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# Ecotourism Feasibility Study

## Koh Kong Province, Cambodia

By Jane Dearden & Susan Kennedy



The Asia Foundation



## **ACKNOWLEDGEMENTS**

Under the Civil Society and Pro-Poor Markets (CSPPM) program, The Asia Foundation has been working in Koh Kong Province since 2008 to reduce the vulnerability of the rural poor whose livelihoods depend on natural resources. Funded by the governments of Denmark, the United Kingdom, and New Zealand as a component of the Natural Resource Management and Livelihoods Program (NRMLP), the CSPPM program works in 13 provinces of Cambodia to foster greater participation by civil society groups in local policy and budget decisions that affect the management of natural resources.

In line with the objectives of the CSPPM program, The Asia Foundation identified community-based ecotourism (CBET) as a potential source of alternative income and a stimulus for improved natural resource management in the province of Koh Kong. In order to provide communities in Koh Kong with the resources to develop this potential, The Asia Foundation, with its partner organizations, Save Cambodia's Wildlife (SCW) and the Fine Arts Association (FAA), supported a feasibility study on ecotourism in order to:

- Assess tourist demand and preferences for, and community interest and capacity in ecotourism activities in Koh Kong;
- Identify community based ecotourism resources and requirements;
- Determine actionable steps for implementation of CBET activities;
- Analyze the associated costs and benefits of the identified CBET strategy; and
- Share findings with communities and other relevant stakeholders for further development of ecotourism in the province.

The Asia Foundation and its partner organizations would like to express their sincere thanks to the individuals and organizations at the national, provincial, and local levels that contributed to this study. Representatives from numerous sectors and organizations gave their time to provide key interviews, participate in focus group discussions, and validate key findings from the study at the provincial Consultative Workshop. These contributors include:

- Ministry of Tourism
- Office of Provincial Governor of Koh Kong
- Provincial departments including the Department of Tourism, Department of Environment, Department of Industry, Mines and Energy, Department of Land Management and Construction, Fishery Cantonment, and Forestry Cantonment
- Project to Support Democratic Development through Decentralization and Deconcentration (PSDD), and Provincial Local Administration Unit (PLAU)
- NGOs including the International Union for Conservation of Nature (IUCN), Wildlife Alliance, Cambodia Community Based Ecotourism Network (CCBEN), and Live and Learn
- Private sector businesses including 4 Rivers Eco Lodge, Oasis Resort, Aqua Sunset Bar, Rainbow Lodge, Neptune Bar and Guesthouse, Blue Moon Guesthouse, and Koh Kong Eco Tours
- Local authorities and community based organizations of participating communities
- All the survey respondents in Phnom Penh and Koh Kong

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## **I. EXECUTIVE SUMMARY**

The objective of this report is to assess the feasibility of the further development of community based tourism (CBT) and ecotourism in Koh Kong Province. Successful development of community based ecotourism (CBET) includes coordination among government, communities, private sector and non-governmental organizations (NGOs).

As part of The Asia Foundation's Civil Society and Pro-Poor Markets (CSPPM) program, six communities were chosen for the feasibility study based on their potential, interest, and proximity to Koh Kong town. The communities include the four coastal communities of Peam Krasaob, Koh Kapi, Koh Sralao and Boeng Kachhang; Tatai Kraom at Tatai Waterfall; and the Russey Chrum commune of Thma Bang in the Cardamom Mountains.

Various forms of research were carried out with international and domestic tourists, local communities, government officials, NGOs, and private sector businesses. Information was gathered in the form of:

1. Community assessments with six communities: The feasibility study commenced by carrying out community assessments with all six communities to determine their capacity levels and interest in CBET. It was decided to conduct further research into four of the six communities in the form of focus group discussions with Koh Sralao, Koh Kapi, Boeng Kachhang, and Russey Chrum.
2. International tourist demand surveys in Phnom Penh and Koh Kong.
3. A domestic tourist demand survey in Koh Kong.

Tourist surveys were conducted in Phnom Penh and Koh Kong to determine the level of tourist interest in ecotourism and CBT as well as the types of activities in which they were interested. The data was retrieved and analyzed, offering proof that there is a high demand for CBET in Cambodia and in Koh Kong.

4. Surveys with international and local tour operators: A survey of tour operators in Phnom Penh and Siem Reap indicated that there is a strong interest in learning more about Koh Kong and providing tours to the province in the future. Surveys undertaken with CBET project leaders in other areas of Cambodia indicated a growing interest in CBET among domestic and international tourists. These communities currently receive a reasonable number of tourists and successfully share the benefits both directly and indirectly with community members, indicating a positive future for CBET in Cambodia.

5. Interviews with local government officials, NGOs, and business owners: Interviews with local business owners in Koh Kong produced varied results with some very positive outcomes. Several of these businesses are already linked with communities and look forward to expanding their tour product offerings, while other businesses are interested in making an initial connection.

6. Follow-up focus group discussions with four of the six communities: In-depth focus group discussions with four communities revealed that they had a reasonable understanding of CBT and ecotourism. The communities also identified three preferred areas for development that include English training, hospitality, and building huts for eating/relaxing. While the

communities envisioned that community based tourism will improve community standard of living, they were also concerned about increased drug and sex tourism as the result of the increased tourism in their areas. Increased rubbish, communication and safety issues were also identified as concerns. The focus group discussions also covered the analysis of community strength, weakness, opportunity and threat, in which communities have well articulated their internal capacity and improvement needs, and external enabling factors as well as factors that may hamper their potential.

7. Consultative workshop in Koh Kong: Following the survey research, a Consultative Workshop was held in Koh Kong on September 9, 2010 with key stakeholders from six communities, local government officials, NGO staff, and private sector businesses. The aim of the workshop was to validate and expand upon the key findings of the research; the report presents this additional information across relevant sections under the heading, “Consultative Workshop Outcomes.”

8. Firsthand experience crossing the border to/from Thailand: several respondents who had crossed the border from Thailand into Cambodia felt unsafe due to their interactions with border officials. Additionally, transportation providers including motor bike, tuk-tuk and car drivers from the border to Koh Kong town reportedly inform tourists often that the town is unsafe. To confirm this information, the consultants crossed the border to Thailand and returned to Cambodia to obtain their firsthand experience of border crossing.

9. Secondary research: To gain initial insight into the feasibility study and to provide information and knowledge on CBT and ecotourism, a significant amount of data was collected from and referenced to existing publications including statistics from the Ministry of Tourism; tourist guidebook *Lonely Planet*; print media including, *The Cambodia Daily* and *The Phnom Penh Post*; and other relevant publications.

Through these various research methodologies, the following key findings were identified:

### **Community Interest and Capacity**

The communities’ interest in developing CBET is high, ranging from 60-100 percent of families. However, communities did not indicate an interest in engaging in cultural exchange with visitors. The communities’ overall capacity is low and needs to be built in all tourism related areas including:

- Business management
- Cooking and Hygiene
- Guide Training and English-Speaking
- Hospitality and Homestay Management

### **Tourist Demand**

Respondents indicated that they were very interested in waterfalls, beaches, mangroves, day hikes, wildlife viewing, and boats trips – all of which are a part of CBET. Currently, budget and mid-range travelers make up the majority of visitors to Koh Kong.

The majority of visitors to Cambodia does not allow enough time in their itineraries to take part in ecotourism activities. Generally, they are also not aware that the country offers CBET opportunities. Additionally, less than half of Phnom Penh respondents were aware of Koh Kong, and those who were are primarily expats living in Cambodia. In addition, Koh Kong has to compete with other ecotourism destinations in Cambodia, which currently have more advanced services and facilities, and better promotion.

A survey of domestic tourists in Koh Kong indicates that the primary market of tourists visiting Koh Kong is from Phnom Penh, which represents about two-thirds of domestic tourists. There exists a good opportunity to market Koh Kong to domestic tourists in Phnom Penh.

The Koh Kong survey results indicated a positive future for tourism in Koh Kong based on the fact that over 86 percent of respondents intended to spread positive “word of mouth” to friends and family about Koh Kong.

### **Cost-Benefit Analysis**

A cost-benefit analysis was conducted for four communities to assess the feasibility of developing CBT products and services. Low cost, low impact investments were recommended such as huts for eating that are popular with domestic and international tourists, walking trails, homestays, guiding, and English-speaking training. Short tours within the communities can be easily developed once the guide has been trained where visitors can experience daily rural life, including observing local fishing practices and visiting fruit plantations.

During the Consultative Workshop, it was discovered that all communities had a good understanding of the benefits of initial investment in relation to long-term gains. Not only did they understand the benefits of economic rewards, but they also comprehended the importance of capacity building and increased livelihoods for community members.

### **Challenges for Developing CBET**

Recent and future developments in the way of mining, dams, and offshore investment could hamper efforts to continue any community-based or ecotourism projects. Tourists and tour operators are concerned about the impacts these projects will have on the environment, particularly in Chi Phat where Wildlife Alliance and their NGO partners have invested a significant amount of time and money to build the capacity of local people and develop ecotourism as a viable livelihood and alternative to illegal logging and hunting.

Lack of proper rule enforcement at the border creates a bad first impression of Cambodia and the “transport mafia” discourages tourists from spending time in Koh Kong. Rubbish remains a problem and distracts tourists from Koh Kong’s natural beauty and attractions.

In the near future, the primary NGOs working in the area of ecotourism in Koh Kong Province will be completing their projects, leaving the area with limited NGO assistance. Therefore, the local communities will be at a disadvantage to access training and funding opportunities.

### **Infrastructure and Access to Information**

Koh Kong Province is in need of additional banking services and a Tourist Information Center in a prominent location. Tourists need access to information in relation to available CBET activities in Koh Kong Province.

It is the role of the local Department of Tourism to promote the province to tourists in the area and of the Ministry of Tourism in Phnom Penh to promote Koh Kong Cambodia-wide and internationally. An excellent example of a successful countrywide promotion is the current advertisement of the Tatai tourist area on television that was produced by the Ministry of Tourism.

### **Recommendations and Considerations for Communities**

- Income from CBET should be considered supplementary income and will not replace traditional livelihoods.
- Cultural exchange and interaction is important for successful CBET.
- Rubbish collection programs need implementation in all communities, as with increased tourism, the volume of rubbish will increase.
- Communities should consider becoming members of Cambodia's Community Based Ecotourism Network (CCBEN) in order to receive training, marketing opportunities, and make linkages with other CBET projects in Cambodia.
- Communities should consider English training opportunities available through Grassroots Development Institute (GDI) in Koh Kong.
- Communities should link with each other to build their strengths in areas that are lacking, share knowledge, diversify products, and problem-solve.
- Communities should link with the private sector to increase sales of current products including handicrafts, village tours, and meals. They can also work together to improve on current products and develop new ones.
- Communities should link with NGOs for possible additional funding, training opportunities, and advice as well as volunteer assistance.
- Communities should link with Government institutions for financial, marketing and legislative support.
- Communities should market their products through lower cost options including signage, brochures, and the "Koh Kong Visitor's Guide."
- Communities should be aware that they are the ones responsible for setting the rules for tourism – not the tourists or tour operators.

### **Recommendations and Considerations for Government**

- Select government officials should receive training in marketing to learn how to effectively promote Koh Kong Province.
- The government should implement an ecotourism management plan for the province that outlines all the necessary requirements in order to make CBET successful (e.g. public and health services, law enforcement)
- Local authorities need to work together to ensure a plan is in place in the event of a medical emergency, to ensure that public services are provided including proper rubbish collection and disposal, that laws are enforced and tourists feel safe before products and attractions are developed.
- The government should place an immovable sign at the border that includes information and prices in relation to visas and transport.
- An additional sign should be placed at the border and prominently located in the town to promote tours and activities and encourage tourists to spend more time in the area.

### **Recommendations and Considerations for the Private Sector**

- Any work with communities should be done slowly and with minimal environmental impact.
- Visitors should be educated in relation to respecting the environment and local culture (e.g. suitable dress standards).
- While half of the survey respondents indicated that they would be interested to learn more about carbon emissions offsetting program, incorporating a visit to these forests and educating tourists about how communities are "saving the planet" as well as improving their livelihoods could be built into an itinerary. However, it is not recommended to sell this product as a stand-alone visit at this stage.

## II. LIST OF ABBREVIATIONS

Cambodia's Community Based Ecotourism Network	CCBEN
Civil Society and Pro-Poor Markets	CSPPM
Commune Sangkat Fund	C/S Fund
Community Based Ecotourism	CBET
Community Based Tourism	CBT
Department of Environment	DOE
Department of Rural Development	DRD
Department of Tourism	DOT
Department of Women's Affairs	DOWA
Development Alternatives Incorporated	DAI
- Micro, Small, and Medium Enterprise	MSME
Fine Arts Association	FAA
Focus Group Discussions	FGDs
Global Financial Crisis	GFC
Grassroots Development Institute	GDI
International Union for the Conservation of Nature	IUCN
Koh Kong	KKG
Ministry of Environment	MOE
Ministry of Tourism	MOT
Natural Resource Management	NRM
Non-Timber Forest Products	NTFP
Not Applicable	N/A
Phnom Penh	PNP
Project to Support Democratic Development	PSDD
Provincial Department of Arts and Culture	PDAC
Save Cambodia's Wildlife	SCW
Tour Operators	TOs
United Nations Development Program	UNDP
United States Dollars	USD
Volunteer Services Overseas	VSO

### **III. DEFINITIONS, GUIDELINES AND RULES FOR COMMUNITY BASED TOURISM AND ECOTOURISM**

#### **Definition of Community Based Tourism**

Community based tourism (CBT) is a form of tourism that is managed and owned by the community. It is generally small in scale and located in rural areas. CBT also involves cultural interactions between visitors and the host community.<sup>1</sup>

CBT is generally supported by NGOs, local government, and the communities themselves. A community fund is often established to support community development projects deemed necessary by key community stakeholders. This fund is made up of a portion of profits or is gathered from a fee collection such as an entrance fee. The idea behind CBT is to safeguard a destination's cultural and natural heritage while improving the socio-economic welfare of communities by increasing livelihood opportunities.

The following attributes are common to CBT operations:

- Aims to benefit local communities, particularly rural or indigenous people's including increasing law and order, security and hygiene/sanitation
- Contributes to their well-being and the well-being of their natural and cultural assets
- Increases livelihoods and reduces poverty
- Manages tourist products and activities communally
- Shares the profits/benefits equitably
- Uses a portion of the profits/resources for community development and/or to maintain and protect the community's cultural and/or natural heritage assets (e.g. mangrove forest conservation)
- Involves communities in tourism planning, ongoing decision-making, development and operations

CBT can enhance social sustainability by empowering local communities to manage their own resources, provide meaningful employment, and assist with capacity building and cultural preservation.

#### **Definition of Ecotourism**

According to The International Ecotourism Society, ecotourism is: "Responsible travel to natural areas that conserves the environment and improves the well-being of local people."<sup>2</sup> Ecotourism attempts to unite conservation and communities with responsible travelers. The environmental benefits can come in the form of income generation for communities to actively protect their natural resources from degradation. For example, community members may realize that guiding tourists on forest treks to view wildlife and stay in the jungle is a better source of income than hunting and illegal logging. Ecotourism has the potential to enhance conservation efforts and deter unsustainable development.

CBT is different from ecotourism as it does not necessarily promote nature-based activities. For example, staying in a homestay or watching a traditional dance performance is not considered an ecotourism activity.

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<sup>1</sup>Asker, Sally, "APEC Effective Community Based Tourism: A Best Practice Manual," 2010.

<sup>2</sup> TIES website ([www.ecotourism.org](http://www.ecotourism.org))

## Ecotourism Guidelines

The following nine ecotourism guidelines need to be considered when developing ecotourism products and activities:<sup>3</sup>

- 1) **It promotes positive environmental ethics and fosters “preferred” behavior in its participants.**
- 2) **It does not degrade natural resources.** Ecotourism does not involve consumptive erosion of the natural environment. For example, hunting for sport and fishing may be classified as wildland (green) tourism, but they are most aptly classified as adventure tourism rather than ecotourism.
- 3) **It concentrates on intrinsic rather than extrinsic values.** Facilities and services may facilitate the encounter with the intrinsic resource, but never become attractions in their own right and do not detract from the resource.
- 4) **It is oriented around the environment in question and not around man.** Ecotourists accept the environment as it is, neither expecting it to change nor to be modified for their convenience.
- 5) **It must benefit wildlife and the environment.** The question of whether or not the environment (not just the people) has received “benefit” can be measured socially, economically, scientifically, manageably, and politically. The environment must attain a net benefit contributing to sustainability and ecological integrity.
- 6) **It provides a firsthand encounter with the natural environment** (and with any accompanying cultural elements found in undeveloped areas). Zoological parks do not constitute an ecotourism experience (although they may contribute to the development of a person’s interest in ecotourism). A visitor center with an on-site interpretive slide show can be considered to form part of an ecotourism activity only if they direct people to a firsthand experience.
- 7) **It actively involves the local communities in the tourism process** so that they may benefit from it, thereby contributing to a better valuation of the natural resources in that locality.
- 8) **Its level of gratification is measured in terms of education and/or appreciation** rather than thrill-seeking or physical achievement; the latter is more characteristic of adventure tourism.
- 9) **It involves considerable consideration and demands in-depth knowledge on the part of both leaders and participants.** The satisfaction derived from the experience is felt and expressed strongly in emotional and inspirational ways.

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<sup>3</sup>Ceballos-Lascurain, Héctor, “Tourism, Ecotourism and Protected Areas: the State of Nature Based Tourism,” International Union for the Conservation of Nature and Natural Resources (IUCN).

## **Rules for Successful Community Based Tourism and Ecotourism for Hosts, Visitors, and Local Authorities<sup>4</sup>**

### **Host Community should:**

- Own and manage the CBT activities
- Ensure activities have economic, environmental, and cultural benefits
- Encourage visitor/host interaction and cross cultural learning with meaningful participation by both
- Make all decisions and make all the rules – it is their community
- Be involved at all stages
- Increase the capacity of community members
- Share the benefits
- Retain the benefits in the community
- Place a limit on the number of visitors, as over-visitation can damage the local culture and environment
- Exercise control over host/guest interaction

### **Visitors should:**

- Be informed as to appropriate behavior and dress in the community
- Respect cultural differences
- Engage in cross cultural learning

### **Local Authorities should ensure that:**

- Tourism does not change the local culture
- Tourism provides a socially responsible experience for visitor and host
- Tourism is an additional/supplementary income
- Communities do not over-depend on tourism and let it replace traditional livelihoods
- Communities do not overdevelop tourism
- Communities manage pollution and waste properly
- Communities “reduce, re-use, recycle” as much as possible
- Communities conserve their environment
- The positive and negative impacts of tourism are monitored

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<sup>4</sup>Asker, Sally, “APEC Effective Community Based Tourism: A Best Practice Manual,” University of Technology, Sydney, Australia, June 2010 ([www.crctourism.com.au](http://www.crctourism.com.au)).



#### **IV. SPECIFIC REQUIREMENTS FOR SUCCESSFUL COMMUNITY BASED TOURISM AND ECOTOURISM OPERATIONS**

Basic requirements are needed for developing successful CBT and ecotourism in the areas of infrastructure, setting up a community fund, and standards.

##### **Infrastructure**

Basic infrastructure is necessary to host tourists and create a positive guest/host interaction. Following is a list of necessary facilities to keep in mind when developing CBT and ecotourism in a community:

- Adequate toilet facilities
- Washing facilities
- Safety equipment: lifejackets for boat trips, first aid kit
- Jetty if necessary – safe and easy to use
- Signs in relation to no drug use, appropriate dress, etc.
- Information sheet or book for visitors on products, prices, and other community information
- Clean and safe area for cooking
- Clean area for eating
- Rubbish disposal: bins, area for burning/burying rubbish, area for collecting anything that can be recycled, regular transport to the collection areas, signs regarding rubbish disposal
- Community center or visitor information area where information can be displayed
- Communication channel for emergencies including accidents or illness

##### **Community Fund**

A community fund should be set up in each community and administered in the following way:

- A portion or percentage of income from all community activities and services should be deposited into the community fund
- All monetary transactions should be clear and transparent
- Funds should be controlled and administered by a group of community members
- The community fund should be used to pay back community members for “in-kind” labor
- The fund should be used for new projects that benefit the whole community and not individuals (e.g. administering a rubbish collection program, building additional huts for eating, setting up homestays, etc.)

## Community Based Tourism (CBT) Standards

Following is a list of standards established and shared by CCBEN to consider when developing community based tourism products and services in Cambodia.<sup>5</sup>

### CBT Guide Standards

A CBT guide must be a community member and have obtained recognition from other community members in relation to representing the community. The guide must have good local knowledge, skills, and attitude. Below are the guidelines for initial recruitment and the necessary qualities of a successful CBT guide.

#### Recruitment

- Recruited from the local community in a fair and transparent process
- Approved by the community board to operate within the guidelines and regulations of the CBT project

#### Qualifications and Training

- Has access to ongoing capacity building and training opportunities to increase skills and knowledge
- Has training in first aid, safety, cultural awareness, and environmental issues
- Is selected based on appropriate levels of knowledge and ability to adapt and learn
- Works to improve communication skills to enhance the visitor experience
- Shows interest in the activities to be undertaken and in personal development

#### Personal Qualities

- Friendly, courteous, and honest when dealing with the community and visitors
- Proud to represent the community and acts as a role model
- Does not tolerate illegal activities and supports gender equality
- Is not under the influence of drugs or alcohol during the tour
- Does not indulge in potential social, environmental, or personal harming activities if requested by visitors and takes action on such requests
- Initiates and shares ongoing visitor feedback on their experiences
- Respects the rights of other CBT members to share opportunities and income
- Respects and contributes to the promotion and preservation of the local culture and environment
- Ensures visitors adhere to the CBT guidelines in relation to culture, the natural environment, and people in order to minimize negative impacts
- Actively facilitates cross-cultural understanding and opportunities for tourists to participate in local activities alongside host community members
- Practices proper waste management

#### Visitor Care

- Adheres to all CBT project policies
- Carries a first aid kit at all times and knows how to use it
- Puts safety and security of visitors as a priority

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<sup>5</sup> EU-Asia Invest Funded Project and CCBEN/SNV, "Community Based Tourism Standards in Cambodia," May 2009. The author would like to thank CCBEN for sharing this information.

## **CBT Tour Standards**

A CBT tour is an activity organized by community members for visitors to see and learn about the local community, culture, and environment. Following are the standards for CBT tours:

### **Management**

- Clearly defined itinerary with price
- Clearly defined booking system for tour operators and visitors
- Clearly defined guidelines for interacting with culture, the natural environment, and people in order to minimize negative impact at all times
- Records all visitor numbers on an annual basis
- Clearly defined and documented agreements with tour operators and respects these agreements
- Can present visitors with the positive impacts of CBT in the community
- Creates procedures for medical emergencies
- Has an effective means of communicating with a third party in the event of an accident or emergency
- Creates safety standards for all tours and services
- Creates procedures for personal safety and security of visitors and their belongings

### **Visitor Briefing**

- Informs all visitors about any difficulties or potential hazards of activities and explains how to prevent these hazards
- Informs visitors about any rules or regulations during the tour
- Informs visitors about the opportunity to participate in the visitor feedback system
- Recommends visitors to take directions from the guide

### **Tour Design**

A CBT tour is designed to:

- Operate within the specific objectives, guidelines, regulations, and codes of conduct
- Identify tourist target markets
- Provide an identified and unique tour service
- Attract identified tourist markets through cost-effective means
- Work toward eventual financial self sufficiency
- Have a quality control and improvement system
- Have an ongoing system for visitor feedback
- Have an interpretive guide and a low guide-to-visitor ratio
- Ensure the tour guide adheres to all standards
- Allow visitors into rural communities to experience authentic lifestyles and partake in authentic activities
- Ensure tours are interesting, educational, organized, and relevant
- Respect and contribute to the preservation and conservation of local culture and the natural environment
- Ensure visitors observe the CBT project's approved guidelines for minimizing negative impacts
- Provide cultural and natural environmental awareness raising and education for visitors and host community
- Apply a practical waste management system
- Ensure all relevant rules, regulations, and laws in regards to the protection of the environment and wildlife are followed

## **CBT-Friendly Tour Operator Standards**

A CBT-friendly tour operator is a responsible tour operator that cares about the sustainability, nature and culture of the site and supports the community.

### **Minimizing the Negative Impacts on Culture and Nature**

- Willing to get involved
- Has a basic knowledge of the CBT site(s) and local conditions
- Supports the community in adhering to CBT definitions and principles
- Provides specific guidelines for the community as to what is expected in regards to delivering tourist products and services
- Has set up and signed an agreement or contract between the community and the tour operator in relation to products, prices, safety procedures, and limits of group size dependent on sensitivity of the area
- Always respects local regulations
- Refrains from carrying out any activity that may contribute to environmental damage
- Ensures all activities are sustainable and ethical
- Strives to use eco-friendly or community accommodations where available
- Respects and understands the capacity of the community
- Uses non-motorized transport wherever possible
- Supports a waste management program, recycling, and composting all organic waste wherever possible

### **Supporting the Local Economy**

- Company policy requires getting local involvement in all products/activities (e.g. food, guiding, homestay, transport) wherever possible
- Encourages visitors to purchase locally made products/services throughout the tour

### **Knowledge and Respect for the Community**

- Tour operator and its guides and tour leaders have good knowledge about the destination's natural and cultural values and passes this on to the visitor
- Tour operator has current information about the destination which can be distributed to clients
- Tour operator has responsible travel guidelines which are sent or shown to clients on booking
- Group size is limited based on the impact on the community
- Tour operator encourages the community to build capacity and operates responsibly

### **Promotes Safe and Honest Practices**

- The tour operator is licensed and has appropriate insurance
- The tour operator manages customer expectations and markets its tours appropriately
- The tour operator works on continuous improvements
- The tour operator has honest business practices and pays according to contract agreements
- Any high-risk activities are accompanied by suitably qualified guides
- At least one local guide on each tour is trained in first aid
- The tour operator has routines for receiving and evaluating customer feedback
- The tour operator refrains from any dangerous or disrespectful activities in relation to the community, culture, and environment

## **Food and Beverage Standards**

CBT food and beverage standards are applicable to providers of food and beverage in the CBT area(s) targeted to visitors.

### **Management**

- Provide meals at agreed times
- Understand tourists' needs and have snacks available
- Ensure food is well-presented
- Ensure menu and prices are clear and available
- Ensure community members involved are courteous and honest when dealing with visitors
- Ensure services do not include child labor and provide gender equality
- Ensure professional services
- Apply practical waste management including composting principles
- Insist on the usage of bio-degradable packaging wherever possible (e.g. banana leaves for containing and wrapping food)
- Communicate with tour operators and visitors in relation to dietary restrictions
- Communicate if there are any issues with timing or delivery of the agreed product
- Have an alternative menu option in the event of any problems

### **Hygiene**

- Clean water and soap in the kitchen
- Treated or boiled water available for food preparation including cleaning
- Wash hands before food preparation or cooking
- Keep kitchen clean at all times
- Prepare and cook food on a bench, not on the floor
- Keep all utensils clean
- Do not allow children or animals into the food preparation and cooking area
- Keep food storage areas clean
- Keep food storage containers clean
- Control pests and vermin in the food preparation, cooking, and food storage areas
- Keep food preparation, cooking, or food storage areas far from bathrooms or waste disposal areas

### **Meals**

- Use fresh local ingredients
- Use local specialties wherever possible
- Vary the food
- Cater for vegetarians
- Offer fruit or dessert

### **Exchange Experience**

- Offer opportunities for visitors to learn about local food and ingredients

## **Accommodation Standards**

A CBT accommodation is generally a homestay and/or communal or other guesthouse operating under the guidelines and management of CBT.

## **Management**

- Create a clearly defined and documented booking system for tour operators and visitors
- Keep up-to-date annual records of numbers of visitors
- Encourage cross-cultural experiences
- Provide basic communication materials (this could be in the form of a folder with translation and/or pictures which relate to general visitor requirements)
- Establish clearly defined and documented agreements with tour operators
- Provide an effective means of communicating with a third party in the event of an accident or emergency

## **Building**

- Attractive and suitable for tourist accommodation
- Satisfies community safety standards
- Clearly signposted
- No wild animal decorations (especially endangered species)
- Keep household and domestic animals at the property well-managed and well-cared for
- Livestock should not be located next to the accommodation (e.g. cattle and pigs)
- Building should be in a traditional style
- Adequate lighting should be provided
- It should not be located in a natural or culturally sensitive area

## **Guest Sleeping**

- Guests should have access to the building and sleeping area at all times
- The sleeping area should provide privacy
- The sleeping area should be cleaned daily and basic cleanliness and hygiene are required
- Each visitor should receive fresh and clean sheets, pillow cases, and towels
- Mosquito nets need to be installed and maintained including regular spraying for insects
- Vermin should be controlled
- Sleeping area should have at least one window for light and ventilation

## **Bathrooms**

- Provide fresh clean water for washing
- Provide toilet paper and bin
- Offer a basic and clean toilet (preferably Western-style)
- Should be cleaned daily
- Should have soap, water, and towel nearby for washing hands
- Should have an electric light

## **Safety and Security Standards**

- Comply with community fire procedures
- Comply with procedures for medical emergencies
- Comply with procedures for visitors' personal safety and security as well as the security of their belongings
- Have first aid kit available

## V. CURRENT SITUATION OF TOURISM AND ECOTOURISM IN CAMBODIA

### Tourism in Cambodia

#### International Tourism

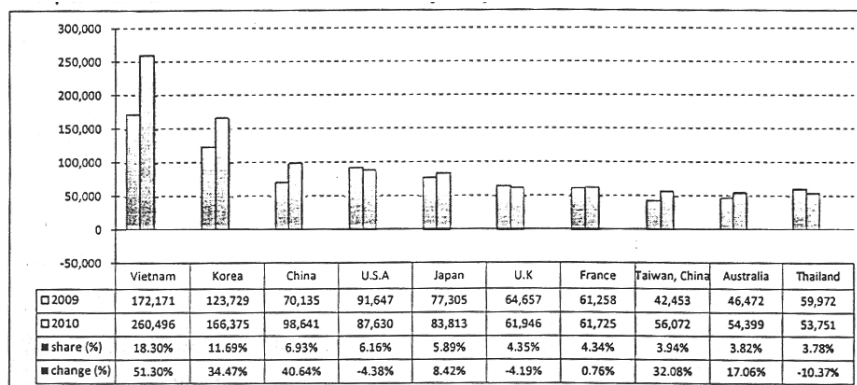
Tourism in Cambodia has seen a steady annual increase over the past 15 years.<sup>6</sup> The increase in tourist numbers were affected after the recent global financial crisis (GFC) and once again during recent political unrest in Thailand. Actual tourist arrival numbers remained constant in 2009 but did not have a substantial increase over the previous year. However, foreign tourist arrivals in Cambodia increased 11.5 percent in the first five months of 2010, compared to the same period in 2009, according to recent statistics from the Ministry of Tourism.<sup>7</sup>

#### Asian Tourism

The top four markets of Asian tourists visiting Cambodia during 2009 are Vietnamese (316,202), Korean (197,725), Japanese (146,286) and Chinese (128,210).<sup>8</sup>

According to the chart below from the Ministry of Tourism<sup>9</sup>, the year 2010 has seen a major increase in visitation in the first seven months (as compared to 2009) in the countries of Vietnam (51%), Korea (34%), China (41%), and Japan (8%).

Table 5.1: Top Ten Market Arrivals to Cambodia from January – July 2010



#### Domestic Tourism

Domestic tourism in Cambodia is also on the rise. In 2008, there were 6,729,349 domestic tourists compared to 7,021,509 in 2009. This is an increase of over 4 percent. Notably, a steady base of expatriates travels to Koh Kong from Phnom Penh for recreation.<sup>10</sup> This overall tourist number could be increased through improved services and additional marketing.

Table 5.2 below shows the steady increase in domestic tourism from 2002 to 2009.<sup>11</sup>

<sup>6</sup>Based on statistics from the Ministry of Tourism, Tourism Statistics Report March 2010.

<sup>7</sup>Ibid.

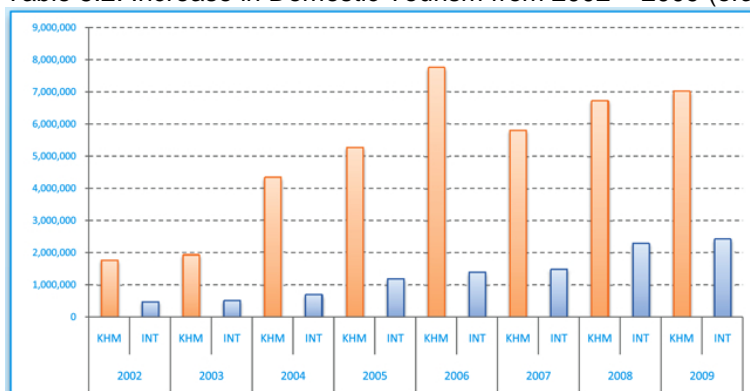
<sup>8</sup>Ministry of Tourism, "Tourism Statistics Annual Report 2009," page 10.

<sup>9</sup>Ministry of Tourism, "Tourism Statistics Report: July 2010"

<sup>10</sup>Based on responses from Phnom Penh and Koh Kong surveys.

<sup>11</sup>Ibid. Page 35.

Table 5.2: Increase in Domestic Tourism from 2002 – 2009 (orange bars)



## Ecotourism in Cambodia

Ecotourism in Cambodia is on the rise.<sup>12</sup> With the help of several international NGOs in Phnom Penh, local NGOs, and the umbrella organization Cambodia’s Community Based Ecotourism Network (CCBEN), many new ecotourism and community based operations are hosting visitors and seeing the benefits that ecotourism can bring to communities. CCBEN currently supports approximately 15 ecotourism NGOs throughout Cambodia with networking, training, marketing, and other opportunities. A current listing of projects and information can be found on their website at [www.CCBEN.org](http://www.CCBEN.org).

Below is a listing of four CCBEN projects and their responses to questions regarding products, attractions, number of visitors for 2009 and 2010, and staffing levels (see Appendix A).<sup>13</sup>

<sup>12</sup>Based on email responses to questions for ecotourism operations in Cambodia.

<sup>13</sup> The information was provided by the initiatives themselves and reflects their data and information.



<b>Geographic Location</b>	<b>Products</b>	<b>Attractions</b>	<b>Number of Visitors 2009</b>	<b>Number of Visitors 2010 (Jan - June)</b>	<b>Current Staff Levels</b>	<b>Additional Employment of Local People</b>
<b>Chi Phat (supported by Wildlife Alliance)</b>						
Koh Kong Province	Mountain Biking Homestays Birdwatching Wildlife viewing River boat rides Treks	River Mountains Wildlife	882 International visitors	606 Intl.  44 Domestic visitors from Jan 2009 – June 2010	8 full-time staff  6 field staff 2 admin/management	199 individuals representing 170 families were involved in CBET activities in 2009
<b>PrekThnout (supported by Save Cambodia's Wildlife)</b>						
Kampot Province	Homestays Guiding Souvenir Making Boat trips	Bokor National Park  Mangrove Forests	4,700 visitors (78 Intl.)	3,532 visitors (120 Intl.)	4 staff: (1 program manager, 1 senior project officer, 2 field officers) 1 foreign volunteer	42 households are involved in CBET as below: 6 – Homestay 5 – Guiding 8 – Vending 4 – Parking 4 – Entry ticket 11 – Souvenirs 4 – Boat hire
<b>Koh Phdao (supported by CRDT)</b>						
Kratie Province	Oxcart riding Biking Homestay Guiding Food Dolphin Viewing Option for volunteer work Traditional dancing	Dolphins	256 Intl. visitors	146 Intl. visitors  14 Domestic	1 staff member	48 CBET members: - Homestay group - Guides - Cooks - Transport - Environmental action
<b>Prek Toal (supported by Osmose)</b>						
Siem Reap Province	Motor boat tours Paddle boat tours Handicrafts Homestays Food	Tonlé Sap Lake  Birdwatching	882 Intl. visitors	511 International visitors	21 staff	118 families (involved in homestays, paddlers, cooks, water hyacinth co-operative handicraft workshop)  15 guides 2 boat drivers

## **NGO-Supported Ecotourism Projects**

The four ecotourism projects listed above offer similar products including guiding, homestays, and meals. They also offer a variety of additional activities depending on the area's natural attractions and what is attractive and feasible in each location. Some projects are located near well-known tourist attractions including Angkor Wat, the Tonlé Sap Lake (Osiose), and the Irrawaddy Dolphins in Kratie (Koh Pdao).

