



Travel and Technology in Cambodia

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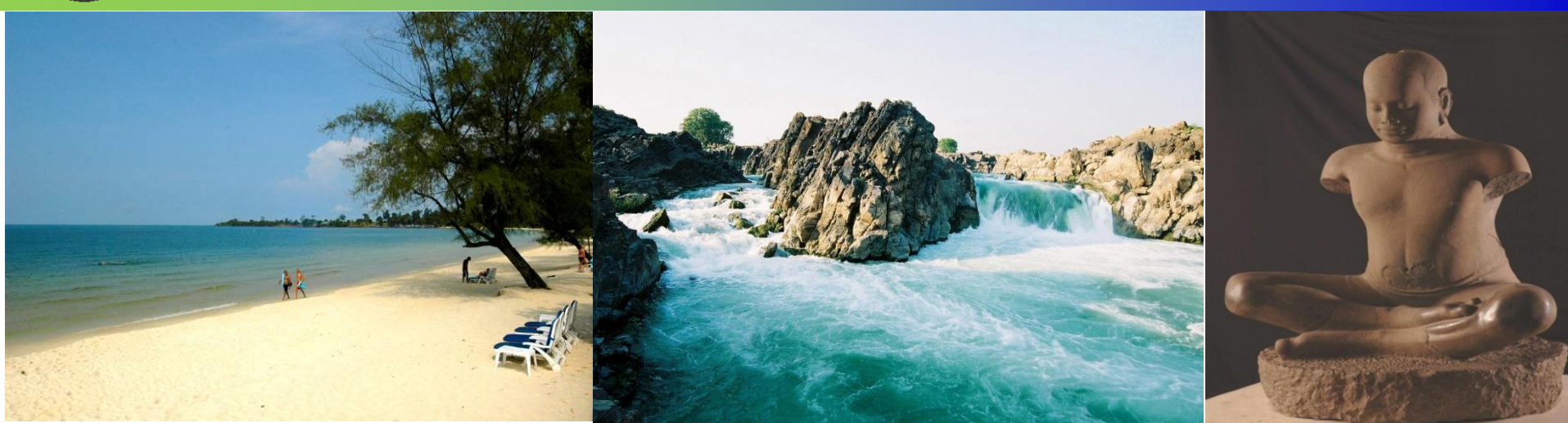
Deputy Director

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- Cambodia tourism is “Cultural and Natural tourism”
Tourism has been decided as «Green Gold»
- Tourism is one of the top ten priority sectors for socio-economic development.
- National economy, GDP, Job creations, and income to people, encourage exports in place contributing to poverty reduction.
- Sustainable tourism development contributes to poverty alleviation and reducing climate change.

SWOT Analysis

Strengths

Plenty of Tourism
Diversified
Products (Cultural
and Natural
resources)

Government
initiative and
policy support

Multiple
marketing and
promotion
activities

Price
Competitiveness

Weaknesses

Negative Image
from the past

Seasonality

World Widely
Known only one
product

Lack of
professionals in
technology
operation in
Tourism field

Opportunities

Global Market
promotion

Increase of
tourists arrival

Economic
development and
Poverty
alleviation

Reputation
Restoration

Threats

Local people
unawareness of social
media

Negative information
derive from media

Deterioration of
resources

Competitive Business



Stakeholder Roles and Responsibilities



- Ministry of Tourism of Cambodia

Responsibilities:

- Ensure the implementation of the tourism policy, law and regulation adopted by the Royal Government of Cambodia.
 - Introduce, manage, and promote tourism destination.
 - Initiate the promotion and marketing campaign through media, fair, and other related events.
- CHA
 - CRA
 - CATA

- Cambodia tourism promotion sport has been promoting to the World through CNN.
- Ministry of Tourism has published “White Book on China Ready” to attract more Chinese tourists.
- Siem Reap Angkor-Home of the World Heritage has been awarded as the Best Destination in the World through many different media platforms as follows:
 - Angkor Temple Best Landmark in the World, 2017 by TripAdvisor
 - 2016 World Best Destination and Favourite Cultural Destination Distinction by European Council of Tourism and Trade
 - #1 Best Destination (ASIA) and #2 Best Destination (in the World) by TripAdvisor and Traveler’s Choice 2015
 - Ultimate Travelist by Lonely Planet 2015; and
 - #1 World Best Archaeological and Historical Park 2014 by ArchaeoMadness Homepage.



Lesson Learned and Recommendation

- Technology is really beneficial for Tourism development. It can captured and spot many market around the World in just seconds. However, it is needed to be well managed and understanding on its advantage and disadvantage. It can be two edges. If the information is false, it will be widespread around the globe in just seconds. Then It will be more or less affect the destination.
- The unawareness of local people (mostly teenagers) on the use of social media really affect the image of the destination, for instance, many posts with joking picture were about the rain flooding in Phnom Penh capital after hours of heavy rain. One post can lead to millions share.
- However, technology really can help enhance tourists experience, reduce time, make it safer for payment, and modernize the trip arrangement.
- If possible, tourist destinations should be innovated in to Smart Destination.



Thank you

