9th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING
PROGRAMME ON TOURISM POLICY AND STRATEGY

Community-based Tourism Development in Cambodia

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OUTLINE

1. CBT Development Initiatives
2. CBT/CBET Potential in Cambodia
3. Small Scale Model Development
4. Improving market assess for the poor in Central Cambodia Project
Tourism in Cambodia is based on:

- Its abundant cultural and natural resources and development is relied on the sustainable principles and responsibilities recognized as Green Gold and greatly contributed to socio-economic development: Job creation, income generation, and poverty alleviation.
In the National Tourism Strategic Plan, community tourism and ecotourism were stated as priority sector for tourism development.

To support and push the development of CBT, the ministry now in process developing ecotourism policy, laws and interministrial circulation.

There are 56 tourism communities throughout Cambodia.

Creative awareness of tourism benefits and environmental and cultural conservation (conduct awareness program)
CBT/CBET Potential in Cambodia

Cardamom Mountain
Northeast
Tonle Sap
Coastal Zone
Small Scale Model

Community-based Tourism

Linking with nature

Contributing to environmental Conservation

Small Scale Model

Effective Mechanism for rural areas

Direct Benefit to the local communities

Empowering to the local communities
Case Study

Improving market assess for the poor in Central Cambodia (Kampong Thom Province) in Sambor Preikuk.

JFPR 9156-CAM Project
INTRODUCTION

Japan Fund for Poverty Reduction (JFPR) Project *Improving Market Access for the Poor in Central Cambodia Project 2011-2014* successfully demonstrated the benefits of pro-poor tourism, the projection of a highly valuable cultural heritage site and protection of the environment.

• The letter of Agreement was signed on 5 April 2011 and the project became effective the same day.
• The Project is funded by the Japan Fund for Poverty Reduction and is Administered by the Asian Development Bank – with the support of ADB’s Thai and Cambodian Resident Missions.
• Total Project Cost: USD $2.1 million with the JFPR contribution being $1.9 million.
• The duration of the project is 41 months from April 2011 to September 2014
• The project is being implemented by the Cambodian Ministry of Tourism in Phnom Penh and a multi Sector Project Implementing Team in and a Kampong Thom Province.
• 11 villages participate in the project with the aim of increasing incomes for 2,300 families. And 12,000 indirect and direct beneficiaries
GUIDING PRINCIPLES - COLLABORATION

- Work closely with Ministry of Culture and Fine Arts, WASEDA University & Provincial Governors of Kampong Thom and UNESCO for the selection site.

- Ministry of Culture and Fine Arts worked with key partners especially UNESCO’s to submission for SPK for World Heritage nomination.

- Building on UNESCO’s previous community based projects to promote culture and fine arts Creative Industries Support Program.
GUIDING PRINCIPLES - COLLABORATION

The project has closed collaboration with Ministry of Culture, and fine Airt, WASEDA University of Japan and local communities to ensure that market infrastructure did not negatively impact on the adjacent landholders, the communities’ use of riverside swimming areas, damage to monument remnants close to the site and conservation of existing forest within and adjacent to the site.
PROJECT STRUCTURE COMPONENTS

**Component A:** Technical Skill Training for processed foods & handicrafts

**Component B:** Market Infrastructure processing facilities

**Component C:** Business Development & micro credit

**Component D:** Project Management, Auditing and Monitoring
Understanding the importance of SPK for future cultural heritage tourism

Designed with clear reference to tourism value chain and handicraft and processed foods supply chains and support for micro & small enterprises

Provision of specialized technical training to improve existing and design new products

New and improved products for the tourist market include: Organic cashews, palm juice, soymilk, silk and rattan baskets

Production facilities provided included: Cashew village shelling center, silk weaving center and basket weaving spaces at the tourist market, a night market and exhibition center in Kampong Thom, six on farm palm juice and soymilk micro processing facilities
The project has provided a successful model for responsible and sustainable development of Cambodia’s important cultural heritage sites. Most importantly the project has demonstrated that strong and committed interagency collaboration at all levels is critical for the successful development of cultural heritage tourism Understanding the importance of SPK for future cultural heritage tourism.

The project has also demonstrated that Public Private Partnerships (PPPs) between government agencies, independent market operators and communities will sustain such developments.
Thank You!