Although the projects do not employ a significant number of full-time staff, there are a large number of families involved indirectly that periodically benefit from some additional income.

Chi Phat Community Based Ecotourism Project in the Southern Cardamom Mountains has become better known with the help of a boxed text article in *Lonely Planet* about the project and Wildlife Alliance's work in developing the site.<sup>14</sup>

## **Private Sector Ecotourism**

There are an increasing number of socially responsible private sector businesses working with ecotourism and CBT throughout Cambodia. As these businesses grow, their staffing numbers have increased as well as the capacity levels of community members involved and their understanding of ecotourism and the importance of preserving the natural environment.<sup>15</sup>

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<sup>14</sup>Ray, Nick, *Lonely Planet Cambodia*, 6<sup>th</sup> Edition, August 2009, page 192.

<sup>15</sup>Based on interviews with Koh Kong businesses and operators.

## VI. CURRENT SITUATION OF TOURISM AND ECOTOURISM IN KOH KONG PROVINCE

Tourism numbers in Koh Kong have not been substantial compared to other destinations in Cambodia. For example, in 2009, there were the following numbers of total visitors to the following tourist destinations around Cambodia:<sup>16</sup>

Siem Reap = 2,277,440  
Sihanoukville = 521,839  
Koh Kong = 61,302

This study suggests that one factor in the low visitor rate may be the poor reputation that Koh Kong has had as being a ‘Wild West’ border town affected by smuggling, prostitution, and gambling.<sup>17</sup> There is the perception, however, that this type of tourism has declined substantially in recent years and is being replaced by ecotourism, according to interviews with local business owners. Other survey findings indicate that, rather than a poor reputation, it is the lack of awareness of Koh Kong and its tourist sites that accounts for relatively low tourist numbers. In addition, infrastructure and capacity constraints may be inhibiting the province’s full potential as a tourist destination.

### Opportunities for Tourism Development in Koh Kong

Koh Kong has many opportunities for growth in its domestic market, Asian, and international markets.

#### Domestic Market

Cambodia has a strong domestic market that has shown a steady increase in tourist numbers over the past seven years (see Section V).

In Koh Kong Province, there was a 43 percent increase in domestic tourism from 36,762 visitors in 2008 to 52,209 visitors in 2009.<sup>18</sup>

A survey of 35 domestic tourists was taken at two Koh Kong tourist sites including Peam Krasaob Wildlife Sanctuary and Tapon Waterfall by Save Cambodia’s Wildlife and the Fine Arts Association (see Appendix B). The following is a summary of the interview responses:

- The primary market of domestic tourists visiting Koh Kong was from Phnom Penh, representing 31 percent of visitors. Local tourists from within Koh Kong province represented 14 percent of the total surveyed and tourists from Kampot and Kampong represented 8.5 percent respectively. Since the majority of respondents were from Phnom Penh, this indicates that there is a good opportunity to market to domestic tourists there. Additionally, they take an average of three trips per year and enjoy visiting new places.
- The top three destinations to travel to were Koh Kong, Sihanoukville, and Siem Reap.
- They enjoy visiting the coast, swimming, mountains, and temples and all respondents indicated an interest in community based ecotourism.

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<sup>16</sup>Ministry of Tourism “Tourism Statistics Annual Report 2009,” page 35.

<sup>17</sup>Ray, Nick, *Lonely Planet Cambodia*, August 2009, page 182.

<sup>18</sup>Ibid. Page 35.

- The majority of respondents indicated that they enjoy eating in huts while on holiday.
- Seventy-four percent indicated that they would stay overnight in a homestay and were willing to pay an average of \$10 per night, compared to 26 percent who were uninterested.
- All respondents were interested in buying local handicrafts.
- The cost of products and services was a major factor as respondents indicated they didn't want prices to be expensive.
- Quality food was very important as well as cleanliness and good communication.
- Nearly all respondents were taking a boat trip while in the mangroves. Eighty-six percent of respondents either expressed interest in taking a boat trip to different islands or had already done so. Five out of 35 respondents said they never went and did not express interest. However, only two respondents indicated that they were going to visit a coastal community.

In addition, 90 percent of visitors to Tatai Waterfall are Khmer. As these figures indicate, there is a large market of domestic tourists already visiting Koh Kong. With an increase in products, services, and additional marketing, this number should continue to maintain steady growth.

### **Asian Market**

There is a steady stream of Asian tourists to Cambodia from Vietnam, Korea, China, and Japan for whom Cambodia is more accessible and less costly than for travelers coming from other parts of the world (see Section V). Developments in the area such as the \$3.8 billion Chinese tourism development project in Koh Kong<sup>19</sup> will bring more Asian and international tourists who may participate in community based and ecotourism activities. An opportunity exists for local service providers and communities to cater to these markets and it is recommended that research be conducted in relation to the requirements of this demographic of tourists (e.g. accommodation, food, and activities).

### **International Market**

There has been a 5 percent increase in the international tourist market to Koh Kong from 8,656 visitors in 2008 to 9,093 visitors in 2009.<sup>20</sup> The demographic of tourists to the area is changing to include more people interested in ecotourism and less people interested in irresponsible tourism.<sup>21</sup> According to tourist surveys in Phnom Penh and Koh Kong, there is a high tourist demand for visiting waterfalls, beaches, mangrove forests, day hikes, and village visits.

## **Challenges in Tourism Development in Koh Kong**

Koh Kong has some challenges in tourism development including:

- Lack of tour operators in the province.
- Based on surveys of several international tour companies, it was discovered there was an interest in providing tourism services in Koh Kong. However, the deterrents

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<sup>19</sup>Reaksmey, Hul, "\$3.8 Tourism Project Under Way, Officials Say," *The Cambodia Daily*, July 8, 2010, page 25.

<sup>20</sup> Ministry of Tourism "Tourism Statistics Annual Report 2009," page 35.

<sup>21</sup>Based on 15 interviews with private sector businesses.

included a lack of information and services currently on offer and the inability to create successful linkages with the private sector.

- The province is under-marketed. Over half of Phnom Penh survey respondents had never heard of Koh Kong.
- Lack of community involvement due to low capacity.
- The threat of large-scale developments in the area could undermine ecotourism efforts.<sup>22</sup>
- Overcharging for visas and intimidation of tourists at the Cham Yeam border, creating bad first impressions of Koh Kong and Cambodia.<sup>23</sup>
- The “transport mafia” that operates from the border that encourages tourists to leave town in order to earn a commission from bus ticket sales.<sup>24</sup>

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<sup>22</sup>Boyle, David and CheangSokha, “Mine plan threatens Koh Kong woodland,” *The Phnom Penh Post*, July 13, 2010.

<sup>23</sup>Based on answers from Koh Kong survey respondents and consultants’ firsthand border crossing experience.

<sup>24</sup>Ibid.

## **VII. FEASIBILITY STUDY PROCESS**

To commence the feasibility study process, the consultants initially met with The Asia Foundation and their local partners Save Cambodia's Wildlife (SCW) and the Fine Arts Association (FAA) to discuss the potential communities available to work with, their locations and their products. A decision was made as to which communities to study based on their location, potential, and the practicality of time allowed for the study.

The feasibility study was carried out as follows:

- A survey of 52 people was conducted in Phnom Penh in a variety of locations to enable a mixed demographic of respondents.
- The consultants met with the Director of Statistics from the Ministry of Tourism to request border statistics for Cham Yeam border.
- The consultants met SCW and FAA in Koh Kong and organized visits to six communities.
- The consultants conducted community assessments with six communities.
- Based on the assessments, the consultants conducted focus group discussions (FGDs) with four communities.
- A survey of 44 international tourists was conducted in Koh Kong in a variety of locations to enable a mixed demographic of respondents.
- A separate survey of 35 domestic tourists was also conducted in Koh Kong in a variety of tourist destinations to understand the domestic market demand.
- The consultants travelled to Thailand through the border at Cham Yeam and back again to obtain a firsthand border crossing experience.
- The consultants met with a mixture of local government officials and NGOs in Koh Kong Province to obtain as much information as possible in relation to future developments in the area, how they work with local communities, the environment, and any other relevant information.
- The consultants met with 15 local business operators in Koh Kong in relation to their business trends, tourist trends, and their interest in working with local communities.
- The consultants contacted international and local tour operators and travel companies in Phnom Penh and Siem Reap to ask about their knowledge of products and services in Koh Kong and whether or not they had any future plans to conduct business in the area.
- The consultants met with CCBEN, Live & Learn Environmental Education NGO, and Sipar in Phnom Penh in relation to any assistance or training materials available for communities.
- On September 9, 2010, a Consultative Workshop for "Validating Key Findings of the Community Based Ecotourism Feasibility Study" was conducted at the Koh Kong

City Hotel in Koh Kong (see Appendix C). The outcomes from this workshop are found throughout this report in sections titled, “Consultative Workshop Outcomes.”

- The consultants used this primary research along with secondary research to establish the basis for this report.

## VIII. MARKET DEMAND SURVEY OF INTERNATIONAL VISITORS AND EXPATS IN PHNOM PENH

A total of 52 international tourists and expats were surveyed in Phnom Penh in several tourist locations including the riverside, near Tuol Sleng Museum and near the Russian Market (see Appendix D).

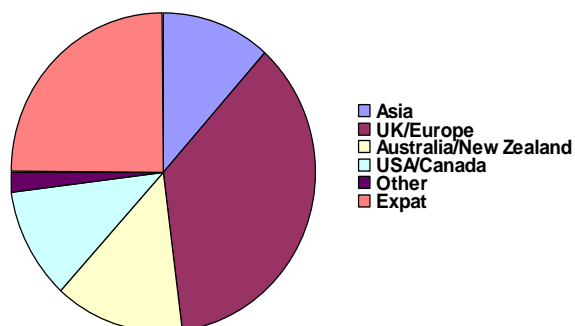
### Country of Origin

According to the survey, the majority of tourists were from the UK/Europe at 37 percent (see Table 8.1). The Koh Kong survey showed the same results and it is believed that this is due to the summer holiday season in Europe. These numbers would be more balanced at another time of year such as high tourist season in Cambodia, which is from October to March.

The second largest group in the sample was expats living in Cambodia (25%). Expats were also the second largest group in the Koh Kong survey.

Table 8.1: Where are Tourists coming from?

	Frequency	Percent
Asia	6	11.5
UK/Europe	19	36.5
Australia/ New Zealand	7	13.5
USA/Canada	6	11.5
Other	1	1.9
Expat	13	25.0
Total	52	100.0



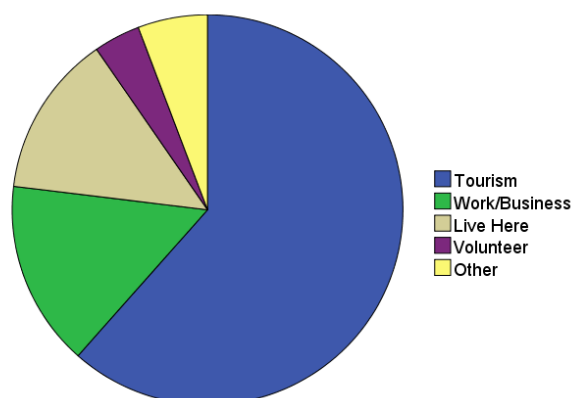
### Reason for Visit

While the majority of visitors surveyed in Phnom Penh were tourists (62%), a large portion of respondents indicated that they were here for work/business or live here as expats (29%). Additionally, in the question above, 25 percent of respondents indicated they were expats, yet only 13.5 percent indicated, “Live here.” Therefore, it is believed that several respondents who indicated they are here for “Work/Business” were in fact expats (see Table 8.2).



Table 8.2: What is the Main Reason for your Visit to Phnom Penh?

	Frequency	Percent
Tourism	32	61.5
Work/Business	8	15.4
Live Here	7	13.5
Volunteer	2	3.8
Other	3	5.8
Total	52	100.0

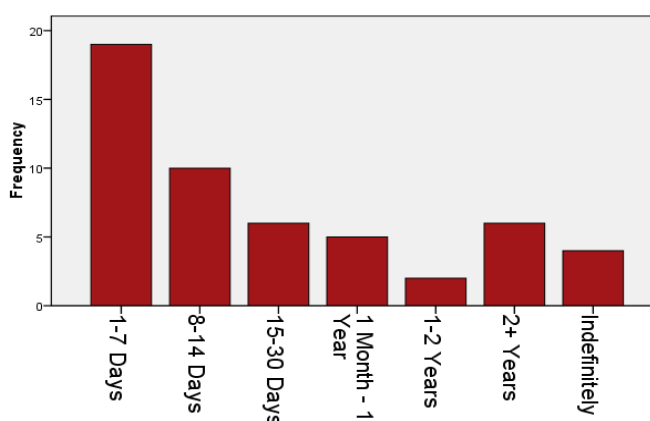


## Length of Stay

According to the survey, the majority of tourists (37%) were staying in Cambodia for seven days or less (see Table 8.3). However, 19 percent of tourists were staying for 8-14 days and 12 percent were staying for up to a month, which is a good sign for spreading the economic benefits of tourism in Cambodia. Expats were the only respondents indicating stays beyond one month.

Table 8.3: Length of Stay

	Frequency	Percent
1-7 Days	19	36.5
8-14 Days	10	19.2
15-30 Days	6	11.5
1 Month - 1 Year	5	9.6
1-2 Years	2	3.8
2+ Years	6	11.5
Indefinitely	4	7.7
Total	52	100.0



## Do Respondents Plan to do Ecotourism Activities?

The majority of respondents (35%) indicated that they did not have enough time in their itineraries to accommodate any ecotourism activities (see Table 8.4). Additionally, 29 percent of respondents indicated that they did not know anything about ecotourism in Cambodia. Therefore, an opportunity exists to educate tourists about ecotourism in Cambodia.

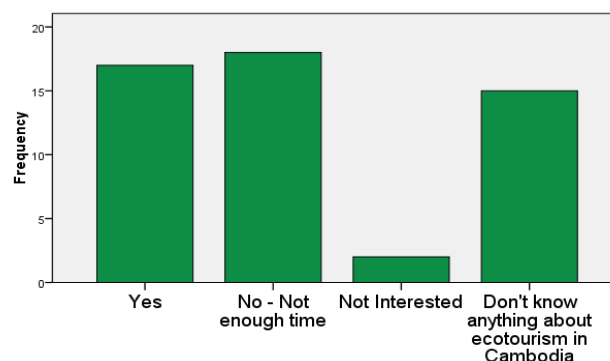
Ideally, it would be best to inform visitors before they arrive so they can allow enough time to take part in community based or ecotourism activities. According to the survey, most tourists indicated that they used guidebooks and/or the Internet for most of their information

when they travel. Increased Internet presence in the areas of ecotourism and CBT would help tourists learn about the many activities and attractions that are currently available.

Only two respondents out of 52 indicated that they were not interested in ecotourism, which is very low and further indicative that there is room for growth in this area in Cambodia.

Table 8.4: Planning to do Ecotourism Activities

	Frequency	Percent
Yes	17	32.7
No - Not enough time	18	34.6
Not Interested	2	3.8
Don't know anything about ecotourism in Cambodia	15	28.8
Total	52	100.0

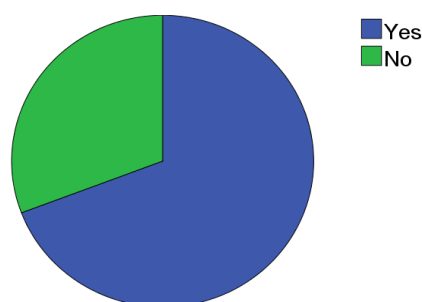


## Interest in Ecotourism in Cambodia

The survey results showed that nearly 70 percent of Phnom Penh visitors and expats were interested in knowing more about ecotourism in Cambodia (see Table 8.5). This is very encouraging news for all ecotourism projects in Cambodia. The increase in visitors will increase the “word of mouth” in relation to the area. The more people who visit Cambodia and take part in ecotourism activities, the more interest there may be for future visitors due to word of mouth to family and friends.

Table 8.5: Interest in Knowing More about Ecotourism in Cambodia

	Frequency	Percent
Yes	36	69.2
No	16	30.8
Total	52	100.0



## Phnom Penh Respondents' Planned Ecotourism Activities

Forty percent of tourists and expats in Phnom Penh indicated that boat trips were their number one planned ecotourism activity (see Table 8.6) followed by waterfalls (31%), beaches (27%), and village visits (25%).

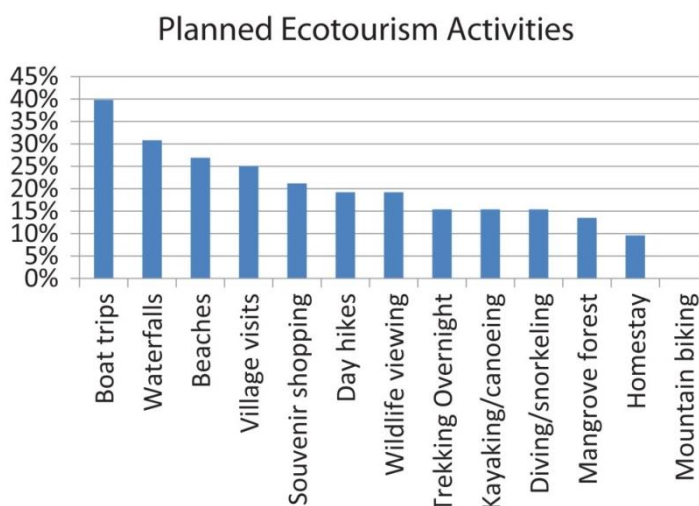
It is interesting to note that 25 percent of respondents planned to take part in community based village visits. They also wanted to shop for locally made souvenirs, go on day hikes

and view wildlife. Interestingly, an equal number of respondents (15.4%) were interested in doing overnight treks, kayaking/canoeing, and diving/snorkeling.

Fewer wished to visit the mangrove forests (14%), which is possibly due to the fact that they know very little about them. Only 10 percent wanted to stay overnight in a village homestay and none of the respondents indicated that they wanted to go mountain biking.

Table 8.6 Planned Ecotourism Activities

Boat trips	39.8%
Waterfalls	30.8%
Beaches	26.9%
Village visits	25.0%
Souvenir shopping	21.2%
Day hikes	19.2%
Wildlife viewing	19.2%
Trekking overnight	15.4%
Kayaking/canoeing	15.4%
Diving/snorkeling	15.4%
Mangrove forest	13.5%
Overnight village homestay	9.6%
Mountain biking	0.0%



## Respondents' Level of Interest in Tourist Activities

Tourists were asked to respond with the following four numbers based on their interest in the list of activities. They were told to leave blank any areas they were not interested in. The survey results took into account all answers where respondents wrote “4, 3, 2 or 1” next to the activities listed.

**4 = Definitely want to go**

**3 = Very interested**

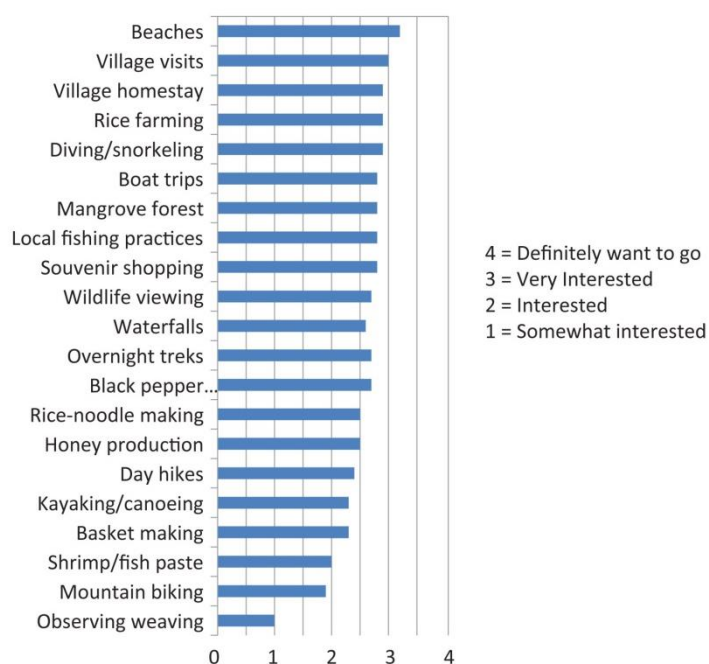
**2 = Interested**

**1 = Somewhat interested**

The averages are listed below in chart and table formats (see Table 8.7). It is interesting to note that tourists' level of interest in activities was quite similar to that of Koh Kong survey responders (see Section XI).

Village visits ranked second, which is very encouraging for any developments in CBT in Cambodia. Furthermore, village homestays, rice farming, and diving/snorkeling were tied for third place and averaged a 2.9 rating which is just under the “Very interested” category. Boat trips, mangroves, local fishing practices, and shopping for souvenirs rated 2.8 which are also very much of interest to tourists.

Table 8.7: Level of Interest in Tourist Activities

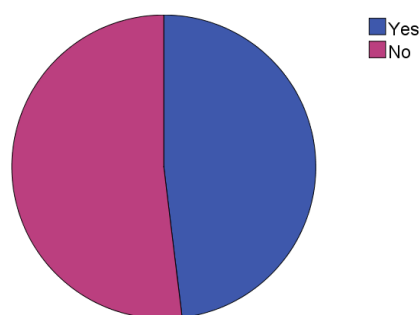


## Awareness of Koh Kong

It is very important to note that *more than half* of Phnom Penh survey respondents (52%) were not aware of Koh Kong versus 48 percent who were (see Table 8.8). Therefore, an opportunity exists to further market the province and raise awareness of Koh Kong.

Table 8.8: Phnom Penh Tourists who have heard of Koh Kong

	Frequency	Percent
Yes	25	48.1
No	27	51.9
Total	52	100.0

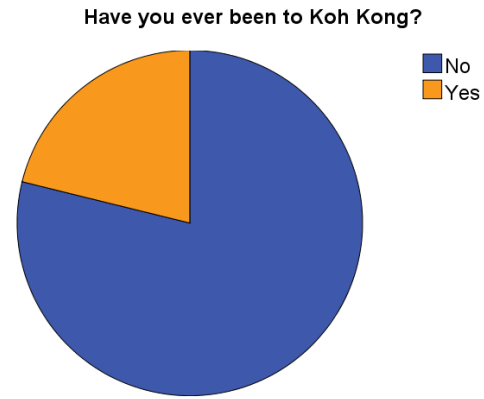


## Respondents Who Have Been to Koh Kong

Only 11 respondents out of 52 surveyed had been to Koh Kong (see Table 8.9). Nearly 79 percent of respondents had not been there before. Therefore, the results to the following questions will be unreliable as it is not a valid sample size (the minimum sample size for reliable statistics is 30).

Table 8.9: Been to Koh Kong

	Frequency	Percent
No	41	78.8
Yes	11	21.2
Total	52	100.0



### Places Respondents Visited while in Koh Kong

As mentioned above, only 11 respondents have visited Koh Kong. Additionally, only six respondents answered the question of where they had been while visiting Koh Kong, making this question statistically invalid (see Table 8.10). Five respondents had visited Koh Kong Island or beaches in the area and three respondents had visited the mangroves, waterfalls, Cardamoms, and/or Safari World.

Table 8.10: Places Visited in Koh Kong

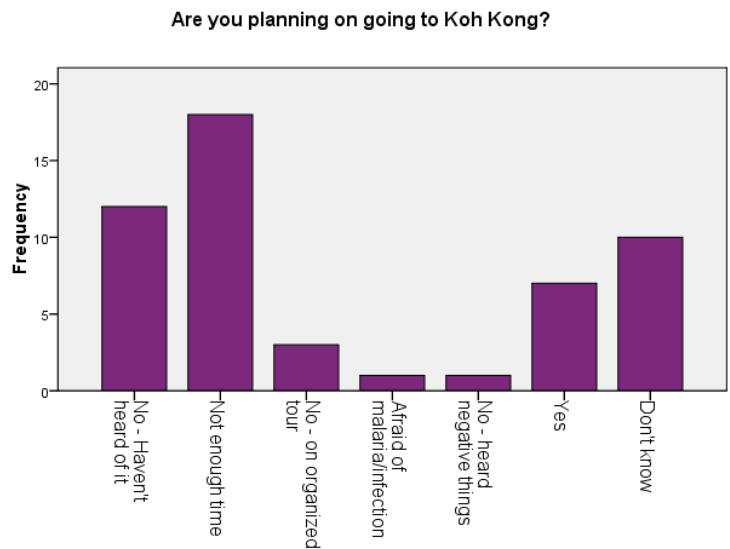
Place	# Respondents
Beaches	5
Mangroves	3
Waterfalls	3
Cardamoms	3
Safari World	3
Casino	2
Chi Phat	1

### Are You Planning on Going to Koh Kong?

Only seven respondents (14%) planned to go to Koh Kong. The majority (35%) did not have enough time, 23 percent said they were not aware of Koh Kong and one respondent had heard bad things about Koh Kong (see Table 8.11). Due to the fact that 52 percent of respondents earlier in the survey indicated that they had not heard of Koh Kong (as opposed to only 23 percent here), it is assumed that some respondents indicated they didn't have enough time as their first choice of answers.

**Table 8.11: Going to Koh Kong**

	Frequency	Percent
Not enough time	18	34.6
No - Haven't heard of it	12	23.1
No - on an organized tour	3	5.8
Afraid of malaria/infection	1	1.9
No - heard negative things	1	1.9
Yes	7	13.5
Don't know	10	19.2
Total	52	100.0



## Summary of Phnom Penh Survey

The findings from the Phnom Penh survey indicated that although the majority of respondents were interested in knowing more about ecotourism in Cambodia, over half of them were not aware of Koh Kong. After speaking with survey respondents who had visited Koh Kong, it was discovered that the majority were expats based in Phnom Penh. The expat market is an excellent one to target, as they are generally interested in exploring new places and trying out new experiences in Cambodia. There is also widespread word of mouth within the expat community, which is free advertising. The Rainbow Lodge, runs at full capacity most of the year.<sup>25</sup> The majority of her visitors are Phnom Penh expats who have heard about her lodge through word of mouth; this keeps advertising costs low.

Many respondents who weren't aware of Koh Kong or didn't know much about the area showed an interest after they completed the survey. The majority of respondents was interested in taking part in ecotourism activities as well as in community based activities such as village visits. As the current average stay in Cambodia is roughly one week, most visitors don't plan enough time in their itineraries to visit any other locations apart from Siem Reap, Phnom Penh, and possibly Sihanoukville.

Additionally, the lack of any tour packages to the Koh Kong area does not encourage international tourists to go there. Some international tourists aren't confident in planning a trip to a remote area themselves or don't have the time to organize it. As a result, they often travel to destinations that are already well established.

<sup>25</sup>Based on an interview with Janet Newman, August 4, 2010.

It is recommended that the government of Cambodia use marketing to raise the awareness of Koh Kong Province as an ecotourism destination in order to attract responsible tourists to the area.

## **IX. MARKET DEMAND SURVEY OF INTERNATIONAL VISITORS IN KOH KONG**

A total of 44 international visitors were surveyed in Koh Kong town and the outlying area. Very few tourists were in the area at the time the survey was conducted in July-August 2010 (see Appendix F).

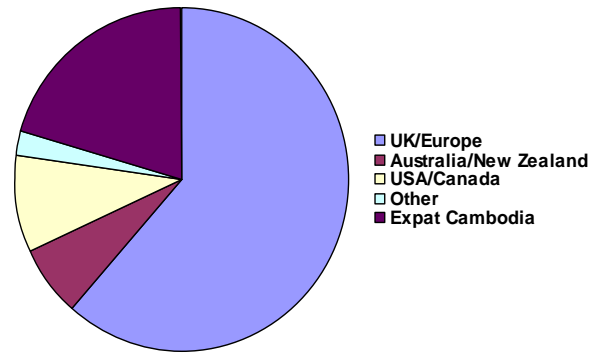
### **Country of Origin**

According to the survey, the overwhelming majority of tourists in Koh Kong were from the UK/Europe at 61 percent (see Table 9.1). It is believed that this is due to summer holiday season in Europe. These numbers would be more balanced in another season, such as the peak tourist season in Cambodia from October to March.

The second largest group is expats in Cambodia (21%), which correlates with the Phnom Penh survey results where 25 percent of respondents said they were expats. Therefore, it is further suggested that targeting the expat market is an excellent idea.

Table 9.1: Where are Tourists coming from?

	Frequency	Percent
UK/Europe	27	61.4
Australia/New Zealand	3	6.8
USA/Canada	4	9.1
Other	1	2.3
Expat Cambodia	9	20.5
Total	44	100.0



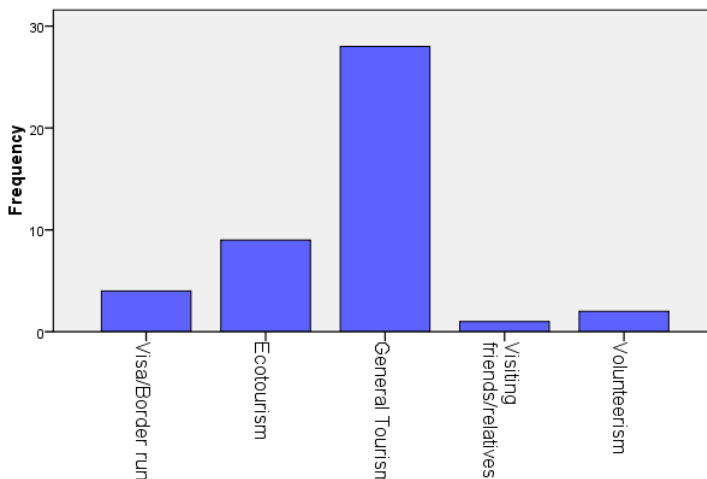
### Reasons for Visiting Koh Kong

The survey asked respondents what their main reason was for visiting Koh Kong (see Table 9.2). Sixty four percent categorized themselves as “General Tourists.” Twenty-one percent of tourists were coming to the area specifically for ecotourism, which is very encouraging. Very few were coming for a visa/border run (9%).



Table 9.2: What is the Main Reason for your Visit to Koh Kong?

	Frequency	Percent
Visa/Border run	4	9.1
Ecotourism	9	20.5
General Tourism	28	63.6
Visiting friends/relatives	1	2.3
Volunteerism	2	4.5
Total	44	100.0

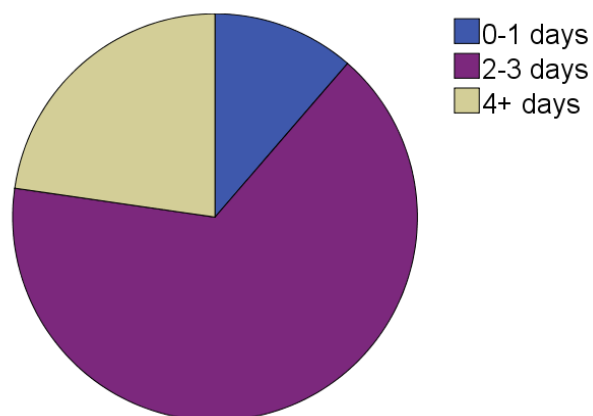


### Stay in Koh Kong

The survey results indicated that two-thirds of tourists (66%) planned to stay in Koh Kong for two to three days (see Table 9.3). This statistic is very encouraging as it indicates that tourists will therefore have time to partake in several ecotourism activities and could possibly include a village visit and/or trek in the Cardamom Mountains if they knew one was available.

Table 9.3: How Long is your Stay in Koh Kong?

	Frequency	Percent
0-1 days	5	11.4
2-3 days	29	65.9
4+ days	10	22.7
Total	44	100.0

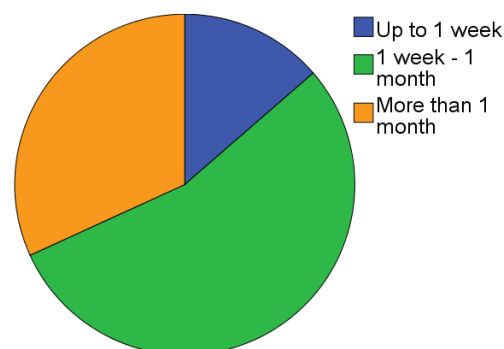


### Stay in Cambodia

Nearly 55 percent of respondents planned to stay in Cambodia from one week up to one month (see Table 9.4). Of those staying more than one month (32%), it could be assumed that the majority were expats currently living in Cambodia. It is encouraging to see tourists staying longer in Cambodia and those who travel by land to places such as Koh Kong will generally have some flexibility in their itineraries and will be encouraged to stay longer in a destination if there are interesting and well set up activities to take part in.

Table 9.4: How Long do you Plan to Stay in Cambodia?

	Frequency	Percent
Up to 1 week	6	13.6
1 week - 1 month	24	54.5
More than 1 month	14	31.8
Total	44	100.0



## Traveling to and from Koh Kong

It was interesting to note that nearly half of all respondents were either coming from (48%) or heading to (46%) Phnom Penh (see Tables 9.5 and 9.6). Since the survey showed that 20 percent of visitors were Phnom Penh-based expats, this may contribute to this high response, in addition to the assumption that many international tourists may have arrived by and plan to depart via the airport in Phnom Penh. The second highest answer for both questions was “Other” in which most respondents indicated “Siem Reap” or “Kep.”

Table 9.5: Where was the Last Place you Stayed before Arriving in Koh Kong?

	Frequency	Percent
Phnom Penh	21	47.7
Sihanoukville	5	11.4
Koh Chang	3	6.8
Pattaya	2	4.5
Bangkok	3	6.8
Other	10	22.7
Total	44	100.0

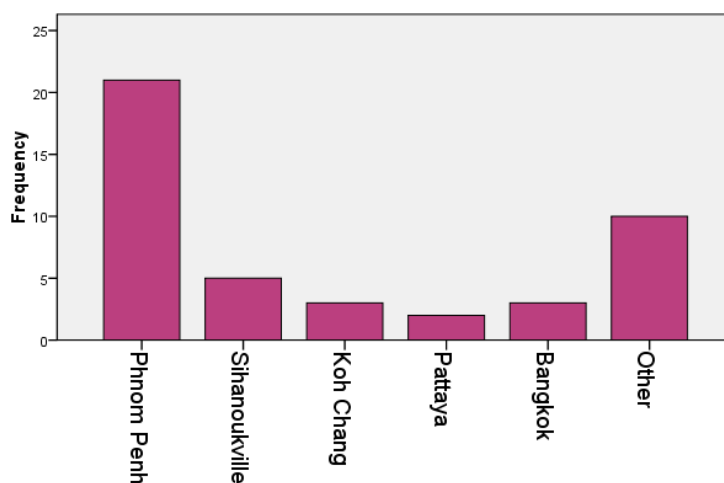
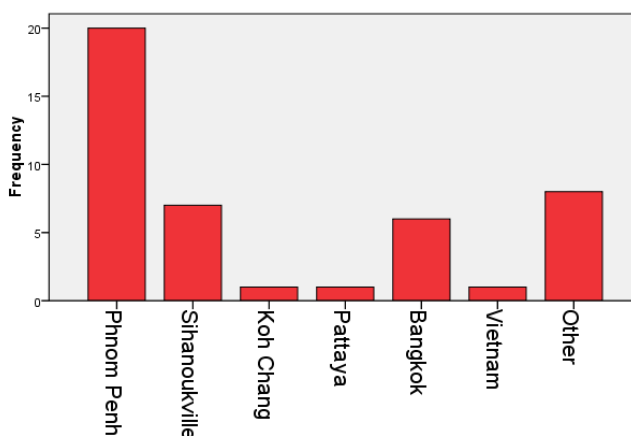


Table 9.6: Where are you Traveling to Next?

