REGULATION TO ENHANCE SUSTAINABILITY ECOTOURISM IN CAMBODIA

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CAMBODIA OVERVIEW

Country name: Kingdom of Cambodia
Located in Southeast Asia
Tropical climate: dry and rainy seasons
Population: ~15 M
Geographical area: 181,035 sq km, consist mountains, Mekong lowlands, Central plains
Coastal line: 435 km
Islands: 71
Protected areas: 28
TOURISM DEVELOPMENT REGULATION

Royal Government of Cambodia (RGC) has successfully implemented Rectangular Strategy I and II achieved long lasting peace and Sustainable Development

RGC recognizes Tourism is one of priority sectors for Sustainable Development

In the National Sustainable Development Plan, tourism sector is a key to Cambodia Sustainable Development Agenda

Tourism contribute economic and social development, poverty reduction and promoting Green Economic Development
IMPROVING ECOTOURISM

Tourism strategies in NSDP: implement open sky policy, strengthen intra-regional tourism, promote domestic tourism, strengthen human resource, security and social safety for visitors, develop innovative product, **promote ecotourism**, improve physical infrastructure, provide climate of peace and law and order.
PROGRESS

2008 Government launched tourist campaign “Cambodia: Kingdom of Wonder” and promoted “Clean City, Clean Resort and Good Services”

2011 Ministry of Tourist formulated draft of Tourist Development Strategies Plan 2011-20, identified four potential tourist areas: Siem Riep and its surroundings, Phnom Penh and its surroundings, Tonle Sap Lake, coastal areas and ecotourism in the Northeast
OPPORTUNITIES

Cambodia’s historical and culture heritage

**Significance potential for ecotourism**

“Open Sky Policy” promote easy access for tourist destinations, new airline was creating for local destinations

Visa issuance has been simplified at all international check points and e-visa has been introduced

Tourist information counters have been established in Phnom Penh and 13 provinces
CHALLENGES

Physical infrastructure presents limitations
Lack human resource
Weak tourist marketing
Quality service does not meet international standards
Lack of tourist competition
Slowdown investment
Lack of stimulation of domestic production
WAY FORWARDS

Improve infrastructure
Develop key tourism policy on ecotourism and draft of tourism strategic plan
Strengthen capacity
Diversification of sites
Strengthen tourism marketing
Expand ecotourism
Strengthen cooperation multi-stakeholders
Enhance National, Regional and International network
CAMBODIA OF WONDER

Welcomes to Cambodia

Tourism Cambodia and Angkor_low.mp4
THANK YOU - ORKUN!