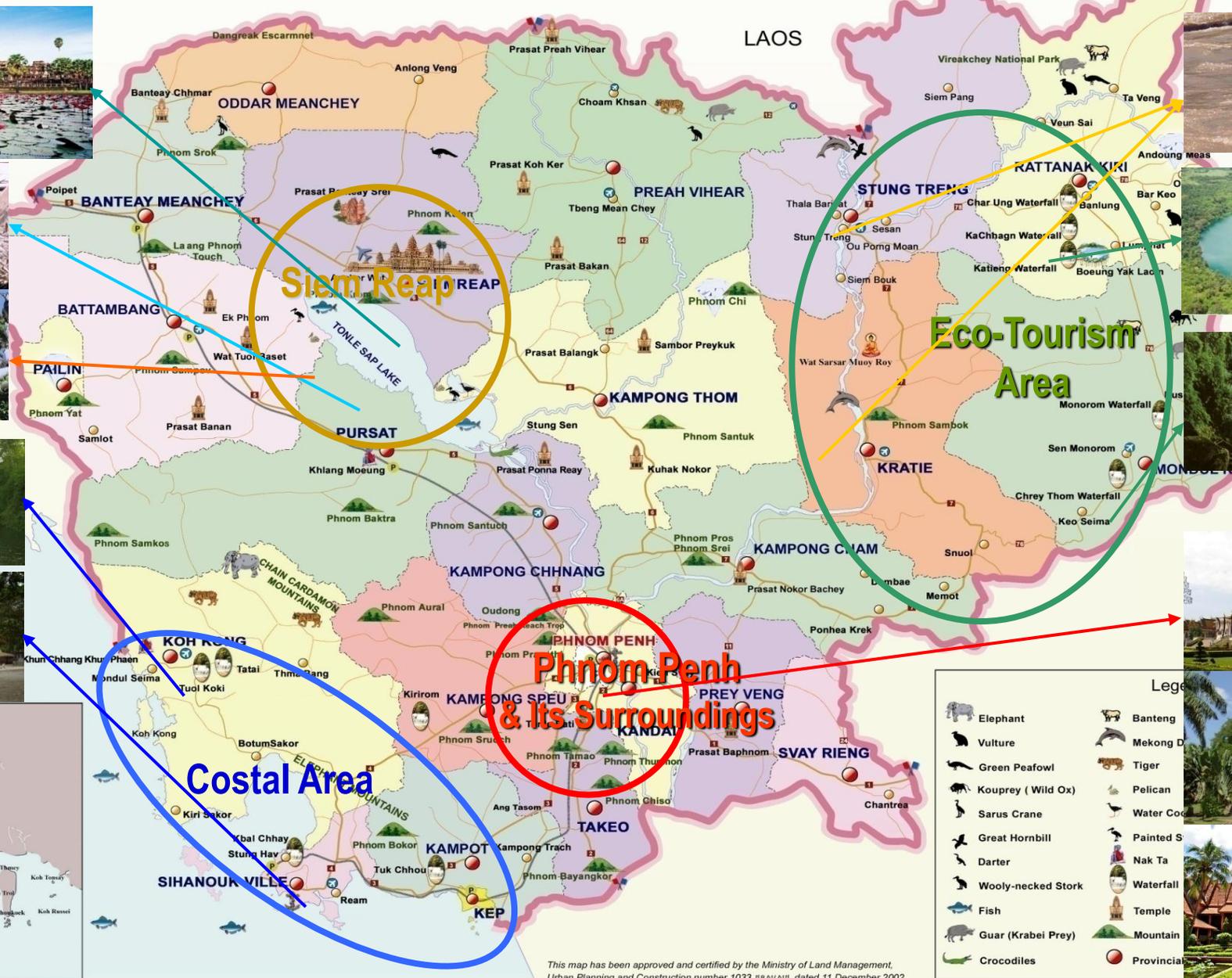
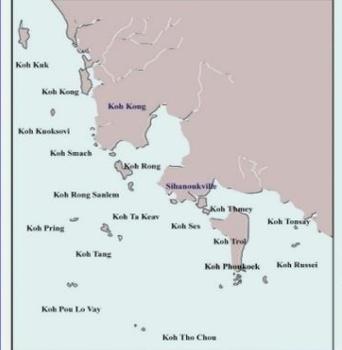
Cambodia Tourism Policy



- Culture and nature-based tourism
- **Green Gold** contributes to the development of **Green Economy**
- To be developed in sustainable and responsible manner
- Diversify destination, reduce poverty, improve livelihood people



Cambodia Tourism Map



Legend

	Elephant		Banteng
	Vulture		Mekong Dolphin
	Green Peafowl		Tiger
	Kouprey (Wild Ox)		Pelican
	Sarus Crane		Water Cocoon
	Great Hornbill		Painted Stork
	Darter		Nak Ta
	Woolly-necked Stork		Waterfall
	Fish		Temple
	Guar (Krabai Prey)		Mountain
	Crocodiles		Provincial

This map has been approved and certified by the Ministry of Land Management, Urban Planning and Construction number 1033 ២២៧/០៧, dated 11 December 2002.

