

# BASELINE STUDY ON CB(E)T IN CAMBODIA



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**Prepared by CCBEN/SNV**

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## Summary – CB(E)T in Cambodia

### 1. Location and Access

Most of the current CB(E)T sites assisted by CCBEN members are located in the northern part of the country as illustrated below. Sites located close to the major tourist gateways – Siem Reap and Phnom Penh – are more easily accessible due to better infrastructure and public transportation than sites in the remote areas. In the remote areas, rainy season increases the travel time required to reach the sites.



### 2. Level of Comfort and Services

Roughly 60 per cent of the CB(E)T sites offer home stays. However, there are no minimum standard requirements for the home stays and therefore the level of comfort and services are very basic at present time.

Tmatboey CB(E)T site has community run guest lodges, which won the Wildasia best community run home stay/guesthouse award in 2007. Out of the maximum 100 responsible tourism score, the guest lodge received 78 by strongly promoting local employment, respecting local cultures, protecting nature, conserving resources, reducing waste and participating in benchmarking programs.

Communities prepare the food for the visitors. Meals provide an insight to the local way of life and additional income to the communities. However, the hygiene levels are very basic and should be improved in order to improve the quality of CB(E)T experience in Cambodia. In addition, considering the profile of current and potential markets, vegetarian options should be offered.

Six out of eight CB(E)T sites have English speaking guides. However, the level of English is very basic and therefore tour groups bring their own guides from Phnom Penh/Siem Reap to assist in communication and in interpreting the site and its values.

Activities have mainly been developed based on natural features of the sites and village life. Virachey National Park has developed an ecotourism strategy based on which mountain biking and trekking tours (2 to 8 days) have been developed. Unique birds are the main attraction at Prek Toal, Battambang Province and Tmatboey in Preah Vihear Province. Tonle Sap Lake – the cradle of life in Cambodia – provides an opportunity to visit the floating villages and experience a life style on the lake.

Shopping opportunities at the CB(E)T sites are almost non-existent. The variety of handicrafts is limited and the design is more targeted to the domestic markets than to international markets. Based on the above, CB(E)T in Cambodia faces the following challenges:

- lack of regional planning – limited clustering approach
- lack of activities – current CBT product mainly concentrated around one theme/resource and therefore does not encourage tourists to stay longer
- limited interpretation – the CBT experience should educate both visitors and hosts
- limited enthusiasm from the community’s side – CB(E)T is considered as an idea developed by outsiders and therefore the host community is not doing it with their ‘heart’
- limited monitoring of product quality (limited number of visitor satisfaction surveys; feedback from private sector; feedback from the communities etc)
- weak involvement of travel trade.

### 3. Level of Sustainability and Community Involvement

Majority of the CB(E)T sites are being assisted by non-governmental organizations who are assisting the communities to set up proper community structures (e.g. tourism sub-committees) and benefit sharing mechanisms. However, the unclear roles of provincial governments and provincial tourism administrations, lack of transparency in decision making and benefit sharing, lack of social equity in planning, managing and implementing tourism initiatives, dependence on external entities, limited capacities of the communities in running micro and small scale enterprises, and limited access to the markets pose a number of challenges in ensuring sustainability of CB(E)T initiatives in Cambodia.

The following table summarizes the income distribution and benefit sharing currently used in CB(E)T in Cambodia.

CB(E)T site	Income (US\$) in 2007	To the villagers providing the service		To environmental conservation		To community development fund		To other purposes	
		US\$	%	US\$	%	US\$	%	US\$	%
Virachey	4,000	1,800	45	1,600	40	600	15		
Yeak Laom	12,000	12,000	100						
Chambok	12,000	9,000	75	1500	12.5	1500	12.5		
Banteay Chhmar	1,774	1,295	73			355	20	124	7
Prek Toal/ Peak Kanteil	36,640	14,290	39	11,358	31			10,992	30
Kampong Pluk	553	11	2	11	2	525	95	6	1
Ang Trapeang Thmar	2,850			2,850	100				
Tmatboey	5,560	3,120	56			2,340	42	100	2
<b>Total</b>	<b>75,377</b>	<b>41,516</b>	<b>55</b>	<b>17,319</b>	<b>23</b>	<b>5,320</b>	<b>7</b>	<b>11,222</b>	<b>15</b>

Table: Income distribution at CB(E)T sites, Source: CCBEN and its members

In 2007, community-based ecotourism at eight sites generated roughly US\$ 75,377 of which 55% was allocated to the villagers providing the service, 23% to environmental conservation, 7% to community development funds and 15% to other purposes such as supporting the poorest families and the projects in general.