	Frequency	Percent
Phnom Penh	20	45.5
Sihanoukville	7	15.9
Koh Chang	1	2.3
Pattaya	1	2.3
Bangkok	6	13.6
Vietnam	1	2.3

Other	8	18.2
Total	44	100.0



### Places Tourists Have Visited or are Planning to Visit while in Koh Kong

Nearly two-thirds of tourists to Koh Kong planned to visit waterfalls (63%) and 44 percent planned to visit Peam Krasaob Wildlife Sanctuary (see Table 9.7). Many tourists had planned to visit beaches including Koh Kong Island (42%). However, they were disappointed to learn that it wasn't possible to go there due to rough sea conditions in the rainy season. The beach at Bak Khlang is clean and attractive with several facilities including a handful of restaurants with seating and shaded areas. The road to the once popular beach is in very bad condition at the moment and no plans seemed to be in place to repair it.<sup>26</sup>

Many tourists were interested in trips to the Cardamom Mountains. There was a high demand for hiking, trekking, nature walks, and biking trips to the area. However, at the moment it is quite difficult and expensive for tourists get there and there are currently very few services available in the Russey Chrum commune of Thma Bang.

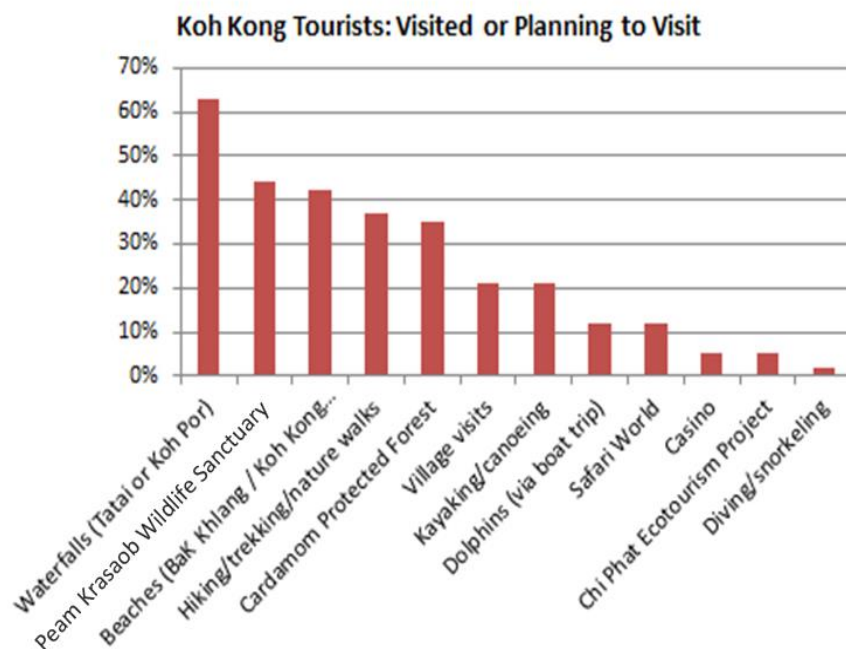
Based on the survey of 44 respondents, village visits scored high on the list with 21 percent of tourists wanting to partake in community activities. An equal number of tourists wanted kayaking/canoeing options and 12 percent wanted to see the dolphins as well as Safari World. Only 5 percent planned to visit either the casino or the Chi Phat Ecotourism Project. While Chi Phat is an excellent ecotourism project supported by Wildlife Alliance and located in the Southern Cardamom Mountains, it is quite far from Koh Kong town where the survey took place.

Table 9.7: Visited or Planning to Visit

Waterfalls (Tatai or Koh Por)	63%
Peam Krasaob Mangrove Forest	44%
Beaches (Bak Khlang or Koh Kong Island)	42%
Hiking/trekking/nature walks	37%
Cardamom Protected Forest	35%
Village visits	21%

<sup>26</sup>Based on interviews with local government officials and private business owners.

Kayaking/canoeing	21%
Dolphins (via boat trip)	12%
Safari World	12%
Casino	5%
Chi Phat Ecotourism Project	5%
Diving/snorkeling	2%



## Respondents' Level of Interest in Tourist Activities

Tourists were asked to respond with the following four numbers based on their interest in the list of activities. They were told to leave blank any areas they were not interested in. The survey results took into account all answers where respondents wrote “4, 3, 2, or 1” next to the activities listed.

**4 = Definitely want to go**

**3 = Very interested**

**2 = Interested**

**1 = Somewhat interested**

The averages are listed below in chart and table formats (see Table 9.8). It is interesting to note that tourists' plans for activities correspond quite closely with their desire for activities. One note, however, is that many tourists were “planning” a day hike in the Cardamoms or a trip to Koh Kong Island but hadn't yet discovered that it was very difficult to arrange during the rainy season.

Table 9.8: Tourist Demand for Activities:  
Koh Kong

Waterfalls	3.3
Beaches	3.3
Mangrove forest	3.2
Day hikes	3.1
Wildlife viewing	3.1
Boat trips	3
Rice farming	2.8
Local fishing practices	2.7
Village visits	2.6
Diving/snorkeling	2.6
Kayaking/canoeing	2.6
Overnight treks	2.5
Village homestay	2.5
Rice-noodle making	2.4
Honey production	2.3
Black pepper plantation	2.3
Souvenir shopping	2.2
Observing weaving	2.2
Shrimp/fish paste	2.2
Mountain biking	2
Basket making	1.8

Tourist Demand for Activities in Koh Kong



### Tourist Willingness to Pay

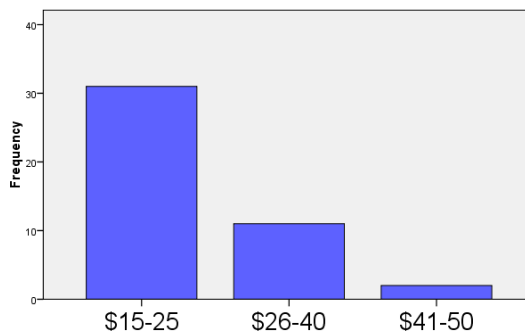
During interviews with local businesses owners, it was discovered that the average price for an all-inclusive, full-day excursion on a boat to the waterfalls, to the islands or by Jeep into the Cardamoms is approximately \$25 per person (see Section XII). The survey results reflected that this was what 71 percent of tourists were willing to pay for such trips (see Table 9.9).

The encouraging news is that 25 percent of tourists were willing to pay between \$26-40 for a higher-end tour. Local operators indicated that in order to increase the price, the level of service would need to increase. This would include English-speaking guides who can anticipate tourists’ needs, be able to interpret and “tell a story” along the way, and be able answer tourists’ questions. A higher end trip would also need to include higher quality transport such as covered boats, air conditioned vehicles and more inclusions such as additional food and beverages. The communities would also need to work towards being cleaner and more hygienic so tourists would feel comfortable with the standards they found. Working towards making these types of improvements would help bring higher-end tourists to the communities, which in turn would increase overall revenues.

Incidentally, the survey also asked respondents if they would be willing to pay “\$50+” for a tour, although none chose this option.

Table 9.9: Willingness to Pay

	Frequency	Percent
\$15-25	31	70.5
\$26-40	11	25.0
\$41-50	2	4.5
Total	44	100.0



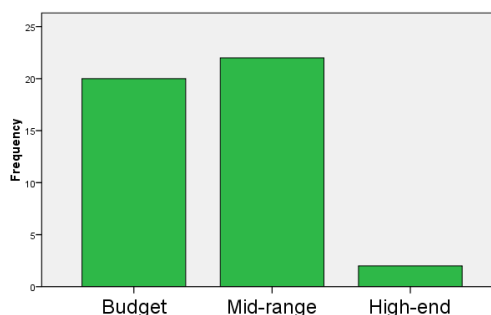
## Traveler Types

Half of respondents considered themselves “Mid-range” tourists while 45.5 percent considered themselves “Budget” and only 4.5 percent were “High-end” (see Table 9.10).

Budget travelers were defined as those willing to spend up to \$20 per person/day on accommodation and meals, mid-range travelers up to \$40 per person/day, and high-end as those spending more than \$40 per person/day. These daily spending amounts cover accommodation and meals only and do not include transport and activities.

Table 9.10: Traveler Types

	Frequency	Percent
Budget	20	45.5
Mid-range	22	50.0
High-end	2	4.5
Total	44	100.0



## Correlation between Traveler Types and Willingness to Spend

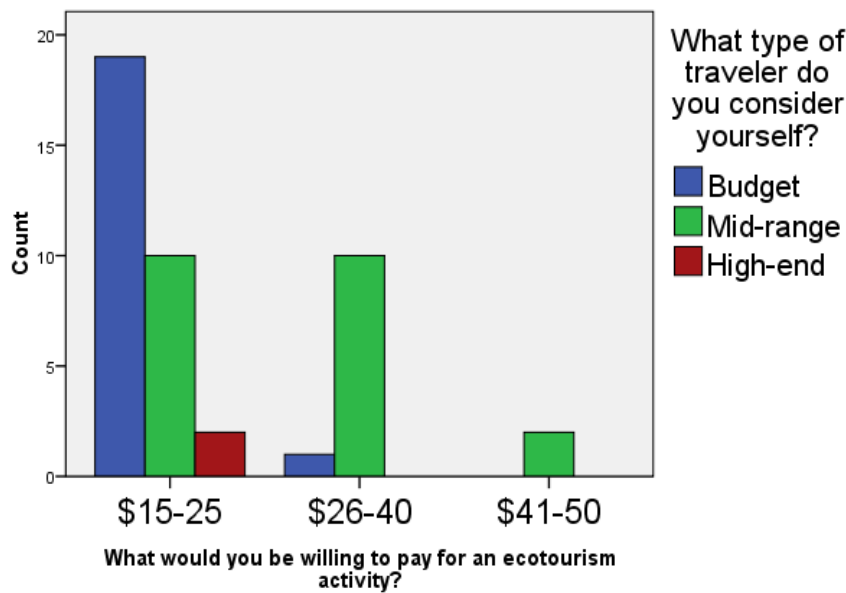
After conducting a cross tabulation between “Traveler Types” and “Willingness to Spend,” it is interesting to note that those who considered themselves “high-end” travelers were the *least* willing to pay more for ecotourism activities (see Table 9.11).

Budget travelers were the most likely to choose the \$15-25 range for tours and mid-range travelers were evenly split between paying \$15-25 and \$26-40. Additionally, the only two respondents who were willing to pay \$41-50 for a tour were both mid-range travelers.

This information shows that the current price of \$25 for tours is average and acceptable amongst tourists of all ranges. The evidence also suggests that there is potential for creating tours for mid-range tourists who will pay up to \$40 provided they receive good value for money.

Table 9.11: Type of Traveler and Willingness to Pay

Willingness to Pay		What type of traveler do you consider yourself?			Total
		Budget	Mid-range	High-end	
What would you be willing to pay for an ecotourism activity?	\$15-25	19	10	2	31
	\$26-40	1	10	0	11
	\$41-50	0	2	0	2
<b>Total</b>		20	22	2	44

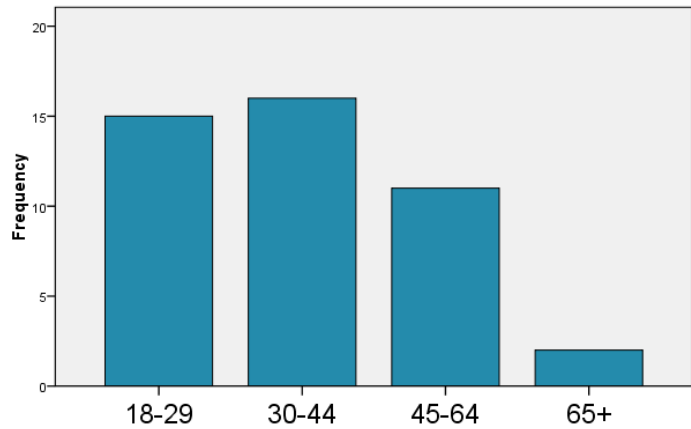


### Age Range of Respondents

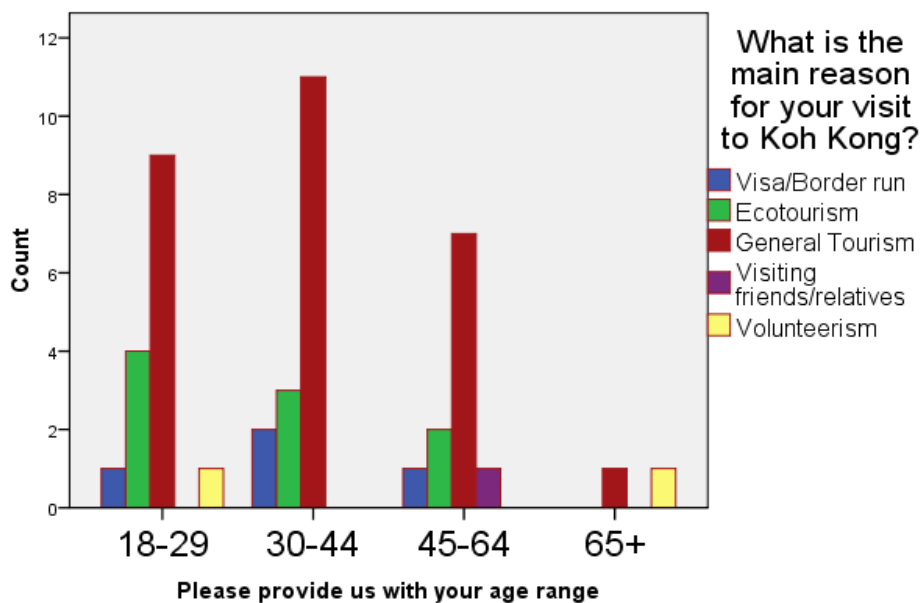
The majority of respondents were between the ages of 30-44 (36%) followed by 34 percent who were between the ages of 18-29. Only 25 percent were between the ages of 45-64 (see Table 9.12).

Table 9.12: Age Range of Respondents

	Frequency	Percent
18-29	15	34.1
30-44	16	36.4
45-64	11	25.0
65+	2	4.5
Total	44	100.0



When the age range of tourists is cross tabulated with the reason for visiting Koh Kong, the 18-29-year-olds rated the highest for ecotourism, followed by 30-44 and 45-64. These statistics provide useful information for targeting the various markets.

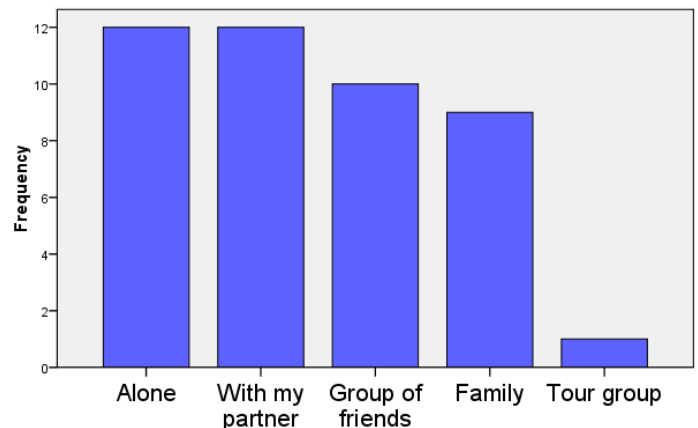


### Traveling Alone or with Companion(s)

An equal number of tourists were traveling either alone or with their partner (27% each). Those traveling with a “group of friends” or as a “family” were nearly equal and only one person was part of a tour group (see Table 9.13).

Table 9.13: Who are you Traveling with?

	Frequency	Percent
Alone	12	27.3
With my partner	12	27.3
Group of friends	10	22.7





Family	9	20.5
Tour group	1	2.3
Total	44	100.0

Based on the surveys with local and international operators in Phnom Penh, it was discovered that tourists aren't asking about Koh Kong. Since there isn't a demand for Koh Kong, there is no supply from operators. However, many operators were interested in learning more about Koh Kong and what is available and were very interested in selling ecotourism and community based tours if and when there is a market (see Section IX).

Chi Phat community currently receives tour groups which communities could possibly link with. For example, a tour operator that organizes group tours to Chi Phat could sell an additional day to the Peam Krasaob Wildlife Sanctuary and include a coastal community visit.

### Carbon Emissions Offsetting Programs

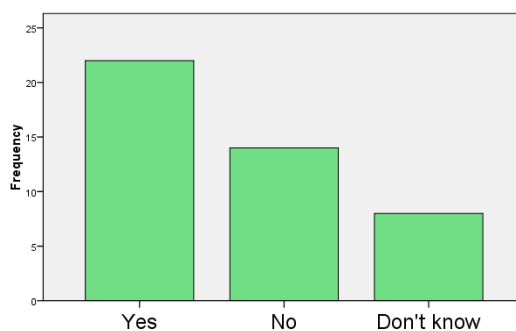
Half of survey respondents indicated that they would be interested in learning more about carbon emissions offsetting programs (see Table 9.14) while nearly one-third of respondents (32%) were not interested. Eighteen percent responded, "Don't know" which means there is an opportunity for educating tourists about these types of programs in the future.

Incorporating a visit to these forests and educating tourists about how communities are "saving the planet" as well as improving their livelihoods could be built into an itinerary. However, it is not recommended to sell this product as a stand-alone visit at this stage.

Tourists are always seeking information about the places they are visiting and are often less inclined to visit if there is no information available. It is recommended to provide translation of signs and from local guides.

Table 9.14: Interest in Learning about Carbon Emissions Offsetting Programs

	Frequency	Percent
Yes	22	50.0
No	14	31.8
Don't know	8	18.2
Total	44	100.0



## Areas for Improvement in the Tourism Sector in Koh Kong

Survey respondents were asked what improvements they felt were needed in Koh Kong town's tourism sector (see Table 9.15). Thirty-seven percent of respondents indicated that the two most important areas that needed improvement were:

- 1) Lack of information about local attractions
- 2) Lack of English-speaking abilities of local people in the service industry

The availability of tours to villages was cited by 35 percent of responders, which is positive news for any CBT initiatives in the area and the availability of tours to the Cardamoms followed at 28 percent.

Bank services was also cited as needing improvement by 28 percent of respondents and with improved banking services, this could mean higher spending levels as tourists would have better access to their money.

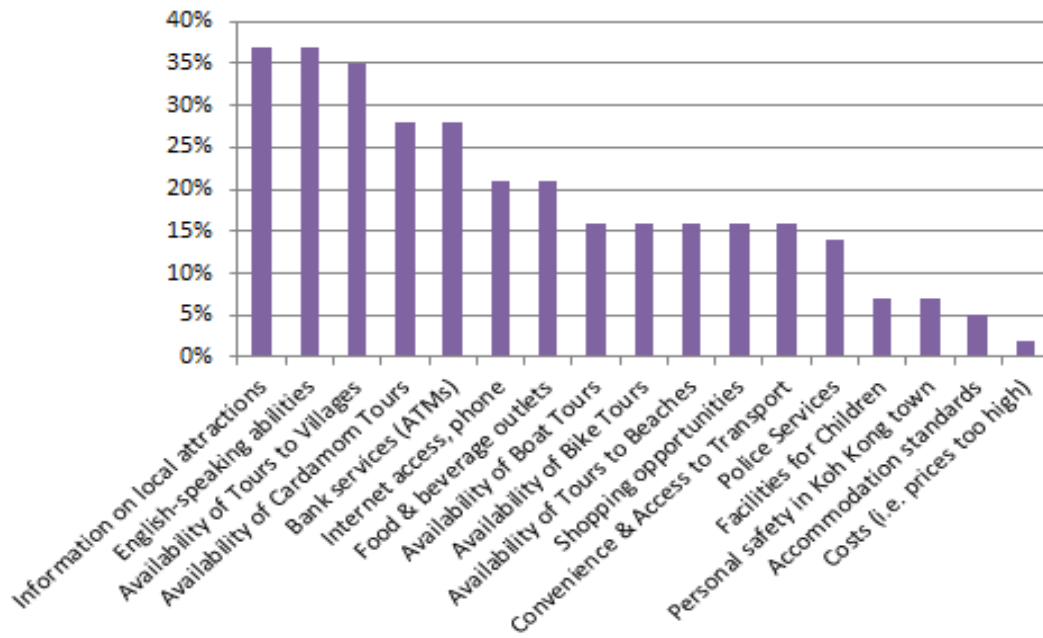
Twenty-one percent felt Internet access, phone, and food and beverage outlets were in need of upgrading and attention and 16 percent of respondents wanted improvements in boat, bike, and beach tours.

It is good to note that most people felt safe in the town and only 7 percent felt this area needed improvement. One respondent wrote that he/she wished there were more streetlights at night. The tourists surveyed seemed happy overall with their accommodation and very few felt that prices in the town were too high.

Table 9.15: Improving Koh Kong's Tourism Sector

Information on local attractions	37%
English-speaking abilities	37%
Availability of Tours to Villages	35%
Availability of Cardamom Tours	28%
Bank services (ATMs)	28%
Internet access, phone	21%
Food & beverage outlets	21%
Availability of Boat Tours	16%
Availability of Bike Tours	16%
Availability of Tours to Beaches	16%
Shopping opportunities	16%
Convenience & Access to Transport	16%
Police Services	14%
Facilities for Children	7%
Personal safety in Koh Kong town	7%
Accommodation standards	5%
Costs (i.e. prices too high)	2%

### Areas that Could Use Improvement in Koh Kong Town

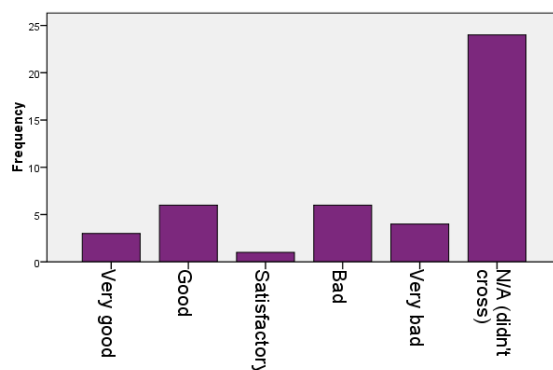


### Cham Yeam Border Crossing Feedback

In a survey of 44 international visitors in Koh Kong, nine tourists who crossed the border from Thailand into Cambodia at Cham Yeam found the experience to be “very good” or “good.” One found it “satisfactory” and 10 found it “bad” or “very bad” (see Table 9.16). Twenty-four tourists, which made up 54.5 percent of the sample, did not cross the border and therefore had no comment.

Table 9.16: If you crossed the border from Thailand, how was your experience?

	Frequency	Percent
Very good	3	6.8
Good	6	13.6
Satisfactory	1	2.3
Bad	6	13.6
Very bad	4	9.1
N/A (didn't cross)	24	54.5
Total	44	100.0



Tourists who had bad experiences at the border and chose to comment on them wrote the following on the survey:

- “Officials charged us \$35 for a \$20 tourist visa. I felt confused and unsafe.”

- “They should put a warning sign at the bus station in Thailand about the crossing.”
- “Vague process. Overpriced illegally. Motorbike taxi drivers give you far too much hassle before you even enter Cambodia. I would like to see a large improvement on the border crossing. I found it very intimidating and stressful at passport control.”
- “Unpleasant experience. Scams. Charged 1200 baht. It’s all over the internet.”
- “Why was I overcharged? I felt my partner and I had been robbed. Why is nothing done about the aggressive motorbike and tuk-tuk drivers trying to sell drugs and prostitutes?”
- “Terrible, poor introduction to the country. We would like to return next year but we will fly from Bangkok to avoid the border. It tarnished our opinion of Cambodia.”

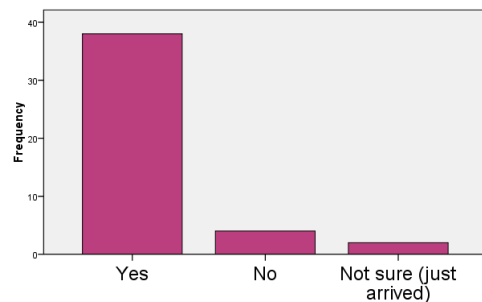
The consultants conducted a border crossing of their own to see how they would be treated upon arrival. Many of the same issues outlined above arose, including the unnecessary and stressful temperature check by means of a gun-type device to the head in relation to H1N1 and intimidating immigration officials. The situation was discussed with the Department of Tourism during a subsequent meeting.

## Recommending Koh Kong to Family and Friends

The overwhelming majority of respondents (87%) said they would recommend Koh Kong to family and friends (see Table 9.17). This is very encouraging news for the area and offers proof that there is great potential in the area to develop tourism products.

Table 9.17: Would you Recommend Koh Kong to Family and Friends?

	Frequency	Percent
Yes	38	86.4
No	4	9.1
Not sure (just arrived)	2	4.5
Total	44	100.0



In addition, respondents were asked, “Why or why not?” in regards to whether or not they would recommend Koh Kong to others. Below is a sampling of their answers:

### Positive Feedback:

“Natural beauty and our stay at Oasis Resort.”

“Like many places in Cambodia, such beautiful country, quiet place, and friendly people.”

“It’s a way to see some of real Cambodia.”

“Enjoyed short stay for visa run. Will come back and recommend to friends. Oasis very helpful. Great getaway from Phnom Penh.”

### **Negative Feedback:**

“Our accommodation was great, but the town is lacking in facilities.”

“Wouldn’t recommend during wet season – nothing to do, can’t go anywhere.”

“Nothing very special.”

“Not an interesting city.”

“Food very poor and expensive. Needs decent restaurant with reasonable prices.”

### **Additional Comments or Suggestions**

At the end of the survey, respondents were given the opportunity to comment on anything they felt hadn’t been covered and to provide additional comments or suggestions. Following is a summary of their answers:

#### **Positive Feedback:**

- Keep ecotourism alive!
- Beautiful and seems untouched by tourists
- We hope it stays a quiet and natural place
- Quiet – authentic – nature – nice fresh air
- Very green and beautiful part of the country
- Fewer tourists than we expected
- It’s beautiful here (2 times)
- You can breathe fresh air and relax
- Beautiful environment and mountains
- Beautiful area – friendly people/respect– peaceful and relaxing
- Unspoiled countryside
- Great nature and ecotourism
- Hope to return again

#### **Negative Feedback:**

- Where is the wildlife?
- Clean up the litter/garbage
- Language barrier
- Non-existent transportation to and from the border
- We didn’t find much on Internet sites
- If the police steal from you at the border you don’t feel safe

#### **Suggestions:**

- Do more marketing in guidebooks and on internet sites about the beauty of this province (mangroves, etc.).
- Set up a dirt bike adventure to village, fish with local people, stay the night and return.

## Summary of Koh Kong Survey

The survey results indicated a positive future for tourism in Koh Kong based on the fact that over 86 percent of respondents intended to spread positive “word of mouth” to friends and family about Koh Kong. Additionally, tourists were very interested in waterfalls, beaches, mangroves, day hikes, wildlife viewing, and boats trips – all of which are a part of community based ecotourism.

Through follow-up discussions with several survey respondents, many indicated they were in transit on their way to their next destination. The fact that these tourists were already there is an opportunity to market community based tours to them. However, tourists also indicated that there was a lack of information in Koh Kong town regarding what there is to do in the province. Tourists see the Cardamom Mountains off in the distance but don’t know how to get there. They visit the mangrove forest and are curious to experience what life is like in a fishing village but aren’t sure how to go about it. Therefore, huge opportunities exist for generating awareness of what tourists can do in the province and it is up to the government and local tour operators to improve the level of information available with the aim of increasing business and awareness.

There were also a reasonable number of expat visitors from Phnom Penh (21%) and an opportunity exists to pursue and expand upon this market. However, Koh Kong has to compete with other ecotourism destinations in Cambodia that currently have more advanced services and facilities.

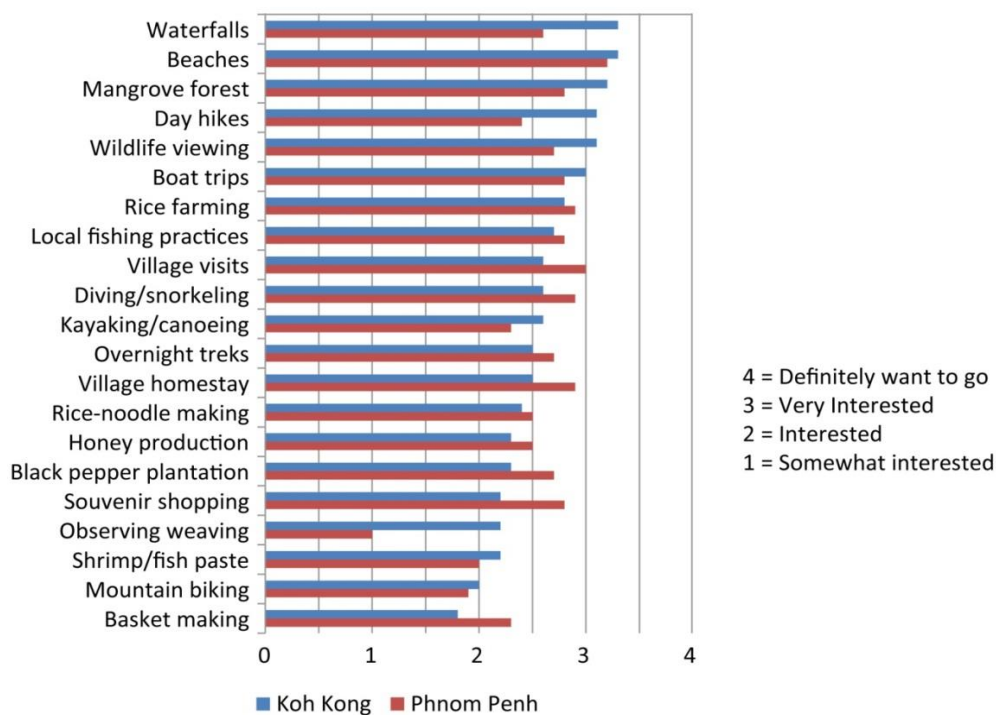
Budget and mid-range travelers made up the majority of current visitors. There is an opportunity to create packaged tours (see Section XIV) which would attract a higher demographic of tourists once overall services are improved.

## Cross Tabulation between Tourists’ Interests in Phnom Penh and Koh Kong

The following bar chart outlines the similarities and differences between tourist desires in Phnom Penh and Koh Kong.

A closer look at the chart shows that tourist demand in both destinations for community based and ecotourism activities remained fairly consistent, further confirming both surveys’ results.

## Tourist Demand for Activities: Koh Kong and Phnom Penh



## X. SURVEY OF LOCAL & INTERNATIONAL TOUR OPERATORS IN PHNOM PENH & SIEM REAP

Tour Operator	Knowledge of Koh Kong	Services utilized in Koh Kong	If you're not selling Koh Kong, why not?	Are you interested in selling Koh Kong in the future?
Angkor 7th	Chi Phat, Peam Krasaob	None	No interest, we hear that accommodations are limited & services need improvement	Yes -we would be interested in a familiarization trip there
Trails of Asia	Low quality products Border issues Huge potential	None	No requests Not very accessible Visitors don't stay long enough	Yes - but it will take time, needs better facilities & services & linkages
Travel Loops	Koh Kong has some protected areas and ecotourism opportunities	None	Find it difficult to deal with Koh Kong operators and to get quotations	Yes - definitely would like information and linkages

Hanuman Tourism	Mangroves Tatai Waterfall Chi Pat Koh Kong Island Koh Kapi	4 Rivers Ecolodge, occasionally Chi Phat community	There are other areas tourists are looking to spend more time in	Yes - as we are keen to keep visitors in Cambodia for longer. Koh Kong also provides a link between Cambodia and Thailand and the Thai Islands.
Asia Adventures	There is currently not a great deal there to attract international tourists except to Chi Phat	Chi Phat community	Only those at Chi Phat	Based on the current tourism product, the only plan is to send guests to Chi Phat
Intrepid Travel	It is one of the key ecotourism destinations in Cambodia and a good alternative land border when traveling from Thailand	Rainbow Lodge and Chi Phat community or hotels in Koh Kong. Visitors are interested in trekking, nature, water sports and the environment	Visitors generally don't have enough time	Yes - definitely

The majority of tour operators and travel agents have very little knowledge of the Koh Kong area. They are not promoting it to clients as the area has not been promoted to them. They are also aware that some services and facilities need improvement (see Appendix E).

The majority of tour operators realize there is potential in the Koh Kong area especially in ecotourism. The construction of four bridges from Phnom Penh to Koh Kong has reduced travel time to the area and therefore makes it more feasible for tour operators to offer trips to Koh Kong or through the border link to Thailand and the Thai Islands or en-route to Bangkok.

Travel companies need reliable local partners (e.g. hotels, restaurants, transport providers, and tour operators) to enable them to send tourists to the area. An opportunity exists for a local Koh Kong operator to link with travel companies and market Koh Kong Cambodia-wide. It is also the role of the government and the Ministry of Tourism in Phnom Penh to further market the area in order to encourage tourists to stay longer in the country and explore more of what Cambodia has to offer.

Following are the key observations from interviewed international tour operators:

- The guests interested in traveling to Koh Kong tend to be younger and more adventurous; they are able to organize the travel themselves with a copy of *Lonely Planet* or organize activities from travel companies based in Sihanoukville.
- An itinerary that includes Koh Kong requires a longer visit in Cambodia, a repeat visitor, or an expatriate with a long weekend to spare.
- The province is one of the key eco-tourism destinations in Cambodia and a great alternative land border when traveling to or from Thailand.
- Other areas in Cambodia appeal more to tourists than does Koh Kong.
- There is a worry that potential adventure tourism in the area is under real threat from mining and dams, particularly at Chi Phat.



- The natural attractions of Koh Kong may not be able to compete as a travel destination on a regional Southeast Asian level.
- Before more foreigners flock to Koh Kong, infrastructure, services, attractions of an international standard need to be set in place.
- More improvements are needed for the boat facilities (i.e., better coverage from the sun, purchase and regular use of life-vests).
- Boat owners at Peam Krasaob were charging higher prices than others at one time. However, villagers in Koh Kapi were very genuine.
- A selection of varied treks and nature walks in the area would be appealing, perhaps offered in conjunction with the accommodation providers or communities such as the Tatai Kraom community.
- It would be helpful to have more information with local flavor.