Managing Heritage and Tourism

Ensuring conservation to managing tourism

- 1992: Inscription on UNESCO World Heritage List
- 1993: Establishment of ICC Angkor, initial focus on safeguarding endangered monuments, while opening the site to tourists
- Tourism growth over the following 20 years in a context of stability and economic development
(*1993 was 118,183 pax, in 2013: 4,210,165 visitors*)

Managing Heritage and Tourism

The necessity to manage tourism

- 2005: ICC-Angkor recommends the adoption of a general management plan, then Angkor tourism management plan (TMP)

Objectives

- To address the risks and opportunities brought by increasing tourism
- To provide a practical tool and clear action plan

Managing Heritage and Tourism

A participative approach

- Within Government, involve all public stakeholders
- With the private sector and the communities

Contents of TMP

- Recalling the World Heritage Site outstanding values (Aesthetic: architecture, Historical: civilization and archaeology, Spiritual and intangible: local population beliefs and customs)



Managing Heritage and Tourism

Contents of TMP

- Identifying the issues generated by increasing tourism that put WHS values at risk:
 - Limited understanding of heritage values
 - Congestion, impact on the monuments, reduced visitors experience, behavior issues and safety
 - Need to improve infrastructure and transports, need for stronger partnership with the private sector, need to strengthened governance

Managing Heritage and Tourism

Addressing major policy issues

- Positive visitor experience
- Reduced sites impacts
- Partnership with industry
- Governance, Benefits for local people, Stakeholder engagement



Major Initiatives proposed by TMP

- Integrated management of temples: for *specific temples whose daily operations affect overall site management*

Developing Policy Initiatives

Major Initiatives proposed by TMP

- Manage visitors flow to *ensure carrying capacity*
- Adapt transportation *address vehicle and non vehicle route*
- Promote visitors orientations and behavior *communicate values to promote code of conduct* (UNWTO: Tourism Bill and Rights and Tourist Code at 6th GA, Sofia, 1985. Global Code of Ethics for Tourism at 13th GA Santiago, 1999)
- Develop visitors services *improve basic facilities*

Developing Policy Initiatives

Major Initiatives proposed by TMP

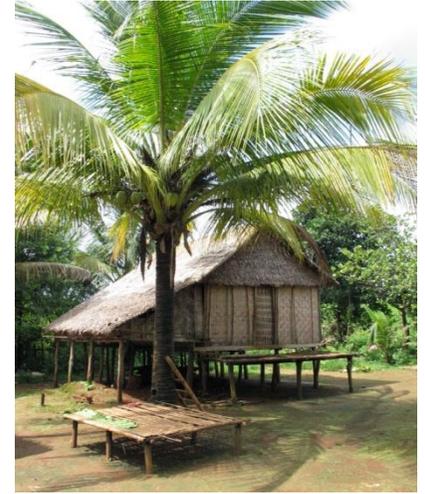
- Foster guides' training *strengthen existing efforts*
- Promote local craft *Generate benefits for population*
- Promote public-private consultation: *Engage and promote mutual understanding collaboration*

Practical collaboration approach

- Success depends on collaboration: *A Tourism Industry Consultative Group appointed by RGC, Chair by Min of Tourism*
- Int'l and national monitoring: *UNESCO, ICC, expert, for support APSARA National Authority*

Community-based Tourism

Definition: Tourism activity, community owned and operated and managed or coordinated at the community level, which contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.