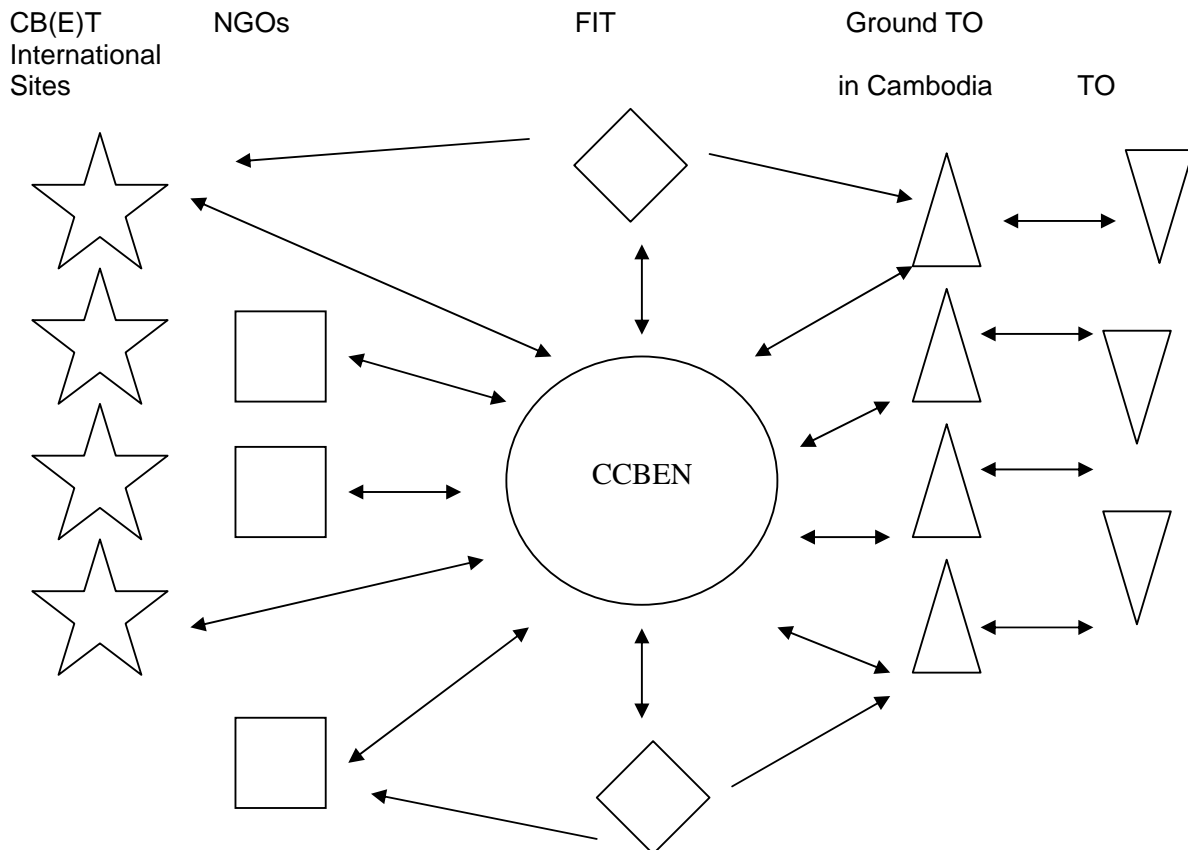
It is estimated that around 2,000 families are directly or indirectly involved in CB(E)T activities in the eight sites presented in this report. Since the normal family size in Cambodia is 5 it could be stated that these sites benefit around 10,000 people. However, this number could be increased by intensifying the linkages from tourism to rural communities.

The economic sustainability of CB(E)T sites depends a lot on the number of visitors to the sites. Therefore a lot more work needs to be done in improving the quality of the sites, engaging private sector in CB(E)T, and in marketing and promotion.

Partnerships between private sector and community need assistance from both the Government and NGOs. Government should provide the overall framework for sound and fair partnerships and sustainable tourism operations. Therefore policies should encourage, support and promote actions by enterprises in

- quality and customer care (economic sustainability and visitor fulfillment);
- environmental management (environmental management systems and equitable use of resources);
- human resource management (employment opportunities for local people)
- supply chain management (enterprises should be encouraged to work with suppliers who are local to the area; are located or involve/support the poor; use environmentally sustainable production procedures);
- relationships with the local community and environment (support for local conservation and social development);
- influence over guests (e.g. code of conduct).

NGOs provide vital assistance to the communities in bringing communities together with the public sector authorities and private sector. However, it should be remembered that NGOs usually operate social development projects and are experts in community development, but unfortunately many lack the skills required for running a tourism project and marketing the site to targeted markets and segments. This again highlights the importance of early involvement of travel trade in community-based ecotourism initiatives. Therefore, CCBEN is now endeavoring to facilitate contacts between the NGOs/CB(E)T sites as illustrated in the following figure.



**Figure: Structure of CCBEN as a middle man between CBT sites and TOs**

#### 4. Level of International Orientation

In 2007, Cambodia received more than 2 million international arrivals. The three major generating source markets were South Korea, Japan and USA. Around 56 per cent of all international visitors paid a visit to Siem Reap and Angkor Wat.

