



United Nations  
Educational, Scientific and  
Cultural Organization

# Angkor: Successful Management of a Heritage Site

**PATA Annual Summit 2015**

**April 23-26, 2015**

**Leshan, Sichuan, China**

SOK Sangvar, Head of Tourism Management Plan, APSARA - Cambodia



United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Cambodia: Ecotourism

- River dolphin
- Trekking
- Minority
- Waterfall

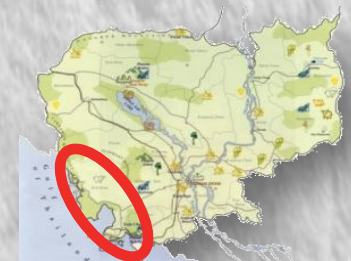




United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Cambodia: Seaside tourism

- Beautiful beaches
- White sand
- Virgin islands
- Colorful underwater
- Fresh seafood

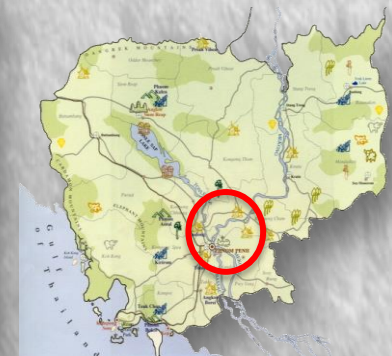




United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Cambodia: Urban tourism

- Royal palace
- Historical buildings
- Museums
- Traditional markets
- Dynamic capital

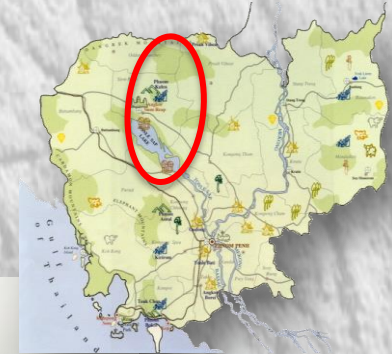




United Nations  
Educational, Scientific and  
Cultural Organization

# Tourism in Cambodia: Cultural tourism

- World heritage site
  - Angkor
  - Preah Vihear
  - Royal Ballet
  - Shadow puppet
- Traditions
- Khmer lifestyle
- Khmer cuisine
- Cultural Events

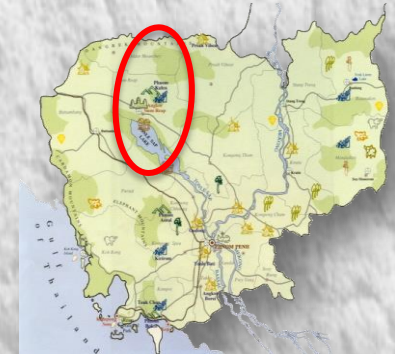




United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Cambodia: Cultural tourism (2)

- Angkor
  - Temple
  - Environment
  - People

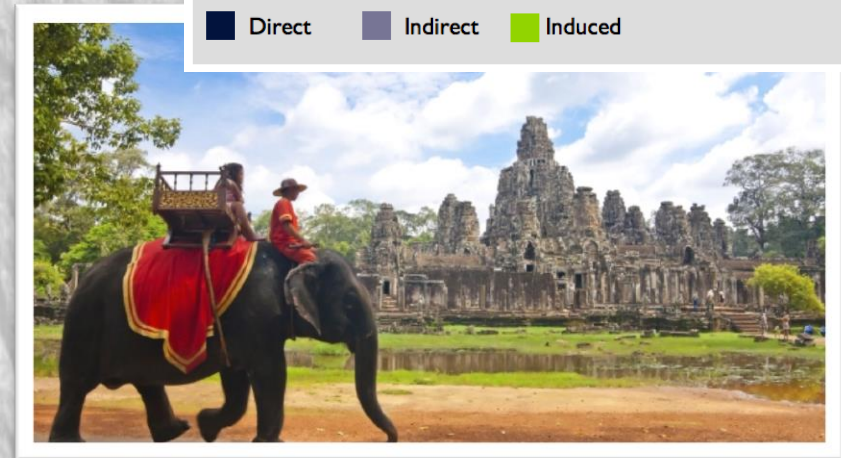
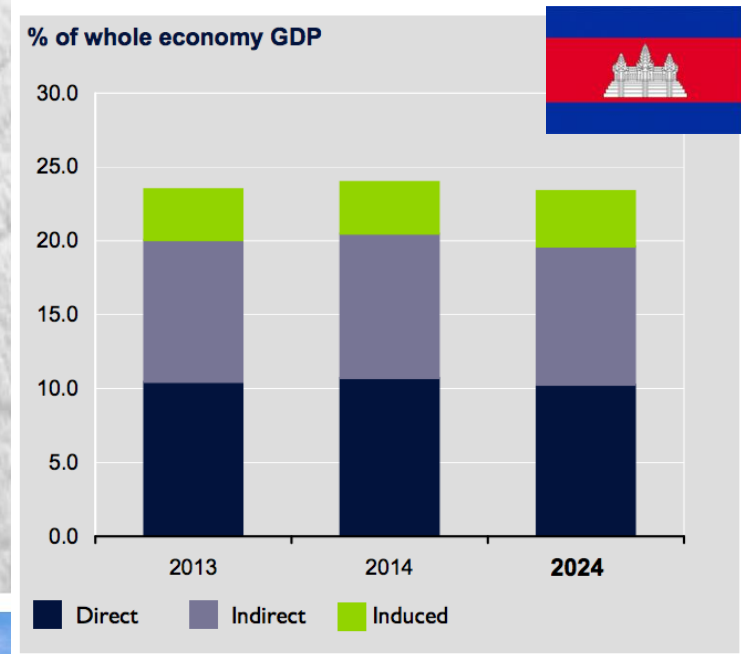