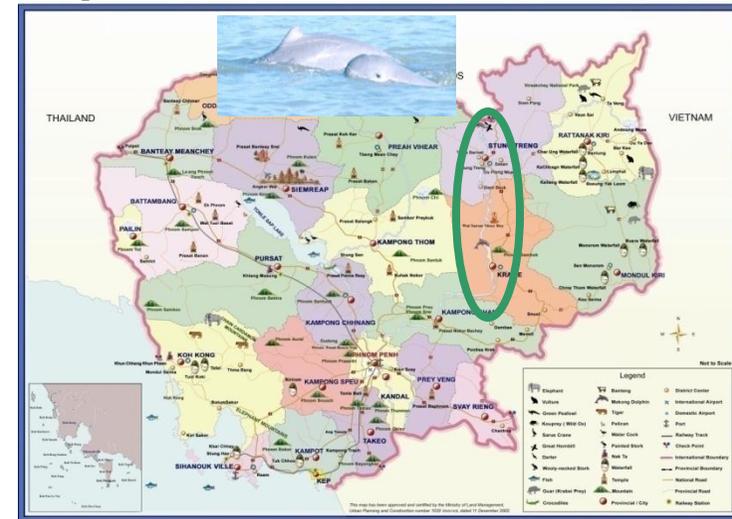


Community-based Tourism Development Initiative

- Creative awareness of tourism benefits and environmental and cultural conservation (conduct awareness program)
- Developing pro-poor tourism product and small-scale tourism infrastructure (such as community lodges, walking trails...)
- Capacity building for tourism-related local micro-enterprises and communities through training in language skills, guiding and interpretation techniques, financial management and planning
- Supporting gender development
- Ensuring ethnic minority participation

Community-based Tourism Development Initiative, *Mekong Discovery Trail Project*

- Diversify products and develop a variety of new tourist destinations along the Mekong River in Stung Treng and Kratie provinces
- Great biodiversity and habitat of rare freshwater dolphins
- Natural beauty and cultural heritage



Mekong Discovery Trail Project

Objective:

- Diversify rural incomes through tourism micro ventures
- Support capacity building programmes able to target women, youth and disadvantaged minorities
- Encourage and support the protection, preservation and conservation of cultural, natural and environmental heritage through tourism

Mekong Discovery Trail Project

Objective:

- Promote private sector investment in responsible tourism development
- Build capacity of stakeholders (central and provincial level tourism authorities and local communities)
- Provide technical assistance in small-scale infrastructure development
- Facilitate greater participation of the poor and disadvantaged in the tourism economy
- Support the design and implementation of marketing and promotional campaign of the Trail

Mekong Discovery Trail Project

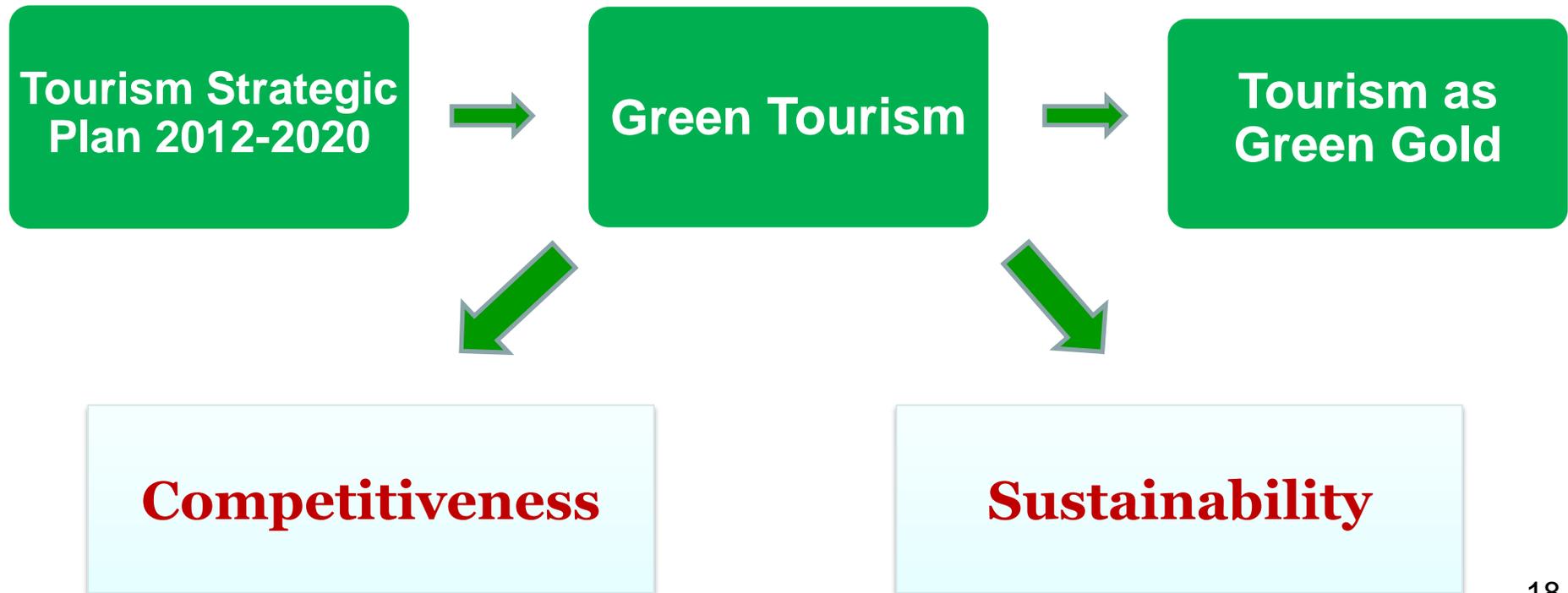
Outcome:

- Poverty alleviation
- Community involvement and participation
- Community development



Green Tourism

Green Tourism: Travel and resource use which serves tourism development with responsibility, notably ensures the minimization of negative impact on cultural resources in tourism.





Green Tourism in Cambodia



Clean and Green – Tourism as Green Gold

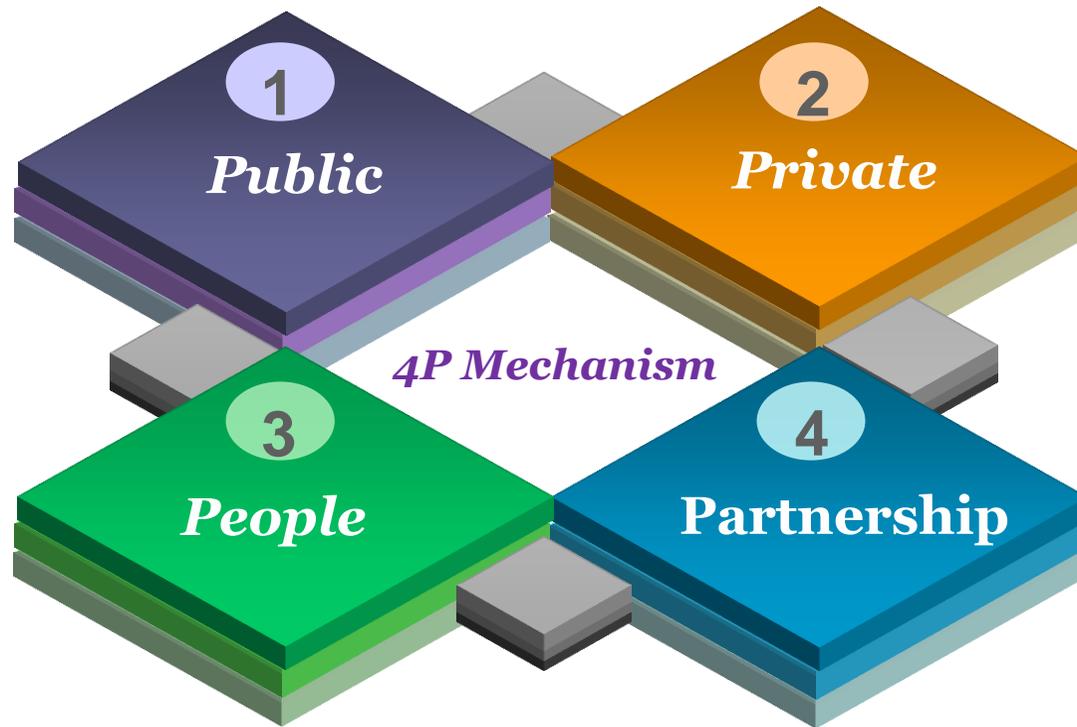
- Contest: “Clean City, Clean resort, Good Service (Green hotel, home stay, restaurant ,...)
- Tree planting campaign: “One Tourist, One Tree”
- Ecotourism,
- Eco-friendly tourism facilities
- Evaluation through basic indicator and criteria



Green Tourism

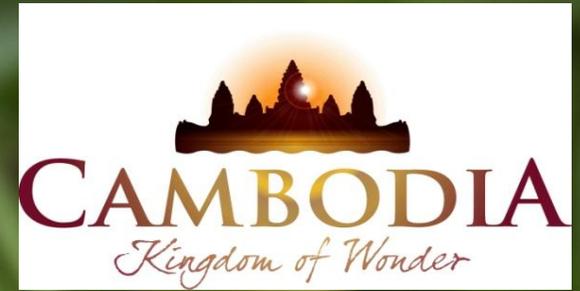


**Sustainable
Responsible
Development**





- The World Conference on Tourism and Culture will be organized in collaboration with UNWTO & UNESCO from 4-6 February 2015 in Siem Reap home of world heritage Angkor Wat
- Conference expect to welcome 1,000 participants from all over the world included 50 Ministers of Tourism and Culture



Thank You