Only a fraction of international tourists to Cambodia visit CB(E)T sites. It is estimated that roughly 46,400 tourists, of which less than 1% of international tourists visited the eight CB(E)T sites in 2007.

CB(E)T site	Domestic	International	Total	Main source markets
Virachey	-	180	180	France, UK, Germany
Yeak Laom	14,291	3,570	17,861	-
Chambok	12,350	650	13,000	Australia, US, Europe (UK, France, Germany, Netherlands)
Banteay Chhmar	191	48	239	France, Netherlands, North America
Prek Toal/Peak Kanteil	-	756	756	France, UK, North America
Kampong Pluk	1,510	2,727	4,237	-
Ang Trapeang	10,000	95	10,095	UK, North America, Australia
Tmatboey	-	76	76	UK, US, Germany
<b>Total</b>	<b>38,342</b>	<b>8,102</b>	<b>46,444</b>	

Table: Visitor arrivals at the CB(E)T sites in 2007. Source: CCBEN and its members

Yeak Laom and Chambok are preferred by domestic tourists, especially during the public holidays (Khmer New Year, Pchum Pen Festival, and Water Festival). Domestic tourists want to spend quality time with their family and friends and have a picnic close to the running water – rapids or waterfalls. International tourists are interested in the local way of life, natural features, and the birds.

Main method for increasing awareness about CBTs is still through word-of-mouth. Other methods include

- internet based marketing through CCBEN website [www.ccben.org](http://www.ccben.org)
- representation at the CCBEN office in Phnom Penh
- partnerships with Sam Veasna Center, which promotes bird-watching sites in North West of Cambodia (Ang Trapeang Thmar and Tmatboey )
- collaboration with IFC/MPDF: Stay Another Day booklet and website [www.stayanotherday.org](http://www.stayanotherday.org) (Prek Toal, Chambok)

NGOs supporting CBT sites are increasingly looking for partnerships with the private sector. However, to this date no formal agreements have been signed. CCBEN will organize a forum for the private sector and the CBT sites to intensify their dialogue and cooperation in May 2008.

## 1. Virachey National Park

### 1. Location and Access

Virachey National Park (3,325 km<sup>2</sup>) is the largest national park in Cambodia. It is located in Rattanakiri and Stung Treng Provinces in Northeast Cambodia and shares a border with Lao PDR and Vietnam.

Banlung, the provincial capital of Rattanakiri Province, is around 600 km northeast from Phnom Penh. Busses depart Phnom Penh at 7 am and arrive at Stung Treng around 5 pm. From Stung Treng to Banlung about 2,5hours taxi drive is required.

Virachey National Park is accessible through the provincial capital of Banlung, Rattanakiri Province. The distance is 50 km, which during the dry season takes 1hour by car and 1,5 hour by motorbike. However, during the wet season the drive takes 3,5-4 hours longer than during the dry season due to the road conditions.

Local transportation options are motorbike (small 100 cc road bike), taxi, and river boats.



## 2. Level of Comfort and Services

Product differentiation

Accommodation:

- tents inside the park
- 5 home stays
- 3 ranger outpost(s)

Guided Excursions/Treks:

- Kalang Chhouy Mountain Biking and Trek (2-3 days)
- Sekong Dry Forest Trek (3 days)
- O-Lapeung Kayaking & Trek (4 days)
- Phnom Veal Thom wilderness Trek (7-8 days)

Guides:

- 2 English speaking ranger guides
- 6 community guides but none of them speak English

Facilities available around Virachey:

- Banlung: markets, bars, restaurants, hotel accommodation
- Yeak Laom: indigenous people, museum, handicrafts

Comfort

- elementary hygiene and cleanness standards of home stays and tents
- no waste management systems in place
- infrastructures available: mobile phone coverage low, no electric power, internet at Banlung

### 3. Level of sustainability and community involvement

#### Environmental sustainability

- Contribution to the conservation of natural areas: ecotourism strategy for Virachey National Park 2007-2011 which serves as a model for guiding socially and environmentally responsible tourism development in protected areas; tourism ranger training course for local communities; 40-50% of the entrance fee allocated for nature protection; limits on tour group sizes and frequency of tour departures – maximum 8 people per tour and two departures each week; best practice ecotourism design standards for accommodation structures and associated facilities; ESIA procedures to all tourism development projects inside the park
- Educational and interpretation features: visitor information center for Virachey National Park; variety of regulation and codes of conduct to manage visitor impacts on the natural and socio-cultural values of the park to the visitors (in promotional material, pre-departure orientations and throughout tour commentaries), local communities, licensed private tour operators and NGOs
- Environmental practices: law enforcement, ranger patrols in regular intervals