## XI. ASSESSMENT OF LOCAL PRIVATE SECTOR BUSINESS INTERVIEWS IN KOH KONG

### Interviews with Local Koh Kong Businesses

Business Name	Services & Type	# Tourists/yr Nationalities % Expats	Demographic of Visitors	% Guests taking part in Eco-tourism	Demand for Services not Currently on Offer	Current Marketing Strategies	How do you work with Local Communities?	What would it take to get a CBET project on board with you?
<b>4 Rivers Eco-lodge</b>	Accommodation Restaurant Tours	600 tourists per year Mixture of nationalities, a lot of British Only 2% Khmer 30% expats	Mainly high-end young professionals	90%	Locally made souvenirs  More opportunities for cultural exchange	Website Travel Agents	Takes groups of tourists to Koh Sralao community on a regular basis. Organizes and buys lunch from the community. Takes visitors to the school and the pagoda	Keep the community clean  Reliability  Be serious about what they are doing
<b>Dive Inn</b>	Restaurants, Tours, Tickets,	Currently very low due to GFC & unrest in Thailand.  All nationalities. Very limited expats, mostly tourists	Mostly low budget (backpackers)	90%	None	Canby Sihanoukville visitors guide Advertiser Television	Does not, as he believes communities don't want to work with private sector.	At the moment it is not possible due to lack of capacity and other constraints
Business Name	Services & Type	# Tourists/yr Nationalities	Demographic of Visitors	% Guests taking part in Eco-	Demand for Services not Currently on	Current Marketing Strategies	How do you work with Local	What would it take to get a CBET

		% Expats		tourism	Offer		Communities?	project on board with you?
<b>Blue Moon Guest House</b>	Guest House Restaurant Tours Supermarket	Low season 2-3 rooms per night, high season full All nationalities 30% expats	50% backpackers 50% families	80%	Locally made souvenirs	Lonely Planet Koh Kong visitors guide	Takes visitors to Peam Krasaob Wildlife Sanctuary, they benefit from the entry fee	The area would need to be clean
<b>Café Laurent</b>	Restaurant	500 foreigners per year 60 Khmers every weekend All nationalities Foreigners 80% expats from PNP	Mid-range or high end	Most of them	Nothing	Website Koh Kong visitors guide Canby Lonely Planet	n/a	n/a
<b>Fat Sam's</b>	Restaurant	40 tourists per week minimum All nationalities 60% expats	60% backpacker 20% mid- range 20% retired	70%	Homestays & village visits	Koh Kong Visitors guide Lonely Planet Word of mouth	n/a	n/a
<b>Oasis Resort</b>	Accommodation Restaurant	Hotel 2,500 per year All nationalities 30% expats from PP	Mid-range and high end	95%	Souvenirs Homestays Village visits	Lonely Planet Word of mouth Canby Website Trip Advisor	Encourage guests to visit local community near the resort	Safe Clean English speaking guides
<b>Business Name</b>	<b>Services &amp; Type</b>	<b># Tourists/yr Nationalities % Expats</b>	<b>Demographic of Visitors</b>	<b>% Guests taking part in Eco- tourism</b>	<b>Demand for Services not Currently on Offer</b>	<b>Current Marketing Strategies</b>	<b>How do you work with Local Communities?</b>	<b>What would it take to get a CBET project on board with you?</b>

<b>Dugout Hotel</b>	Accommodation Restaurant	Only here for 4 months so no stats. All nationalities Very few expats	Mainly mid-range travelers	85%	Souvenirs	Word of mouth, website Repeat customers Posters Brochures Tour operators	n/a	n/a
<b>Jungle Cross</b>	Tours	30-100 tours per year A mixture of nationalities Very few expats	All ranges	n/a	Homestays	Website Lonely Planet Ultimate Cambodia	Uses food and drink services in Russey Chrum	n/a
<b>Otto's Guest House</b>	Accommodation Restaurant Tickets	2000-3000 per year Mixture of nationalities Main business restaurant, 50% expats	Hotel – budget Restaurant – Mid-range	Less than 50%	Local souvenirs Jungle trips	Lonely Planet (French & German copy) Koh Kong Visitors guide	n/a	n/a
<b>Paddy's Pub</b>	Restaurant Tours Bicycle and Moto hire	Only open for a few weeks.	Mostly budget	n/a	Homestays Trekking	Tuk-tuk Word of mouth	n/a	n/a

<b>Business Name</b>	<b>Services &amp; Type</b>	<b># Tourists/yr Nationalities % Expats</b>	<b>Demographic of Visitors</b>	<b>% Guests taking part in Eco-tourism</b>	<b>Demand for Services not Currently on Offer</b>	<b>Current Marketing Strategies</b>	<b>How do you work with Local Communities?</b>	<b>What would it take to get a CBET project on board with you?</b>
<b>Sunset Bar</b>	Restaurant Tours	No stats Fairly new business, very quiet right now All nationalities Only a few expats	Mainly budget or Mid-range	Very few	Boat trips Trips to the Cardamoms	Brochures Canby Sihanoukville Visitors guide Koh Kong Visitors guide	n/a	They would need to be reliable
<b>Neptune Guest House</b>	Accommodation Restaurant Tours	100 per week in high season 90% European 10% expats	Mainly budget	30%	Souvenirs Motorbike rides	Canby German guidebooks Lonely Planet Koh Kong Visitors guide	Koh Sralao, visitors buy fresh seafood and community prepares. Koh Kapi, buy drinks Boeng Kachhang - buy bags and donate money to school	n/a
<b>Apex Hotel</b>	Accommodation Restaurant Travel services	Hotel – 6,000 per year All nationalities 20% expats	50% budget 30% Mid-range 20% high end	70%	Jungle trips Village visits Souvenirs	Canby Website Koh Kong Visitor's guide	n/a	n/a

<b>Business Name</b>	<b>Services &amp; Type</b>	<b># Tourists/yr Nationalities % Expats</b>	<b>Demographic of Visitors</b>	<b>% Guests taking part in Eco-tourism</b>	<b>Demand for Services not Currently on Offer</b>	<b>Current Marketing Strategies</b>	<b>How do you work with Local Communities?</b>	<b>What would it take to get a CBET project on board with you?</b>
<b>Rainbow Lodge</b>	Accommodation Restaurant Tours Tickets	1,200 per year Average stay- 3 nights Mixture of nationalities 60% expats	Mid-range Flashpackers Young professionals	95%	Overnight camping Souvenirs Homestays Village visits	Website Koh Kong Visitors guide Lonely Planet Word of mouth Magazine articles Television	Works with Tatoi Community Built a school And organized rubbish collection with volunteers	Communication Cleanliness Hygiene
<b>Koh Kong Ecotours</b>	Tours (Mainly adventure tours) Tickets	New business Mainly western tourists a lot from Europe Not many Khmers 50% expats	Tourists are mainly backpackers Large no. of Expats	n/a	Mountain biking trips Homestays or overnight jungle stays	Lonely Planet Guidebooks (Sihanoukville and Phnom Penh)	Not this stage but planning to next year	n/a at this stage

## Summary of Interviews and Conclusions

After interviewing 15 local businesses (see Appendix G), it was determined that the majority was currently receiving a small number of customers. The exception was among those that have built reputations through “word of mouth” advertising and observe a regular expat clientele (primarily from Phnom Penh).

All businesses receive a mix of nationalities from the UK/Europe, USA/Canada, and Australia/New Zealand; there is also a large percentage of Phnom Penh expats visiting the area. With the exception of Café Laurent, very few of the businesses interviewed receive Khmer visitors.

Most businesses indicated that they primarily receive budget travelers (backpackers) with other demographics in smaller numbers (mid-range and high-end). Most visitors to the area take part in ecotourism activities, with what appears to be a fairly large interest in community based activities. Such activities include taking part in homestays and village visits, and opportunities to purchase locally-made souvenirs.

In addition, all interview respondents indicated that irresponsible tourism is on the decline (e.g. “sex tourism” and illegal drug users) and ecotourism is on the rise – very positive news for Koh Kong. Most respondents indicated that an attempt by the government to close down these types of businesses has helped to transform Koh Kong’s image for the better.

Guidebooks such as *Lonely Planet* and the *Canby Guide* seem to be the main forms of advertising for local businesses (even though mention in *Lonely Planet* is unpaid).

Local businesses have diverse opinions of working with local communities, as the capacity of local people seems quite low. However, as one local business owner stated, “We need to help them help us. If we go too fast, it won’t go anywhere.”

The following businesses offer tours to communities: 4 Rivers Ecolodge, Blue Moon, Rainbow Lodge, Koh Kong Ecotours (through Oasis Resort), and Neptune Guesthouse. Their primary considerations in dealing with communities are:

- 1) Cleanliness of the area
- 2) Good hygiene
- 3) Reliability and good communication
- 4) Safety considerations



Consultants having Lunch in Koh Kapi with Potential Local Tour Operator

The local tour operators surveyed stated that local guides should have training in first aid and English-speaking skills as well as good interpretation skills. Until the capacity of local community members is built, these tour operators will need to continue to rely on their own staff to conduct the tours. Therefore, a huge opportunity exists for trained local guides.

## **XII. INSTITUTIONAL CAPACITY RELATED TO TOURISM, KOH KONG PROVINCE**

Based on meetings with several local government officials in the areas of tourism, environment, and industry, there was a demonstrated need for capacity building in the following areas: health, public services, law enforcement, and knowledge of how to market the area for tourism growth (see Appendix H).

In order for a healthy economy from tourism to grow, local authorities need to work together to ensure a plan is in place in the event of a medical emergency. In addition, plans need to be implemented to ensure that public services – such as proper rubbish collection and disposal – are provided and that laws are enforced and tourists feel safe.

Engaging in ecotourism activities poses additional health and safety risks. Traveling to remote areas to hike, kayak, mountain bike, or engage in other outdoor activities can increase the potential need for medical services. Additionally, the risk of malaria, snakebites, and other unforeseen dangers while in the forest or coastal areas pose a risk for travelers. It is important that both the provincial level authorities, as well as the communities themselves, put a plan in place to deal with tourist emergencies before services and attractions are developed and under operation.

### **Health Services and Medical Emergencies**

During the meetings with government officials in relation to health services in the area, it was discovered that a strategy is being created with commune councils and district authorities to address health services for tourists. Currently, in the event of an emergency, a service car will take action quickly and transport tourists to the provincial hospital in Koh Kong town. For more serious problems, tourists will be sent to Trat in Thailand and from there can be transported to Bangkok, if necessary.

It was unclear whether or not sufficient emergency medical services were available in Koh Kong town. Therefore, it is encouraged that a government-led system be put into place with solutions and resources available for a wide variety of tourist emergencies.

### **Emergency Services**

The following list of emergency services should be considered and made available to tourists. It is especially important when developing ecotourism activities:

- Is there a phone number tourists can call 24 hours a day in the event of an emergency? If so, is it well publicized? Will the person on the line be able to speak English and have the required knowledge to deal with any type of medical situation?
  
- Are there qualified doctors at the provincial hospital? If so, what is their level of capacity? Can they:
  - Perform surgery?
  - Provide stitches?
  - Set a broken bone?
  - Speak English? (If not, is an interpreter available?)



- Does the hospital have the following on hand in the event of an emergency?
  - Clean syringes
  - Rabies vaccinations in the event of a dog bite
  - Antidotes in the event of a snakebite
  - Tests and medication for malaria
  - Ability to diagnose and treat symptoms of dengue fever
  - A wide array of antibiotics
  - Bandages
  - X-ray machines
  - Materials for casting a broken bone, crutches
  - Other medical devices and first aid materials
  
- If a tourist needs to be transported to Trat for emergency medical services, what will it take to get there? How many people will be involved? Can they get there any time of day?

## **Public Services**

It is important when developing tourism to ensure that there is the availability of adequate public services for tourists. After meeting with government officials and observing current practices, it was determined that there is a need for providing and improving upon the areas of security and police services, rubbish collection, and law enforcement.

### **Security and Tourist Police Services**

When developing tourism services, it is imperative that tourists in the area feel safe and are easily able to contact the necessary authorities in the event of a crime or other incident. During meetings with local government officials in Koh Kong, it was indicated that the authorities will take responsibility if tourists have accidents. However, it was also stated shortly thereafter that tourists need to be responsible for themselves and respect the law.

According to the survey of Koh Kong visitors (see Section XI), several respondents who had crossed the border from Thailand into Cambodia felt unsafe due to their interactions with border officials. Additionally, it was reported that transportation providers, including motorbike, tuk-tuk, and car drivers from the border to Koh Kong town, routinely inform tourists that the town is unsafe. The reasoning behind this statement is to sell the visitor a bus ticket to Sihanoukville or Phnom Penh in order to earn a commission.<sup>27</sup> This adds to the overall lack of feeling safe in the town, as does the lack of streetlights at night, and noisy and sometimes aggressive loose dogs.<sup>28</sup>

In the event that a tourist needs police services due to a theft or other incident, it is important that they are able to contact local authorities immediately and communicate their problem. In order for tourism to be successful and grow, the following efforts should be put into place:

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<sup>27</sup>Based on firsthand experience by the consultants and comments written by respondents on the Koh Kong tourist survey, July 2010.

<sup>28</sup>Ibid.

- A designated “Tourist Police” office in a central location with 24-hour services and English-speaking staff
- A well-publicized phone number tourists can call 24-hours a day in the event of an emergency with at least one staff member who speaks English on duty at all times
  - The “Stay Another Day Cambodia” booklet offers “Emergency Numbers to Call – Available 24 Hours” on the back of the booklet. The numbers are part of the “Department of Tourist Police.” The consultants phoned the number for Koh Kong (#097-77-800-09) and after being handed to a few staff members, one who spoke English became available.
  - This number is an excellent start and is very important for tourists to have. However, it is not well publicized and the “Stay Another Day” booklet is not well distributed in Koh Kong Province.
- Training in how to deal with foreign tourists and any type of criminal situations they may encounter (e.g. bag snatchings)
- Well-lit streets at night around Koh Kong town
- Regular patrolling of the areas that are frequented by tourists
- Ordering of dog owners to leash their pets at night

## Rubbish Collection

Local authorities had a variety of comments surrounding the issue of rubbish collection. Following is a list of their comments:

- It is the role of the Department of Environment (DOE) to educate and give trainings on rubbish collection, its impacts, and environmental law. However, the budget is very limited.
- The source of the problem is the people in Koh Kong town and Cham Islamic villagers throwing it into the river. The rubbish collection company goes there to pick it up, but villagers don’t want to collect it and don’t want to give money to the garbage company. Eighty percent of them are in the floating village and cause most of the problem. The DOE and commune chief and Islamic leader will take action. To start, the DOE is producing a small billboard about rubbish collection.
- There are plans for education including posters at schools, commune offices, broadcast on radio, and courses on rubbish management.



Example of Separating Rubbish for Collection

Based on these interviews, the consultants concluded that Koh Kong provincial officials did not have a clear plan for dealing with the rubbish issue. Hanging posters and offering limited courses will not be enough to solve the problem. Additionally, commune councils are not taking care of rubbish in public places.

Enforcement of a stringent rubbish management program and imposing fines on those who do not comply are the only ways of managing the rubbish problem. If a fine is imposed, residents will think twice about littering.<sup>29</sup> Most rubbish programs tend to focus on educating children; however, educating adults is equally important.

<sup>29</sup>Based on conversations with local residents and business owners in Koh Kong town.

These training programs can take place alongside the actual set up of the rubbish collection program so that everyone will know the seriousness of this issue and that their participation is crucial for success.

## Law Enforcement

Based on interviews with local officials and private sector business owners, law enforcement in the area does not appear to be either consistent or transparent. Questions have been raised by the private sector as to which government department to go to for assistance, as there is confusion as to “who does what.”<sup>30</sup>

A good “rule of law” is necessary for investment in tourism in any part of the world. It was mentioned in several interviews with private sector business owners (usually foreigners) that government officials have visited their businesses and requested special payments of unofficial ‘taxes’ including exorbitant amounts of money for rubbish collection. It is clear to all involved that these non-transparent requests for payment are bribes and should be dealt with according to the law.

## Capacity to Market Koh Kong

After meeting with local government officials, it was determined that there is a need for improving upon the marketing of Koh Kong Province. Koh Kong is under-marketed; however, opportunities exist for the Department of Tourism (DOT) to undertake this challenge and promote the province in many different ways.



The DOT has a purpose-built information center located at their office on the outskirts of town that provides a wide variety of tourist information. However, due to its location and the public’s lack of knowledge of its existence, it remains under-utilized.

It is suggested that DOT staff receive training on how to market their province to visitors in Koh Kong, visitors in Cambodia, and potential visitors around the world. For example, the Ministry of Tourism’s new website ([www.tourismcambodia.org](http://www.tourismcambodia.org)) could be improved upon and expanded in regards to the section on Koh Kong Province (currently, only the mangroves are mentioned) and should encourage tourists to plan more time in their itineraries to explore the area.

The current tourist information center should be advertised (in strategically-located areas) to benefit tourists, local businesses, and communities. In addition, the DOT should work more closely with local businesses and communities to share and further develop responsible tourism in the area through meetings, newsletters or other collaborative means.

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<sup>30</sup>Based on feedback from private sector businesses at the “Consultative Workshop,” September 9, 2010.

## **Summary of Interviews**

There is a mixed level of knowledge and understanding in the above departments and organizations. Businesses and communities need full support from local government departments in order to achieve their full capacity. Stronger law enforcement is needed in relation to rubbish collection and disposal, as well as against illegal logging and poaching, which will help to preserve the environment for ecotourism. It is also important for the government to promote the area locally, Cambodia-wide, and internationally as much as possible.

## **XIII. SUMMARY OF COMMUNITIES**

### **Community Assessments**

The Asia Foundation and its NGO partners have been working with 10 communities – which have been involved one way or another, or expressed interest – in eco-tourism activities in the region. In order to understand the community interest, capacity and needs, community assessments were conducted. From these findings, it was decided to focus on the six communities that were closest in proximity to Koh Kong as they would have more opportunity to receive visitors taking day trips from Koh Kong town.

The community assessments consisted of interviewing three coastal island communities and three land-based communities (see Appendix I). The findings varied, although results for the coastal communities shared many similarities. The communities are as follows:

#### Coastal Island Communities

1. Koh Sralao
2. Koh Kapi
3. Boeng Kachhang

#### Land-based Communities

1. Tatai Kraom
2. Peam Krasaob
3. Russey Chrum - Thma Bang

### **Map of the Area**

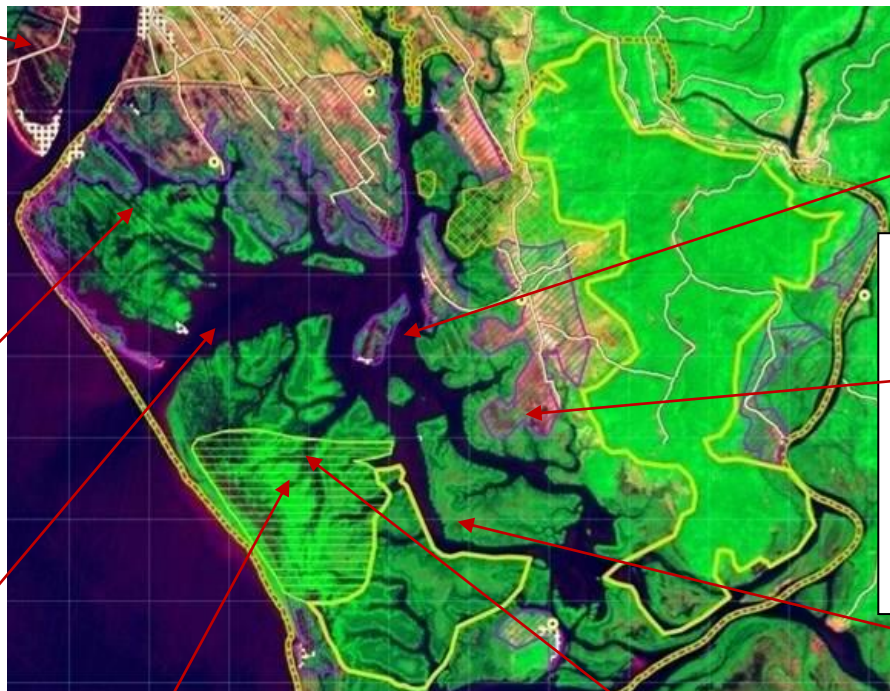
Below is a map of the area outlining the three coastal communities of Koh Sralao, Koh Kapi, and Boeng Kachhang and a sampling of their current tourist product offerings.



### Potential Map for Boeng Kachhang, Koh Kapi and Koh Sralao Community Based Coastal Ecotourism



Boeng Kachhang Beach



Flying Foxes at Koh Sralao



Dolphin at Peam Krasaob Bay (Services: boat around 40 minutes from Boeng Kachhang and food)



Koh Sralao Village



Birds at Koh Kapi (Services: boat around 50 min from Boeng Kachhang and 20 min from Koh Kapi and food)



Koh Kapi beach walking 15 min from Koh Kapi Village (Services: boat, food and camping)



Koh Kapi Village (Services: community boat around 1 hour and 30 min from Koh Kong town, food, camping and homestay).



Koh Barang Beach

Below is a summary of each of the six community assessments and includes the number of households, education levels, English-speaking abilities, current occupations, interest in CBET, list of attractions, time needed to travel to their area, transport, financial support, and current benefits from tourism.

Number of households	Education level & English-speaking capability	Current occupations and % of community interested in CBET	Community's ideas of current attractions	Time needed to travel to community from Koh Kong town and type of transport used	Financial support available	Current benefits from tourism
<b>Koh Sralao</b>						
280	<ul style="list-style-type: none"> <li>- Schooled up to Grade 9</li> <li>- Wealthier families send children to Koh Kong town to secondary school</li> <li>-Very few continue with further education</li> <li>- No English speaking abilities</li> </ul>	<p>Fishing – 95%            Farming - 3% (fruit, mangos, vegetables)            Other – 2% (selling, teaching)</p> <p>80% of community Interested in CBET</p>	<p>Homestays            Boat service            Beach            Fishing Activities            Flying Foxes            Night-time crab catching            Wildlife</p>	<p>50 minutes by speedboat            2 hours by longboat</p> <p>Boat is the only form of transport</p>	<p>The Commune Council receives funding from Natural Resource Management and Livelihoods Program of DFID, DANIDA and NZAid</p> <p>SCW is paying for repair of the community center roof</p>	<p>Irregular tourist visits from 4 Rivers Ecolodge and Neptune Guesthouse</p> <p>Visitors provided seafood lunch by community</p> <p>Some additional income from selling drinks (water, etc.)</p>





Number of households	Education level & English-speaking capability	Current occupations and % of community interested in CBET	Community's ideas of current attractions	Time needed to travel to community from Koh Kong town and type of transport used	Financial support available	Current benefits from tourism
<b>Koh Kapi</b>						
230	- Primary School up to Grade 6. Some children go to Koh Sralao to Grade 9. A few go to Koh Kong to secondary school. - 5 guides were trained to speak English but have lost their skills due to lack of use.	Fishing – 95% Other – 5% (teachers or sellers)  60% of community interested in CBET	Boat trips in the mangroves Homestay Food French Colonial buildings Beach Lookout over the community Birds Shrimp paste-making Wildlife	1 hour by speedboat 2 hours by longboat  Boat is the only form of transport	No funds currently available	Limited visitors who only buy water, etc.
<b>Boeng Kachhang</b>						
114	- Primary School to grade 6 - After Grade 6 some children to go Bak Khlang community - Some guides were trained in English but have lost their skills due to lack of use	Fishing 90% Seller 3% Other 7% (teacher, government worker)  90% of community interested in CBET	Boat trips Mangrove plantation Fishing activities Food Beach Souvenir making Traditional dance performance Crab & fish raising Fireflies at night Wildlife	15 minutes by speedboat  40 minutes by longboat  Boat is the only form of transport	No current financial support	Very limited support from tourism  In the past they have had some NGO workers and volunteers to assist

Number of households	Education level & English-speaking capability	Current occupations and % of community interested in CBET	Community's ideas of current attractions	Time needed to travel to community from Koh Kong town and type of transport used	Financial support available	Current benefits from tourism
<b>Peam Krasaob</b>						
301	<ul style="list-style-type: none"> <li>- Grade 9 education</li> <li>- 95% of students go to Grade 10 in Koh Kong town</li> <li>- This year, 3 students will finish Grade 12</li> </ul>	<ul style="list-style-type: none"> <li>70% fishing</li> <li>30% ecotourism</li> </ul>	<ul style="list-style-type: none"> <li>Mangrove plantation</li> <li>Boardwalks</li> <li>Beach</li> <li>Wildlife</li> <li>Fireflies</li> <li>Old village on island</li> <li>Shrimp and fish processing</li> <li>Bungalows (privately owned, contribute 20% to community and provide employment for local people)</li> </ul>	<ul style="list-style-type: none"> <li>20 minutes by road</li> <li>15 minutes by speedboat</li> <li>30 minutes by longboat</li> <li>Visitors can travel by motorbike, tuk-tuk, car, bus, or boat</li> </ul>	<ul style="list-style-type: none"> <li>DOT</li> <li>DRD</li> <li>IUCN</li> <li>DANIDA</li> <li>District fund</li> <li>PSDD</li> <li>Koh Kong Provincial governor</li> <li>Commune fund</li> <li>NRM fund</li> <li>PDAC</li> <li>DOWA</li> <li>UNDP</li> </ul>	<ul style="list-style-type: none"> <li>2,000-2,500 visitors per month</li> <li>90% Khmer</li> <li>10% foreigner</li> <li>Entry fees: 5,000 Riel foreigner</li> <li>3,000 Riel Khmer</li> <li>Income from boat trips: 80 boat trips per month @ \$10 USD = \$800</li> </ul>

Number of households	Education level & English-speaking capability	Current occupations and % of community interested in CBET	Community's ideas of current attractions	Time needed to travel to community from Koh Kong town and type of transport used	Financial support available	Current benefits from tourism
<b>Tatai Kraom</b>						
53	<ul style="list-style-type: none"> <li>- Most children study to Grade 6</li> <li>- 30% go to secondary school in KKG town. Town is 22km away so too far for most</li> <li>- No one in the community speaks English</li> </ul>	<p>NTFP - Non timber forest products</p> <p>Motorbike drivers Sellers Rice farming (lowland) 8 Forest guides</p> <p>100% of the community are interested in CBET</p>	<p>Tatai Waterfall Boat trips Restaurants Wildlife</p>	<p>30 minutes drive from town</p> <p>Visitors can travel by motorbike, tuk-tuk, or car</p>	<p>NRM Livelihood Program from FAA</p> <p>Commune NRM fund from DAINDA</p>	<p>Currently 90 visitors per day (80 Khmer 10 foreign)</p> <p>Income from entry fees – Car 5,000 Riel Motorbike – 2,000 Riel</p> <p>75% of this fee goes to the community fund; 25% goes to soldiers</p>
<b>Russey Chrum Commune – Thma Bang</b>						
246	<ul style="list-style-type: none"> <li>- 50% of students go to Grade 9, 50% don't go to school due to poverty</li> <li>No English spoken</li> </ul>	<p>99% farming 1% other</p> <p>100% of community interested in CBET</p>	<p>Waterfall Cardamom Forest Wildlife</p>	<p>2 hours by motorbike 2.5 hour by car</p> <p>Transport is by motorbike, car, or banana truck</p>	No current funding	Some small income from drinks or food purchased by visitors

## Coastal Communities

The three coastal communities of Boeng Kachhang, Koh Sralao, and Koh Kapi have potential to attract tourists. Both Koh Sralao and Koh Kapi already receive tourists on a fairly consistent basis. However, the following concerns need to be addressed in order for tourism to flourish:

- The education level is very low in all three coastal communities and therefore the capacity is also very low to manage and run ecotourism and CBT activities.
- The lack of any English-speaking abilities of any residents in the communities prevents information transfer from local people to visitors. The communities will have difficulty in being able to provide products and services such as guiding and homestays without a local resident who can communicate with tourists.
- All coastal communities must address waste management issues in order to attract more tourists. As this is also a health issue, communities should address this issue immediately rather than wait until tourism increases.
- Basic safety needs to be addressed; lifejackets should be provided for all boat transport and safe jetty areas. These areas are necessary for visitors to get to and from the boat to the community. Also, hand railings should be constructed on bridges.
- Basic knowledge of first aid is required among tourism operators to assist tourists in the event of an emergency.

Currently, these communities are receiving a very small number of visitors and limited additional income from tourism due to a lack of developed services. They are also at a disadvantage during the wet season as their communities are only accessible by boat, and tourists often are less inclined to travel by boat during bad weather.

### Koh Sralao

Koh Sralao has a safe and man-made jetty with a walkway for visitors and a pleasant view upon arrival.

Koh Sralao's advantage is that it is already working with 4 Rivers Ecolodge and the Neptune Guesthouse, which bring tourists for visits that include a seafood lunch and a walk around the village. Koh Sralao has an opportunity to expand on this relationship by increasing its products and quality of service. Providing locally-made tourist souvenirs would be an excellent source of added income.



Koh Sralao – Attractive Tourist Entrance at the Jetty Area

### Koh Kapi

Koh Kapi has a stunning view upon arrival through the



Koh Kapi upon Arrival

mangroves that *Lonely Planet* compares to a “Venice-like village.”<sup>31</sup> It also has other attractions such as the French historical buildings on Round Island and a wonderful view from the lookout point.

## Boeng Kachhang

Boeng Kachhang community has an advantage over the other two communities in that it is much nearer to Koh Kong town. Thus, it is more accessible, cheaper and faster.



Souvenir Bags from Boeng Kachhang

Boeng Kachhang community produces locally made souvenirs including handbags and jewelry and also offers traditional dancing.

The community has two well-established homestays. Access to the second homestay requires travel along a narrow cement walkway surrounded by dirty water that is a deterrent at night and could pose a safety risk.

Unfortunately, the community has a disadvantage in that it receives a large amount of rubbish from other places in addition to its own waste. It is important that the community address this issue as soon as possible, as with any increase in tourism there will be an increase in rubbish in the community.

## Peam Krasaob

The Peam Krasaob community has a huge advantage over the others in that it contains a large, well-maintained mangrove forest complete with walking trails and small huts for relaxing. The Peam Krasaob Wildlife Sanctuary has received a large amount of funding from various sources including IUCN and the government. The community also has a regular income in the form of entrance fees and additional income from boat trips.



Peam Krasaob Wildlife Sanctuary

## Tatai Kraom

The Tatai Kraom community was established in May 2008 to manage an ecotourism project by providing a boat cruise service along the Tatai River. They have only recently been running the operations at Tatai waterfall, which in the past had been controlled by the military. They receive mainly domestic tourists and some foreigners and plan to set up food and souvenir stalls near the car park.



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<sup>31</sup>Ray, Nick, *Lonely Planet Cambodia*, August 2009, page 188.

The community also receives a reasonable amount of funding and therefore has an advantage over the coastal communities in that it has the waterfall as a natural attraction.

Tatai Waterfall

Tatai Kraom also receives income in the form of entrance fees, ranging from 2,000 Riel per motorbike to 5,000 Riel per vehicle that can be used to fund ecotourism projects. This steady stream of income assists in keeping projects sustainable within the community.

## Russey Chrum – Thma Bang

Thma Bang is one of seven districts in Koh Kong Province and consists of six communes throughout the Central Cardamom Mountains. The district is disadvantaged in its location (2.5 hour drive from Koh Kong) and the road is not sealed which can make access more difficult during the wet season. The community also has a low level of education due to its remote location and a lack of income prevents families from educating their children further.



Community Assessment – Russey Chrum

Russey Chrum commune in the Central Cardamoms offers the natural attraction of the Cardamom Mountains.

There are currently some local tour operators offering trips to the area, although the community generally does not benefit financially from visitation. This is due to a lack of products and services such as quality food, locally-made souvenirs, English-speaking guides, and developed homestays.

Tourist research indicated that there is a demand for trips to the Cardamoms which means there is potential for developing community based ecotourism products and activities. Due to the fact that the Thma Bang area is still fairly undiscovered, it is recommended that any potential product development and services should be limited due to the fragile nature of the environment.

## Summary

After conducting six community assessments, the consultants decided to conduct additional research with the three coastal communities of Koh Sralao, Koh Kapi, and Boeng Kachhang and Russey Chrum in Thma Bang. Tatai Kraom and Peam Krasaob already receive a reasonable number of tourists and funding from various sources including entrance fees, and government and NGO support.

Following is more in-depth information received from these four communities based on focus group discussions.

## Focus Group Discussions

The focus group discussions began by asking communities their definitions of CBT and ecotourism (see Appendix J). The communities had a reasonable understanding of CBT. There was confusion about the meaning of ecotourism, as some community members were under the impression that ecotourism was directly related to the work of scientific researchers. Following is a sampling of the information collected:

**Communities’ Definition of Community Based Tourism:**

- CBT is the place for tourists to come on holiday or to conduct research
- CBT is managed or initiated by the community to conserve the natural resources in the community
- CBT includes full participation from community members
- CBT receives cooperation from local authorities

**Communities’ Definition of Ecotourism:**

- Conserves natural resources in order to attract tourists and expand livelihoods
- No construction should take place – just conserve the area and let tourists see it as it is
- The study of natural resources in the community
- Trips where people are interested in natural resources, and study and explore conservation

Community	The Communities’ 3 Preferred Areas for Development	Objectives and Benefits	Concerns / Negative Impacts	How much do they expect to earn	Marketing ideas
<b>Koh Sralao</b>	1) English Training 2) Repair Info Centre 3) Build some huts	- Extra income - Providing jobs - Increase ecotourism knowledge - Incentive to clean the village	- Change in culture - Visitors behaving and dressing inappropriately - Visitors using drugs	\$150 per family per month	Internet Billboard Radio Television T-Shirts Brochures Contact Tour operators
<b>Koh Kapi</b>	1) English Training 2) Cooking and hygiene 3) Homestay preparation	- To create new jobs - To create alternative income - Increase income and livelihoods	- Drug use and introducing drugs to community members - Sex tourism	\$150 per family per month	Radio Television Internet Billboard Brochures T-Shirts Local hotels
<b>Boeng Kachhang</b>	1) Rubbish Management 2) Build Toilets 3) Build Huts on the beach	- Conserve the mangrove forest - Find alternative livelihoods - Improve living standards	- Visitors behaving and dressing inappropriately - Visitors using drugs	\$225 per family per month	Brochures in hotels and restaurants Radio Television Billboard Word of Mouth

		- Develop the community			
<b>Russey Chrum – Thma Bang</b>	1) Improve the road  2) Build Huts  3) Set up Homestays	- Additional income - Reduction in illegal logging and poaching	- Having to cut down forest and trees to make trails - Losing traditional values	Not sure	Billboards Word of Mouth Brochures Hotels in Koh Kong

### **Communities’ Three Most Preferred Areas for Development**

Two communities stated that English-language training was their first preference for development, which is a major benefit in developing tourism and essential for furthering their development in tourism.

Among their first three preferences, most communities wanted to build huts for eating/relaxing. These huts can enhance the tourist experience and add overall service value. They can also create additional income by operating as a small restaurant and providing menus in both English and Khmer, thereby helping to increase the average tourist expenditure. For example, some communities currently offer an all-inclusive lunch for \$2.50, and by separating out the dishes and pricing them accordingly, tourists could easily spend \$5 or more.

At this point, training and capacity building in hospitality is very important. All communities are encouraged to take advantage of any opportunities to learn more about CBT such as cooking, hygiene, guiding, and homestay preparation. CCBEN is an excellent resource for information on trainings (see Appendix K: Course Curriculums).

