

# Best Policies of Island Tourism

Kampong Cham Province, Cambodia Case

# Overview

- ▶ Nowadays, tourism is a very famous and important in contributing to economic development both in the region and in the world. But Kampong Cham province as well as the Kingdom of Cambodia, tourism is not as prosperous as other developed countries. The most important sector is agriculture in Cambodia. Although Kampong Cham does not become the member of the Inter-Island Tourism Policy Forum yet, but the ITOP Secretariat has always invited Kampong Cham to participate in many activities like today's forum as well as previous forums organized and facilitated by ITOP. It shows that this is the kind cooperation to help Kampong Cham move toward with the bright future.

# Cambodia Tourism Fact

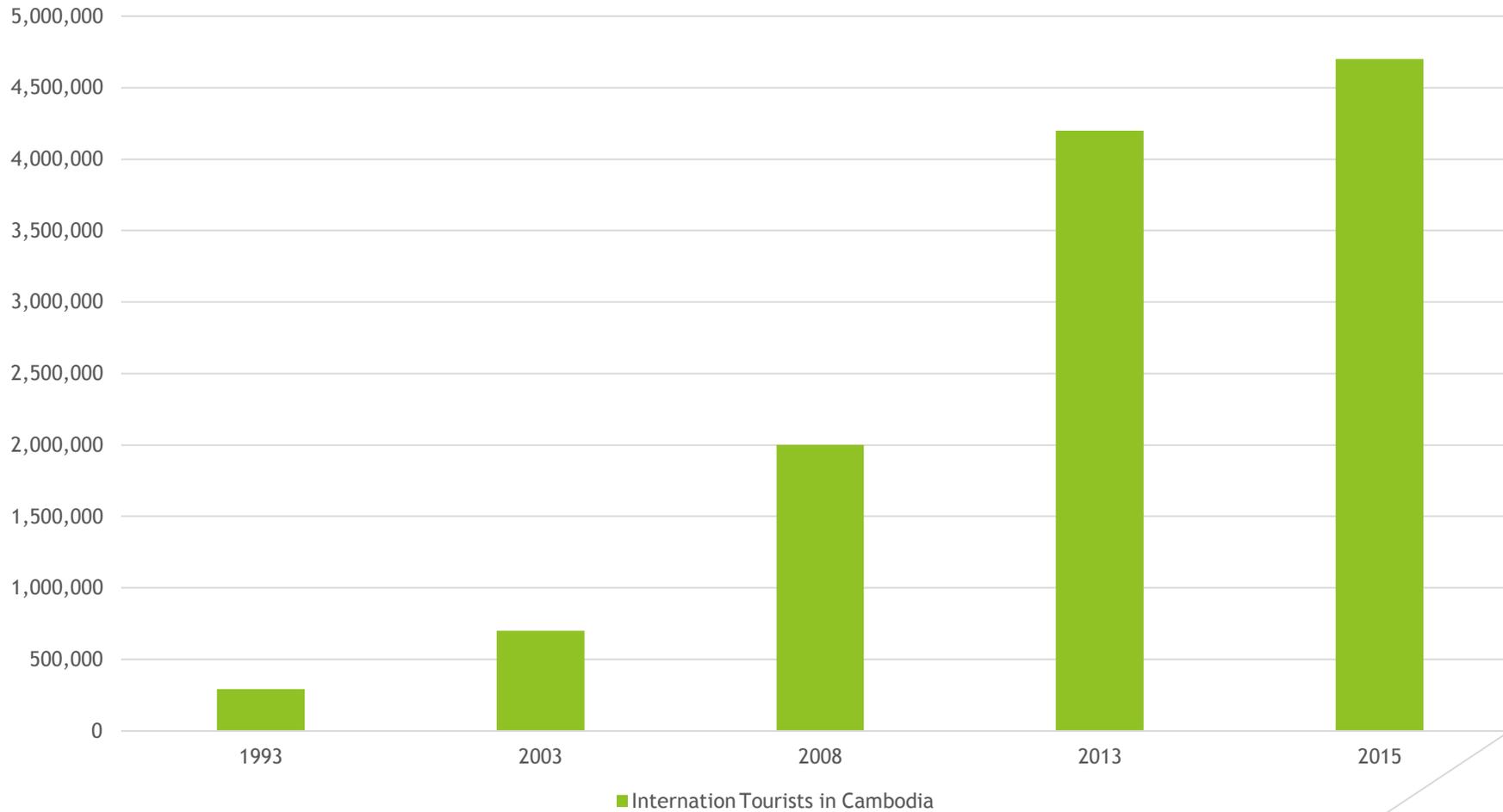
- ▶ Cambodia has gone through many long periods of civil wars through the transition from one regime to another, especially the Khmer Rouge Regime- the perilous period. One regime to another has made Cambodia to begin developing the country from scratch or zero start since 1979. Despite Cambodia had worst time in the past, but now as well as the future under the leadership of Samdech Akka Moha Sena Padei Techo HUN SEN, Prime Minister of the Kingdom of Cambodia has made peace across the country and well known internationally as well as making all sectors have been developing and growing remarkably.