#### Social sustainability

- Community involvement and benefits: US\$ 4 per visitor is collected as community development levy from entrance fees
- Employment generation among the local population: 6 tourism ranges/trekking guides; 12 community guides; 6 of local people working in the guesthouse; 10 home stays
- Employee training programs: tourism ranger training course with 9 modules for local communities (ecotourism codes of conduct, conservation, ecology and protected area management, community participation, minimal impacts, visitor's safety and comfort, visitor types, expectations and communication, logistical coordination and tour organization, guiding skills, maintenance of natural areas)
- Suppliers/local products: 80% of F&B supplies; for handicraft and furniture not clear
- ESIA procedures to all tourism development projects inside the park
- limits on tour group sizes and frequency of tour departures

#### Economic sustainability

- Profitability of CB(E)T businesses: about US\$4,000 in 2007 of which 40% allocated to villagers who provided services, 45% to park management, and 15% to community fund
- Partnerships/agreements with private sector: about 20 TA bring tours to this site; no official agreements yet
- Member of CCBEN (Cambodia Community-based Ecotourism Network)
- Marketing and promotion: website <http://www.bpamp.org.kh/Main/vnp.htm>
- Quality and safety: feedback questionnaire to the visitors; park entry regulations; visitor registration form; medical emergency assistance

### 4. Level of international orientation and commercialization

International orientation: in 2007 close to 200 tourists, of which 90% international tourists, mainly from France, UK and Germany.

## 2. Yeak Laom

### 1. Location and Assess

Yeak Laom is located about 5 km south of Banlung Town in Rattanakiri Province in Northeast Cambodia. Yeak Laom is about 10 min drive by motor taxi or car from Banlung Town.

Banlung, the provincial capital of Rattanakiri Province, is around 600 km northeast from Phnom Penh. Busses depart Phnom Penh at 7 am and arrive at Stung Treng around 5 pm. From Stung Treng to Banlung about 2,5 hours taxi drive is required.

Accessibility is better during the dry season. During the rainy season the road conditions can cause considerable delays.

Local transportation options: taxi and motor taxi.

### 2. Level of Comfort and Services

Product differentiation

Accommodation:

- There is no home stay in Yeak Laom
- Several guesthouses and hotels in Banlung

Guides: No community guides at present

Activities:

- Visiting the Lake and jungle around
- Hiking: a trail through the forest around the lake
- Cultural tours: walk around the lake and the village with Tampuen guides
- Visiting Tampuen's house, traditional meeting house, a cemetery, and other traditions
- Watching traditional dancing and music performances
- Swimming in the lake
- Visiting cultural and environmental centre
- Buying handicrafts such as baskets, musical instruments and scarves made from hand-woven cloth produced by the Tribe Community

Facilities available around Yeak Laom:

- Banlung: markets, bars, restaurants, hotel accommodation
- Virachey National Park

Comfort:

- Elementary hygiene and cleanness standard of accommodation and food preparation
- Waste management: no systematic approach – community burns the waste or dig it into the ground
- Infrastructure available: mobile phone coverage, solar electric power, Internet access at Banlung

### 3. Level of Sustainability and Community Involvement

Environmental sustainability

- Contribution to the conservation of natural areas: some part of the income from tourism has been allocated for environmental conservation. Community forest is one part to contribute for sustainable natural resources management of the area
- Educational and interpretation feature: cultural center to feature the natural and socio-cultural aspects of the site

Social sustainability

- Community involvement and benefits: 100% owned and managed by the community and benefiting the community
- Employment generation among the local population: 20% of total local population involved in Yeak Laom CBET
- Employee training programs: in English, accounting, management and guide training
- Suppliers/local products: baskets, scarf, bag, purse and clothes
- Limitation on group tours: No

#### Economic sustainability

- Profitability of CBET business: over US\$11,000 annual income from tourism in 2007, of which 100% go to community
- Partnership agreements with private sector: none although Yeak Laom is featured in several tour itineraries
- Marketing and promotion: website [www.geocities.com/yeaklaombet](http://www.geocities.com/yeaklaombet)

#### 4. Level of International Orientation and Commercialization

International orientation: 17,861 tourists, of which 20% international tourists, in 2007. No records on specific markets.

### **3. Chambok**

#### **1. Location and Assess**

Chambok CBET is located in Kampong Speu Province in the Southwest of Cambodia and shares a border with Kirirom National Park.

Chambok is approximately 110 km from Phnom Penh City. The National Road No. 4 from Phnom Penh to Sihanoukville passes by Kirirom National Park. The drive from the capital to Chambok takes about 2.5 hours irrespective of the season.

Local transportation options are motorbike or minivan.