United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism for Cambodia

- An important pillar for Cambodia economy ( more than 10 % of GDP)
- Important source employment ( aprox.500,000 jobs)
- A solution to the poverty alleviation





United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism for Cambodia

- Tourism is not a luxury for Cambodia
- Tourism is a real need for the country







United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: A real paradox

- Positive but also negative impact
- To reach sustainability
- Maximize benefits and Minimize problem

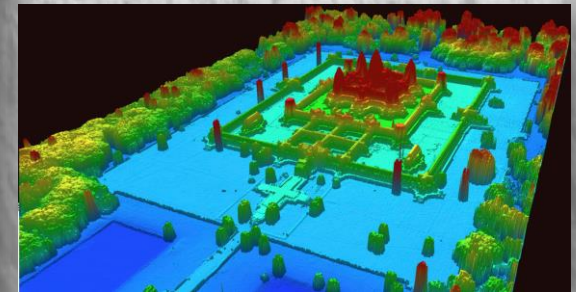




United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: A crucial financial support

- Tourism revenue as a financial support for Angkor (approx. 25% of revenue)
  - Restoration
  - Research
  - Development
  - Management





United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: Safeguarding and Promotion of Culture

- Tourism as a vehicle of the Khmer culture to the world
- Promote Cambodian intangible heritage:
  - practice
  - lifestyle
  - handicraft
  - food
  - music





United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: great contribution to the local community

- Business opportunity
- Improvement of standard of living

*“Thanks to tourists coming to Angkor, my daughter used to walk to go school, now she has a bicycle; her older brother rides a bicycle, now he has a motorbike; I used to go to work by motorbike, now I go by car.” Mr. Pheap*





United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: A new challenge

- With the rapid increase of visitors:
  - Visiting experience
  - Physical impacts
  - Cultural & Social impact
  - Environmental impact





United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: The issues

- Understanding and Communicating Heritage Values
- Site Impacts
- Visitor Experience, Behavior and Safety

