

11th Regional 3R and Circular Economy Forum Asia and the Pacific

# Regional Ecotourism Development Plan for the Cardamom Mountains – Tonle Sap Landscape

Organizers:



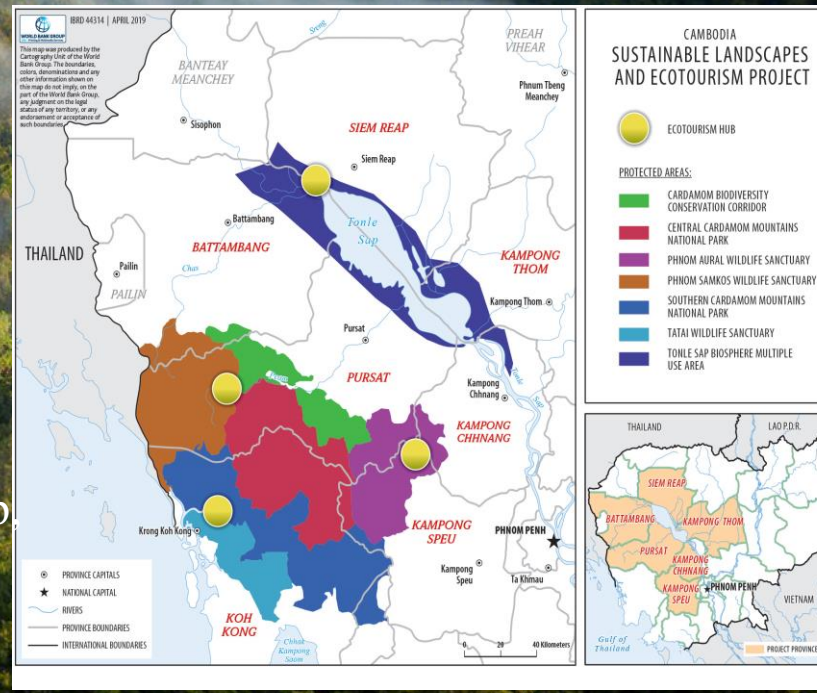
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# Overview

1. Investment Plan Koh Kong Province (in brief)
2. Investment Plan Aural Wildlife Sanctuary & Khnorng Phsar (in brief)
3. Investment Plan Phnom Kulen National Park and Tonle Sap Landscape

Amount: \$50.66 million IDA  
 + ~\$4.42 million (GEF) + 2.5 million  
 (government counterpart)

Provinces: Pursat, Battambang, Koh Kong, Siem Reap,  
 K. Thom, K. Chhnang, K. Speu



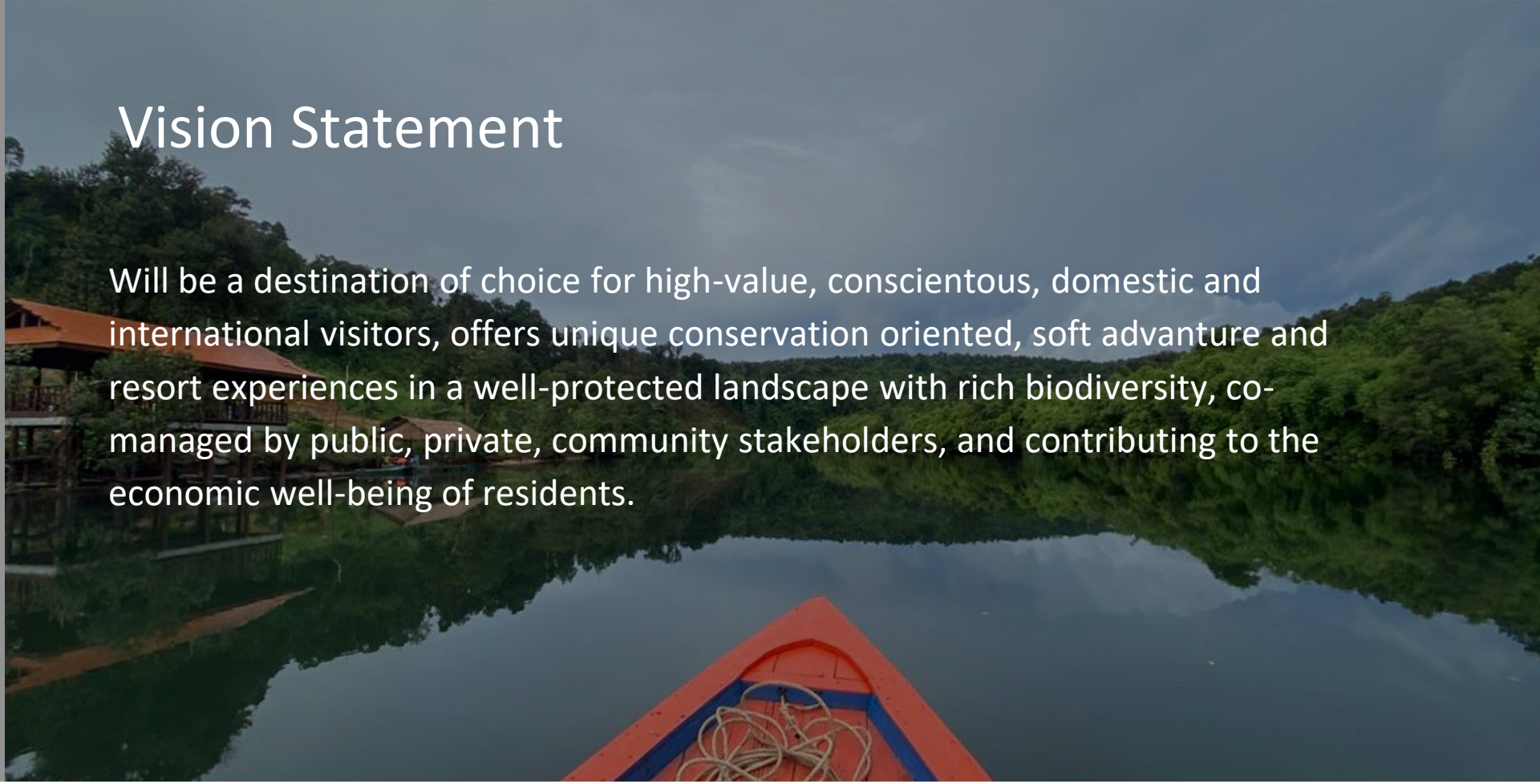
An aerial photograph of a lush, dense tropical forest. The trees are a vibrant green, and a thick layer of white mist or low clouds hangs over the canopy, particularly in the upper and middle sections of the image. The lighting suggests early morning or late afternoon, with soft shadows and highlights on the foliage. A small stream or river is visible winding through the forest in the lower-left quadrant.