#### **2. Level of Comfort and Services**

Product differentiation

Accommodation:

- 20 home stays

Food:

- One local restaurant within the site managed by local community

Guides:

- 20 community guides of which 2 speak good English (one male and one female guide)

Activities:

- Guided hiking tours
- Visiting waterfall and bathing in the stream
- Picnicking
- Visiting a bat cave, bird watching and animal trekking
- Home stay and enjoying Cambodian rural lifestyle
- A bicycle and ox-cart riding
- Lunch with local women's group
- Buying handicrafts

Facilities available around Chambok:

- Kirirom National Park with basic guesthouse and restaurant inside
- Kirirom Hillside Resort: hotel/bungalows, restaurant, theme park, swimming pool
- Treng Trayeung: Market, restaurants, internet access

Comfort:

- Hygiene and cleanness standards at home stays and local restaurant are very basic but acceptable in Cambodian standards
- Waste management: regular clean ups, waste bins along the trails, cans and plastic bottles collected for recycling
- Infrastructure available: mobile phone coverage within and surrounding the area; no internet access and electric power

#### **3. Level of Sustainability and Community Involvement**

Environmental sustainability

- Contribution to the conservation of natural areas: Chambok is part of a Community Protected Area (CPA) and officially recognized by the Ministry of Environment. A natural resource management council oversees 3 committees: Community Forestry, Community Protected Area; and Community-based Ecotourism. The community is also actively involved in protecting the natural resources by patrolling the forest area.

- Educational and interpretation feature: educational interpretation signboards along the trek. Over 50 groups a year visit Chambok to learn how ecotourism development can serve to protect the environment and generate income for local communities

#### Social sustainability

- Community involvement and benefits: Ecotourism committee consisting of 12 elected members from 9 villages of Chambok commune runs and organizes the operations and activities. It also decides on income distribution within the community. The income is shared between villagers who provide services. The surplus goes to a fund for supporting general community development activities.
- Employment generation among the local population: 150 families work at the site on a rotational basis benefiting approximately 750 people. Women have set up a women's group and actively involved in F&B supply chain and in 'saving' group.
- Employee training programs: training in handicraft production, accounting, food preparation, basic English language, tour guiding, leadership and management training targeted to CBET Committee, sculpting and carving, traditional music and dancing, micro-project designing and management
- Suppliers/local products: handicrafts, plant species (from the botanical garden), t-shirts

#### Economic sustainability

- Profitability of CB(E)T business: US\$12,000 in 2007. Out of the income, 75% is allocated to the villagers providing services, 12.5% to environmental conservation and 12.5% to community development fund.
- Partnership agreement with private sector: some travel agents help to organize trips to Chambok, but there are no official agreements
- Member of CCBEN (Cambodia Community Based Ecotourism Network)
- Marketing and promotion: website: [www.geocities.com/chambokcbet](http://www.geocities.com/chambokcbet)

#### 4. Level of International Orientation and Commercialization

International orientation: more than 13,000 tourists in 2007, of which 5% international tourists. The three main markets are Australia, UK and Asian tourists.

#### **4. Banteay Chhmar**

##### **1. Location and Assess**

Banteay Chhmar is located in Banteay Mean Chey Province in the Northwest of Cambodia. It can be reached by national Road No. 56, about 59 km north of the provincial capital.

Banteay Meanchey is about 5 hours drive from Phnom Penh by shared-taxi or bus plus 1.5 hours drive from Banteay Meanchey to Banteay Chhmar by shared-taxi. The accessibility is good during both dry and rainy season.

Options of local transportation: motor taxi, taxi

##### **2. Level of Comfort and Services**

Product differentiation

Accommodation:

- 5 home stays

Food:

- Food is organized by women's group of the community

Guides:

- 5 English speaking community guides

Activities:

- Home stay in a traditional wooden house
- Ox-cart trip around the countryside and the village
- Discover the rural life and communicate with the villagers
- Visit the 12th century Angkorian Temple
- Visit Pol Pot Baray, picnic near the Baray
- Visit Enfant Du Mékong silk centre
- Bicycle and Kuyon trip
- Experience rural activities (Plowing, transplant, harvest...)
- Visit bee keeping families
- Visit 40 silk weavers in the village

Facilities available around Banteay Chhmar:

- Banteay Meanchey Town: market, restaurants, bars, hotels, guesthouses, casinos, internet access

Comfort:

- Hygiene and cleanness standard of home stay and food preparation are better than in other CBET sites in Cambodia
- Waste management: waste bins in the community and around the Temple and the market
- Infrastructure available: mobile phone coverage, electric power supplied by businessman in the village, but no Internet access

##### **3. Level of Sustainability and Community Involvement**

Environmental sustainability

- Contribution to the conservation of natural areas: The site is located within the Banteay Chhmar Protected Landscape. 20% of tourism income allocated to nature/cultural protection and community development through the community development fund.
- Educational and interpretation features: some signs to educate tourists and people in the area

- Environmental practice: limited because there is no reduce, reuse, or recycling system used in that area.