### **Objectives and Benefits**

The communities had a good understanding of the objectives and benefits of CBT and ecotourism. Following is a sampling of their answers:

#### **Communities’ Objectives:**

- Alternative livelihoods
- Improves the standard of living
- Community development
- Creates jobs and provides alternative incomes
- Reduces poverty
- Allows community members to participate
- Increases knowledge of ecotourism
- Conserves the mangrove forest
- Protection and management of natural resources
- Decreases illegal logging and hunting
- If the communities get benefits from natural resources, they won’t destroy them



Some communities were under the impression that tourism would provide new jobs that would replace existing jobs. The aim of CBT is to provide supplementary income and increase livelihoods but not replace traditional occupations.

### **Concerns / Negative Impacts**

It is interesting to note that none of the communities at any stage mentioned cultural exchange, which is one of the main benefits of CBT (see Section III). This attitude possibly comes from the communities' impressions of tourists in relation to the previous demographic of "sex tourists" to the area.

A major concern regarding increased tourism would be the inability to deal with the increase in rubbish, communication issues, and safety. The community members' main concern was that additional tourism would bring sex tourism and drugs to the community. Fortunately, this trend of visitors to Koh Kong town is declining and more responsible, eco-minded tourists are visiting the area. It is positive that communities are aware of these potential negative impacts. This will allow them to be proactive in the prevention of these activities.

The communities should be aware that they are the ones responsible for setting the rules for tourism – not the tourists or tour operators. Rules need to be followed by community members and tourists alike and should be well-publicized in the form of signs, brochures, and information transfer to local guides and tour operators. Ideally, it is best if tourists know the rules before they arrive – especially in regards to appropriate dress.

### **Expected Earnings**

Most communities seem to have an unrealistically high expectation of earnings from tourism. The monthly incomes they expect to receive from families working in tourism are \$150-225 per month, which is extremely high due to the limited products available, current prices being charged, and low visitation to the area.

### **Communities' Marketing Ideas**

All communities articulated ideas for marketing; although it was reassuring to hear that they have many ideas (such as TV and radio ads and T-shirts), sometimes the most effective forms of marketing are less expensive and closer at hand. Liaising with other local communities, local tour operators and businesses as well as "word of mouth" are very effective forms of marketing and free of charge.

None of the communities was aware of the *Lonely Planet* guidebook. According to survey research, *Lonely Planet* was the biggest form of advertising used in relation to attracting visitors to Koh Kong. While it isn't possible to advertise with *Lonely Planet* or other similar guidebooks, it is possible to contact them by email and request that they visit the community during their next site visit in hopes that they will be included in the next publication (see Section XVIII).

The local magazine, "Koh Kong Visitor's Guide," is an inexpensive and potentially effective option for advertising locally. This booklet is distributed in most tourist outlets in Koh Kong and may therefore attract visitors who are already there.

## Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis

As part of the focus group discussion, a SWOT analysis was conducted with each community in which they outlined their internal strengths and weaknesses as well as the external opportunities and threats in relation to further development of CBET in their communities. Following is a summary of their responses:

	<b>Strengths (Internal)</b>	<b>Weaknesses (Internal)</b>	<b>Opportunities (External)</b>	<b>Threats (External)</b>
<b>Koh Kapi</b>	<ul style="list-style-type: none"> <li>- Beach</li> <li>- Mangrove Forest</li> <li>- French buildings</li> <li>- Dolphins</li> <li>- Birds</li> <li>- Wildlife</li> <li>- Fresh seafood</li> <li>- Boat trips</li> <li>- Fishing</li> <li>- Lookout</li> </ul>	<ul style="list-style-type: none"> <li>- No budget</li> <li>- No fresh water</li> <li>- No training, infrastructure or facilities</li> <li>- No tourism training</li> <li>- Insects that bite</li> <li>- Too far away to work with 4 Rivers Ecodge</li> </ul>	<ul style="list-style-type: none"> <li>- Commune NRM fund</li> </ul>	<ul style="list-style-type: none"> <li>- Cost of getting to Koh Kong from Bangkok or Koh Chang. It's cheaper to go to Siem Reap.</li> <li>- Competition from other communities</li> </ul>
<b>Boeng Kachhang</b>	<ul style="list-style-type: none"> <li>- Mangrove forest</li> <li>- Beach</li> <li>- Dolphins</li> <li>- Birds</li> <li>- Wildlife</li> <li>- Fresh seafood</li> <li>- Current homestay</li> <li>- Food</li> <li>- Traditional dancing</li> <li>- Location close to Koh Kong town</li> </ul>	<ul style="list-style-type: none"> <li>- No clear boundary for their land</li> <li>- Lack of training</li> <li>- No budget</li> <li>- No English</li> </ul>	<ul style="list-style-type: none"> <li>- Commune NRM fund</li> </ul>	<ul style="list-style-type: none"> <li>- Political problems with neighboring countries result in less tourists and less volunteers</li> </ul>
<b>Russey Chrum - Thma Bang</b>	<ul style="list-style-type: none"> <li>- Wildlife</li> <li>- Waterfall</li> <li>- River</li> <li>- Cave (Bats)</li> <li>- Indigenous culture</li> <li>- Cardamom mountains - Trekking</li> <li>- Medicinal plants</li> <li>- Cardamom seeds</li> <li>- Birds, butterflies</li> <li>- Dragonflies</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of training in tourism</li> <li>- Limited budget</li> <li>- Bad road</li> <li>- Distance from Koh Kong and main road</li> <li>- No English speaking</li> <li>- Lack of services</li> </ul>	<ul style="list-style-type: none"> <li>- Potential link with Chi Phat to create a circuit</li> <li>- Increased external knowledge of the Cardamom Mountains</li> </ul>	<ul style="list-style-type: none"> <li>- Illegal logging</li> <li>- Weather</li> </ul>
<b>Koh Sralao</b>	<ul style="list-style-type: none"> <li>- Beach</li> <li>- Mangrove forest,</li> <li>- Flying foxes</li> <li>- Fishing activities</li> <li>- Fresh seafood</li> <li>- Dolphins</li> </ul>	<ul style="list-style-type: none"> <li>- Location/cost of transport</li> <li>- No infrastructure</li> <li>- No funds</li> <li>- No training in tourism, marketing or communication</li> <li>- No English</li> <li>- Community conflict and jealousy</li> <li>- Some don't follow rubbish program</li> </ul>	<ul style="list-style-type: none"> <li>- Increase in tourism in Cambodia and from Tatai and Peam Krasaob</li> <li>- Close to Thai border</li> <li>- Close to mangrove forest</li> <li>- Funds from Commune NRM fund</li> <li>- Location in relation to working with 4</li> </ul>	<ul style="list-style-type: none"> <li>- Global and local economy</li> <li>- Weather</li> <li>- Local authorities don't understand about ecotourism</li> <li>- Competition</li> <li>- Lack of demand</li> <li>- Corruption at the border</li> <li>- Disinformation</li> <li>- Outside development</li> <li>- Natural disasters</li> <li>- Sex tourism</li> </ul>

### Strengths



All coastal communities have similar internal strengths in relation to being close to the mangrove forest and have fresh seafood available.

In addition, they all have different additional strengths as follows:

- Koh Sralao is the only community to have flying foxes
- Koh Kapi has historical French colonial buildings on Round Island SWOT Analysis – Koh Kapi
- Boeng Kachhang has the advantage of being much closer to Koh Kong town and some members are already trained in making handicrafts and some in performing traditional dancing
- Thma Bang has the beauty of the Cardamom Mountains

### **Weaknesses**

All communities have the following weaknesses:

- Very little budget and therefore few opportunities for training in the areas of English-language skills, guiding, and general hospitality
- Lack of knowledge and understanding in relation to connecting with NGOs in the area to request assistance and/or funding
- The remoteness of most of the locations inhibits easy access to tourists
- The inability to solve the rubbish problems within each of the communities is a concern, especially if tourism is to increase

### **Opportunities**

All communities have the following external opportunities:

- Link with CCBEN and take advantage of their networking and training opportunities for a small fee
- Network with government sectors and other communities in the area
- Link with the private sector

### **Threats**

All communities were subject to external threats including:

- Bad weather during rainy season
- Corruption issues at the border
- Conflict with neighboring countries including Thailand
- Higher costs of getting to the area versus traveling via the Poipet border to Siem Reap
- Koh Kong's poor reputation in the types of visitors it has attracted in the past
- Developments they have no control over such as mining, dams, and large development projects
- Competition from other CBT projects in the area including Chi Phat in the Cardamom Mountains
- Competition from other CBT projects in Cambodia including Chambok, Kratie, places near Siem Reap, Rattanakiri, and Mondulkiri

## Consultative Workshop Outcomes

During the Consultative Workshop on September 9th in Koh Kong, the following opportunities in relation to the growth of tourism and ecotourism were identified by all sectors, including communities, private sector, government, and NGOs.

### Opportunities

- Close to Thai border
- Beaches
- Mangroves
- Local culture
- Fresh seafood
- Trekking
- Overnight camping with trekking
- Trips to/from and out of the mangroves
- Guided tours
- Handicrafts
- Souvenirs made from local produce (e.g. pepper, cardamoms, dried fruit)
- Waterfalls
- Cardamom Mountains
- Forest
- Islands
- Dolphins
- Coral reefs
- Wildlife
- Phnom Sral ancient stupa and other historical sites

As outlined above, the area has a large amount of natural, cultural, and historical resources, and offers great potential for product development.

### Challenges

During the consultative workshop, the following challenges in relation to the growth of tourism and ecotourism were identified by all sectors including communities, private sector, government, and NGOs.

- Prices fluctuate
- Lack of trained guides in English
- Lack of opportunities for learning new skills such as cooking
- Lack of promotion of the area
- Lack of funds to promote the area
- Tourists' perception of Koh Kong as a crossing point and not as a destination in itself
- Some local impressions of tourists is negative
- Lack of environmental protection
- Lack of road maintenance in the town and outlying areas
- Government barriers and lack of support

- Conflict between ecotourism and government (e.g. sand dredging disastrous for ecotourism - noisy, big boats churning black smoke and spilling oil into the river)
- Lack of information in relation to local departments and who to contact
- Education level of local people – especially in regards to environment
- Lack of variety of food products (e.g. dairy products)
- Travel challenges during the rainy season
- Difficulty in spotting wildlife
- Limited knowledge of tourism and hospitality
- Language barrier
- Lack of hygiene and proper waste collection and disposal
- Impact of development on natural resources and culture (e.g. mining in the Cardamoms)
- Lack of strategy to organize tourism
- No information network available for tourism in Koh Kong

As outlined above, Koh Kong Province has a large number of challenges that need to be overcome to allow for the growth of tourism and ecotourism. Each of the six groups that was formed for discussion at the workshop had a good understanding of the area's limitations and what is needed for growth.

### **Tourist Offerings**

The following tourist offerings were identified by all sectors including communities, private sector, government, and NGOs.

- Uniqueness - most beautiful province in Cambodia (e.g. mangroves, forests, mountains, beaches, islands)
- Observe local fishing practices
- Fishing trips
- Cultural discovery
- Different wildlife including mountainous crocodiles and dragon fish
- Homestays
- Guides
- Food including seafood
- Give good hospitality and service
- Local traditions and customs

The current tourist product offerings are limited. However, the uniqueness of the province and its natural beauty offers great potential. By overcoming the challenges listed above, the opportunities in the area can begin to take place.

### **What Local People Expect from Tourists**

The following expectations of tourists from the perspective of local people and business providers were identified by all sectors including communities, private sector, government, and NGOs.

- Respect for the people
- Respect for the environment
- Respect for accommodation providers, transport providers
- Expect tourists to be responsible for themselves and obey the law
- Opportunities for income and employment for local people
- Good communication
- Cultural exchange
- Help spread information (e.g. word of mouth)

The communities' and local business owners' expectations must be communicated to tourists in the form of signage and/or interpretation in order to achieve the above expectations.

### **How to Attract More Tourists**

The following list suggests ways that communities, private sector, government, and NGOs can attract more tourists to the area.

- Marketing
- Information dissemination including brochures
- Signage
- Safety and security
- Strengthen community capacity
- Handicraft development
- Turn Koh Kong into a destination in itself and not a stopover point
- Networking with other areas in Cambodia
- Creating an interesting drive from Phnom Penh to include points of interest along the way (e.g. pepper plantations)
- Keep the area clean and tidy
- Consistent prices
- Product development and differentiation – be creative
- Improved services and quality products
- Improved tourist sites
- Exploration of other potential tourist sites (e.g. Cardamoms)
- Provide good hospitality
- Create tourism plan for the area

There are vast opportunities to attract tourists to the area. Once the challenges are addressed, tourists are more likely to become more attracted to the area.

### **Current and Future Capacity Needed for Developing CBET**

#### **Consultative Workshop Outcomes**

The following list is a summary of the communities' understanding of their current strengths and capacities per the Consultative Workshop in Koh Kong:

- Good internal relationships with each other in order to support CBET and be in agreement for its development
- Local knowledge
- Khmer-speaking guides
- Khmer food
- Knowledge of fishing practices
- Knowledge of the area's natural resources and wildlife
- High commitment to developing CBET
- Knowledge of how to plant mangroves
- Knowledge of rubbish collection (Peam Krasaob community only)
- Good relationships with local authorities
- Good relationships with NGOs
- Knowledge of souvenir making (Boeng Kachhang community)
- Knowledge of how to make plans for CBET
- Ability to create a community committee
- Capacity for making rattan products



Consultative Workshop

It is recommended that communities work together to build strengths in areas that are lacking. For example, Peam Krasaob community could share its knowledge of running a successful rubbish collection program and Boeng Kachhang could train other communities in making handicrafts.

The following list is a summary of the communities' understanding of the capacity needed for further development of CBET:

- English-speaking skills
- Handicraft-making skills
- Hospitality skills
- Cooking skills
- Marketing
- Materials and budget for development
- Community management
- Guiding skills
- First aid training
- Business management skills
- Knowledge in how to communicate with the private sector
- Knowledge in how to set-up an information center

Based on this information, the communities have a good understanding of where they are lacking in capacity and what is needed for successful CBET. Some of these linkages were made at the Consultative Workshop with the private sector, government, and NGOs (see Section XVII).

#### XIV. INVENTORY OF CURRENT AND POTENTIAL ATTRACTIONS AND SERVICES

The following current and potential products and attractions were found in each community during the community assessments and at the Consultative Workshop along with the consultants' comments in parentheses.

<b>Koh Sralao</b>	
<b>Current Products &amp; Attractions</b>	<b>Potential Products&amp; Attractions</b>
Meals	Huts for eating/relaxing
Mangrove forest along the way	Interpretive Trail
Village walk including pagoda	Mangrove tour and observe local fishing practices by boat
Wildlife & birds	Homestay
Beach (not a beach but a sand bar that goes underwater at high tide, also no shade/trees)	
Accommodation (not yet developed)	
Viewing fireflies (only at night – need homestay developed first)	
<b>Koh Kapi</b>	
<b>Current Products &amp; Attractions</b>	<b>Potential Products&amp; Attractions</b>
Mangrove forest along the way	Huts for eating/relaxing
Local shrimp paste making	Build a jetty at Round Island
Meals	Mangrove tour and observe local fishing practices by boat
Beach	Observing local fishing practices
Round Island (French buildings)	
Wildlife & birds	
Lookout with nice view and pagoda	
Homestay	
Fish sauce, dried shrimp, octopus, fish (these products are appropriate for the domestic market)	
Guide (needs training in English, interpretation, and safety)	
<b>Boeng Kachhang</b>	
<b>Current Products &amp; Attractions</b>	<b>Potential Products&amp; Attractions</b>
Mangrove forest	Huts for eating/relaxing
Wildlife & birds	Beach (needs to be cleaned)
Meals	Mangrove tour and observe local fishing practices by boat
Homestay	
Traditional Khmer dancing	
Handicrafts including bags and jewelry	
Transportation	
Guide (needs training in English, interpretation, and safety)	
Beach (needs cleaning before it can be marketed)	
Dolphins (need to be careful not to market a product that tourists won't likely see – based on interviews, dolphin sightings are very random)	
<b>Thma Bang</b>	
<b>Current Products &amp; Attractions</b>	<b>Potential Products&amp; Attractions</b>
Cardamom Mountains	Huts for eating/relaxing



Wildlife & birds	Homestay
Waterfall	Tourist site mapping
Bat cave	Trekking trail
Handicrafts – rattan products	Local bicycle rental
Guest house (privately owned)	Locally guided agricultural activity tours (to fruit plantations and cardamom plants)
Cardamom and fruit plantations (these products do exist already – however, they should be packaged into a tour with a local guide)	
Restaurant (local food is not up to international tourist standards yet)	
Karaoke (this is appropriate for domestic tourist markets)	

Based on the focus group discussions, all four communities have some similarities in their product offerings and attractions including wildlife and food and beverage services. The three coastal communities are also able to offer their proximity to the mangrove forest as an added value as well as an opportunity to observe local fishing practices.

When developing future products and attractions, the coastal communities should attempt to vary any new products in relation to the potential to attract different markets. This will allow local tour operators to create an interesting day tour incorporating two or all three communities. Tour operators will not visit more than one community if the products are the same, which is why it is important that communities communicate and work together to differentiate themselves.

Russey Chrum in Thma Bang has the most potential for variation of product development. Given the amount of tourist demand for trips to the Cardamoms, there is an exciting opportunity here for local operators to liaise with the community to develop products and services, including bike rentals, day treks, and overnight stays in the forest.

### **Consultative Workshop Outcomes**

In addition to the table above of current and potential products and attractions, the communities have made suggestions in addition to those made by the consultants. Some of the products mentioned are more tailored to the domestic tourist market while others are not currently developed.

Overall, the communities demonstrated a good understanding of both international and domestic tourists' desires for improved products and attractions.

## **XV. COST BENEFIT ANALYSIS**

The Cost Benefit Analysis is used to determine if the positive impacts of tourism development outweigh any negative impacts on a destination. The following charts aim to show the estimated effects on each destination's local economy, environment, and culture.

These charts are based on the community assessments and focus group discussions. The consultants have outlined the products that are feasible to develop in each community based on their responses to questions about their desires and costs for developing products and services.

The consultants have given recommendations based on:

- 1) The tourist demand survey
- 2) The community's current tourist numbers
- 3) Their potential for future tourism development

## Koh Sralao

Product or Service	Tourist Demand (According to Survey)	Community's Answers Regarding Cost	Time to Build	Consultants' Recommendations	Potential Income	Training Required	Environmental and Biodiversity Impacts	Cultural Impacts
<b>Hut for Eating/Relaxing</b>	Demand for "Village Visits" is high. A hut for eating lunch would add value to visitors' experience	4 huts \$2,000 total = \$500 each	1 month	1 hut for \$500  If demand increases, 1 more hut can easily be constructed in 1 month	Menus will increase the average spend from \$2.50 for a full meal to individual prices for food and beverages	Hospitality training – food and hygiene  6 people, 6 days = \$700 (provided by MOT)	Use non-timber forest products including bamboo  Some materials could be sourced from building the trail ( see below)	Local residents can enjoy the hut when not in use by tourists
<b>Interpretive Trail</b>	Tourists are "Very interested" in Day Hikes and Wildlife Viewing	\$15,000 5km trail 3 meters wide	3 months	Build a shorter trail – 500m long and 1m wide for a gentle hike with wildlife viewing and interpretation about native plants and animals  Cost: \$500	\$3 with guide per person  \$1 self-guided tour  Interpretive signs in English and Khmer to educate visitors	Guide training: 6 months @ \$200 per month = \$1,200 per person	A shorter, less intrusive hike into the forested area will create incentive to preserve wildlife	Trail can be used to educate local residents about the plants, trees & preservation of wildlife
<b>Mangrove tour and observe local fishing practices by boat</b>	Interest in local fishing practices "Very High" among survey responders	n/a	n/a	Local business operators indicated tourists have an interest in learning about local fishing practices. Also, some may not have traveled through the narrow mangroves	\$3 per person  Includes guide and boat driver	Incorporated in guide training above	Impacts are minimal	Positive as the guide will be able to facilitate cultural exchange between visitors and community.
<b>Homestay</b>	Tourists are "Interested" in homestays	Want 10 homestays @ \$100 each = \$1,000	1 month	Set-up 1 homestay  Spend around \$200 to make it more comfortable. The whole house needs to be clean and tidy to accept tourists.	\$5 per night  Extra meals at \$2.50 each plus beverages	"Homestay Management" course by CCBEN	Additional rubbish will need to be managed properly	Overnight visitors to the community offer the opportunity for cultural exchange.

Koh Sralao community members stated that they currently receive 100 tourists per year. The average spending is around \$3 per tourist for lunch. This equates to approximately \$300 per year.

During the upcoming high season, 4 Rivers Ecolodge is planning to bring tourists to Koh Sralao every other day. According to the owner, tourist numbers will vary from two to 18 per trip.<sup>32</sup> It is expected that there will be at least four tourists every trip. Using this formula and anticipating a steady stream of tourists during six months of high season from 4 Rivers Ecolodge (not including other tour operators or visitors coming from Peam Krasaob Wildlife Sanctuary), it is anticipated that Koh Sralao community will have a minimum number of tourists and income equating to:

4 tourists x 15 trips/month = 60 tourists per month

Current average spend at \$3 = \$180 per month x 6 months of high season = \$1,080

- This is over three times higher than the previous year's income based on the increase in tourist numbers alone

- This does not include low season figures over 6 months, which would also add to the annual expenditure

- Considering the fact that tourists may be coming from other locations including Peam Krasaob, Neptune Guesthouse and other locations, the average number per month could substantially increase during high season.

### **Hut for Eating**

By setting up a hut for eating including a menu with prices, an interpretive trail to walk along, and boat trips to observe fishing practices, the average spend per person could increase substantially.

Currently, visitors are paying \$2.50 for an entire meal and approximately 50 cents for beverages such as water or coffee. With the addition of a restaurant hut for eating and the creation of a menu with set prices for food and beverages, the average expenditure per visitor could easily double.

Cost to build the hut = \$500

Average expenditure of \$5 = \$300 per month x 6 months of high season = \$1,800

### **Conclusions and Considerations:**

- Although the above figures include the cost of food and labor, it is still a viable option and the number of restaurant huts can be increased along with tourist demand.
- It is recommended that the hut(s) be community owned and can be used by local residents as well. The restaurant will be run as a transparent community business and a portion of the income will be allotted to a community fund.
- Construction of the hut(s) may need to be in the form of in-kind labor initially with a list of the names of workers and how much time they spent constructing it. After the community begins to earn additional income, the laborers will be paid in accordance with their efforts.

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<sup>32</sup>Based on interview with ValentinPawlik, owner of 4 Rivers Ecolodge, August 2010.

- Community members will need training in how to run a business.
- The community stated that six days of hospitality training for six community members would be carried out by the MOT and cost \$700. It is the recommendation of the consultants to investigate this further and find alternative and less expensive options.

### **Interpretive Trail – 500m**

By creating a 500m interpretive trail, tourists will be charged \$1 each for a self-guided tour and an additional \$3 as a group to go with a local guide.

According to the figures above, there will be a minimum of 360 tourists visiting Koh Sralao during six months of high season (60 per month x 6 months). This does not include tourist numbers during six months of low season.

While all tourists won't be interested or have the time, it is anticipated that 80 percent will want to walk the interpretive trail.

288 tourists (80% of 360) x \$1 each = \$288

Out of 288 tourists, it is anticipated that 80 percent will use a guide and the average group size will be three.

230 tourists ÷ 3 = 76 groups x \$3 = \$228

\$288 + \$228 = \$516 minimum

### **Conclusions and Considerations:**

- The above figure does not include the cost of labor for the local guide, which is \$2 for each trip and \$1 to go into the community fund to pay for in-kind labor, payment of interpretive signs, and trail maintenance.
- The \$1 tourist entry fee will be paid to the community fund for using the trail. This will be allocated in a transparent manner.
- Construction of the trail may need to be in the form of “in-kind” labor initially with a list of the names of workers and how much time they spent creating it. The laborers will be paid in accordance with their efforts as money is collected into the community fund. There will need to be interpretive signs made along the way and ongoing maintenance.
- It is recommended that the trail be community owned and can be used by local residents as well for educational purposes in relation to protecting the wildlife and natural environment.
- One community member will need training as a guide.
- The community stated that training a guide would take six months (including English) at \$200/month = \$1,200. This training is strongly recommended as an English-speaking guide will be a huge asset in the community. The guide can also take tourists through the village and observe other local activities including fishing. Additionally, if tourists stay in the homestay, they will have someone with whom they can communicate their needs. The guide will also be able to facilitate cultural exchange between community members and visitors which is an excellent way to learn about different cultures and ways of life and is a key factor when developing CBET.

## **Mangrove Tour and Observe Local Fishing Practices by Boat**

Tourists have indicated a strong interest in observing local fishing practices and learning about local ways of life. This would require minimal costs to set up and would be economically beneficial for the community to offer this product.

Additionally, tourists would enjoy meandering through the mangrove forest's narrow passageways at a slower pace with the local guide and boat driver, as they may not have arrived to the village in this way.

By creating this tour, tourists will be charged \$3 each including the local guide and boat driver; the minimum required is three people or \$9.

According to the figures above, there will be a minimum of 360 tourists visiting Koh Sralao during six months of high season (60 per month x 6 months). This does not include tourist numbers during six months of low season.

While all tourists won't be interested or have the time, it is anticipated that 60 percent will want to observe local fishing practices.

216 tourists (60 percent of 360) x \$3 each = \$648

### **Conclusions and Considerations:**

- The guide would receive \$3, the boat driver \$3 and the community fund would receive a minimum of \$3.
- The fees would be collected in a transparent manner.

### **Homestay**

According to the tourist survey, respondents indicated they were "Interested" in homestays. By developing a homestay, no construction needs to be carried out as there is an opportunity to use an existing house with an extra room.

Currently, Koh Sralao is not receiving any homestay guests as the facility is not set-up. However, for \$200, a bed, mattress, sheets, pillows, mosquito net, and fan could be installed to encourage guests to spend the night.

The cost of \$5 per night is for the room and guests will also eat additional meals and possibly take part in additional activities, which would increase their average expenditure per person. A longer stay offers more opportunities for cultural exchange between host and guests, which is always encouraged when developing CBT.

$\$200 \div \$5 = 40$  nights (to break even)

Plus potential additional income from at least two extra meals = \$5 minimum per person + beverages

## Conclusions and Considerations:

- The homestay will pay for itself after 40 visitor nights. It will add more income into the community in the way of meals and activities. It can also add opportunities for more in-depth cultural exchange.
- Out of the \$5 homestay fee, \$4 will go to the homeowner and \$1 to the community fund.
- Development of the homestay would be the responsibility of the homeowner.
- The homeowner would need training in “Homestay Management,” which is offered by CCBEN (see Appendix K).

## Consultative Workshop Outcome

All communities were asked to complete a Cost/Benefit Analysis for Koh Sralao community. They were instructed to evaluate the cost and benefits of five products. Although all communities came up with different cost totals, it was encouraging to note that the communities saw the value in the initial investment that was more than the initial expected income.

Prices given for developing the following CBET products and services:

Build a hut for eating/relaxing	\$500
Build a 500m trail	\$500
Train an English-speaking guide	\$1,200
Homestay	\$200
<u>Cooking training</u>	<u>\$200</u>
<b>Total investment</b>	<b>\$2,600</b>

The communities’ answers were as follows:

- The community can earn \$1,435 in the first year: “To reduce poverty, we have to do CBET to help the community.”
- The community can earn \$1,700 in the first year: “They should go ahead with it because it will generate income for community members. It is money spent one time and profits will be earned day-by-day.”
- The community can earn \$975 in the first year: “Yes, they should go ahead with CBET because they will spend the money once and will get constant income and increase knowledge and experiences.”

## Koh Kapi

Product or Service	Tourist Demand (According to Survey)	Community's Answers Regarding Cost	Time to Build	Consultants' Recommendations	Potential Income	Training Required	Environmental and Biodiversity Impacts	Cultural Impacts
<b>Huts for eating/relaxing</b>	Demand for Village Visits is "high". A hut for eating lunch would add value to their experience	They wish to build 9 huts @ \$300 each = \$2,700 total	1 month	Build 1 hut for \$300 - Currently only around 200 tourists per year. - If demand increases, 1 more hut can easily be constructed a very short time.	Menus with food and beverage will encourage tourists to spend more	Hospitality training – food and hygiene	Use non-timber forest products including bamboo	Local residents can enjoy the hut as well
<b>Build a jetty at Round Island</b>	Demand for Village Visits is "high." Any additional places of interest that are accessible would be an advantage	\$700	3 weeks	Build a jetty as the historical buildings are unique to this community - The trails to the buildings need clearing and minor maintenance - Guide should present historical information about the buildings	\$5 per half day per group for guiding services and interpretation. \$2 USD per hour for boat hire	Guide training: 6 months @ \$200 per month = \$1,200 per person	Use non-timber forest products including bamboo	The island will become better known for its historical, cultural heritage
<b>Mangrove tour and observe local fishing practices by boat</b>	Interest in local fishing practices is "high."	n/a	n/a	Local business operators indicated tourists have an interest in learning about local fishing practices. Also, some may not have traveled through the narrow mangroves	\$3 per person	Incorporated in guide training as above	Impacts are minimal	Positive as the guide will be able to facilitate cultural exchange between visitors and community



Although Koh Kapi Island is farther away than the other two coastal communities, its surroundings are very picturesque and an ideal location for developing CBT. Near the community on Round Island are two French historical buildings--their history remains a mystery--which add a bit of intrigue in addition to the insights of life in a fishing community.

Koh Kapi currently receives 200 tourists per year and is already mentioned in the *Lonely Planet* guidebook as a “Venice-like village” which will encourage more people to visit. Therefore, the community should be prepared to handle any influx of tourists.

Currently, tourists are Western (90 percent), Japanese, Chinese, and Korean. The community stated that the benefits are minimal, as tourists are buying only water or coffee. Therefore, a huge opportunity exists for offering more services in the way of meals and guided tours and possibly souvenir production in the future.

### **Hut for Eating**

Currently, visitors are not eating meals at Koh Kapi and are only purchasing water or possibly coffee. With the addition of a restaurant hut for eating and the creation of a menu with set prices for food and beverages, the average expenditure per visitor could easily increase to around \$5 per person.

Cost to build the hut = \$300

Average expenditure of \$5 x 200 = \$1,000 per year

### **Conclusions and Considerations:**

- Although the above figures include the cost of food and labor, it is still a viable option and the number of restaurant huts can be increased along with tourist demand.
- It is recommended that the hut(s) be community-owned and can be used by local residents as well. The restaurant will be run as a transparent community business and a portion of the income will be allotted to a community fund.
- Construction of the hut(s) may need to be in the form of in-kind labor initially with a list of the names of workers and how much time they spent constructing it. After the community begins to earn additional income, the laborers will be paid in accordance with their efforts.
- Community members will need training in how to run a business. It is recommended that the community investigate ways in which it could receive hospitality training (through CCBEN) and business management training.

### **Build a Jetty at Round Island**

A visit to the historical buildings at Round Island would add value and interest to a village visit. This product would require minimal cost to set up and would be economically beneficial for the community to offer.

The guide should research the history of the buildings and relate that information to the visitors.

By creating this tour, tourists will be charged \$3 each including the local guide and boat driver and the minimum required is three people or \$9.

Based on current tourist figures, it is anticipated there will be a minimum of 200 tourists per year visiting Koh Kapi. While all tourists may not be interested or have the time, it is anticipated that 60 percent may want to visit Round Island.

120 tourists (60 percent of 200) x \$3 each = \$360

#### **Conclusions and Considerations:**

- The guide would receive \$3, the boat driver \$3 and the community fund would receive a minimum of \$3.
- The fees would be collected in a transparent manner.

#### **Mangrove Tour and Observe Local Fishing Practices by Boat**

Tourists have indicated a strong interest in observing local fishing practices and learning about local ways of life. This would require minimal cost to set up and would be economically beneficial for the community to offer this service.

Additionally, tourists would enjoy meandering through the mangrove forest's narrow passageways at a slower pace with the local guide and boat driver, as they may not have arrived to the village in this way.

By creating this tour, tourists will be charged \$3 each, including the local guide and boat driver and the minimum required is three people or \$9.

Based on current tourist figures, it is anticipated that there will be a minimum of 200 tourists per year visiting Koh Kapi. While all tourists may not be interested or have the time, it is anticipated that 60 percent will want to observe local fishing practices.

120 tourists (60 percent of 200) x \$3 each = \$360

#### **Conclusions and Considerations:**

- The guide would receive \$3, the boat driver \$3 and the community fund would receive a minimum of \$3.
- The fees would be collected in a transparent manner.

## Boeng Kachhang

Product or Service	Tourist Demand (According to Survey)	Community's Answers Regarding Cost	Time to Build	Consultants' Recommendations	Potential Income	Training Required	Environmental and Biodiversity Impacts	Cultural Impacts
<b>Buy rubbish bins, a cart to transport the rubbish and dig a hole to bury it</b>	Demand for Village Visits is "high." The community needs to be cleaned to attract more tourists.	114 bins @\$15 each Total \$1,710  Cart \$500  Dig hole \$2,000	Get the bins – 1 month  Dig the hole - 2 months	Separate the waste.  There will be a large amount of waste that will decompose in the ground.  Addressing the waste issue is a priority.	A cleaner community will be more attractive to visitors. A dirty community will create negative feedback		Keep the amount of rubbish buried or burnt to a minimum by separating	n/a
<b>Beach</b>	Tourist demand for beaches is "very high"	\$500 for supplies and lunch for clearing the beach.	1 month	It is suggested to organize this through an "in kind" payment system. The community also needs to be cleaned immediately.	A value added attraction, resulting in more visitors		Highly beneficial to keep the beach and community clear of rubbish	n/a
<b>Huts for eating/relaxing</b>	Demand for Village Visits is "high." A hut for eating lunch would add value to visitors' experience.	17 huts @ \$300 each = \$5,100 total	2 months for all	Build one hut initially for \$300  As visitor numbers increase, they can build more	Menus will increase the average spend from \$2.50 for a full meal to individual prices for food and beverages	Hospitality training – food and hygiene  Contact CCBEN	Use non-timber forest products including bamboo	Local residents can enjoy the hut when not in use by tourists
<b>Mangrove tour and observe local fishing practices by boat</b>	Interest in local fishing practices is "high"	Idea initiated by the consultants, not the community	6 months	Local business operators indicated tourists have an interest in learning about local fishing practices. Also, some may not have traveled through the quaint, narrow mangrove forest.	\$3 per person	Guide training: 6 months @ \$200 per month = \$1,200 per person ( <i>per information from Koh Sralao</i> )	Impacts are minimal	Positive as the guide will be able to facilitate cultural exchange between visitors and the community.

Boeng Kachhang has the advantage of being closer to Koh Kong town than it is to the other two coastal communities. Therefore, it makes a visit more accessible to tourists in relation to time and cost.

Boeng Kachhang is unique in that it offers locally-made handicrafts and traditional Khmer dancing. The community currently receives 300 visitors per year. Of those visitors, 65 percent are Khmer, 30 percent are NGO workers, and five percent are international visitors.

The community has a huge disadvantage in that it receives rubbish and waste from other areas that flows into the area. This is a huge deterrent to visitors and the community does not currently have a rubbish collection program for either their own rubbish or additional rubbish flowing in. Finding a solution to both problems should be their number one priority in order to make the area attractive to tourists. If not, negative word of mouth from visitors could be a major deterrent for future visitors and any CBT projects will have a difficult time in succeeding.

### **Buy rubbish bins, a cart to transport the rubbish and dig a hole to bury it**

Tourist demand for village visits is high and the community needs to be clean to attract tourists. The community indicated it would cost \$4,210 to set-up a rubbish collection program. However, this appears to be a very unrealistic set of figures:

114 bins @ \$15 each	\$1,710
Cart	\$500
<u>Digging a hole</u>	<u>\$2,000</u>
<b>Total</b>	<b>\$4,210</b>

It is not necessary that each family in the community receive a rubbish bin. One bin can be used for four households and emptied each day, purchasing 30 bins for the entire community. Furthermore, locally made woven bins are very effective and would cost far less than \$15 each.

