





Nature Conservation and Developing Sustainable Tourism"



7th AIPA Caucus 26th-30th July 2015, Siem Reap, Cambodia

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Contents

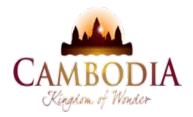


Overview of Tourism: World, Region, Cambodia

Impacts of Tourism, Conservation



Tourism





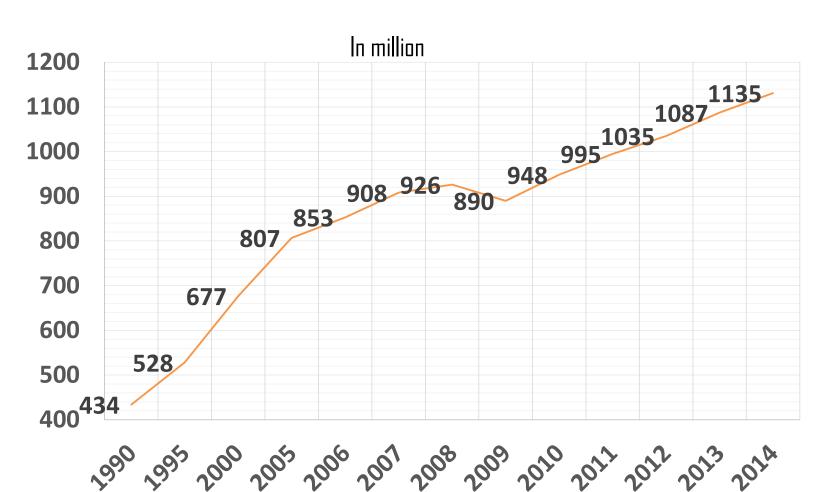
Tourism

- Tourism as a system
- Tourism contributes to socio-economic development, job creation, revenue generation, poverty reduction
- Tourism promote peace, stability, friendship and cooperation
- Tourism contributes to promoting conservation of culture, natural resources, responds to global warming and climate change mitigation and adaptation



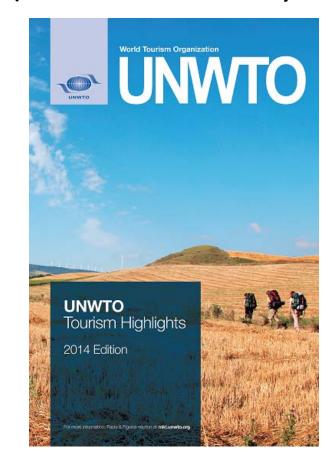
A. World Tourism Highlights





Global Tourist: 1,135 million

(2014 - increase by 4.4%)



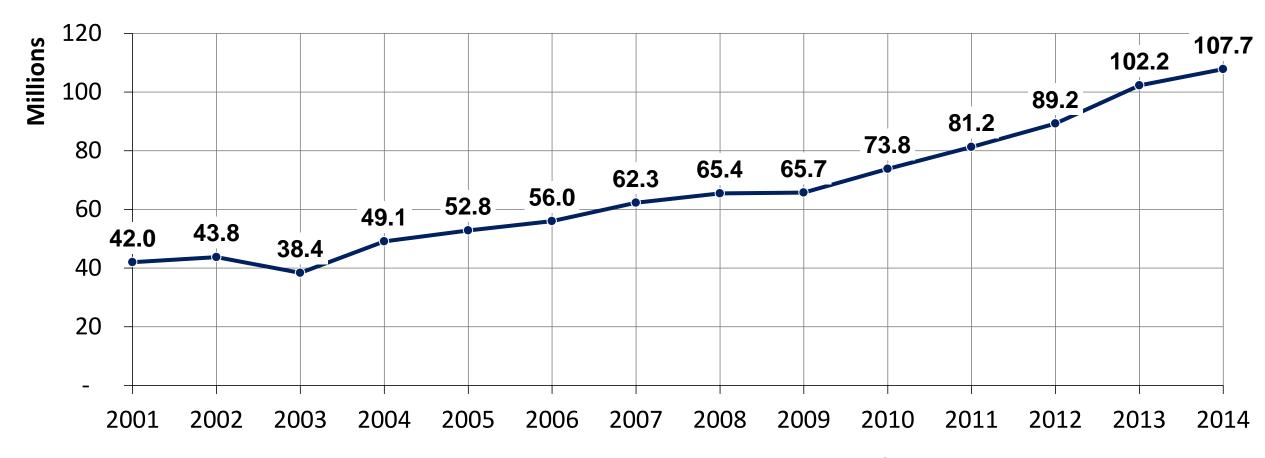
Source: UNWTO Tourism Highlights 2014



B. ASEAN Tourism Highlights



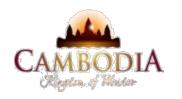
International tourist to ASEAN: 107.07 million (increase by 4.77%)



