Travel and Technology in Cambodia

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By: Mr. SAY Phalla
Deputy Director
Department of International Cooperation and ASEAN
Ministry of Tourism, Cambodia
Tourism Priority Zones and Resources

- Phnom Penh & Surrounding: 49.1%
- Northeast: 1.2%
- Siem Reap Angkor: 38.5%
- Costal Area: 11.2%
Cambodia tourism

- 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.
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