It is the recommendation of the consultants that the community offers in-kind labor to pick up the rubbish and that the commune council devises a system to pick-up, collect, and dispose of rubbish properly on a regular basis, charging each family approximately 4,000 Riel (\$1) per month. Public areas are also in great need of attention.

Furthermore, it was indicated during the Consultative Workshop that communities that wish to be paid for picking up their rubbish are not serious about developing CBET.<sup>33</sup>

### **Beach (needs to be cleaned)**

Tourist demand for beaches is high. The Boeng Kachhang community is close to Koh Kong town, so the option for visiting a nearby beach is attractive to tourists. The beach needs to be cleaned and kept clean in order to attract visitors.

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<sup>33</sup>Based on comments made by private sector businesses at the Consultative Workshop, September 9, 2010.

The community indicated it would cost \$500 for supplies and lunch for clearing the beach. However, it is suggested to organize this through an “in-kind” payment system. In addition to the beach, the entire community needs to be cleaned (including all public areas) and should be organized by the commune council.

### **Conclusions and Considerations:**

The community of Boeng Kachhang needs to find out the originating source of the additional rubbish that is ending up in their community. Once that source is located, the community should work with local authorities to address and resolve it. Boeng Kachhang community should also be educated in rubbish collection and could learn about this from the Peam Krasaob community, which already has a successful rubbish collection program in place.

### **Hut for Eating**

Currently, visitors are not eating meals at Boeng Kachhang. With the addition of a restaurant hut for eating and the creation of a menu with set prices for food and beverages, the average expenditure per visitor could be around \$5 per person.

Cost to build the hut = \$300

Average expenditure of \$5 x 300 = \$1,500 per year

### **Conclusions and Considerations:**

- Although the above figures include the cost of food and labor, it is still a viable option and the number of restaurant huts can be increased along with tourist demand.
- It is recommended that the hut(s) be community-owned and be used by local residents as well. The restaurant hut will be run as a transparent community business and a portion of the income will be allotted to a community fund.
- Construction of the hut(s) may need to be in the form of in-kind labor initially with a list of the names of workers and how much time they spent constructing it. After the community begins to earn additional income, the laborers will be paid in accordance with their efforts.
- Community members will need training in how to run a business. It is recommended that the community investigates ways in which they could receive hospitality training (through CCBEN) and business management training.

### **Mangrove Tour and Observe Local Fishing Practices by Boat**

Tourists have indicated a strong interest in observing local fishing practices and learning about local ways of life. This would require minimal cost to set up and would be economically beneficial for the community to offer this product.

Additionally, tourists would enjoy meandering through the mangrove forest’s narrow passageways at a slower pace with the local guide and boat driver, as they may not have arrived to the village in this way.

By creating this tour, tourists will be charged \$3 each including the local guide and boat driver and the minimum required is three people or \$9.

Based on current tourist figures, it is anticipated there will be a minimum of 300 tourists per year visiting Boeng Kachhang. While all tourists won't be interested or have the time, it is anticipated that 60 percent will want to observe local fishing practices.

180 tourists (60% of 300) x \$3 each = \$540

**Conclusions and Considerations:**

- The guide would receive \$3, the boat driver \$3 and the community fund would receive a minimum of \$3.
- The fees would be collected in a transparent manner.

## Russey Chrum – Thma Bang

Product or Service	Tourist Demand (According to Survey)	Community's Answers Regarding Cost	Time to Build	Consultants' Recommendations	Potential Income	Training Required	Environmental and Biodiversity Impacts	Cultural Impacts
<b>Homestays</b>	Tourists are "Interested" in homestays	Additional buildings will need to be added to houses. 10 houses @ \$500 per house = total \$5,000	Unsure	Build one homestay initially for \$500 until there is more tourist demand	\$5 per night  Extra meals at \$2.50 each plus beverages	"Homestay Management" course by CCBEN	Additional rubbish will need to be managed properly	Overnight visitors to the community offer the opportunity for cultural exchange
<b>Huts for eating/relaxing</b>	Demand for Village Visits is "high". A hut for eating lunch would add value to their experience	Approx. \$300 (as per 2 other communities responses)	1 month	Build one hut initially for \$300  As visitor numbers increase, they can build more	Menus will increase the average spend from \$2.50 for a full meal to individual prices for food and beverages	Hospitality training – food and hygiene  Contact CCBEN	Use non-timber forest products including bamboo	Local residents can enjoy the hut when not in use by tourists
<b>Tourist site mapping</b>	There is a strong interest in the Cardamoms so tourists would be interested in seeing what is available	Unsure	Unsure	This will be a good way to assist to promote current attractions	Raise awareness of what is available		n/a	n/a

<b>Product or Service</b>	<b>Tourist Demand (According to Survey)</b>	<b>Community's Answers Regarding Cost</b>	<b>Time to Build</b>	<b>Consultants' Recommendations</b>	<b>Potential Income</b>	<b>Training Required</b>	<b>Environmental and Biodiversity Impacts</b>	<b>Cultural Impacts</b>
<b>Trekking trail</b>	There is a high interest in the Cardamoms, day hikes and treks among tourists	Idea initiated by the consultants, not the community	Unsure	Create a trail for half and full-day hikes with a guide  This will create additional livelihoods  Guide will receive English-speaking skills	Increased income from guiding. \$10 per day or \$5 for a half day	Guide training: 6 months @ \$200 per month = \$1,200 per person ( <i>per information from Koh Sralao</i> )	Impacts are minimal	Positive as the guide will be able to facilitate cultural exchange between visitors and the community.
<b>Local bicycle rental</b>	Demand for Village Visits is "high" and there is a high interest in the Cardamoms	Idea initiated by the consultants, not the community	Local people can rent out their bikes for extra income	Visitors can ride along the community's roads on local bikes  Added activity for visitors	\$1 per day	n/a	Impacts are minimal	Visitors will have additional opportunities to interact with the community
<b>Locally guided agricultural activity tours</b>	Demand for Village Visits is "high" and there is a high interest in the Cardamoms	No cost to set up	n/a	Tourists are very interested in rural daily life.  Community could package and sell edible products such as cardamom seeds, fresh fruit and banana wine	Incorporate into ½ day tour  \$5 per person	Included in guide training (see Trekking Trail)	Minimal	Visitors will have additional opportunities to interact with the community



Russey Chrum is currently disadvantaged in relation to the other communities mentioned in this report as the community is at least a two-hour drive from Koh Kong town. Visitors who have less time or are not prepared to spend four to five hours driving will not be as interested in visiting this community. On the positive side, the Russey Chrum community is relatively “untouched” for those seeking an authentic rural experience. Russey Chrum has very limited services and facilities. As these improve, the community will have more to offer visitors.

Russey Chrum currently receives very few visitors as there are limited organized trips offered to the area. They were not able to give a specific number of visitors annually. The community produces rattan goods and has an opportunity to develop agro-tourism to their fruit farms and cardamom plantations. Visiting these industries could be easily incorporated into a short visit or a day tour of the area.

### **Homestay**

According to the tourist survey, respondents indicated that they were “Interested” in homestays. There was also strong interest in visiting the Cardamoms. By building a homestay, the community will make a visit to their area more attractive for those guests who do not wish to partake in the long drive in both directions on the same day or for guests who wish to take part in additional activities in the area.

Currently, Russey Chrum has a guesthouse in an area that is privately owned and operated. Therefore, there is no direct benefit to the community from guests staying at this accommodation.

To set up a community homestay in Russey Chrum, additional building work has to be carried out. None of the existing community homes has space in which to set up a homestay facility. The community indicated that it would cost \$500 to build one additional room onto an existing home.

The cost of \$5 per night is standard for a homestay in the area and guests will also eat additional meals and possibly take part in additional activities that would increase the average expenditure per person. A longer stay offers more opportunities for cultural exchange between host and guests, which is always encouraged when developing CBT.

$\$500 \div \$5 = 100$  nights (to break even)

Plus potential additional income from at least two extra meals = \$5 minimum per person + beverages

### **Conclusions and Considerations:**

- The homestay will pay for itself after 100 visitor nights. It will add more income into the community in the way of meals and activities. It can also add opportunities for more in-depth cultural exchange.
- Out of the \$5 homestay fee, \$4 will go to the homeowner and \$1 to the community fund.
- Development of the homestay would be the responsibility of the homeowner.
- The homeowner would need training in “Homestay Management” that is offered by CCBEN (see Appendix K).

## **Hut for Eating**

Currently, visitors are not eating meals at Russey Chrum. With the addition of a restaurant hut for eating and the creation of a menu with set prices for food and beverages, visitors could easily spend up to \$5 per person. As the number of visitors to Russey Chrum is not currently known, an estimate of 50 visitors per year has been used for calculation purposes.

Average spend of  $\$5 \times 50 = \$250$  per year

## **Conclusions and Considerations:**

- Although the above figures include the cost of food and labor, it is still a viable option and the number of restaurant huts can be increased along with tourist demand.
- It is recommended that the hut(s) be community owned and can be used by local residents as well. The restaurant will be run as a transparent community business and a portion of the income will be allotted to a community fund.
- Construction of the hut(s) may need to be in the form of in-kind labor initially with a list of the names of workers and how much time they spent constructing it. After the community begins to earn additional income, the laborers will be paid in accordance with their efforts.
- Community members will need training in how to run a business. It is recommended that the community investigate ways in which they could receive hospitality training (through CCBEN) and business management training.

## **Tourist Site Mapping**

According to the tourist survey, there was a strong interest in visiting the Cardamoms. During the feasibility study and the consultative workshop, it was found that there is very limited information in relation to the Cardamom Mountains area.

A map of the Cardamoms area showing communities and their facilities, sites of interest and locations where current products are set up would be of huge benefit to the residents of the Cardamoms in relation to attracting tourists to their area. It would be extremely beneficial for a map of this type to be available in several locations in Koh Kong town and Tatai as well as in a suitable location in Russey Chrum and other areas in the Cardamoms where tourists may visit (e.g. at Chi Phat).

The cost of creating a site map would be fairly low and it is estimated that it would cost around \$50-100. The map would raise awareness of the area and attract more visitors, and furthermore increase the average tourist expenditure once visitors arrive by reminding them of additional activities and sites to visit.

## **Trekking Trail**

According to the tourist survey, respondents indicated that they were “Interested” in day hikes. There was also a high interest in visiting the Cardamoms. As there is a lack of current products in the Cardamoms area, day hikes are an ideal activity to fulfill tourist demand while creating a low impact on the environment.

The suggested cost of a guided trek would be \$5 for a half-day or \$10 for a full day. The guide would need to be trained in English, forest guiding (including first aid), information about the local area, its wildlife and its plants and trees.

Based on receiving approximately 50 tourists per year, it is estimated that 25 would go for a half-day and 25 for a full day:

25 x \$5 =	\$125
25 x \$10 =	\$250
<b>Total</b>	<b>\$375</b>

### **Conclusions and Considerations:**

- The above figure does not include the cost of labor for the local guide, which is \$4 for half-day and \$8 for a full-day trip with the remainder going into the community fund to pay for any in-kind labor and trail maintenance. The community fund would also be used to pay for the site map and a portion of this money would go towards that expense.
- The trail will have a minimal impact on the environment and any construction (e.g. small bridges, clearing of undergrowth) will be in the form of in-kind labor. A list will be kept of the names of workers and how much time they spent creating it. The laborers will be paid in accordance with their efforts as money is collected into the community fund. There will need to be ongoing maintenance.
- It is recommended that the trail be community-owned and can be used by local residents as well for educational purposes in relation to protecting the wildlife and natural environment.
- One community member will need training as a guide. Koh Sralao community indicated that training a guide would take six months (including English) at \$200/month = \$1,200. The consultants strongly recommend this training as an English-speaking guide will be a huge asset in the community. The guide can take tourists through the village, to observe other local activities including visiting fruit and cardamom plantations, and lead visitors to the waterfall. Additionally, if tourists stay in the homestay, they will have someone with whom they can communicate their needs. The guide will also be able to facilitate cultural exchange between community members and visitors, which is an excellent way to learn about different cultures and ways of life and is a key factor when developing CBET.

### **Local Bicycle Rental**

According to the tourist survey, respondents indicated they were “Very Interested” in village visits and in visiting the Cardamoms. As there is a lack of current products in the Cardamoms area, bicycle riding is an ideal activity to fulfill tourist demand while creating a low impact on the environment. Bicycles being rented will already be available in the community and therefore, there will be no initial investment costs as community members rent out their own bicycles to tourists for additional income.

Based on receiving approximately 50 tourists per year, it is estimated that 25 visitors would rent a bicycle = \$25 per year.

### **Conclusions and Considerations:**

- While this is not a significant amount of money, it can supplement the community's income without any additional investment.
- Over time, more visitors are likely to visit the community and this form of income will increase.

### **Locally Guided Agricultural Activity Tours**

According to the tourist survey, respondents indicated that they were "Very Interested" in village visits, in learning about locally produced goods and rural daily life. Guided tours can include visits to cardamom plantations, fruit plantations, banana winemaking, and the rattan-making workshop. These tours could include banana-wine tasting and trying any fruits in season.

The suggested cost of a guided tour would be \$5 for a half-day. The same guide(s) can be used for all trips in the area, as they will already have local knowledge and English-speaking skills.

Based on receiving approximately 50 tourists per year, it is estimated that 40 would go on the locally guided agricultural tour.

$$50 \times \$5 = \$200 \text{ per year}$$

### **Conclusions and Considerations:**

- The above figure does not include the cost of labor for the tour guide, which is \$4 for half-day. The remainder would go into the community fund.
- Tourists' interest in the community's daily life will generate local pride.
- Tourists can purchase in-season fruit, cardamom seeds, and banana wine for additional income.
- The guide will be able to facilitate cultural exchange between community members and visitors, which is an excellent way to learn about different cultures and ways of life and is a key factor when developing CBET.

## XVI. RECOMMENDED ACTION STEPS

The following action steps are the consultants’ recommendations for each community. They outline the products in the Cost-Benefit Analysis and expand upon ideas such as marketing and training.

The action steps are categorized as Short-Term, Medium-Term and Long-Term as suggestions for progressive development for each community. Some of this development will depend on funding which will need to be sourced from the community itself (through the Commune Sangkat Fund), NGOs, and government.

Through the focus group discussions, it was determined that all communities needed capacity building in the form of training and English-speaking abilities.

### Cambodia’s Community Based Ecotourism Network (CCBEN)

It is recommended that all communities join CCBEN for \$50 per year. As a member, they can obtain access to a variety of trainings in CBT (see Appendix K) and link with other CBT projects in Cambodia, the private sector and with other NGOs. Communities will also be included in CCBEN’s marketing materials such as their website, in brochures, in publications such as “Stay Another Day,” at the CCBEN office, and at events attended by CCBEN staff.

### Grassroots Development Institute (GDI)

In relation to English training, GDI is an excellent local resource for learning English. They have two programs - one part-time and one full-time.

Students study for 18 months in one of 11 provinces (Koh Kong included) and at the GDI center in Phnom Penh. The cost for full-time students is 30,000 Riel per month plus 16kg of rice. Part-time students pay 10,000 Riel per month. Students are also taught character-building skills such as self-esteem.



GDI – Koh Kong

### Koh Sralao

Short-Term (Now)	Medium-Term	Long-Term
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<p><b>Link with Other Communities in Relation to Sharing Knowledge, Ideas and Products</b></p> <p>Stronger linkage with boat trips from Peam Krasaob Wildlife Sanctuary</p> <p>Partner with Koh Kapi &amp; Boeng Kachhang</p>	<p><b>Hospitality Training</b></p> <p>Hygiene and sanitation Food preparation Hosting/homestay</p> <p><b>English Speaking Training &amp; Guiding</b></p> <p>Ideally 1-3 people trained English training through GDI</p>	<p><b>Build Additional Facilities</b></p> <p>Huts for eating/relaxing Toilets</p> <p><b>Homestay Development</b></p> <p>Once additional products have been developed and services improved it will be more feasible to build a homestay</p>
<p><b>Join CCBEN as a Member</b></p>	<p><b>Liaise with CCBEN and partner NGOs</b></p> <p>Organize work experience in restaurants or communities with successful CBT programs</p>	<p><b>Improve and Expand Upon Marketing</b></p> <p>Get information onto websites of Koh Kong businesses, into Lonely Planet, and on any government websites (MOT, MOE)</p> <p>Market to Cambodia-based travel companies in relation to becoming part of their itineraries</p>
<p><b>Link with NGOs and Government in Relation to Potential Future Funding and Volunteer Programs</b></p> <p>PSDD, IUCN, FAA, Live &amp; Learn, DAI/MSME, Peace Corps, VSO Volunteers, DOT, DOE</p>	<p><b>Create Links with NGOs Involved in Handicrafts Training</b></p> <p>FAA Others in Phnom Penh (ask FAA for advice and information)</p>	<p><b>Familiarization Trip for Phnom Penh and Siem Reap Based Tour Operators</b></p>
<p><b>Create a rubbish collection program</b></p> <p>Follow it Enforce it</p>	<p><b>Create Basic List of Current Products</b></p> <p>One in community One dispersed to operators and boat drivers</p>	
<p><b>Create initial link with Local Koh Kong Based Tour Operators</b></p> <p>In relation to potential of future visitation and creation of products.</p> <p>Create new or stronger linkages with Koh Kong Ecotours, Neptune Guesthouse, 4 Rivers Ecolodge, Blue Moon and any others</p>	<p><b>Marketing</b></p> <p>Expand upon existing marketing and signage in relation to boat trips running from Peam Krasaob to Koh Sralao: One at the ticket office One at the boat dock</p> <p>Put 20 laminated signs at local businesses in Koh Kong town including Koh Kong Ecotours, guest houses and restaurants</p>	
	<p><b>Create Walking Trail</b></p> <p>This can be added to the product list of tourist attractions. It will also generate income through employing a guide</p>	

	<p><b>Mangrove Tour and Observe Local Fishing Practices by Boat</b></p> <p>Develop guided tour through mangroves allowing visitors to experience local life</p>	
	<p><b>Familiarization Trip for Local Koh Kong Tour Operators</b></p> <p>Showcase products and expand on current links</p>	

## Koh Kapi

Short-Term (Now)	Medium-Term	Long-Term
<p><b>Link with Other Communities in Relation to Sharing Knowledge, Ideas and Products</b></p> <p>Stronger linkage with boat trips from Peam Krasaob Wildlife Sanctuary</p> <p>Partner with Koh Sralao and Boeng Kachhang</p>	<p><b>Hospitality Training</b></p> <p>Hygiene and sanitation Food preparation Hosting/homestay</p> <p><b>English Speaking Training &amp; Guiding</b></p> <p>Ideally, 1-3 people trained English training through GDI</p>	<p><b>Build Additional Facilities</b></p> <p>Huts for eating/relaxing Toilets</p> <p><b>Build Platforms for fishing</b></p> <p>Set up fishing as a product</p>
<p><b>Join CCBEN as a Member</b></p>	<p><b>Liase with CCBEN and partner NGOs</b></p> <p>Organize work experience in restaurants or communities with successful CBT programs</p>	<p><b>Improve and Expand Upon Marketing</b></p> <p>Get information onto websites of Koh Kong businesses, into Lonely Planet, and on any government websites (MOT, MOE)</p> <p>Market Cambodia-based travel companies in relation to becoming part of their itineraries</p>
<p><b>Link with NGOs and Government in Relation to Potential Future Funding and Volunteer Programs</b></p> <p>PSDD, IUCN, FAA, Live &amp; Learn, DAI/MSME Peace Corps, VSO Volunteers DOT, DOE</p>	<p><b>Create Links with NGOs Involved in Handicrafts Training</b></p> <p>FAA Others in Phnom Penh (ask FAA for advice and information)</p>	<p><b>Familiarization Trip for Phnom Penh and Siem Reap Based Tour Operators</b></p>
<p><b>Create a Rubbish collection program</b></p> <p>Follow it Enforce it</p>	<p><b>Create a Basic List of Current Products</b></p> <p>One in community One dispersed to operators and boat drivers</p>	
<p><b>Create initial link with Local Koh Kong Based Tour Operators</b></p> <p>In relation to potential or future visitation and creation of products.</p> <p>Create new or stronger linkages with Koh Kong Ecotours, Neptune Guesthouse, 4 Rivers Ecolodge, Blue Moon and any others</p>	<p><b>Marketing</b></p> <p>Expand upon existing marketing and signage in relation to boat trips running from Peam Krasaob to Koh Kapi: One at the ticket office One at the boat dock</p> <p>Put 20 laminated signs at local businesses in Koh Kong town including Koh Kong Ecotours, guest houses, and restaurants where tourists go</p> <p>Be a part of the “Koh Kong Visitor’s Guide”</p>	



	<p><b>Build a port at Round Island</b></p> <p>This can be added to the product list of tourist attractions. It will also generate income through employing a guide. Clear the trail to the French buildings, guide should prepare some historical information to pass on to visitors</p>	
	<p><b>Mangrove Tour and Observe Local Fishing Practices by Boat</b></p> <p>Develop guided tour through mangroves allowing visitors to experience local life</p>	
	<p><b>Familiarization Trip for Local Koh Kong Tour Operators</b></p> <p>Showcase products and expand on current links</p>	

## Boeng Kachhang

Short-Term (Now)	Medium-Term	Long-Term
<p><b>Link with Other Communities in Relation to Sharing Knowledge, Ideas and Products</b></p> <p>Stronger linkage with boat trips from Peam Krasaob Wildlife Sanctuary</p> <p>Partner with Koh Kapi and Koh Sralao</p>	<p><b>Hospitality Training</b></p> <p>Hygiene and sanitation Food preparation Hosting/homestay</p> <p><b>English Speaking Training &amp; Guiding</b></p> <p>Ideally, 1-3 people trained English training through GDI</p>	<p><b>Build Additional Facilities</b></p> <p>Huts for eating/relaxing Toilets</p>
<p><b>Join CCBEN as a Member</b></p>	<p><b>Liaise with CCBEN and partner NGOs</b></p> <p>Organize work experience in restaurants or communities with successful CBT programs</p>	<p><b>Improve and Expand Upon Marketing</b></p> <p>Get information onto websites of Koh Kong businesses, into Lonely Planet, and on govt. websites (MOT, MOE)</p> <p>Market Cambodia-based travel companies in relation to becoming part of their itineraries</p>
<p><b>Link with NGOs and Government in Relation to Potential Future Funding and Volunteer Programs</b></p> <p>PSDD, IUCN, FAA, Live &amp; Learn, DAI/MSME Peace Corps, VSO Volunteers DOT, DOE</p>	<p><b>Create Links with NGOs Involved in Handicrafts Training</b></p> <p>FAA, others in PNP (ask FAA for advice and information)</p>	<p><b>Familiarization Trip for Phnom Penh and Siem Reap Based Tour Operators</b></p>
<p><b>Rubbish Collection</b></p> <p>Develop a rubbish collection program Follow it Enforce it Clean the beach</p>	<p><b>Create Basic List of Current Products</b></p> <p>One in community One dispersed to operators and boat drivers</p>	
	<p><b>Marketing</b></p> <p>Expand upon existing marketing and signage in relation to boat trips running from Peam Krasaob to Boeng Kachhang: One at the ticket office One at the boat dock Place 20 laminated signs at local businesses in Koh Kong town including Koh Kong Ecotours, guest houses, and restaurants</p>	
	<p>Be a part of the “Koh Kong Visitor’s Guide”</p>	

	<p><b>Familiarization Trip for Local Koh Kong Tour Operators</b></p> <p>Showcase products and expand on current links</p>	
	<p><b>Mangrove Tour and Observe Local Fishing Practices by Boat</b></p> <p>Develop guided tour through mangroves allowing visitors to experience local life</p>	

## Russey Chrum – Thma Bang

Short-Term (Now)	Medium-Term	Long-Term
<p><b>Link with Other Communities to Share Knowledge, Ideas and Products</b></p> <p>Create linkage with Chi Phat</p>	<p><b>Hospitality Training</b></p> <p>Hygiene and sanitation Food preparation Hosting/homestay</p> <p><b>English Speaking Training &amp; Guiding</b></p> <p>Ideally 1-3 people trained English training through GDI</p>	<p><b>Homestay Development</b></p> <p>There is a strong interest in visiting the Cardamoms</p> <p>Develop 1 homestay(due to distance)</p>
<p><b>Join CCBEN as a Member</b></p>	<p><b>Liaise with CCBEN and partner NGOs</b></p> <p>Organize work experience in restaurants or communities with successful CBT programs</p>	<p><b>Improve and Expand Upon Marketing</b></p> <p>Get information onto websites of Koh Kong businesses, into Lonely Planet, and on any government websites (MOT, MOE)</p> <p>Market to Cambodia-based travel companies in relation to becoming part of their itineraries</p>
<p><b>Link with NGOs and Government in Relation to Potential Future Funding and Volunteer Programs</b></p> <p>PSDD, IUCN, FAA, Live &amp; Learn, DAI/MSME Peace Corps, VSO Volunteers DOT, DOE</p>	<p><b>Create Links with NGOs Involved in Handicrafts Training</b></p> <p>FAA Others in Phnom Penh (ask FAA for advice and information)</p>	<p><b>Local Bicycles</b></p> <p>Buy 4 local bicycles and rent them out for tourists to ride around the community</p> <p>Eventually, quality mountain bikes could be purchased and bike trips created with guides</p>

<p><b>Rubbish Collection</b></p> <p>Develop a rubbish collection program Follow it Enforce it</p>	<p><b>Create Basic List of Current Products</b></p> <p>One in community One dispersed to tour operators</p>	<p><b>Familiarization Trip for Phnom Penh and Siem Reap Based Tour Operators</b></p>
<p><b>Create initial link with Local Koh Kong Based Tour Operators</b></p> <p>In relation to potential of future visitation and creation of products and marketing of current souvenir products</p> <p>Create new or stronger linkages with Koh Kong Ecotours, Neptune Guesthouse, 4 Rivers, Blue Moon and any others</p>	<p><b>Marketing</b></p> <p>Expand upon any existing marketing and signage</p> <p>Put 20 laminated signs at local businesses in Koh Kong town including Koh Kong Ecotours, guest houses, and restaurants where tourists go.</p> <p>Be a part of the “Koh Kong Visitor’s Guide”</p>	
<p><b>Tourist Site Mapping</b></p> <p>Create a simple map showing locations of interest and sites that can be visited</p>	<p><b>Create Trekking Trail</b></p> <p>This can be added to the product list of tourist attractions. It will also generate income through employing a guide.</p>	
<p><b>Local Bicycle Rental</b></p> <p>Local residents can rent out their bikes to allow visitors to explore the area</p>	<p><b>Familiarization Trip for Local Koh Kong Tour Operators</b></p> <p>Showcase products and expand on current links</p>	
	<p><b>Locally Guided Agricultural Activity Tours</b></p> <p>Guided tours to experience daily rural life and sample/purchase products</p>	

In the Action Steps above, the development of different types of products for each community has been suggested. One common complaint from tour operators is that communities all develop the same services. Therefore, it is important for communities to network, communicate with each other, and diversify their service range.

The Actions Steps create easy to understand stages for communities. The steps should be followed in this order or concurrently as long as the end result is achieved at the same time.

All communities need to address their rubbish issue in the early stages of project development. Unmanaged rubbish in communities is a current problem that will increase with additional visitors to the community. On the same token, it is also a deterrent for future visitors based on negative “word of mouth” advertising (see Section XVIII).



It is important that the rubbish collection issue be addressed in each community in order to attract tourists

## Creating Linkages

It is important for communities to create linkages with various sectors in the early stages as these links could assist them with some of their later challenges and product development.

The communities can create linkages that offer the following potential benefits:

- With other communities
  - Share ideas and experiences
  - Ensure there are a variety of tourist products which will benefit all
  - Support each other and problem solve
  - Create policies to ensure all have similar standards in relation to CBET
- CCBEN
  - Trainings (see Appendix K)
  - Linking with other communities involved in CBET in Cambodia
  - Linking with NGOs working in CBET and conservation
  - Free advertising where CCBEN has a presence (e.g. CCBEN office, website, events, publications)
- NGOs
  - Potential or links to funding
  - Training opportunities
  - Advice
  - Marketing
- Private sector
  - Opportunity to be a part of tours to communities
  - Linking with private sector advertising (e.g. websites, brochures)
  - Guide books (e.g. Lonely Planet, Rough Guide)
  - Local businesses include: Koh Kong Ecotours, Rainbow Lodge, Neptune Guesthouse, Blue Moon Guesthouse, Sunset Bar, 4 Rivers Ecolodge
- Media
  - Articles written about the area in Phnom Penh-based newspapers including *The Cambodia Daily* and *The Phnom Penh Post* and in magazines such as *Asia Life*, *Koh Kong Visitor's Guide*, and other local media outlets
- Government institutions
  - Financial support
  - Marketing support
  - Legislative assistance
- Tour operators
  - Regarding getting placed onto tour itineraries



Private Sector Linkages with Communities

## **Consultative Workshop Outcomes**

During the Consultative Workshop, linkages were made among the private sector, communities, NGOs and government as follows:

### **Communities and Private Sector**

- Rainbow Lodge linked with Boeng Kachhang community in relation to buying souvenirs
- 4 Rivers Eco Lodge linked with all communities in relation to offering free food and hygiene training

### **Private Sector and NGOs**

- Rainbow Lodge and 4 Rivers Eco Lodge linked with SCW in relation to visiting Thma Bang's Russey Chrum commune
- Sunset Bar linked with SCW in relation to creating a map of the area showing all communities

### **Private Sector and Government**

- All private sector attendees linked with Department of Planning in relation to attending a meeting regarding the "Five Year Plan" for Koh Kong
- Private sector linked with the Department of Tourism in relation to the suggestion of holding regular meetings with the private sector, DOT and communities

### **Private Sector with Private Sector**

- Sunset Bar linked with Rainbow Lodge in relation to creating a map of the area which links Koh Kong and Tatai
- Rainbow Lodge linked with 4 Rivers Ecologe and traveled to Russey Chrum together the following day to familiarize themselves with the area and tourist product offerings

### **NGOs with NGOs**

- Grassroots Development Institute (GDI) was linked with SCW in relation to English training for all communities

## **Expansion of Linkages with the Private Sector**

### **Consultative Workshop Outcomes**

During the Consultative Workshop, private sector business representatives were asked to form a group and answer questions regarding their current tour product offerings, requirements for getting more involved in CBET, constraints, and how to address those constraints. The chart below outlines the answers provided by private sector attendees.

CBET Product Offerings	What would you require to become involved or more involved in CBET?	Constraints	Addressing Constraints
<p>Trips to Koh Sralao: 4 Rivers Ecolodge - Lunch - Village walk -Pagoda</p> <p>Koh Kapi: Neptune stops on the way to KK Island – for a coffee or sometimes lunch</p> <p>- Community boat transfers</p> <p>- 4 Rivers is planning to do trips to Russey Chrum</p>	<ul style="list-style-type: none"> <li>- Communication</li> <li>- Liaise with 1 person: a “facilitator”</li> <li>- Accurate charts and maps to locations</li> <li>- What’s on offer? Each community’s attractions, products and services</li> <li>- English-speaking guides</li> <li>- <u>Ensuring that visitors come away with a memorable experience</u></li> <li>- On-site English-speaker based in the community to provide information</li> <li>- Fixed price and know exactly what you’ll get</li> <li>- Consistency</li> <li>- Recent brochures</li> <li>- Want to feel welcome</li> </ul> <p>* They have to WANT to be involved! If communities want to be paid to clean their village, then they don’t really want CBET.</p>	<ul style="list-style-type: none"> <li>- Lack of English-speakers</li> <li>- Lack of communication</li> <li>- Lack of information in relation to the location</li> <li>- Lack of facilities, pricing</li> <li>- Access to Russey Chrum – lack of linkages</li> <li>- Distance too far: 4 Rivers to Koh Kapi, Cardamoms</li> <li>- Mangrove walkway brochure: No distribution. Took a year to get a copy of the “new” brochure.</li> </ul>	<p>Designate 1 person as the spokesperson – facilitator in each community</p> <ul style="list-style-type: none"> <li>- DOT onboard with training people</li> <li>- Get someone in KKG town who can be a facilitator for all communities (e.g. Koh Kong Ecotours)</li> <li>- Get involved with SCW, although only here till the end of October</li> <li>- Join CCBEN</li> <li>- English-speakers: GDI School – live-in school, learn in 6 months, very reasonably priced</li> <li>- Lack of information - New DOT office on the river front</li> <li>- Trips to Cardamoms: needs more tourist numbers. If faster to get there, more people will go</li> <li>- Linkages: Regular meetings with DOT. Send invite, create newsletter</li> <li>- Sunset: Faster boats will decrease time to Koh Kapi</li> </ul>

Tour offerings to the communities are very limited at the moment and the locally-based private sector businesses are very interested in increasing the number and variety of tours for their guests. The communities are currently benefiting very minimally due to a lack of service and product development. Some communities such as Russey Chrum receive no benefits. There is a huge opportunity for selling locally-made souvenirs, additional food and beverages, and guided tours such as village walks or day hikes in the Cardamoms.

The private sector expressed the need for a facilitator in each community as a contact in order to organize village visits. The facilitator, who would also be trained as the local guide, needs good English-speaking skills in order to communicate with the private sector business operators as well as with tourists visiting the communities.

The private sector would also like more information provided through the Department of Tourism, including regularly scheduled meetings and newsletters.

One important point made by the private sector is that the communities really need to want to be involved in CBT; otherwise, they should not pursue this opportunity. The private sector believes that if these communities want to be compensated for rubbish clean-up, then these communities are not committed to the sustainable development of CBT.



## XVII. MARKETING RECOMMENDATIONS

In the Action Steps (see Section XVI), marketing suggestions were given for each of the four communities where focus group discussions were conducted. Following are further explanations of the marketing ideas listed above.

### Coastal Communities: Koh Kapi, Koh Sralao, and Boeng Kachhang

The coastal communities have an excellent opportunity to work together with Peam Krasaob community to promote boat trips that have already been set up by the Peam Krasaob community. These boat trips have already been priced, time lines created and products listed. They are currently advertised in Khmer and English but signage is not prominent, visible nor well-distributed. With little money or additional effort, this already existing product could be better promoted which in the long run would benefit all communities.

Currently, signs are mostly in Khmer and need to be in English and other languages as well. They need to be clear, visible and in the proper locations in order to maximize the potential for selling boat trips to the coastal communities.



Signs in English and other languages advertising boat trips are needed at the ticket entrance to Peam Krasaob Wildlife Sanctuary

In the medium-term and with little funding, the coastal communities of Koh Sralao, Koh Kapi and Boeng Kachhang can do the following to promote the existing boat trips currently advertised at the Peam Krasaob Wildlife Sanctuary:

#### 1. Signage at Peam Krasaob Wildlife Sanctuary

The coastal communities need to work with Peam Krasaob community to expand upon existing marketing and signage in relation to boat trips running from the Peam Krasaob Wildlife Sanctuary to each coastal community.

Signs with clear information should be placed at the **Ticket Office** and at the **Boat Dock** in English and other languages including the following information:

- a) information on where to catch the boat
- b) the price of the various boat trips and what is included
- c) what tourists can expect to see and do upon arrival in each community
- d) length of time of the entire trip
- e) contact details for bookings and more information

#### 2. Signage in Koh Kong Town

Communities need to create at least 20 laminated signs containing the information listed above and place them in prominent locations at all local businesses in Koh Kong town including Koh Kong Ecotours, guest houses, and restaurants where tourists go. For some

suggestions regarding local businesses, refer to Section XII of this report for a listing of 15 businesses in and around Koh Kong town. In addition to this list, there are many other guest houses and businesses in town where this information can be posted.