Source: asean.org







International tourists visit ASEAN (2013-2014)

No	Member States	2013	2014	Growth (%)
1	Brunei Darussalam	3,279,160	3,885,573	18.49%
2	Cambodia	4,210,165	4,502,775	7%
3	Indonesia	8,802,129	9,435,411	7.2%
4	Lao PDR	3,779,490	4,158,719	10%
5	Malaysia	25,715,500	27,437,315	6.6%
6	Myanmar	2,044,307	3,081,412	51%
7	Philippines	4,681,000	4,833,000	3%
8	Singapore	15,567,923	15,095,152	-3%
9	Thailand	26,546,725	24,779,768	-6.6%
10	Viet Nam	7,572,352	7,874,312	4%
	TOTAL	102,198,751	105,046,122	2.8%

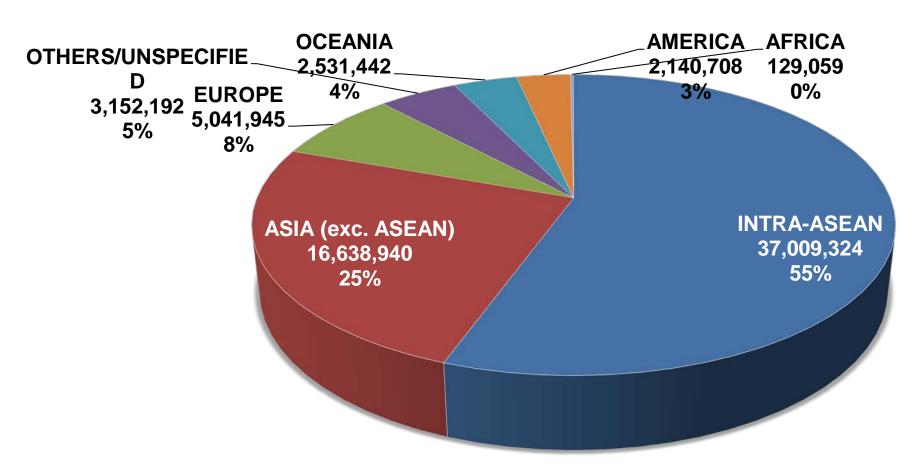
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B. ASEAN Tourism Highlights

International tourists visit ASEAN by region (2014)



Source: submissions of ASEAN Member States



Cambodia Tourism







Tonle Sap



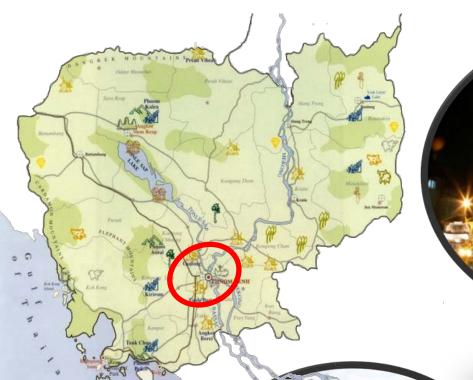






Phnom Penh













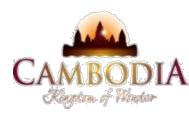








Cambodia's Bay



Cambodia's Bay:

Member of the Most Beautiful Bay in the World Club (2011)