# **Investment plan Koh Kong Province**

**With an emphasis on Central and Southern  
Cardamom Mountains National Parks, and Tatai and  
Peam Krasaop Wildlife Sanctuaries**

# Vision Statement

Will be a destination of choice for high-value, conscientious, domestic and international visitors, offers unique conservation oriented, soft adventure and resort experiences in a well-protected landscape with rich biodiversity, co-managed by public, private, community stakeholders, and contributing to the economic well-being of residents.



# Key markets



- Resort tourists
- Soft adventure tourists
- Community-based ecotourists
- Leisure visitors (urbanization Koh Kong City)

# Planned interventions

1

## Planning and Strengthening Institutional Frameworks (PSIF)

Establish Destination Management Organizations  
Develop a sustainable ecotourism revenue management plan  
Develop an ecotourism concessions program

2

## Improve Access and Connectivity (IAC)

Upgrade the road to Tatai waterfall  
Develop a greenway overpass  
Develop a boat dock

3

## Strengthen Destination Planning and Management (SDPM)

Establish an incentives program for low-impact restaurant upgrades  
Improve waste management  
Establish responsible wildlife watching guidelines

4

## Develop Products, Events & Excursions (DPEE)

Zone 1: Cardamom Mountains Interpretation  
Zone 2: Trans Cardamom Mountains Trail  
Zone 3: Tatai Krom CBET  
Zone 4: Peam Krasaop CBET

5

## Develop Branding & Marketing (DBM)

Enhance ecotourism marketing in newly established and existing information centers  
Establish channels for marketing PA ecotourism brands

A group of hikers is seen from behind, walking along a trail. They are wearing blue t-shirts and carrying backpacks. The hiker in the foreground has a blue and green backpack with a smiley face logo. The hiker next to them has a pink and grey backpack. The hiker in the middle has a light blue backpack with the name 'NATHAN' visible. The hiker in the background has a red backpack. A black dog is visible in the lower-left foreground. The background shows a hazy, mountainous landscape.

**Investment plan  
Aural Wildlife Sanctuary & Khnong Phsar  
Kampong Speu Province & Koh Kong Province**



# Vision Statement

Our vision is that Aural Wildlife Sanctuary and Khnorng Phsar Mountain will be a destination of choice for domestic and international seeking unique, high-quality outdoor travel experiences with a commitment to community empowerment, economic development, and strong partnerships between park authorities and the tourism industry.



# Key markets



- Soft adventure experience seekers
- Leisure experience seekers
- Community-based ecotourism experience seekers
- Wellness experience seekers

# Planned interventions

1	<b>Planning and Strengthening Institutional Frameworks (PSIF)</b> Establish a Destination Management Organization Develop a sustainable ecotourism revenue management plan
2	<b>Improve Access and Connectivity (IAC)</b> Upgrade the road to Rolerk Kang Cheung Enhance last mile access to Khnorng Phsar trail for tractor/motorbike Upgrade the last mile access roads to the waterfalls
3	<b>Strengthen Destination Planning and Management (SDPM)</b> Develop a visitor management plan for each circuit Develop capacities for trail management Establish responsible trekking, camping, and mountain biking guidelines
4	<b>Develop Products, Events &amp; Excursions (DPEE)</b> Cluster 1: Khnorng Phsar loops Cluster 2: Waterfall trails
5	<b>Develop Branding &amp; Marketing (DBM)</b> Develop a destination branding & marketing campaign