It is suggested to add photographs that promote fresh seafood lunches, which could be a strong selling point. Communities that offer homestays can also promote them with photos on the sign. See examples below:



Homestay at Boeng Kachhang



Fresh Seafood at Koh Sralao

### **3. Koh Kong Visitor's Guide**

Communities should work together with Peam Krasaob community to collectively advertise their boat trips and current products in the "Koh Kong Visitor's Guide." It is well-distributed throughout Koh Kong town and widely read by most visitors to the area.

### **4. Ministry of Tourism Website**

Communities can also contact the Koh Kong Department of Tourism and request to include information about their coastal community (along with contact details) on the Ministry of Tourism's new website in the Koh Kong section: [www.tourismcambodia.org](http://www.tourismcambodia.org)

### **5. Future Marketing Opportunities**

In the future, as communities begin to cater to more tourists, become more accustomed to their needs, and expand and differentiate their products, their marketing efforts can also grow in sophistication. Communities can aim to be included onto the websites of the Koh Kong businesses that run trips to their communities, into the *Lonely Planet* guide book (based on a site visit and the author’s discretion), and become a part of formalized tour operator itineraries.

## Peam Krasaob

The Peam Krasaob Wildlife Sanctuary currently receives many visitors including Khmer and foreign tourists. The sanctuary is mentioned in guidebooks including *Lonely Planet* and is well known among the local population. It is also mentioned on the Ministry of Tourism’s new website: [www.tourismcambodia.org](http://www.tourismcambodia.org).

More opportunities exist to sell boat trips to the coastal communities for tourists who are interested. The majority of visitors to the Peam Krasaob Wildlife Sanctuary are domestic and there is sufficient information in the Khmer language regarding boat trips and other tourist activities. Signs in English or other foreign languages are limited.

In order for the community to increase its income, it should look at marketing the services that have already been developed including boat trips to Koh Sralao, Koh Kopi, and Boeng Kachhang.

In addition, one international tour operator that was surveyed stated that there are inappropriate practices by boat drivers to take advantage of Western tourists. This exemplifies the need for more signage in English to prevent this from happening.



Signs in Khmer at the Boat Dock.  
English translation is needed.

Some marketing suggestions include:

- Create better signage that includes products and prices for the mangrove plantation entry and also the boat dock. There are currently two signs in two separate locations. The sign on the way to the entrance to the mangroves has English on the back but is not visible from the road. A much better location for this sign would be at the ticket office with basic tour information and prices in English and Khmer.
- Place a sign in English (there already is one in Khmer) at the boat dock displaying basic information about boat tours and include prices in USD.
- Create signage/posters to be distributed in English and Khmer in Koh Kong town in guesthouses, businesses and tour shops displaying products and prices.
- Advertise information about the site and the boat trips in the local Koh Kong Visitor’s Guide” which is well distributed in Koh Kong.

## Russey Chrum – Thma Bang

Russey Chrum community’s options are more limited at this stage. It is in need of additional assistance from private sector operators and/or NGOs with training and product development.

Currently, there is a great deal of tourist interest and demand for trips to the Cardamoms. There are very limited options for organizing a visit because tourist products have not been developed.

In the past, Russey Chrum received training from Conservation International and is also a member of CCBEN, which offers the community the benefit of additional marketing opportunities.



Sample of Souvenir Production – Russey

There is a high demand from tourists for locally made souvenirs. Russey Chrum residents have made souvenirs in the past that have been sold at various events. Therefore, an opportunity exists for them to reinstate souvenir production such as small rattan baskets for selling both in the area and in Koh Kong town.

The Cardamom Mountains area is ideally suited for developing trekking and mountain biking trips. As the area develops, there will be more opportunities for the community to link with the private sector and local tour operators who can assist in marketing their products and services. When the community is ready to market their tourist products and attractions, they can contact the Department of Tourism to be included on the Ministry's new website: [www.tourismcambodia.org](http://www.tourismcambodia.org)

## Tatai Kraom

The Tatai Waterfall currently receives a large number of domestic visitors (89 percent) along with smaller numbers of international tourists (11 percent).

The waterfall site is mentioned in the *Lonely Planet* guide and is a popular place to visit among Koh Kong residents. The Tatai Kraom community provides a boat service from their community along the main road to the waterfall, although the vast majority of visitors travel by car or motorbike directly to the site.



Tatai Waterfall

There are plans to expand the services at the site to include food and souvenir stalls. The community can look to expand their signage as they create new products and services.

There is also an option to link with the Peam Krasaob community in relation to boat trips from the Wildlife Sanctuary to the waterfall and with tour operators in Tatai and Koh Kong town.

Marketing suggestions include:

- Once additional products and services are available (including food and souvenirs), the community can create signage to be placed at the entry to the site in relation to what visitors can expect to find
- Expand on linkages with local businesses in relation to current or future tours to the area and promote additional new products

- Create or expand on linkages with Peam Krasaob community to encourage more boat trips linking Peam Krasaob with Tatai Kraom
- Place a sign in English and Khmer at the boat dock in the Tatai Kraom community displaying basic information about boat trips to the waterfall and facilities there. Include prices in USD.
- Create signage/posters in English and Khmer to be distributed in Koh Kong town in guesthouses and businesses and tour shops displaying products and prices.
- Advertise in the local “Koh Kong Visitor’s Guide” which is well-distributed in Koh Kong town.
- Create stronger links with guide books such as *Lonely Planet* to ensure any additional services are mentioned.

## Marketing Suggestions Based on Tourist Surveys

While analyzing the results of the tourist surveys in Phnom Penh and Koh Kong, it was discovered that nearly 80 percent of respondents primarily look for information in *Lonely Planet* guidebooks and other guides when they travel (see Table 17.1). They also mentioned other specific guidebooks such as the *Rough Guide* and foreign language books tailored to French, German or Dutch speakers.

This information is very useful for communities wishing to develop community based or ecotourism projects. While it is up to the authors of *Lonely Planet* and other guide books to decide what information goes inside, once it’s printed, the information becomes free advertising.

### *Lonely Planet* and Other Guidebooks

To contact *Lonely Planet*, visit [www.lonelyplanet.com/contact](http://www.lonelyplanet.com/contact). *Lonely Planet* authors are always looking for “fresh” information and innovative community based projects to put into their new, updated guidebooks. Communities can work with a native English speaker to send an email to Lonely Planet staff who will hopefully visit the site and write about the new product or service on offer for the next edition.

### Friends and Relatives / Word of Mouth

Up to 77 percent of respondents relied on advice from friends and relatives (i.e. word of mouth). Word of mouth from friends and relatives is also a form of free advertising that is invaluable for small start-up tourism projects. It helps to put the “wheels in motion” by getting tourists and expatriates to visit off-the-beaten-track tourist destinations. The more visits these communities receive, the more benefits they will gain and they will be able to improve and expand upon their products and services.

Around half of respondents said they rely on other travelers for information.

### Internet

The Internet was used by 70 percent of respondents as a source of information when they travel. The most frequented sites were searches on Google (where some respondents noted there was very little information on Koh Kong), TravelFish, Trip Advisor and Thorn Tree.

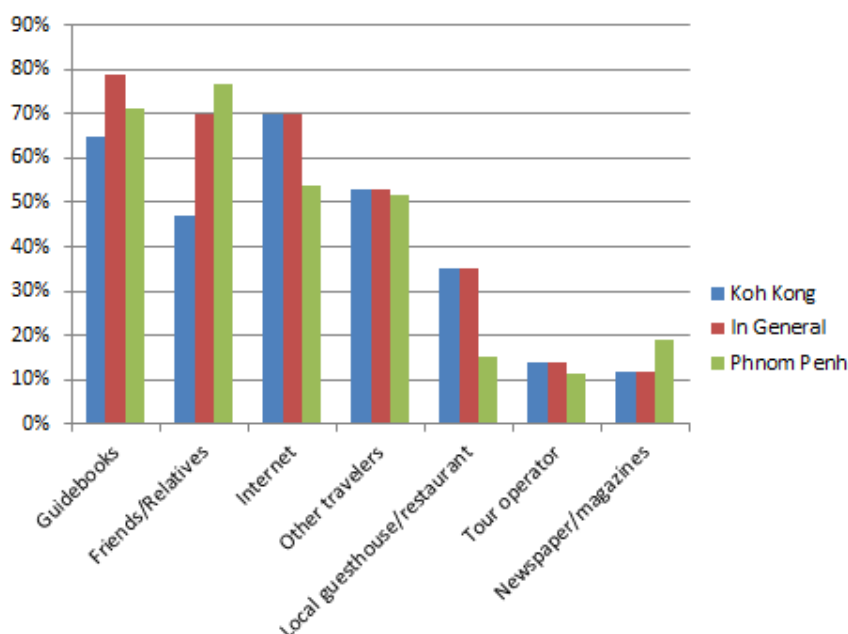


The Internet is also an excellent place for communities to gain a presence. While it may not be feasible to have a website of their own at this point in time, they can gain a presence by being a part of a private operator’s website such as the Oasis Resort, which works closely with Koh Kong Eco Tours.

Additionally, the Ministry of Tourism recently launched its official new website: [www.tourismcambodia.org](http://www.tourismcambodia.org). The Koh Kong section has room for additional information; community representatives could contact the Department of Tourism, and it could contact the marketing department within the Ministry of Tourism in Phnom Penh to make additions to the website. This is free advertising with the potential to reach tourists across the globe.

Table 17.1: Where Tourists Look for Information when they Travel

	Koh Kong	In General	Phnom Penh
Guidebooks	65%	79%	71.2%
Friends/Relatives	47%	70%	76.9%
Internet	70%	70%	53.8%
Other travelers	53%	53%	51.9%
Local guesthouse/restaurant	35%	35%	15.4%
Tour operator	14%	14%	11.5%
Newspaper/magazines	12%	12%	19.2%



## Additional Marketing Recommendations

Koh Kong Province should continue to be marketed as an ecotourism destination. Whereas Mondulakiri and Rattanakiri, are also considered ecotourism destinations in Cambodia, Koh Kong has beaches and the mangrove forest in addition to the Cardamom Mountains and waterfalls.

## Koh Kong Visitor's Guide

The *Koh Kong Visitor's Guide* is a local monthly publication that advertises many private sector businesses in the area and provides general tourist information. It is well distributed in guesthouses and restaurants around Koh Kong town. It has been indicated that the guide will soon change from a black and white publication to full-color and costs \$75 for three months' worth of advertising for a half-page.<sup>34</sup>

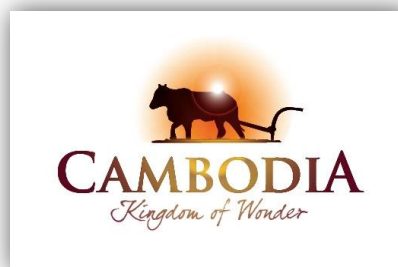
## “Cambodia: Kingdom of Wonder” Branding Campaign Logos

The Ministry of Tourism has seven logos in its “Kingdom of Wonder” branding campaign that can be used for a variety of tourism products. The files are available free of charge from the Ministry and are encouraged to be used wherever possible to promote tourism in Cambodia.

The following four logos would be appropriate for tourism in Koh Kong Province:

### Community Based Tourism

The oxcart logo could be used to represent community based tourism – particularly for tourism products in the Cardamom Mountains area. It would be especially useful if it was used to promote village visits, rice fields, and homestays and would be particularly effective



if tourists visited these places via oxcart.

### Coastal Destinations

The following logo can be used for the coastal communities of Koh Sralao, Koh Kapi, Boeng Kachhang, and Peam Krasaob. It can also be used for any promotions that include Koh Kong Island or other beaches in the area.

### Cuisine

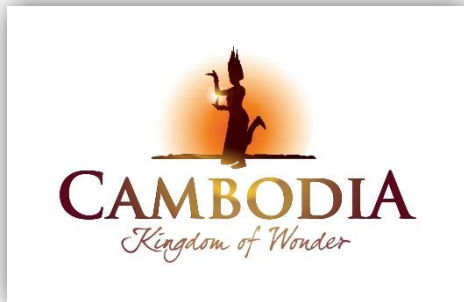
The cuisine logo can be used for advertising restaurants offering tasty seafood or other Khmer cuisine. It can also represent fish/seafood markets, shrimp paste production, and any other



<sup>34</sup>Based on information provided by the private sector business interview

fish or seafood type products from the coastal communities.

The cuisine logo can be used for any restaurant advertising and its use is not dependent on whether or not seafood is served.



### Culture

The culture logo can be used when promoting traditional dances, handicrafts or any other Khmer culture. This logo could be used to promote Boeng Kachhang's souvenir handbags and jewelry as well as their traditional dances.

### Ideas for Marketing Specific Products Using the “Kingdom of Wonder” Logos

By having official business names, communities will be more easily able to advertise their own unique products. Each community has competitive advantages in certain areas and can sell their products and services in a variety of ways. They can liaise with the local Department of Tourism in Koh Kong and ask to be included in the Ministry of Tourism's new website ([www.tourismcambodia.org](http://www.tourismcambodia.org)). The designs below could also be used as the basis of an advertisement in the *Koh Kong Visitor's Guide* and as an Orange Pages ad in the *Stay Another Day Cambodia* booklet. The designs could also be used in brochures and as the basis for posters to be placed in various Koh Kong businesses.

Based on each of the six community's current and potential tourism product offerings, the following designs were created as examples of easy ways they can promote themselves.

#### Koh Kapi

“Kapi” means shrimp paste in Khmer and Koh Kapi Island is famous for its shrimp and shrimp paste production. They currently offer excellent boiled shrimp and other shrimp dishes including soups.

According to the Cost/Benefit Analysis, it was determined that setting up a hut for tourists to dine in and relax at along the water was deemed feasible. Therefore, creating a simple business sign using a fun typeface such as this one (called “Bauhaus 93”) and the Ministry of Tourism's “Cuisine Logo,” the community of Koh Kapi can easily advertise their dining hut(s) and call it the “Koh Kapi Island Shrimp Shack.”



#### Koh Sralao





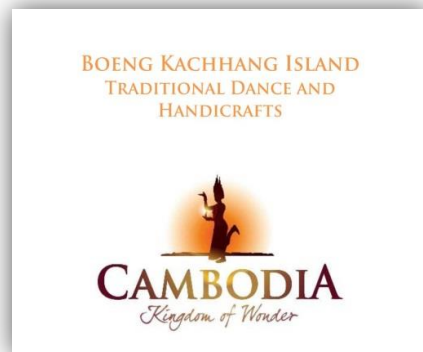
Koh Sralao offers excellent crab dishes and it is also recommended in the Cost/Benefit Analysis to build a hut for tourists to dine in and relax.

In similar fashion to the Koh Kapi advertisement above, the business name “Koh Sralao Island Crab Shack” (for example) can offer tourists the opportunity to dine on crab and other seafood items.

### Boeng Kachhang

Boeng Kachhang’s competitive advantage is in its handicraft production and traditional dance performances.

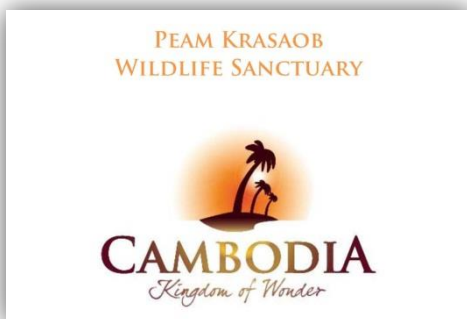
The “Culture” logo provided by the MOT serves to promote cultural activities in Cambodia and is an excellent choice for promoting Boeng Kachhang. The font being used has a traditional look and feel and is the one recommended in the official Brand Book



(called “Trajan Pro Bold”) as is the same font used for the word “Cambodia.”

### Peam Krasaob

Peam Krasaob’s competitive advantage is in its mangrove forest. By using the MOT’s “Coastal Destinations” logo, the Peam Krasaob Wildlife Sanctuary can promote itself using this new design.



### Tatai Kraom



The Tatai Kraom community can promote its waterfall using the MOT's "Coastal Destinations" logo as well.



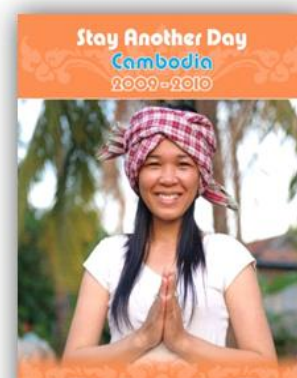
### Russey Chrum – Thma Bang

Russey Chrum can use the "Community Based Tourism" logo from the MOT. The oxcart is symbolic of rural life in Cambodia and is used to promote village visits, homestays, and other community based tourism products.

### Advertise in the Stay Another Day

#### Cambodia Booklet

The *Stay Another Day Cambodia* booklet is published once yearly and contains listings of approximately 50 businesses and NGOs around Cambodia that work to support community, culture, and/or the environment. It is widely distributed throughout Cambodia, is free of charge for tourists, and 60,000 copies are printed each year.



For the upcoming 2010-2011 publication, the price for one page is \$480; half page \$250; and \$40 for an "Orange Pages" ad which is similar to a Yellow Pages listing (see image on left).

Due to the inexpensive cost for listing an "Orange Pages" advertisement, it would be wise for any community based tourism initiative to begin by advertising in this section and gradually move toward the larger sizes once the businesses are established.

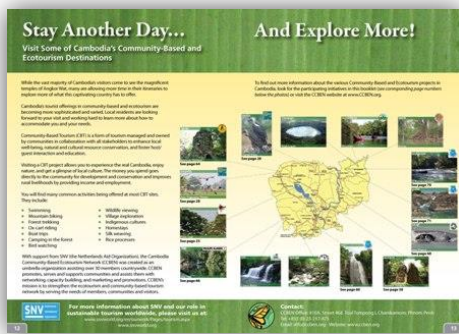
There is also a website at [www.stayanotherdaycambodia.com](http://www.stayanotherdaycambodia.com) where all initiatives currently receive a web presence free of charge.

### Become a Member of Cambodia's Community Based Ecotourism Network (CCBEN)

For only \$50 per year, communities can become a member of CCBEN



([www.ccben.org](http://www.ccben.org)) and become part of the country’s premiere organization for trainings, networking and marketing. CCBEN also offers training in marketing that can assist communities in coming up with more ideas for advertising their products (see Appendix K).



By joining CCBEN, which is supported by the Netherlands Development Organization (SNV), communities would become part of their marketing network and would include a mention on their website.

CCBEN also advertises in publications such as “Stay Another Day Cambodia” and communities would receive free advertising in this regard (see image at left).

### Additional Tourist Attractions to Marketing Koh Kong

In addition to community based tourism attractions, Koh Kong has many other interesting attractions in the area that can be incorporated into a tourist itinerary, which can add value to the overall tourist experience. Some of these include:



Bak Khlang Beach

#### Bak Khlang Beach

Although the road is currently in disrepair and there is no indication of future plans for repair,<sup>35</sup> Bak Khlang Beach is a pristine, undisturbed beach about 15km outside of Koh Kong town. The “Crab Shack” is known among some tourists and

visited by those that wish to venture out in search of a fresh

seafood meal along deserted Bak Khlang Beach.

#### Buddhist Hell

The actual history of “Buddhist Hell” is unknown and is an eerie and ominous site filled with life-sized stone depictions of Hell from the perspective of Buddhism. It is located on the road to the border behind a pagoda and can be accessed by road or by water. It is very interesting to international tourists who discover it and is currently part of some local tour itineraries.



#### Happy Beach

On the outskirts of town along a muddy road is “Happy Beach.” Although it isn’t exactly a beach, there is a restaurant selling fresh crabs and other seafood options served in bungalow-style huts. There are also hammocks for relaxing before and after meals.



<sup>35</sup>According to interviews with government officials and local private sector b

It is hoped that some of the coastal communities copy this form of bungalow-style huts for dining as they are very popular with both domestic and international tourists.

## Sample Tour Itineraries that Include Koh Kong

Koh Kong is located in an area that is advantageous for tourists on a circuit to/from Thailand and can be linked into an itinerary from Phnom Penh to Kep/Kampot or Sihanoukville.

Following are three sample itineraries for 3, 7 and 10-day tours:

<b>3-Day City Escape (Phnom Penh to Phnom Penh)</b>	<b>7-Days Coastal Cambodia (Phnom Penh to Phnom Penh)</b>	<b>10-Days Explore Cambodia (Bangkok to Bangkok)</b>
<p><b>Day 1</b> Drive - Phnom Penh to Koh Kong Afternoon activities in Koh Kong Overnight Koh Kong</p> <p><b>Day 2</b> Activities in Koh Kong Overnight Koh Kong</p> <p><b>Day 3</b> Morning activities in Koh Kong Return to Phnom Penh</p>	<p><b>Day 1</b> Drive - Phnom Penh to Kep Activities in Kep Overnight in Kep</p> <p><b>Day 2</b> Activities in Kep or day trip to Kampot Overnight in Kep</p> <p><b>Day 3</b> Drive to Sihanoukville Afternoon activities or relax on the beach Overnight Sihanoukville</p> <p><b>Day 4</b> Activities in Sihanoukville or relax on the beach Overnight Sihanoukville</p> <p><b>Day 5</b> Drive to Koh Kong Afternoon activities Overnight Koh Kong</p> <p><b>Day 6</b> Activities in Koh Kong or optional overnight trip to Cardamoms Overnight Koh Kong or Cardamoms</p> <p><b>Day 7</b> Activities in Koh Kong or Cardamoms Return to Phnom Penh</p>	<p><b>Day 1</b> Drive - Bangkok to Siem Reap Overnight Siem Reap</p> <p><b>Day 2</b> Activities in Siem Reap Overnight Siem Reap</p> <p><b>Day 3</b> Activities in Siem Reap Overnight Siem Reap</p> <p><b>Day 4</b> Drive to Phnom Penh Afternoon activities in Phnom Penh Overnight Phnom Penh</p> <p><b>Day 5</b> Activities in Phnom Penh or surrounding areas Overnight Phnom Penh</p> <p><b>Day 6</b> Drive to Koh Kong Afternoon activities in Koh Kong Overnight Koh Kong</p> <p><b>Day 7</b> Activities in Koh Kong Overnight in Koh Kong</p> <p><b>Day 8</b> Travel to Koh Chang Afternoon Activities in Koh Chang Overnight in Koh Chang</p> <p><b>Day 9</b> Activities in Koh Chang Overnight in Koh Chang</p>



		<b>Day 10</b> Return to Bangkok
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## Sampling of Possible Tour Itineraries in Koh Kong Province

The following sample tour itineraries include visits to communities located in the Cardamom Mountains and coastal areas. They can be sold as day trips or overnights in homestays depending on the capacity of each community.

These sample itineraries do not include any new infrastructure. They do, however, require English-speaking guides, trained cooks and people trained in hospitality to run the homestays.

### Cardamoms & Coastal Communities Village Experience Tours

#### Southern Cardamoms

Drive from Koh Kong town to Russey Chrum community in the Southern Cardamom Mountains.

Stop on the way to visit the local fruit plantations. Meet the community members at work harvesting their crops (season dependent). Your local guide will give you information about what fruits are grown locally. Try any local fruits in season and some local banana wine. Take a walk into the cardamom plantations to see where cardamom seeds are grown and ask your guide about their history.

Enjoy lunch in the home of community residents for locally prepared food. Afterwards, walk around the town and to the local pagoda. Your local guide will give you some history of the area and welcome your questions. Visit the handicraft workshop and purchase locally made souvenirs. Drive to the entrance of a trail that leads to a waterfall with the option of swimming if the current isn't too strong.

Spend the night in the community homestay or drive back to Koh Kong town.

#### Koh Kapi

Leave Koh Kong town behind and join community members in their community boat, meandering gently through the mangroves while your local guide talks about local plants and wildlife. Listen to information about the mangrove plantation and observe the vast area in which they cover.



Spot interesting “fish with arms” scurrying through the mangroves

Arrive in Koh Kapi (Koh Kapi means shrimp paste island) and take a cultural walk around the village. Climb up to the lookout for stunning views of the town and colorful boats – the perfect photo opportunity. Visit the pagoda and the beach and take a local boat to Round Island (if tides allow) which contains two French historical buildings– the history of which is still a mystery.

Your guide will provide you with information about the island and the daily life of its inhabitants. Enjoy a fresh seafood lunch of shrimp, crab, and other local produce. Observe local fishing practices and shrimp paste-making on the island that's famous for it. Spot some interesting wildlife, fish, and birdlife.

Option to spend the night in a village homestay and get a more in-depth view of local life or return to Koh Kong.

### **Koh Sralao**

Meet the community boat for your adventure to Koh Sralao community. Continue on with a drive through the mangrove forest while your local guide talks about the wildlife and provides you with information about the mangroves.

Take a cultural tour around the community. Visit the pagoda, the community center and the local coffee shop. Pick out your own fresh seafood and enjoy lunch at the home of one of the community members.

Observe local crab fishing practices, birds and wildlife including "flying foxes."

Return to Koh Kong.

### **Boeng Kachhang**

Join the community boat for a short boat ride to Boeng Kachhang community. The boat continues into the mangrove plantation, where you may see various species of marine life and plants. Your local guide will provide you with information about what may be hiding in trees.

Return to the community for a cultural walk around the village. Your local guide will explain some history and information about the area. Enjoy a tasty lunch at one of the community member's homes. Local fresh produce is used, taking advantage of the extensive supply of fresh seafood.

Take a walk to the local beach, relax or swim. Visit the handicraft workshop, offering the opportunity to purchase locally made handbags and jewelry. Enjoy a cultural dance performance by the community's traditional dance group.

Option to spend the night in a homestay and get to know the local culture even more, or return to Koh Kong town the same day.

## **XVIII. APPENDICES**

- A. Questions for CCBEN Members
- B. Questions for Domestic Tourists in Koh Kong
- C. Workshop Schedule and List of Participants
- D. Phnom Penh Survey
- E. Tour Operator Survey
- F. Koh Kong Survey
- G. Local Koh Kong Business Operator Interview
- H. Questions for Meetings with Government Officials
- I. Community Assessment Form
- J. Focus Group Discussion Form with SWOT Analysis
- K. CCBEN Course Curriculums

## Questions for CCBEN Members

1. How many visitors did you receive in 2009?
2. How many visitors have you received from January to June in 2010?
3. How many of your visitors are Khmer? International?
4. How many staff do you currently employ?
5. How many people are employed through you (indirectly) to provide local services? E.g. host families, guides, cooks, drivers, etc.
6. What tourism products do you offer? E.g. oxcart riding, homestays, trekking, mountain biking



## Questions for Domestic Tourists in Koh Kong

### Questions for Domestic Tourists in Cambodia, including Koh Kong

1. How often in one year do you take a vacation in Cambodia or have a day out to another province?
2. Where do you generally go for a vacation or day out?
3. What activities do you generally do on vacation? (if any)
4. Are you interested in community based or ecotourism?
5. Do you ever take part in community based tourism activities? (e.g., taking part in village activities such as eating lunch in a hut, taking part in village activities) If so what?
6. If so, how much would you be prepared to pay for this type of activity?
7. Would you stay overnight in a homestay?
8. If so how much would you be prepared to pay for an overnight stay?
9. Do you buy local crafts when you visit other provinces?
10. What would encourage you to visit rural communities that provide community based or ecotourism activities?
11. Do you have any suggestions for communities as to how they can provide better services for Khmer tourists?
12. What type of transport do you use when you travel?
13. Are you doing a boat trip in the mangroves?
14. Are you doing a boat trip to the communities? If so which community are you visiting?
15. Are you going to Tatai waterfall or the Cardamoms?
16. Are you visiting the Casino, Safari World or any other places in Koh Kong Province?
17. Where are you from?
18. Did you come to Koh Kong individually or with friends or family?

Thank you for your time.

## Workshop Schedule and List of Participants



### The Asia Foundation

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#### CONSULTATIVE WORKSHOP VALIDATING KEY FINDINGS OF THE COMMUNITY BASED ECOTOURISM FEASIBILITY STUDY KOHKONG PROVINCE

THE ASIA FOUNDATION  
THURSDAY, SEPTEMBER 9, 2010  
KOH KONG CITY HOTEL  
8:00AM – 4:45PM

<u>07:30 – 8:00</u>	<b>Guest Registration</b>
<u>08:00 – 8:10</u>	<b>Introduction and National Anthem</b>
<u>08:10 – 08:20</u>	<b>Welcome Remarks</b> The Asia Foundation
<u>08:20 – 08:30</u>	<b>Opening Remarks</b> Ms. Eng Kimneang Deputy Provincial Governor, Koh Kong
<u>08:30 – 09:10</u>	<b>Presentation of Key findings from the Feasibility Study – Part 1</b> By the Consultants: Ms. Susan Kennedy  <b>Feasibility Study Process and Results</b> <ul style="list-style-type: none"><li>- Definition of Community Based Tourism and Eco-tourism</li><li>- Overview of the Feasibility Study Process</li><li>- Two Visitor Surveys showing Market demand of visitors and expats in Phnom Penh and Koh Kong</li><li>- Challenges and Opportunities in relation to the Growth of Responsible Tourism in Koh Kong province</li></ul>
<u>09:10 – 09:20</u>	<b>Questions and Answers/Feedback</b>
<u>09:20 – 09:35</u>	<b>Coffee break</b>
<u>09:35 – 10:20</u>	<b>Group discussion</b> (purpose of the group discussion is to validate the findings and solicit inputs from participants).  <b>Questions:</b> <ul style="list-style-type: none"><li>- What do you see as opportunities in relation to growth of tourism and eco-tourism in Koh Kong?</li></ul>

- What do you see as challenges in relation to growth of tourism and eco-tourism in Koh Kong?
- What can you offer to tourists and what do you expect from them?
- How can you attract more tourists to your areas so they can be satisfied and spread the word to other people to come to your areas?

10:20 – 11:10

**Group presentations of the results from their discussions**

11:10 -- 11:20

**Synthesize the results from the groups discussions with the findings from the study.**

11:20 – 11:50

**Presentation of Findings from the Feasibility Study – Part 2**

By the Consultants, Ms. Jane Dearden

**Basic services and infrastructure required for successful Community Based Tourism (CBT) and Ecotourism**

**Assessment of Communities**

- Community interest, capacity, and need for CBT
- Current tourist products and services available
- Future potential tourist services and infrastructure
- Cost and Benefit Analysis incorporated into the summary of two communities

11:50 – 12:00

**Questions, Answers and/or feedback**

12:00 – 13:30

**Lunch Break**

13:30 – 13:45

**A quick review of Part 2 presentation of the study findings**

13:45 – 14:45

**Group discussion** – (purposes of the group discussion is to create linkages between communities and the private sector, and to validate the findings part 2 as well as to solicit inputs from participants).

**Questions for communities and other stakeholders**

- What services are currently available at your community?
- What capacity do you currently have for developing CBET?
- What capacity do you need to develop CBET? What other needs do you foresee?
- Please analyze cost and benefit for the given communities
- What linkages can you make with the private sector, NGOs? How would you do this?

**Questions for private sector**

- Do you offer community based eco-tourism products/services? If so, what do you offer?

- What would you require to become involved or more involved in CBET/eco-tourism?
- What are the constraints?
- What can you do to address the constraints?

14:45 – 15:30

**Group presentation**

15:30 – 15:45

**Coffee Break**

15:45 – 16:15

**Recommendation for Communities**

By the consultants: Ms. Susan Kennedy and Ms. Jane Dearden

- Linkages
- Marketing ideas
- Action Steps: What communities can do now; in the medium term; and long-term planning

16:15 – 16:30

Final Question-Answer and other inputs

16:30 - 16:45

**Recap and Close of Workshop**

## LIST OF PARTICIPANTS

No	Name	Sex	Organization	Position
1	Moul Samneang	F	The Asia Foundation	Senior Program Officer
2	F. LANNTAEWE	M	4 Rivers	Manager
3	KUN SAVUTH	M	Trapeang Rung	CBO Chief
4	ROS VIRAVUTH	M	Department of Land Management	Deputy Director
5	JOHN GURNEY	M	Aqua Sunset	Owner
6	LEURT CHHOURN	M	Bak Khlang Commune	Commune Vice Chief
7	KEO DALEVE	F	Aqua Sunset	Admin
8	PO NEY	F	Aqua Sunset	Ref Manager
9	PEN VANRITH	M	Fishery Cantonment	Deputy Director
10	OL RAN	M	Peam Krasaob Wildlife Sanctuary	Director
11	CHHAI SARAN	M	Forestry Cantonment	Deputy Director
12	CHHEANG KUYHY	M	PSDD	NRM-PTA
13	VALENTIN PAWLIK	M	4 Rivers	Owner
14	SHOM YING	M	4 Rivers	Service
15	PRAK HEANG	F	Koh Kapi Community Protected Area	CBO Chief
16	MEN NGHOR	M	Koh Kapi Community Protected Area	CBO Vice-Chief
17	SENG CHHOURNG	M	Koh Kapi Community Protected Area	CBO Vice-Chief
18	HONG PROEURNG	M	Koh Sralao Community Protected Area	CBO Executive
19	CHUR TRY	M	Koh Kapi Commune	Commune Chief
20	VENG SAMSAK	M	Koh Sralao Community Protected Area	CBO Chief
21	EAN SAVEAN	M	Department of Industry	Deputy Director
22	NGHET CHINDA	F	Russey Chrum Woman Association	CBO Executive
23	VONG CHAYAVY	F	Russey Chrum Woman Association	CBO Executive
24	YIM YEN	F	Russey Chrum Woman Association	CBO Chief
25	MOEURK MEE	M	Live & Learn	Project Manager
26	VETH SONIM	M	Wildlife Alliance	CBET Project Manager
27	SUE KENNEDY	F	The Asia Foundation	Consultant
28	JANE DEARDEN	F	The Asia Foundation	Consultant
29	MAO BUNTHO	M	Fine Arts Association	Coordinator
30	TEP VUTH	M	Fine Arts Association	Project Assistant
31	CHHOURNG MAO	M	Fine Arts Association	Project Assistant
32	JASON WEBB	M	Oasis Resort	Manager
33	KEO RITHY	M	Koh Kong Ecotours	Manager
34	LORN RITH	M	Boeng Kachhang Community Protected Area	CBO Chief
35	ENG KIMNEANG	F	Koh Kong Province	Deputy Governor

36	POUN SOKHOEUN	M	Save Cambodia's Wildlife (SCW)	Project Officer
37	NHGEM SOKLIN	M	Heap Sreng	Translator Assistant
38	LUY ENG	F	Boeng Kachhang Community Protected Area	CBO Vice-Chief
39	NGHET LUX	M	Boeng Kachhang Community Protected Area	CBO Executive
40	RAT PACHNA	M	Koh Sralao Community Protected Area	CBO Executive
41	MENG RA	M	Thma Bang Commune	Commune Chief
42	LY VITHAVAN	M	Department of Tourism	Chief of industrial Office
43	HAUE SAMNANY	M	Translator	Translator
44	TOUCH SOPHANY	M	Wildlife Alliance	Community Development Officer
45	PRUM HEUNG	M	Chi Phat Community	CBO Chief
46	CHEY YEOURN	M	Peam Krasaob – Community Protected Area	CBO Executive
47	DUK SARY	F	Peam Krasaob Community Protected Area	CBO Executive
48	LANA BANDARA	F	Aqua Sunset	Assistant Manager
49	LONG MANN	M	Peam Krasaob Commune	Commune Vice Chief
50	HOK SARIN	M	Peam Krasaob Community Protected Area	CBO Executive
51	SHUN KONG	M	IUCN	Facilitator
52	LY EAM	M	4 Rivers	
53	SO SOKBUNTHET	M	The Asia Foundation	Program Officer
54	SOK SAM ARTH	M	Fine Arts Association	TA
55	SAN SRAS	M	Save Cambodia's Wildlife (SCW)	Project Officer
56	LAY VANNARA	M	Save Cambodia's Wildlife (SCW)	Project Officer
57	SE SUO	M	Save Cambodia's Wildlife (SCW)	Local Consultant
58	HAK LANG	M	Save Cambodia's Wildlife (SCW)	Local Consultant
59	THOMAS STAIN	M	Neptune	Owner
60	SEK SAM OL	M	Provincial Local Administration Unit	Team Leader
61	JANET NEWMAN	F	Rainbow Lodge	Owner

# Phnom Penh Survey



**The Asia Foundation**



## **Tourist Survey - Phnom Penh** **Conducted by: Jane Dearden and Susan Kennedy**

The Asia Foundation, in partnership with Save Cambodia's Wildlife and Fine Arts Association, are conducting this survey as part of the Civil Society and Pro-Poor Markets (CSPPM) livelihoods improvement program to analyze the feasibility of community-based ecotourism in Koh Kong Province. This survey will take approximately 10 minutes to complete and we appreciate your time and assistance.