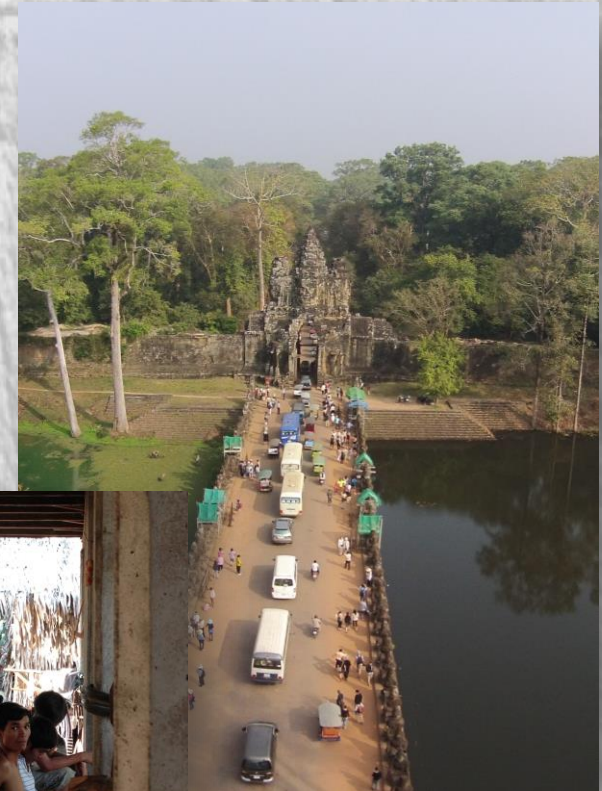




United Nations  
Educational, Scientific and  
Cultural Organization

## Tourism in Angkor: The issues

- Infrastructure and Transport
- Local People
- Stakeholder Engagement
- Governance





United Nations  
Educational, Scientific and  
Cultural Organization

## Management: Being on the same page


- Each team members must have the same understanding of the plan



អង្គវិ

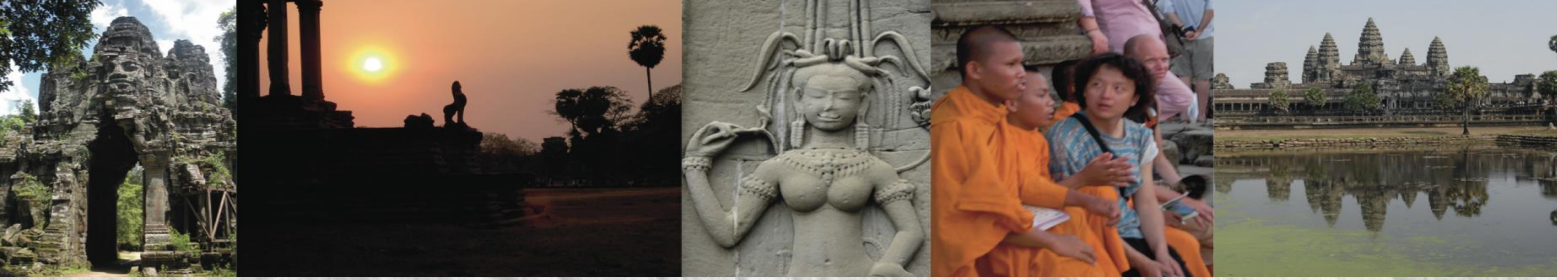
តំបន់បេតិកភណ្ឌពិភពលោក

ផែនការគ្រប់គ្រងទេសចរណ៍



ខែធ្នូ ឆ្នាំ២០១២





# Management: Internal communication





# Management: National communication





United Nations  
Educational, Scientific and  
Cultural Organization

# Management: International communication





United Nations  
Educational, Scientific and  
Cultural Organization

## Management: Capacity building





UNWTO  
Affiliate Member



United Nations  
Educational, Scientific and  
Cultural Organization

# Management: Capacity building



**APSARA**

**Authority for the Protection and Management of Angkor  
and the Region of Siem Reap**

**Introduction**



*First international trainee, April 2014*



United Nations  
Educational, Scientific and  
Cultural Organization

## Management: Capacity building



Tourism management learning program,  
Guangxi, China



Internship on cultural values and  
management of historic site with Ministry  
of Culture, Paris, France



United Nations  
Educational, Scientific and  
Cultural Organization

## Management: Building partnership

- ICC-Angkor sustainable development experts
- Affiliated member of UNWTO
- Exchange programs





United Nations  
Educational, Scientific and  
Cultural Organization

## Management: Building partnership

- Cambodian Private sector
- Local community
- Union of Youth Federations of Cambodia
- NGO