#### Social sustainability

- Community involvement and benefits: Tourism committee has been set up and includes an information unit, home stay unit, food unit, and activities unit. The community-based tourism initiative benefits around 1,000 families around the temple area indirectly. 60 families are directly involved in tourism initiatives. Therefore it is estimated that the initiatives benefits around 5,300 people (average family size 5). 20% of the income is allocated to the community development fund; 73% to participating villagers/ service providers; and 7% to other purposes.
- Employment generation among the local population: 60 families involved directly
- Employee training programs: training in housekeeping, cooking, guiding, and improving management of sustainable development
- Suppliers/local products: handicraft using local product, T-shirt, silk weaving center

#### Economic sustainability

- Profitability of CBT business: US\$1,774 annual income from tourism in 2007; 73% of the total amount allocated directly to service providers, 20% to community fund and 7% to committee.
- Partnership agreement with private sector: no official agreements yet. However, many members of the Cambodian Association of Travel Agencies contact the site to arrange a trip to Banteay Chhmar.
- Member of CCBEN (Cambodia Community Based Ecotourism Network)
- Marketing and promotion: website: [www.ccben.org](http://www.ccben.org); one familiarization tour organized for CATA members

#### 4. Level of International Orientation and Commercialization

International orientation: 239 tourists, of which 20% international, visited Banteay Chhmar in 2007. The three main markets for Banteay Chhmar are French, Dutch and American.

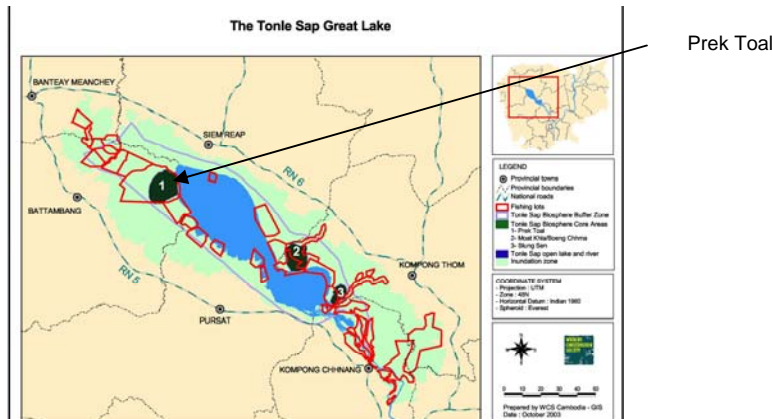
## 5. Prek Toal and Peak Kanteil Floating Villages

### 1. Location and Assess

Prek Toal is located in Battambang Province of Cambodia. It can be reached by National Road No. 5 or 15km south of Siem Reap Town.

Prek Toal is about 30 min drive and 1 hour boat trip from Siem Reap. It can also be reached from Battambang by boat (6-9 hours depending on the season). Peak Kanteil can also be reached from Siem Reap – 30 minutes by road and 1 hour by boat.

Local transportation options in the floating villages: engine boat or paddle boat.



### 2. Level of Comfort and Services

Product differentiation

Accommodation:

- 1 home stay in Prek Toal
- 1 environmental station with overnight facilities

Food:

- One small local restaurant in Prek Toal
- Community group in Peak Kanteil

Guides:

- Community guides are not available at present
- English and French speaking guides come with their guests from Siem Reap or from Battambang.

Activities:

- Visiting bird sanctuary guided by local guides and rangers from the Prek Toal Environmental Research Station
- Touring floating villages (crocodile and fish raising, fishing operation preparation, boat shop, etc) by paddle boat
- Tasting local specialties in floating villages
- Visiting the Tonle Sap Lake; learning about the environment and Osmose Project; visiting the Environmental Research Centre, environmental education classes, water hyacinth handicraft workshop and floating gardens
- Staying overnight in home stay or at the environmental station

Facilities available around Prek Toal and Peak Kanteil:

- Siem Reap Town: Bars, restaurants, hotels, guesthouses, markets, spas etc.

- Angkor Wat Temple and other famous things and places in Siem Reap Town
- Battambang Province: bars, restaurants, hotels, guesthouses

#### Comfort:

- Elementary hygiene and cleanness standards in accommodation and food preparation
- No waste management
- Infrastructure available: mobile phone coverage, electric power supplied by businessman in the village, and Internet access

### 3. Level of Sustainability and Community Involvement

#### Environmental sustainability

- Contribution to the conservation of natural areas: 25 rangers controlling and protecting the bird colonies.
- Educational and interpretation features: the project supports environmental education of 577 children in Prek Toal and 133 children in Peak Kanteil; the Environmental Research Centre and OSMOSE interpret the natural values of the site
- Environmental practice: 50 water filters distributed by Osmose in Prek Toal and Peak Kanteil; 19 floating gardens; waste collection by the children and some families; use of water hyacinth to produce handicrafts involving 23 women in Prek Toal