# Cambodia Tourism Fact (Cont.)

- ▶ In particular, tourism plays an important role in contributing to national development as well as national economy. Obviously, Cambodia received international reception in 1998 290,000; in 2003 700,000; in 2008 2,000,000; in 2013 4,200,000 and in 2015 4,700,000, earning up to US \$ 3,012 million. Recently, on December 9, 2017, Samdech Akka Moha Sena Padei Techo HUN SEN was nominated as Global Ambassador for Tourism and Sustainable Development Goals and the Award of Phnom Penh- World Capital of Culture and Tourism by the European Council for Tourism and Trade. This indicates that Cambodia has paid close attention to the tourism sector in line with the world's tourism plan.

# Cambodia Graphic

Internation Tourists in Cambodia

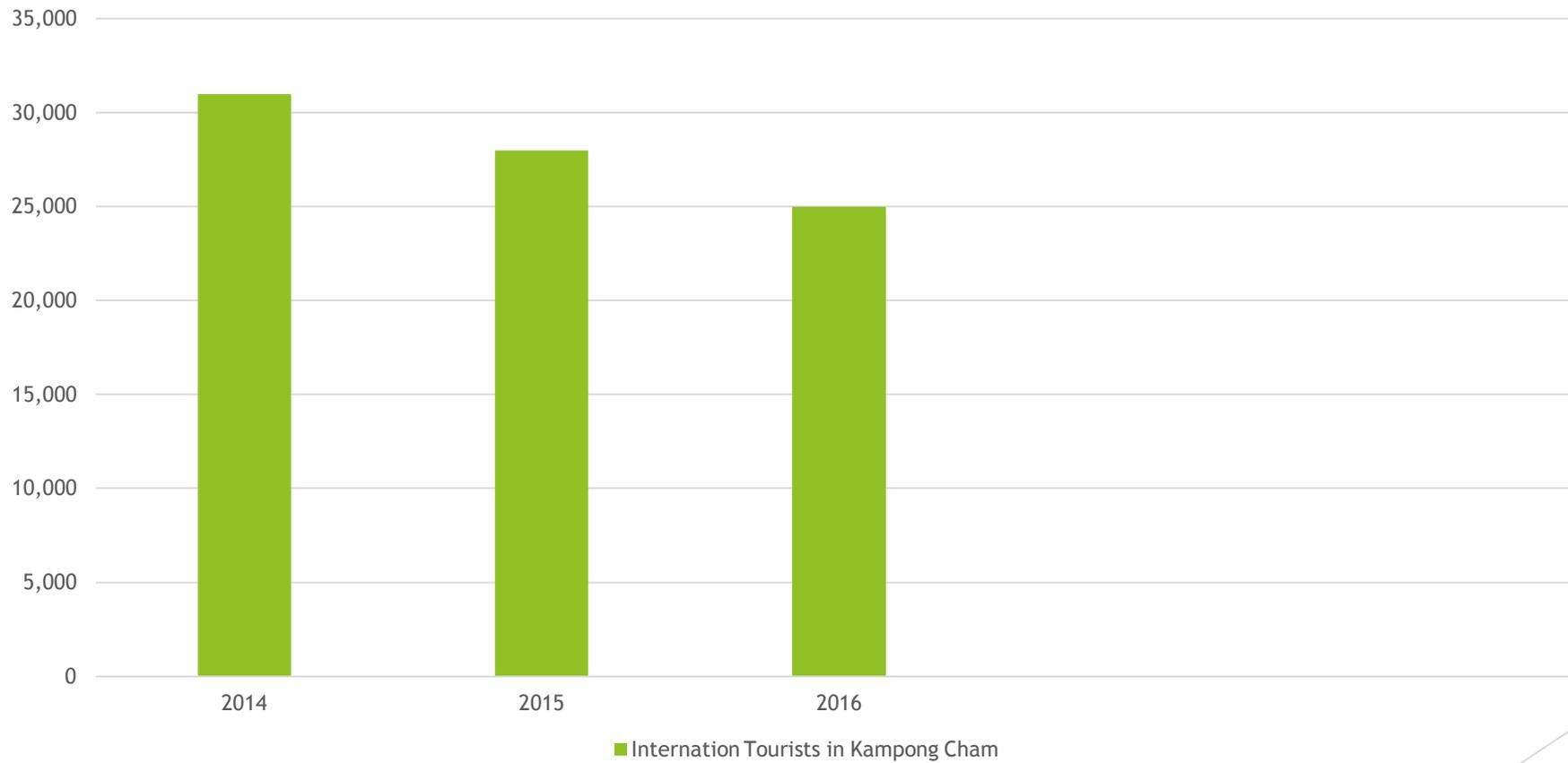


# Kampong Cham Tourism

- ▶ In particular, tourism in Kampong Cham, although Kampong Cham is not an island tourist destination, but Kampong Cham province has a natural and historical sites left behind by the ancestors of Cambodia, and we will try to develop and preserve the tourism service for human excursions to derive the income from this vital smoke-free industry. Kampong Cham has 13 tourism sites. Following the policy of the Royal Government of Cambodia, Kampong Cham received 31,000 international guests in 2014; 28,000 in 2015 and 25,000 in 2016. Compared to the provinces, capitals or cities of the ITOP forum members, Kampong Cham, there are certainly fewer international tourists.

