



7TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Tourism Branding and Communications

Session 2: Media and Tourism Promotion

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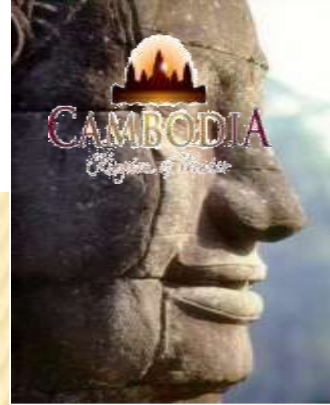


CONTENTS

- 1- An Overview of Kingdom of Cambodia
- 2- Media and Tourism Promotion
- 3-The international information network
- 4-Promotional activities abroad
- 5-FAM Trip
- 6-Media & Tourism Promotion Strategy 2012-2015
- 7-Media and Tourism Promotion' Challenge



1- An Overview of Kingdom of Cambodia



Cambodia lies in the heart of Asia covering 181,035 km² with a population of about 14 million.

The Capital is Phnom Penh, 1.5m

It is bordered with Laos and Thailand to the North, with Vietnam to the East and South, with Thailand and the Gulf of Thailand to the Southwest.

Climate, tropical monsoon with Dry season (Nov. to Mar.) and Rainy season (Apr. to Oct.)



2- Media and Tourism Promotion

- ❖ Media and Tourism promotion of Cambodia are quite limited, whereas mechanisms and joint activities of the public and private sector have enhanced Cambodian prestige in the international arena, in which the promotional campaign “Cambodia-Kingdom of Wonder” has been supported worldwide.



2-Media and Tourism Promotion (con't)

- ❖ The media and promotional activities were disseminated through a propagandistic system including televisions, newspapers, magazines, and participation in the events, as well as exhibitions and so forth.
- ❖ The promotion through newly developed technical system (tourism websites, promotion, and communication via the internet).
- ❖ In the past, Cambodia has spent US\$ 2 million each year on tourism promotion.



3-The international information network

- ❖ Continue to broadcast television network CNN International;
- ❖ Continue to promote the Arab news network;
- ❖ Promote network through television CCTV’;
- ❖ Contact with the BBC, Euro News, Star TV, Italian, and KBS's Republic of Korea to promote the tourism potential Of the Kingdom of Cambodia;
- ❖ Participate in the magazine World Heritage;
- ❖ Participate in the Indian tourism industry magazine Event.



4-Promotional activities abroad

Exhibition: In 2012, Cambodia has participated in:

- ATF event in the city of Manado Indonesia;
- International Tourism Trade Fair (Fitur) 2012; Madrid; Spain;
- SATTE 2012 exhibition in New Delhi, India;
- BIT 2012 exhibition in Milan, Italy;
- AIME 2012; in Melbourne, Australia;
- GITF 2012 Exhibition ; Guangzhou;
- The New York Time Travel Show USA;
- ITB'12 in Berlin; Germany;
- ITM 2012; Moscow ; Russian
- China Outbound Travel and Tourism Market ;
- Arabian Travel Market 2012; Dubai Arab Union;



4-Promotional activities abroad (con't)

- ❖ WTF 2012 exhibition in Shanghai ; China;
- ❖ TTM 2012 in Bangkok;
- ❖ KOTFA ; in Seoul, Republic of Korea;
- ❖ ITE ; in Hong Kong ; China;
- ❖ Guilin International Tourism Expo 2012; China;
- ❖ International French Travel Market 2012 exhibition in Paris;
- ❖ JATA World Travel Fair Exhibition 2012; Tokyo, Japan;
- ❖ ITM Asia 2012 exhibition in Singapore,
- ❖ WTM'12 exhibition in London, UK



In 2012, we received and promoted through:

- ❖ Code Nast Traveler Magazine of the United States;
- ❖ Photography Team; representative of company TUI Deutschland GmbH Germany;
- ❖ Delegation and entrepreneurship, investment, tourism, Asian China;
- ❖ The BBC press of the United Kingdom;
- ❖ TV My Planet; Russian;
- ❖ Television CCTV; China;
- ❖ CNN television program; Singapore;
- ❖ Media team; Elite Magazine; Singapore.



6-MEDIA & TOURISM PROMOTION STRATEGY 2012-2015

- ❖ Continue to push facilitate the company's Google Street View Google;
- ❖ Continue to work with company Hatter Buffalo to produce film Hollywood Holiday in Cambodia;
- ❖ Continue to organize and participate in the international exhibition report;
- ❖ Continue to promote through Delegation/ FAM TRIP and Press Trip from all major priority markets.



7-Media and Tourism Promotion' Challenge

- ❖ The limitation of budget and human resources;
- ❖ The private sector participations are still limited;
- ❖ Tourism promotional facilities are still limited to quality and quantity;
- ❖ The promotion via internet and information technologies remain weaker;
- ❖ Cambodia has not yet had tourism representative offices in the priority tourism markets;
- ❖ There is no direct flight from far distance tourism market sources.
- ❖ The local tourism promotion mostly contains activities on education, raising awareness through spots, songs, or music.





Thank You!



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