#### Social sustainability

- Community involvement and benefits: out of the US\$ 80 charged by OSMOSE per trip per adult, 7.5 % is for the guide, 10% for breakfast and lunch, 7.5% for minivan transport, 8.75% for boat transport, 31.25% for entrance ticket, 5% for paddleboats, and 30% for OSMOSE to work with the targeted "OSMOSE" families. 48 families (30 in Prek Toal and 18 in Peak Kanteil) involved in paddling, cooking, village visits and home stay. Therefore, of the total income US\$ 36,640 around 39% is allocated to the service providers in the villages, 31% to environmental conservation, and 30% to other purposes.
- Employment generation among the local population: 48 families employed by tourism during the peak season; 25 rangers; 23 women engaged in producing handicrafts/products from water hyacinth
- Employee training programs: in English and handicraft production (water hyacinths)
- Suppliers/local products: bags, hats etc made out of water hyacinths; produce from the floating gardens
- Limitation on group tours: no restriction on the number of tourists at present

#### Economic sustainability

- Profitability of CB(E)T business: total income US\$ 36,640, out of which 39% is allocated to the service providers, 31% to environmental conservation and 30% to other purposes.
- Partnership agreements with private sector: Osmose has some partnerships with travel agencies and hotels
- Member of CCBEN (Cambodia Community Based Ecotourism Network)
- Marketing and promotion: website [www.osmosetonlesap.net](http://www.osmosetonlesap.net) incl. web-based booking/reservation system; [www.ccben.org](http://www.ccben.org)

### 4. Level of International Orientation and Commercialization

International orientation: 756 tourists visited the bird sanctuary in 2007. Majority of them were international, mainly from France, UK and North America. Out of these tourists 67% came through Osmose.

## 6. Kampong Pluk

### 1. Location and Assess

Kampong Pluk is located in Siem Reap Town of Cambodia. In the dry season, it can be reached by car or by motorbike from Siem Reap. By car, it takes 1,5 hours due to the road conditions. Traveling by motorbike is faster and will take between 45 minutes and 1 hour. In the rainy season, it is necessary to take a boat from Chong Kneas (1 hour drive from Siem Reap town). Alternatively a tuk tuk or motorbike drive to Rolous and then a boat to Kampong Pluk.

Local transportation options: motorbike, taxi, boat.

### 2. Level of Comfort and Services

Product differentiation

Accommodation:

- Home stays can be organized by the local families. However, home stays are not yet part of the activities managed by the ecotourism committee.

Food:

- Villagers could arrange lunch at the floating restaurant

Guides:

- No community guides
- No English speakers in the village; children may assist in communicating with the cooks at the floating restaurant

Activities:

- Paddle boat cruise through the flooded forest
- Fishing in the forest
- Swimming among the submerged trees
- Forest walks/picnics during the dry season
- Walking tour around the village
- Lunch in the floating restaurant

Facilities available around Kampong Pluk

- Siem Reap Town: Bars, restaurants, hotels, guesthouses, markets, spas etc.
- Angkor Wat Temple and other tourist places in Siem Reap Town

Comfort:

- Elementary hygiene in food preparation
- No waste management
- Infrastructure available: mobile phone coverage, solar electric power
- All services including internet access available in Siem Reap Town

### 3. Level of Sustainability and Community Involvement

Environmental sustainability

- Contribution to the conservation of natural areas: tourists coming to see the environment, encourage the community fishery committee to protect the flooded forest and bird and bird life
- Educational and interpretation feature: Not organized yet
- Environmental practice: water filters and compost toilet in floating restaurant but poorly maintained. Solar power system set up in the floating restaurant

Social sustainability

- Community involvement and benefits: Community Fisheries Organization Committee made the decision to be involved in tourism. The committee represents around 80% of the villagers. Ecotourism sub-committee includes around 20 villagers.
- Employment generation among the local population: 12 people are employed by tourism (cooking group 15 people; boat paddling group 30 people)
- Employee training programs: two study tours to other CBET sites, informal training in cooking, serving the tourists, pricing policies, hygiene and esthetics, tourist expectations, capitalizing on the local traditions and crafts
- Suppliers/local products: Locally purchased produce is cooked in the restaurant
- Most of tourists visiting the restaurant and using services are independent tourists. Tour group may visit the village but do not use the CF services.

#### Economic sustainability

- Profitability of CB(E)T business: Total income was limited to US\$ 553 in 2007. Out of this income 95% is allocated to the community development fund, 2% to service providers, and 2% to environmental conservation.
- Partnership agreement with private sector: None – work with government fishery officers
- Member of CCBEN (Cambodia Community Based Ecotourism Network)
- Marketing and promotion: [www.ccben.org](http://www.ccben.org) .

#### 4. Level of International Orientation and Commercialization

International orientation: 4237 tourists in 2007, of which 64% international. No record on specific markets.

## 7. Ang Trapeang Thmor (ATT)

### 1. Location and Assess

Ang Trapeang Thmor is located in Banteay Meanchey Province of Cambodia. The site is about 100 km from Siem Reap Town. During the dry season the drive takes 2 hours; during rainy season 3 hours.

Due to various road conditions and constructions, the trip to the site is time consuming.

Local transportation options: shared taxi and/or motor taxi. All foreign visitors with SVC had their own vehicles, most of which were 4-wheel drive vehicles, needed for access to the forest (if they want to see Eld's deer).