**Destination:  
Phnom Kulen National Park and Tonle Sap Landscape  
Siem Reap Province**

# Key interventions supporting conservation for the overall benefit of Ecotourism Development in Tonle Sap Landscape (and Kulen NP): Zoning and Management Plan

## Kulen National Park:

### Zoning:

78% completed  
Development of zoning map in progress

## Stung Sen Ramsar site (Tonle Sap MUA):

### Zoning:

44% completed -  
Date analysis completed  
Draft zoning report  
First provincial consultation

**Management plan:** Socio-economic and biodiversity data collection

## Boeung Tonle Chhmar RS (Tonle Sap MUA):

### Zoning:

78% completed - Initial draft zoning map

### Management plan:

Submitted to HE Minister for approval



# Vision Statement

“Phnom Kulen National Park and Tonle Sap will be among the **top five** ecotourism destinations in Cambodia, recognized domestically, regionally, and internationally for a diversified tourism offer that: 1) leverages its quality products, historical and cultural heritage, and spiritual value, 2) embraces environmental education, cultural events, and outdoor experiences, and 3) promotes inclusive societal benefits, minimize pressure on natural assets, and protect wildlife and the landscape, while contributing to the economic well-being of residents.”

## Key markets

- Religious, spiritual visitors
- Soft adventure tourists
- Cultural and historical heritage tourists
- Religious, spiritual and wellness tourists
- Community-based ecotourists (including bird watching)
- Leisure visitors (day visitors from Siem Reap)

# Planned interventions

## 1 **Planning and Strengthening Institutional Frameworks**

Carry on the detail feasibility study and  
Develop a business plan for the CBETs

Develop a sustainable ecotourism revenue  
management plan (Sustaining Financing with  
UNDP)

Develop an ecotourism concessioning program

Human resource development and capacity  
building- Business Development Service

## 2 **Improve Access and Connectivity**

Improve rural road (C3) from Preah Ang Thom  
to Sangke Lak Village

Develop and Improve trail network and model  
trail line

Improve the Kulen Waterfall / Preah Ang Thom  
parking situation and other tourism facilities



### 3 Strengthen Destination Planning and Management

Establish a visitor use research program

Launch shuttle and bike rental service

Upgrade the access to the Kulen waterfall

Enhance the Preah Ang Thom market

Develop a waste management program with community

### 5 Develop Branding & Marketing

Develop a destination branding & marketing campaign including developing Website, App and other IEC material

### 4 Develop Products, Events & Excursions

Construct tourism information center

Install directional and interpretation signs

Upgrade up campsites and equip facilities

Cluster 1: Prey Thom Anlung Thom circuit

Cluster 2: Elephant Pond circuit

Cluster 3: Prey Thom Popel circuit

Cluster 4: Prey Phnom Mor Nors trekking

Cluster 5: Longer distance Kbal Spean trail

## Develop a waste management program with communities

Develop a detailed waste management program with the communities, building on recommendations identified through the consultations.

Waste management program in PA and CBET destinations includes but not limited to:

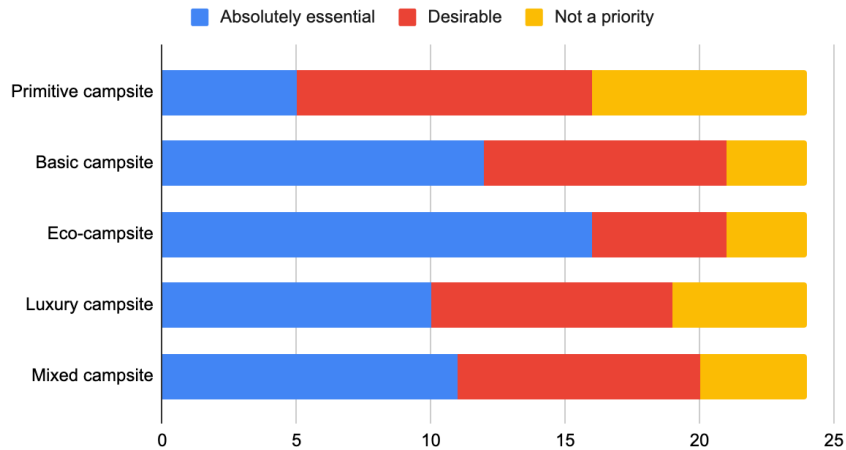
- Guideline for waste management and tailor-made management plan for each target destinations
- Install infrastructure needed for the waste management
- Waste drop off points for visitors at destinations
- Signage and public awareness program and capacity building
- Apply 3Rs (recycle, reuse and reduce)



# Campsites



Which campsite styles are most desirable?



# Road and trail signage

- Signs to provide direction
- Interpretive signs
- Educational signs (e.g. related to waste management)



A close-up photograph of a single white flower with a yellow center, surrounded by lush green foliage. The text "Thank you" is overlaid in white, bold font across the center of the image.

**Thank you**