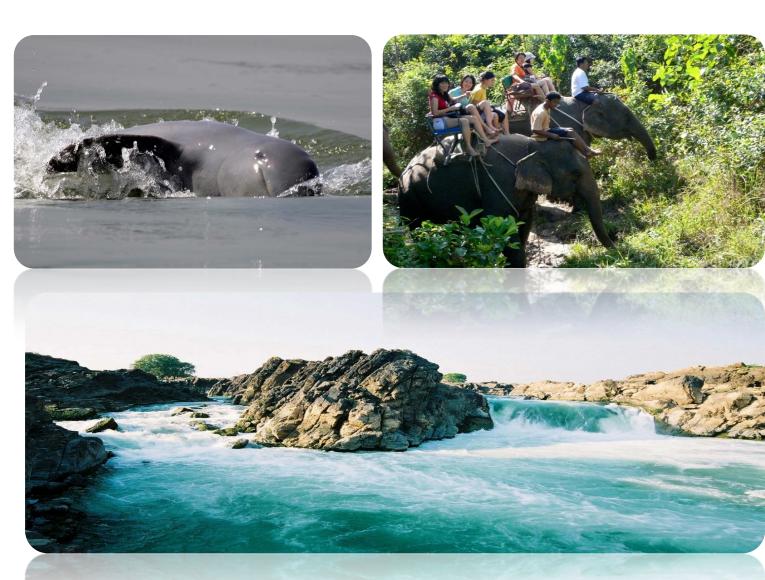






Ecotourism Potentials





Community-based Tourism







Community-based Tourism







Strategic Plan, Law and Regulations







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រាជរដ្ឋាភិទាលកាម្ពុជា

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4Ps practice for CBT

4Ps

- Public Sector
- Private Sector
- Partnership/Development partners
- People (Local people and tourists)

Environment, Natural Resources

Stopped Mining Projects



Promote Ecotourism





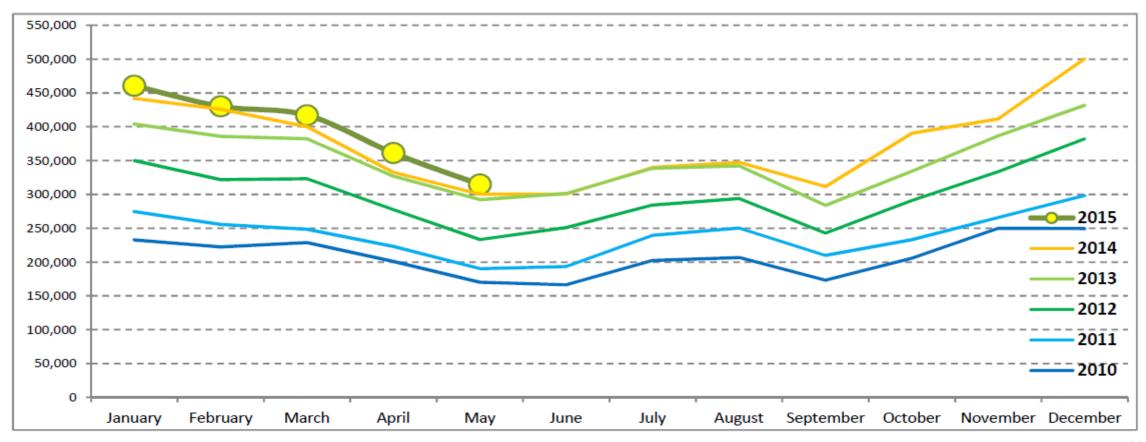




Tourist Arrivals



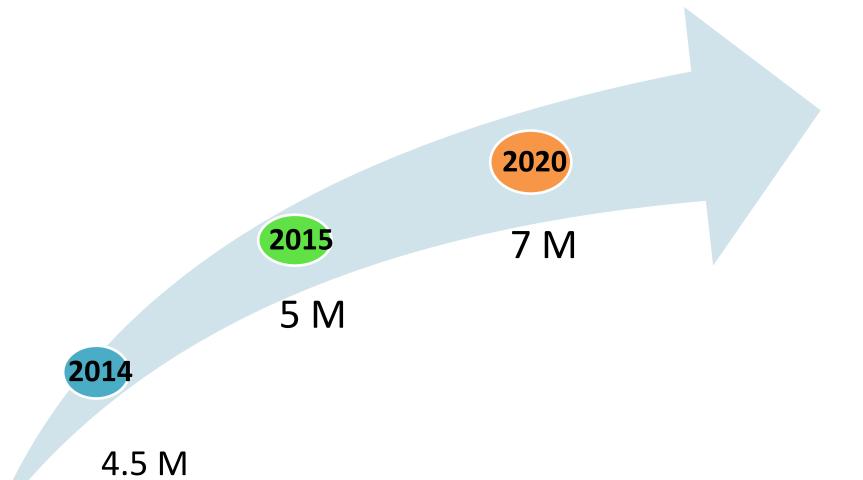
- In 2014: International Tourists: 4.5 M (increased by 7%)
- The first 5 months of 2015: approximately 2 M (increased by 4.4%)