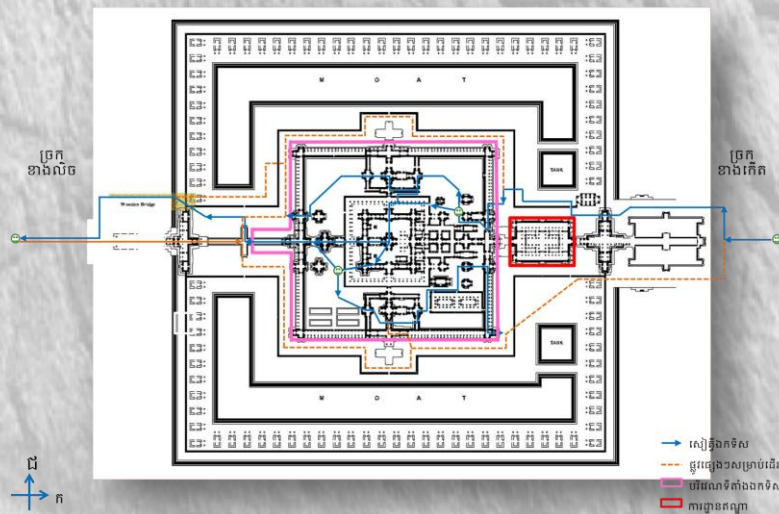


United Nations  
Educational, Scientific and  
Cultural Organization

# Management: Concrete example (flow management)

- Development and implementation of visiting flow in temples

យោបល់កែលម្អចំណុចនៅក្នុងប្រាសាទតាព្រហ្ម របស់ក្រុមការងារ TMI





United Nations  
Educational, Scientific and  
Cultural Organization

## APSARA: Concrete example (flow management)

- Development and implementation of carrying capacity in temple
  - Current condition of the monument (space, condition, infrastructure)
  - Visitor experience (noise, crowd)





United Nations  
Educational, Scientific and  
Cultural Organization



អង្គការសហប្រជាជាតិ  
សម្រាប់ការអប់រំ វិទ្យាសាស្ត្រ និង  
វប្បធម៌  
APSARA

## Management: Concrete example (congestion management)

- Current situation
  - Traffic management
  - New roads
  - Restriction on large buses
  - New parking arrangement
- Planning
  - Bicycle lanes
  - Electric shuttle buses



Current road conditions



Road after improvement



United Nations  
Educational, Scientific and  
Cultural Organization

## Management: Concrete example (code of conduct)

- Development of a Visitor Code of Conduct
  - Based on surveys among stakeholders
  - Mass and attractive communication of the code of conduct

**អង្គការអប្សរា APSARA**

**អង្គការអប្សរា APSARA**

**អង្គការអប្សរា APSARA**

**WELCOME TO SIEM REAP!**

We do hope you have had a good trip and that you are excited to visit Angkor, the largest UNESCO World Heritage Site in the world!

Angkor was the capital of the Khmer Empire (8th to 16th century) and once the largest city in the world (12th century). Today, Angkor is an international preserve and active spiritual site for Buddhists and citizens who engage in daily worship, prayer, and meditation. Angkor is also a residential area with over 130,000 inhabitants.

Since 1995, APSARA National Authority is responsible for the conservation and development of Angkor. One of our goals is to harmonize tourist experiences with public safety and respect towards our community. This official Visitor Code of Conduct was designed to support this goal. It was developed in cooperation with local communities, visitors, tour guides, and restoration teams.

To enhance your experience and the preservation of Angkor for generations to come, we kindly urge you observe the following points:

- 1. Dress Code**  
Bare shoulders and shorts or skirts above the knees are disturbing to the Cambodian culture and are strictly prohibited in sacred places. Respectful dress is strongly encouraged throughout Cambodia.
- 2. Monuments**  
Actions that cause damages to the monuments such as touching carvings, sitting on fragile structures, leaning on temple artifacts and graffiti are strictly prohibited. Backpacks, umbrellas with sharp tips and tripods are discouraged from being brought inside the temples.
- 3. Sacred Sites**  
Loud voice and other inappropriate behavior are considered to be offensive activities as they disturb the holy atmosphere and experiences of other visitors. Please keep calm and be respectful.
- 4. Restricted Areas**  
Some areas are dangerous or are currently under restoration. For your own safety and the sustainability of Angkor, please comply with all signs on the site and be mindful of your steps at all times. Please do not stomp on loose stones.
- 5. Smoking**  
The Angkor World Heritage Site is a smoke-free area. Smoking cigarettes disturbs others and cigarettes can start bush fires. As a member of World Health Organization, Angkor is a smoke free site since 2012.
- 6. Candy or Money to Children**  
Giving candy or money to children encourages them to not attend school and increases their dependence on begging, which also affects the visitors' experience at Angkor. If you wish to help the children, please consider donating to a recognized charity.
- 7. Monks**  
Monks are revered and respected. Women should not touch nor hand anything to monks. If you want to take pictures, please ask for permission first.

For as well as all cultures of  
experience will be  
our service  
our website or  
by  
CAMBODIA



Thank you for your attention



[tmpangkor@gmail.com](mailto:tmpangkor@gmail.com)