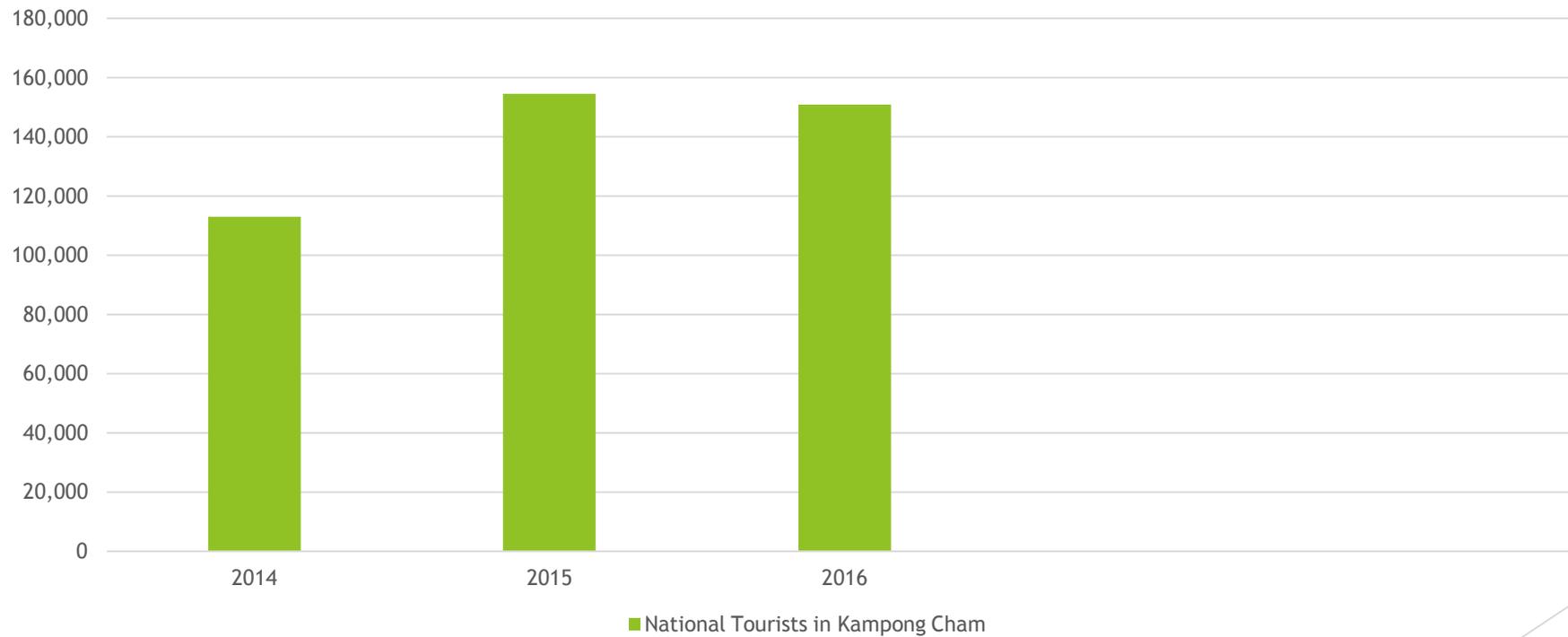
# Kampong Cham Graphic

Internation Tourists in Kampong Cham



# Kampong Cham Graphic

National Tourists in Kampong Cham



# Three Strategies of Cambodia's Prime Minister

- ▶ In order to promote the tourism industry in Kampong Cham province, with H.E Governor Kuoch Chamroeun will follow Samdech Techo Hun Sen's three strategic plans to achieve Cambodia's 2030 Tourism Destination:
  - ▶ 1. Peace is a determinant of growth in all sectors
  - ▶ 2. Continuing to promote the development of tourism as a catalyst for national economic growth
  - ▶ 3. Continuing to ensure a positive relationship between tourism and the planet towards 2030, making the future green.

# Weak Factors of Kampong Cham

- ▶ At the same time, the development of tourism in Kampong Cham has a number of points to be refined and supplemented to serve tourism, including:
  - ▶ 1. Lack of human resources, which is a major driver of development
  - ▶ 2. There is a lack of budget resources in the development and conservation of tourism areas
  - ▶ 3. Lack of partners to invest in tourism
  - ▶ 4. The awareness of the environment and the protection of the natural areas of the people are limited
  - ▶ 5. There is a lack of participation from people in community to develop eco-tourism.
  - ▶ 6. Hence, We do ask for all the participants here to help persuade investors to invest on tourism in Kampong Cham Province .

Thank You !