1. Where are you from? (i.e. in which country do you currently reside?)

- Asia. If so, which country? \_\_\_\_\_
- UK/Europe. If so, which country? \_\_\_\_\_
- Australia/New Zealand
- USA/Canada
- Other. Please specify: \_\_\_\_\_

Are you an expatriate living in Cambodia?  Yes  No

Are you an expatriate living in another country?  Yes  No  
If yes, which country? \_\_\_\_\_

2. What is the main reason for your visit to Phnom Penh?

- Tourism
- Work/Business
- Live here
- Volunteer
- Visa run
- Other. Please specify: \_\_\_\_\_

3. How long do you intend to stay in Cambodia?

- 1-7 days
- 8-14 days
- 15-30 days
- 1 month – 1 year
- 1 – 2 years
- 2+ years

\_\_\_\_\_ Indefinitely

4. Are you planning to do any ecotourism-related activities while in Cambodia?

[**Ecotourism** is responsible travel to natural areas that conserves the environment and improves the well being of local people.]

\_\_\_ Yes

\_\_\_ No. If not, why not? \_\_\_ Not enough time

\_\_\_ Not interested

\_\_\_ Price (too expensive)

\_\_\_ I don't know anything about ecotourism in Cambodia

5. If yes, where do you plan to go for **ecotourism** activities?

\_\_\_ Kratie

\_\_\_ Stung Treng

\_\_\_ Rattanakiri

\_\_\_ Mondulkiri

\_\_\_ Kampot / Kep

\_\_\_ Koh Kong

\_\_\_ Kampong Thom

\_\_\_ Battambang

\_\_\_ Siem Reap Province (not including Angkor temples)

\_\_\_ Sihanoukville area (not including beach)

\_\_\_ Other: \_\_\_\_\_

6. If you are planning ecotourism activities, what are you planning to do?

\_\_\_ Waterfalls

\_\_\_ Day hikes

\_\_\_ Trekking (with overnight stays in the forest)

\_\_\_ Wildlife viewing

\_\_\_ Mountain biking

\_\_\_ Kayaking / canoeing

\_\_\_ Village visits (i.e. observing weaving, rice noodle-making, basket making, honey production, pepper plantation, local fishing practices)

\_\_\_ Overnight Village/Homestay (spending the night in a village with a local family)

\_\_\_ Shopping for locally made products and souvenirs

\_\_\_ Boat trips

\_\_\_ Canoeing/kayaking

\_\_\_ Mangrove forest

\_\_\_ Beaches

\_\_\_ Diving/snorkeling

\_\_\_ Other. Please explain: \_\_\_\_\_

7. Are you interested in knowing more about ecotourism in Cambodia?

\_\_\_ Yes

\_\_\_ No. If not, why not? \_\_\_\_\_



8. If yes, what are you interested in knowing more about? For the activities you are interested in, please assign a number according to your interest level (see below).

*Please only mark those activities you are interested in.*

**4 = Definitely want to go**

**3 = Very interested**

**2 = Interested**

**1 = Somewhat interested**

- Waterfalls
- Day hikes
- Trekking (with overnight stays in the forest)
- Wildlife viewing
- Mountain biking
- Kayaking / canoeing
- Village visits
  - observing weaving
  - rice farming / harvesting (depends on season)
  - rice-noodle making
  - basket making
  - honey production
  - black pepper plantation
  - local fishing practices
  - shrimp/fish paste production
- Overnight Village/Homestay (spending the night in a village with a local family)
- Shopping for locally made products and souvenirs
- Boat trips
- Canoeing/kayaking
- Mangrove forest
- Beaches
- Diving/snorkeling
- Other. Please explain: \_\_\_\_\_

9. Before now, have you ever heard of Koh Kong?

Yes

No

9b. If Yes, do you know about any of the following activities in Koh Kong?

- |                                   |                              |                             |
|-----------------------------------|------------------------------|-----------------------------|
| Cardamom Protected Forest         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Peam Krasaob Mangrove Forest      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Waterfalls (i.e. Tatai / Koh Por) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Beaches (i.e. Koh Kong Island)    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Diving trips/courses/snorkeling   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Kayaking                          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Dolphins (via boat trip)          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Safari World                      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Casino                            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Rainbow Lodge                     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Chi Phat Ecotourism Project                    \_\_\_ Yes    \_\_\_ No  
4 Rivers Floating Ecolodge                    \_\_\_ Yes    \_\_\_ No

10. Have you ever been to Koh Kong?

\_\_\_ No. If no, please go to Question #16  
\_\_\_ Yes. If yes, how many times have you been to Koh Kong? \_\_\_

11. Did you visit or take part in any of the following?

Cardamom Protected Forest	___ Yes	___ No
Peam Krasaob Mangrove Forest	___ Yes	___ No
Waterfalls (i.e. Tatai / Koh Por)	___ Yes	___ No
Beaches (i.e. Koh Kong Island)	___ Yes	___ No
Diving trips/courses/snorkeling	___ Yes	___ No
Kayaking	___ Yes	___ No
Dolphins (via boat trip)	___ Yes	___ No
Safari World	___ Yes	___ No
Casino	___ Yes	___ No
Rainbow Lodge	___ Yes	___ No
Chi Phat Ecotourism Project	___ Yes	___ No
4 Rivers Floating Ecolodge	___ Yes	___ No

Other. Please specify where:

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12. How was your overall visit to Koh Kong?

\_\_\_ Excellent  
\_\_\_ Good  
\_\_\_ Satisfactory  
\_\_\_ Unsatisfactory. If so, Why? \_\_\_\_\_

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13. What areas do you feel could use improvement in the tourism sector in Koh Kong?

(Tick all that apply)

\_\_\_ Availability of organized tours to the Cardamoms  
\_\_\_ Availability of tours involving local communities  
\_\_\_ Availability of other tours: \_\_\_ beaches  
  \_\_\_ boat trips  
  \_\_\_ bike trips  
  \_\_\_ other (please specify) \_\_\_\_\_  
\_\_\_ Information about local attractions  
\_\_\_ Food and beverage outlets  
\_\_\_ Accommodation standards  
\_\_\_ English speaking abilities of local people in the service industry  
\_\_\_ Internet access, phone, telecommunications  
\_\_\_ Bank services (ATMs)  
\_\_\_ Availability of local transport  
\_\_\_ Costs and prices

- Personal safety in Koh Kong town
- Border crossing

14. Why did you go to Koh Kong?

- Border run
- Casino
- Ecotourism
- General Tourism
- Came into Cambodia from Thailand
- Other: \_\_\_\_\_

15. What form of transport did you take to Koh Kong?

- Bus
- Private car
- Taxi
- Boat
- Other: \_\_\_\_\_

16. If you haven't gone there yet, are you going to Koh Kong?

- No.** If not, why not?
  - Haven't heard of it until now
  - Not enough time
  - On an organized tour and it's not on our itinerary
  - Afraid of malaria or other tropical infections
  - Read or heard negative things about Koh Kong. If so, what have you heard? \_\_\_\_\_

**Yes.** If so, where will you be going?

- |                                   |                              |                             |
|-----------------------------------|------------------------------|-----------------------------|
| Cardamom Protected Forest         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Peam Krasaob Mangrove Forest      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Waterfalls (i.e. Tatai / Koh Por) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Beaches (i.e. Koh Kong Island)    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Diving trips/courses/snorkeling   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Kayaking                          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Dolphins (via boat trip)          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Safari World                      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Casino                            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Rainbow Lodge                     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Chi Phat Ecotourism Project       | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4 Rivers Floating Ecolodge        | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Other: _____                      |                              |                             |

**Don't know.** Haven't decided yet.

17. Where are you traveling to next?

- Siem Reap
- Sihanoukville
- Koh Kong
- Kampot/Kep

- Kratie, Stung Treng, Rattanakiri, Mondulkiri
- Lao
- Bangkok
- Vietnam
- Don't know / haven't decided yet
- Other: \_\_\_\_\_

18. Where do you look for information when you travel? (Tick all that apply)

- Guidebooks. If so, which one(s)? \_\_\_\_\_
- Friends/Relatives (word of mouth)
- Other travelers
- Newspaper/magazine. If so, which ones(s)? \_\_\_\_\_
- Internet. If so, which site(s)? \_\_\_\_\_
- Tour operator. If so, which one(s)? \_\_\_\_\_
- Local guesthouse/bar/restaurant. If so, which one(s)? \_\_\_\_\_
- Other. Please explain: \_\_\_\_\_

19. Please provide us with your age range:

- 18-29 years old
- 30-44 years old
- 45-64 years old
- 65+ years old

19a. Please indicate your gender:  Male  Female

20. Who are you traveling with?

- Alone
- With my partner
- Group of friends: Total number in group (including you): \_\_\_\_\_
- Family: Total number in group (including you): \_\_\_\_\_
- Organized tour group: Total number in group (including you): \_\_\_\_\_

21. Any additional comments or suggestions:

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**Thank you for your time!**  
**We appreciate it 😊**

## **Tour Operator and Travel Agent Survey**

1. What do you know about Koh Kong in relation to tourism and ecotourism?
2. Do you currently send tourists to or through Koh Kong Province?
3. If so, can you briefly outline the local services you use, where you stay, what your tourists do in Koh Kong Province?
4. If you don't currently send tourists to Koh Kong Province, is there any particular reason why you don't?
5. Are you planning to send tourists to or through Koh Kong in the future?
6. If not, what would it take for you to send tourists to Koh Kong Province (e.g. improved local services and facilities, transport, etc.)?
7. Can you recommend any local tour operators/local travel agents we could contact in relation to this survey?
8. Any additional information you would like to add.

Thanks so much for your time,

Jane Dearden and Sue Kennedy

## Koh Kong Survey



The Asia Foundation



### **Tourist Survey – Koh Kong** **Conducted by: Jane Dearden and Susan Kennedy**

The Asia Foundation, in partnership with Save Cambodia's Wildlife and Fine Arts Association, are conducting this survey as part of the Civil Society and Pro-Poor Markets (CSPPM) livelihoods improvement program to analyze the feasibility of community-based ecotourism in Koh Kong Province. This survey will take approximately 10 minutes to complete and we appreciate your time and assistance.

1. Where are you from? (i.e. What country do you currently reside?)

\_\_\_ Asia. If so, which country? \_\_\_\_\_

\_\_\_ UK/Europe. If so, which country? \_\_\_\_\_

\_\_\_ Australia/New Zealand

\_\_\_ USA/Canada

\_\_\_ Other. Please specify: \_\_\_\_\_

Are you an expatriate living in Cambodia? \_\_\_ Yes \_\_\_ No

Are you an expatriate living in another country? \_\_\_ Yes \_\_\_ No  
If yes, which country? \_\_\_\_\_

2. What is the main reason for your visit to Koh Kong?

\_\_\_ Visa/Border run

\_\_\_ Casinos/Gambling

\_\_\_ Ecotourism

\_\_\_ General Tourism

\_\_\_ Visiting friends/relatives

\_\_\_ Business

\_\_\_ Volunteerism

\_\_\_ Live in Koh Kong\*

\_\_\_ Other. Please specify: \_\_\_\_\_

*\* If so, thank you for your time. Your survey is complete.*

3. If you crossed the border from Thailand into Koh Kong (Cham Yeam), how was your border crossing experience?

Very good    Good    Satisfactory    Bad    Very Bad

Any comments on your border experience? \_\_\_\_\_

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4. How long do you plan to stay in Cambodia?

Up to 1 week  
 1 week – 1 month  
 More than 1 month

5. How long is your stay in Koh Kong?

0-1days  
 2-3days  
 4+ days

6. Where was the last place you stayed before arriving in Koh Kong?

Phnom Penh  
 Sihanoukville  
 Koh Chang  
 Pattaya  
 Bangkok  
 Vietnam  
 Other: \_\_\_\_\_

7. What form of transport did you arrive to Koh Kong?

Bus  
 Private car  
 Taxi  
 Boat  
 Other: \_\_\_\_\_

8. Where are you traveling to next?

Phnom Penh  
 Sihanoukville  
 Koh Chang  
 Pattaya  
 Bangkok  
 Vietnam  
 Other: \_\_\_\_\_

9. Before now, have you ever heard of the following places or activities in and around Koh Kong?

Cardamom Protected Forest	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Peam Krasaob Mangrove Forest	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Waterfalls (e.g. Tatai / Koh Por)	<input type="checkbox"/> Yes	<input type="checkbox"/> No

- |   |         |        |
|---|---------|--------|
| Beaches (e.g. Bak Khlang, Koh Kong Island)    | ___ Yes | ___ No |
| Diving trips/courses/snorkeling               | ___ Yes | ___ No |
| Hiking/trekking/nature walks                  | ___ Yes | ___ No |
| Kayaking/canoeing                             | ___ Yes | ___ No |
| Dolphins (via boat trip)                      | ___ Yes | ___ No |
| Village visits (e.g. insight into local life) | ___ Yes | ___ No |
| Safari World                                  | ___ Yes | ___ No |
| Casino  | ___ Yes | ___ No |
| Rainbow Lodge                                 | ___ Yes | ___ No |
| Chi Phat Ecotourism Project                   | ___ Yes | ___ No |
| 4 Rivers Floating Ecolodge                    | ___ Yes | ___ No |

**\*\* If you answered NO to ALL of the above, please proceed to Question #12 \*\***

10. How did you first hear about any of the above? (Tick all that apply)

\_\_\_ Didn't know about until now

\_\_\_ Lonely Planet

\_\_\_ Other guidebook. Please specify:

---

\_\_\_ Word of Mouth (friends or relatives)

\_\_\_ Newspaper/magazine. If so, which one(s)? \_\_\_\_\_

\_\_\_ Brochure/Pamphlet. If so, which one(s)? \_\_\_\_\_

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\_\_\_ Guesthouse. If so, which one? \_\_\_\_\_

\_\_\_ Local business (i.e. bar, restaurant). If so, which one? \_\_\_\_\_

\_\_\_ Tour operator. If so, which one/where? \_\_\_\_\_

---

\_\_\_ Internet. If so, which site(s)? \_\_\_\_\_

\_\_\_ Other. Please explain: \_\_\_\_\_

11. Have you visited or are you planning to visit any of these places during this trip to Koh Kong:

- |   |         |        |
|---|---------|--------|
| Cardamom Protected Forest                     | ___ Yes | ___ No |
| Peam Krasaob Mangrove Forest                  | ___ Yes | ___ No |
| Waterfalls (e.g. Tatai / Koh Por)             | ___ Yes | ___ No |
| Beaches (e.g. Bak Khlang, Koh Kong Island)    | ___ Yes | ___ No |
| Diving trips/courses/snorkeling               | ___ Yes | ___ No |
| Hiking/trekking/nature walks                  | ___ Yes | ___ No |
| Kayaking/canoeing                             | ___ Yes | ___ No |
| Dolphins (via boat trip)                      | ___ Yes | ___ No |
| Village visits (e.g. insight into local life) | ___ Yes | ___ No |
| Safari World                                  | ___ Yes | ___ No |
| Casino  | ___ Yes | ___ No |
| Rainbow Lodge                                 | ___ Yes | ___ No |
| Chi Phat Ecotourism Project                   | ___ Yes | ___ No |
| 4 Rivers Floating Ecolodge                    | ___ Yes | ___ No |



12. Which of the following community-based or **ecotourism\*** activities are/would be of interest to you and/or your family? For the activities you are interested in, please assign a number according to your interest level (see below).

\* **Ecotourism** is responsible travel to natural areas that conserves the environment and improves the well being of local people.

- 4 = Definitely want to go**
- 3 = Very interested**
- 2 = Interested**
- 1 = Somewhat interested**

*Please only mark those activities you are interested in:*

- Waterfalls
- Day hikes
- Trekking (with overnight stays in the forest)
- Wildlife viewing
- Mountain biking
- Kayaking / canoeing
- Village visits
  - observing weaving
  - rice farming / harvesting (depends on season)
  - rice-noodle making
  - basket making
  - honey production
  - black pepper plantation
  - local fishing practices
  - shrimp/fish paste production
- Overnight Village/Homestay (spending the night in a village with a local family)
- Shopping for locally made products and souvenirs
- Boat trips
- Mangrove forest
- Beaches
- Diving/snorkeling
- Other. Please explain: \_\_\_\_\_

13. What would you be willing to pay **per person** for an ecotourism activity such as a trek and/or community-based excursion such as a village visit?

- \$15-\$25
- \$26-\$40
- \$41-\$50
- \$50+

14. What type of traveler do you consider yourself or your group?

- Budget (spending up to \$20 per person/day)
- Mid-range (spending up to \$40 per person/day)
- High-end (spending more than \$40 per person/day)

15. Does it interest you to learn about or visit carbon emissions offsetting programs such as forest conservation in the area?

Yes       No       Don't know

16. Where do you generally look for information when you travel? (Tick all that apply)

- Guidebooks. If so, which one? \_\_\_\_\_
- Friends/Relatives (word of mouth)
- Other travelers
- Newspaper/magazine. If so, which ones(s)? \_\_\_\_\_
- Internet. If so, which sites? \_\_\_\_\_
- Tour operator
- Local guesthouse, bar/restaurant
- Other. Please explain: \_\_\_\_\_

17. What areas do you feel could use improvement in the tourism sector in Koh Kong? (Tick all that apply)

- Availability of organized tours to the Cardamom Protected Forest
  - Availability of tours involving local communities
  - Availability of other tours (e.g. beaches, boat trips, bike trips, etc.)
  - Information about local attractions
  - Food and beverage outlets
  - Accommodation standards
  - Shopping opportunities
  - English speaking abilities of local people in the service industry
  - Internet access, phone, telecommunications
  - Bank services (ATMs)
  - Police services
  - Convenience and access to local transport
  - Facilities for children
  - Costs (i.e. prices too high)
  - Personal safety in Koh Kong town. If so, please explain: \_\_\_\_\_
- 

18. Would you recommend that friends and family visit Koh Kong area?

Yes       No. Why or why not? \_\_\_\_\_

---

19. Please provide us with your age range:

- 18-29 years old
- 30-44 years old
- 45-64 years old
- 65+ years old

20. Who are you traveling with?

- Alone
- With my partner

\_\_\_\_\_ Group of friends: Total number in group (including you): \_\_\_\_\_

\_\_\_\_\_ Family: Total number in group (including you): \_\_\_\_\_

\_\_\_\_\_ Organized tour group: Total number in group (including you): \_\_\_\_\_

21. Any additional comments or suggestions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thank you for your time! We appreciate it 😊**

## Local Koh Kong Business Operator Interview

### (hotel owners, tour operators, restaurants)

1. Business Name: \_\_\_\_\_

2. Contact Details:

\_\_\_\_\_

#### **Services:**

3. What services/facilities do you offer? (hotel, restaurant, tours, travel services such as bus tickets)

- If a hotel, is it budget / mid-range / luxury?

- If a tour operator, what types of tours do you mainly provide? (e.g. adventure, cultural, ecotours, beach, boat)

#### **Guest/Customer Information:**

4. Around how many foreign tourists do you get per year in each area of your business areas? (Divide out based on #3) How many Khmer?

5. Approximately what percentage of each nationality do you receive? (Total to equal 100%)

6. What percentage of your guests/customers are expats living in Cambodia? The region (if so, which country)?

7. What demographic of guests do you receive? (e.g. % backpackers, mid-range travelers, high-end, volunteers, expats, retired = 100%)

8. What percentage of your guests/customers currently take part in ecotourism activities?

9. Of those, is there demand for services not currently on offer? (e.g. village visits, community tours, homestays, locally made souvenir shopping)

10. How do you advertise your business? (e.g. website, through Lonely Planet, local guidebooks, word of mouth, posters, brochures, other local businesses, tour operators)

11. What prices are tourists willing to pay for services and activities? (note current options and prices)

12. If tourists aren't willing to pay mid to high range prices, what do communities need to do to attract those markets? (i.e. English-speaking guide that is with them from start to finish, Western food, picnic lunch, Western toilets, A/C in room or electricity all night to generate fan, cold drinks, towelettes for washing hands, A/C van for transport)

13. What seasonal variation do you have in business?

**CBET Questions:**

14. How do you currently market your products? Both your business in general and CBET products and tours (if applicable)

15. Do you work with local communities? If so, how?

16. How many local people do you employ both directly and indirectly? Please break it down.

17. What would it take for a CBET project to get onboard? (i.e. fam trips, certain standards for cleanliness, safety, communication, reliability, etc.)

18. What % mark-up would you require to sell community based ecotourism (CBET) products?

19. Are you willing to provide support to any proposed CBET sites? If so, how?

20. What are your concerns in providing support, and how can they be addressed?

**General**

21. What sorts of changes have you seen in the past few years in terms of tourism numbers and revenues?

22. What do you think is the future for Koh Kong in relation to tourism? What about ecotourism?

23. Are you interested and available for the dissemination workshop on or near Sept 8th?

## **Questions for Government of Officials**

**Tuesday, July 27th - 2:30pm**

**Department of Industry, Mines and Energy – Koh Kong Province**

1. What plans do you have for mining in the area?
2. How do you foresee it will affect tourism in the area, specifically eco or community-based tourism?
3. What can you tell us about the United Khmer Group in relation to the titanium mining in the Cardamoms?
4. Do they have plans to involve the local community in their plans? If so, in what ways?
5. What can you tell us about the Chinese development in the area? (In particular, the \$3.8 billion development project on Koh Sdech)

**Wednesday, July 28th – 8:30am**

**Vice Governor of Koh Kong Province**

1. What positive and negative effects do you currently see in relation to tourism in Koh Kong?
2. What positive and negative effects do you foresee in relation to an increase in tourism?
3. Is the local police force prepared to handle increased duties in relation to assisting visitors if tourism increases?
4. What do you feel are currently Koh Kong's key attractions for visitors?
5. Where do you see the most potential for future development?
6. Can visitors get emergency healthcare locally, and if not how long would it take to get to the nearest emergency facility? Is there ambulance service available?
7. Is there a public sewage treatment system?
8. Is there a rubbish collection service?
9. Is there any teaching of local residents in relation to the collection and disposal of rubbish?
10. Are you aware of the rubbish problem on Boeng Kachhang and that the rubbish floats over from the other side of the water? Are there any plans to address this issue?

11. Through our survey of tourists in Koh Kong, we discovered there is a fear of being bitten by the local dogs. Are you aware of this? If so, do you have any idea how to solve the problem?

12. Are there any current plans to repair roads in the center of town?

13. Are there plans for any new/additional banking services?

14. Are there any plans to address tourist problems at the border?

#### **Thursday – 2:00pm**

##### **Director of Department of Environment – Koh Kong**

1. What kinds of things are you doing in Koh Kong Province to protect the environment?

2. What do you think are the benefits and challenges in regards to developing ecotourism?

3. Through our tourist surveys, we have discovered that tourists are unhappy with the cleanliness of Koh Kong town. Are there any plans to clean up the town?

4. Are there any plans to deal with the rubbish issue at Boeng Kachhang or other coastal communities? How is the rubbish getting into the water?

5. During our stakeholder interviews over the past two weeks, some of them expressed concern over illegal logging and poaching. What is the DOE doing to address this?

#### **IUCN – Thursday, 8:30am**

1. What kinds of things are you doing in Koh Kong Province to protect the natural environment?

2. What are you doing or planning to do in the following communities: Koh Sralao, Koh Kopi, Boeng Kachhang, Russey Chrum, Ta Tai Kraom, Peam Krasaob

3. What do you think are the benefits and challenges of developing ecotourism in Koh Kong?

4. During our stakeholder interviews over the past two weeks, there is concern over illegal logging and hunting. Is IUCN doing anything to address this?

#### **Thursday, August 5th – 2:30pm**

##### **Department of Tourism**

1. Can you give us an approximate breakdown of the nationalities of tourists coming across the Cham Yeam border and their reasons for coming to Cambodia?

2. What positive and negative effects do you currently see in relation to tourism in Koh Kong?
3. What positive and negative effects do you foresee in relation to an increase in tourism?
4. What do you feel are currently Koh Kong's key attractions for visitors?
5. Where do you see the most potential for future development?
6. Are there any plans to address tourist problems at the border? Such as: visas, issues with drivers, in relation to money exchange, accommodation, transport, incorrect information, etc.
7. Do you feel the mining development will have any direct effect on the future of the local tourism industry? If so, what?
8. What do you know about the Chinese development in the area - especially their ecotourism plans?
9. How do you feel that these development plans will affect the area, both positively and negatively?
10. Has instability in Thailand affected tourist numbers to Cambodia?
11. Why is the tourist information center here and not in the center of town or at the border?



## Community Assessment Form

Name of Community: \_\_\_\_\_

1. How many households are in the community?
2. What is the general education level?
3. How many people speak English in the community?
4. What kinds of jobs do people currently perform in the community? (e.g. agriculture/farming, fishing, logging, wood carving, hunting, boat making, etc.)
5. What percentage of the community would be interested in being involved in tourism in the future if it was possible?
6. Are there many families moving in or out of the area? If so, why?
7. How long does it take to get to the community from Koh Kong?
8. How could tourists travel to the community? (i.e. motorbike, boat, car, bus)
9. What places or activities are available in the community that you could show to tourists to attract them here?
10. Is there wildlife that tourists could see in the area? If so, what?
11. What support will the commune council, district authority, or NGOs provide to the community?
12. How are you currently benefitting from tourists to your community?
13. What is the overall feasibility for the community to develop ecotourism?  
(Answered by the consultants)

Additional thoughts and comments:

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## Focus Group Discussion Questions

With commune chiefs and key community members

Community Name \_\_\_\_\_

Number of Participants \_\_\_\_\_

Number Female \_\_\_\_\_ Number Male \_\_\_\_\_

1. What do you think ecotourism is?
2. What is your objective in developing ecotourism?
3. Do SWOT Analysis
  - (Strengths - internal): What potential ecotourism activities or attractions does your community have that tourists would be interested in?  
(e.g. location, natural attractions, local industry of interest to tourists, cultural attractions/practices)
  - (Weaknesses - internal): What weaknesses within the community would prevent you from developing ecotourism?  
(e.g. location, lack of facilities, services, infrastructure, lack of things of interest to tourists)
  - (Opportunities - external): What support for ecotourism is available (e.g. support services from government, private sector, NGOs, tourists, infrastructure support from new roads, or new development in the region)
  - (Threats - external): What external factors would limit or obstruct ecotourism development?  
(e.g. development, political problems in Thailand, global financial crisis, illegal logging/poaching reduces area's natural beauty and attractions, competition from other ecotourism projects in Koh Kong and Cambodia, lack of tourist demand, corrupt practices at the border, disinformation, mining, Chinese development project)
4. Do you feel that you have community members who would be able to service Western tourists?
  - a. If so, what are their qualities? (e.g. English speakers, knowledge of hospitality industry, drivers, good cooks, general housekeeping).
  - b. If not, what are the three most important qualities that need to be developed?
5. What concerns do you have about possible negative impacts of community based/ecotourism activities on your community?
  - a. How can you reduce these negative impacts?
6. How much will it cost to set-up the tourism-based projects you would like to see in your village?
  - a.) How long will it take?

7. How much additional income from ecotourism would make it worthwhile to you for you/your family to invest in developing ecotourism in your community?

- \$10/ year
- \$100/ year
- \$500/year
- \$1000/year

8. What prices do you foresee charging for these facilities or what do you charge already (i.e. homestay, food, transport, activities)?

9. How would you plan to market your services?

10. Are there any times of the year where your core income generating activities require all of your time (so there is not time for ecotourism activities during this time)?

Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec

## **CCBEN Course Curriculums**

### **1.1 Tourism Awareness Raising**

Objective: participants will be aware of main components of tourism as an industry and service sector that has major impacts on a particular destination or site in terms of economic, socio-cultural, and environmental impacts.

#### Course Outline

- Define Tourism and Tourist
- Types of tourists
- Tourism Resources
- Travel Motivation
- Tourism system
- Tourism Impacts
- Pro-poor sustainable tourism
- Cambodia Tourism Development

#### Who should attend?

- New NGOs staff working in tourism field
- Community who plan to initiate tourism project
- Commune council
- Public and private sector staff whose work related to tourism

### **1.2 Tourism Planning**

Objective: participant will learn how to develop a participatory tourism planning by month or by year for their sustainable tourism development project with significant input from main stakeholders.

#### Course Outline

- Tourism and its Impacts
- Tourism Stakeholders and their Interests
- Roles and responsibility of each stakeholder in planning
- Tourism planning
- Tourism Planning Steps
- Assessing current tourism situation (supply and demand)
- Identify vision, objectives and strategy
- Develop action plan
- Implementing the action plan
- Monitoring and evaluating

#### Who should attend?

- NGO tourism related project officers/coordinators
- Protected area senior staff
- Commune Councils
- CBT leader

### **1.3 Tourism Marketing**

Objective: participants will learn how to develop precise marketing research and effective marketing planning while choosing appropriate means of promotion for sustainable tourism development in their site.

#### Course Outline

- Marketing and tourism marketing concept
- Features of tourism products and services
- Tourist need and wants
- Tourism market research
- Advantages and disadvantages of marketing tools
- Choosing the right marketing tools
- Establish strategic alliances and public-private partnerships
- Determine your return on your marketing investment

#### Who should attend?

- Senior marketing officer from provincial tourism department
- Small business owners (hotelier, guesthouse owner, restaurant owner)
- Community based ecotourism operators
- NGO tourism officer and
- Senior park officer

### **1.4 Managing Tourism's Impacts**

Objective: participants will be able to assess the impacts incurred by tourism development in their site and raise the effective solutions to cope the impacts aiming to meet the sustainability standard of tourism development.

#### Course Outline

- Nature of Tourism
- Tourism system
- Tourism impacts
- Tourism impact assessment
- Tourism impacts management strategy
- Development and conservation in tourism

#### Who should attend?

- Community based ecotourism operators
- NGO tourism officer and senior park officer
- Commune council
- Resort owners
- Provincial tourism leaders

## **1.5 Ecotourism Leadership**

Objective: Participants will be able to learn the concept of leader applied in area of ecotourism development and then put effectively the theory into real practice.

### Course Outline

- Defining Ecotourism and Ecotourist
- Ecotourism principles
- Ecotourism and Protected Areas
- Ecotourism Stakeholders
- Ecotourism and poverty alleviation
- Ecotourism Impact Monitoring and Management
- National Ecotourism Policy of Cambodia

### Who should attend?

- Provincial tourism leaders
- CBET leaders
- Commune councils
- Travel companies
- NGO tourism staff

## **2.1 CBT Product Development**

Objective: participants will be able to define and develop CBT products for their community based on potentially existing resources to meet the target groups of tourists.

### Course Outline

- CBT definition and principles
- Assessing CBT potential resources
- CBT product characteristics
- Selecting the right CBT products
- Pricing and marketing the product
- Product cycle and renew

### Who should attend?

- Community members
- Community leader
- CBT project staff
- Commune councils

## **2.2 English for CBT (ToT)**

Objective: participants will be able to design curriculums for English teaching program matched to community needs and know some useful methods applied in teaching English for CBT.

### Course Outline

- Introduction to tourism
- Teaching Methodology
- Teaching English to adult learners

- English for Tourism
- English for CBT
- Developing non-verbal language signs

Who should attend?

- Project staff in charge of English teaching
- Teacher of English who wish to improve their skills
- Community who have to train their members
- Publics who wish to be a teacher of English

### **2.3 CBT: Concept and Process**

Objective: participants will learn what CBT is and how it is developed through its logical process especially in the context of Cambodia.

Course Outline

- Introduction to Tourism
- Tourism System
- CBT Fundamental
- CBT principles
- CBT Development process
- Choosing the site
- Forming organizational structure
- CBT strategic planning
- Building local capacity and empowerment
- CBT product development
- Marketing CBT products
- CBT monitoring and evaluation

Who should attend?

- CBT chief
- NGO tourism staff
- Commune councils and
- Community members who are interested in developing CBT

### **2.4 CBT Monitoring and Evaluation**

Objective: participants will be able to assess the impacts of CBT project and create a system to monitor and better the project to meet sustainable development standards.

Course Outline

- Meaning of M & E
- CBT Forms
- CBT sustainable standard
- CBT Impacts assessment methods
- Best practices of CBT monitoring system
- Develop CBT monitoring system

Who should attend?

- CBT project staff
- CBT chief and vice chief
- Commune councils
- Communities who are interested in developing CBT

## **2.5 Homestay Management**

Objective: participants will be able to run and manage homestay as one of CBT core products.

Course Outline

- What is homestay?
- Homestay business
- Homestay criteria and selection in CBT site
- Host and guest of homestay
- Homestay internal guideline
- Homestay design and decoration
- Products and services of homestay
- Hospitality in homestay

Who should attend?

- CBT project staff
- CBT chief and vice chief
- Commune councils
- Communities who are interested in developing homestay

## **2.6 CBET Guide Training**

Objective: participants will be become competent to fulfill the role as tour guide with responsibility in leading enjoyable and responsible tour for tourist coming to visit their community.

Course Outline

- Basic concepts of Tourism, Eco-tourism, and CBET
- Basic Concepts of Interpretive Guiding
- Defining points of attraction
- Setting Tour Program for your community
- Guiding skills
- Dealing with Emergency in Tour Leading
- Eco-tourist Impacts Management by Interpretive Guiding

Who should attend?

- Community members
- Local guide
- Guides from tour companies
- Project staff

## **3.1 Basic Computer Skills for Community**



Objective: participants will have basic computer skills to operate community administration work.

#### Course Outline

- Introduction to computer hardware and software
- How to operate computer
- Khmer and English typing
- Text formatting and decoration
- Table creating
- Printer and printing

#### Who should attend?

- Community members
- Commune councils

### **3.2 Community Research Skills**

Objective: Participants will gain the significant knowledge and skills for conducting research for their community in some particular fields such as community feasibility, community's needs assessment and community impacts assessment.

#### Course Outline

- Introduction to research
- Research design
- PRA and RRA
- Data collection technique
- Data entry
- Data analysis
- Data interpretation
- Reporting writing

#### Who should attend?

- Community members
- Rural Development Project staff
- Commune councils
- Local government officials

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Ministry of Tourism website: [www.tourismcambodia.org](http://www.tourismcambodia.org)



## The Asia Foundation

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