Vision







Vision 2020



Tourist

2015: 5 million

2020: 7 million

Revenue from Tourism

2015: 3,200 M USD

2020: 5,000 M USD

Jobs creation

2020:

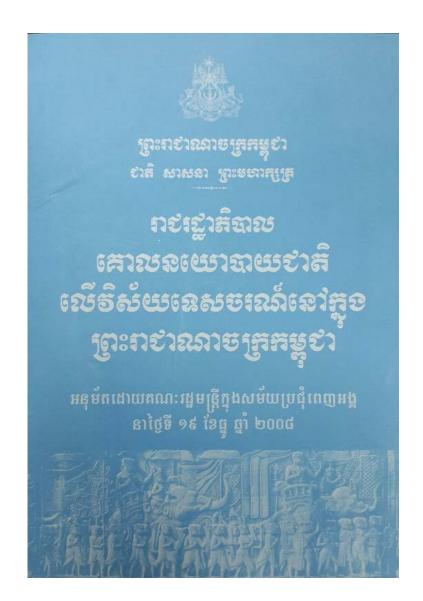
- Direct jobs 800,000
- Indirect jobs:
- 1,000,000

Source: Ministry of Tourism



Cambodia Tourism Policy





Cambodia Tourism: Cultural & Natural Tourism

- Being responsible and sustainable Development
- Responding to the climate change
- Contributing to poverty alleviation
- Green Gold contributes to the development of Green Economy



Tourism Standards



Clean City, Community-Based Tourism Standard

Green Home Stay Standard

Public Toilet Standard

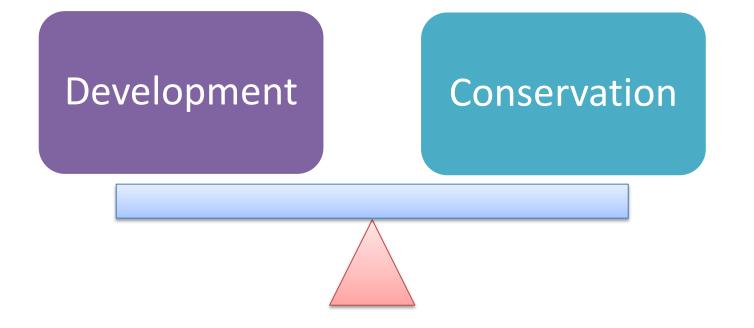
Green Hotel Standard

Spa & Wellness Standard



Tourism Development Principle





Balance of Development & Conservation



CONCLUSION



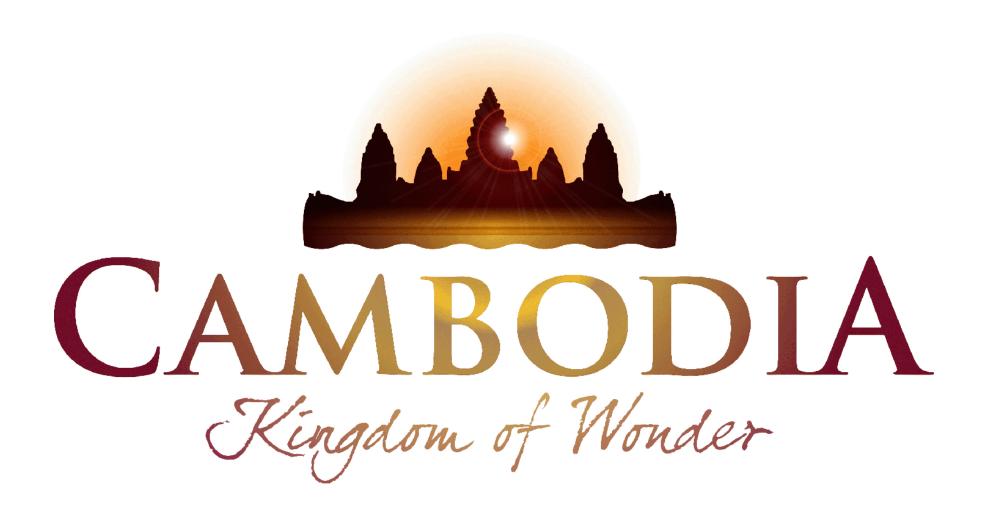
Culture and nature-based tourism

A national top priority sector



Developed in a sustainable and responsible manner

Green Gold toward development of Green Economy



Thank You!