### 2. Level of Comfort and Services

Product differentiation

Accommodation:

- WCS Ranger station (3 or 4 simple rooms with fan).

Food:

- Food can be organized by villagers. Vendors sell food along the reservoir during lunch time. SVC (Sam Veasna Center) arranges with WCS for lunch to be provided.

Guides:

- No community guides. English-speaking birding/logistic guides are provided by SVC (SVC; website: [www.samveasna.org](http://www.samveasna.org)).

Activities:

- Bird watching
- Paddle boating
- Viewing Eld's deer
- Visiting local silk weaving operations
- Staying overnight in the ranger station

Facilities available around Ang Trapeang Thmor:

- Banteay Chhmar CBT: home stay, silk weaving centre, gardening, market, handicraft

Comfort:

- Hygiene and cleanness of accommodation and food preparation is up to western standards.
- Waste management - unknown
- Infrastructure available: mobile phone coverage, electric power

### 3. Level of Sustainability and Community Involvement

Environmental sustainability

- Contribution to the conservation of natural areas: Sam Veasna Center for Wildlife Conservation has partnered with Wildlife Conservation Society (WCS) to manage birding/conservation tourism to the site. SVC collects and manages conservation contribution from foreign guests who visit the area to see birds. Funds are used to provide nest protection, education, infrastructure improvements.
- Educational and interpretation features: interpretation organized by SVC and WCS

Social sustainability

- Community involvement and benefits: US\$10 per pax is charged to community fund and the rest is charged to SVC
- Employment generation among the local population: 600 families involved indirectly in CBET development

- Employee training programs: no training providing to communities because all the logistic things are responsible by SVC
- Suppliers/local products: No
- Limitation on group tours: Khmer tours are not limited. SVC manages all tours to the area. The capacity of the site is large, so multiple tours are acceptable.

#### Economic sustainability

- Profitability of CB(E)T business: US\$ 2,850 in 2007. Majority is allocated to environmental conservation.
- Partnership agreement with private sector : partnership with SVC (a Khmer NGO)
- Member of CCBEN (Cambodia Community Based Ecotourism Network)
- Marketing and promotion: website: ATT does not have its own website. SVC is responsible for the promotion of the remote locations ([www.samveasna.org](http://www.samveasna.org)). See also [www.wcs.org](http://www.wcs.org)
- Quality and safety: excellent

#### 4. Level of International Orientation and Commercialization

International orientation: SVC organized a trip to the site for 10,095 tourists interested in bird-watching in 2007. Less than 1% of the visitors were international. Three major source markets were UK, American, and Australian.

## 8. Tmatboey

### 1. Location and Assess

Tmatboey is located in Kulen Promtep Wildlife Sanctuary in Preah Vihear Province in the Northern Plains of Cambodia.

Tmatboey is about 4 hours drive from Siem Reap Town or 7 hours drive from Phnom Penh. The accessibility is good in the dry season from November-May because it can be reached by 4WD vehicle, but in the wet or rainy season from June-October, motorbikes are used for the final 2 km of the road. The worst section of road has been improved since 2007.

Local transportation options: limited. The site can only be reach by 4WD vehicle or by motorbike. Within village, motorbikes or ox carts can be hired.

### 2. Level of Comfort and Services

Product differentiation

Accommodation:

- The site has 3 guest lodges with 12 beds. There are plans to increase this number to 4 lodges and 16 beds. People can also stay with community residents in the village if they like.

Food:

- The community committee organises meals for visitors, but they must have advance warning of the arrival of visitors.

Guides:

- 15 community guides but none of them speak English

Activities:

- Visiting endangered bird species
- Trekking in the forest
- Visiting traditional rural communities

Facilities available around Tmatboey

- Guest lodge
- Small shop at guest lodge to buy souvenirs

Comfort:

- Hygiene and cleanness standard of accommodation and food preparation: Rooms are clean with en suite bathrooms. Food is prepared in a hygienic manner.
- Waste management: High quality drainage has been installed to ensure good hygiene. Kitchen waste is either burnt or buried.
- Infrastructure available: There is electric lighting from solar powered 12V batteries. Laptop computers, mobile phones and camera batteries can be charged from this system. There is no telephone or internet coverage.

### 3. Level of Sustainability and Community Involvement

Environmental sustainability

- Contribution to the conservation of natural areas: The community, through a committee, runs the ecotourism facilities and welcomes guests. The Wildlife Conservation Society works in partnership with the committee to assist management. The Sam Veasna Centre works with the committee to ensure that all visitors provide fees and pay for services which benefit the community directly. This ensures that the link between tourist income and the success of conservation in the area is maintained and thus the community will

continue to ensure that they support conservation. The visiting groups that successfully see the target species are required to make a donation to a 'village conservation fund'. The fund is used to pay for village development, in exchange for villagers abiding to conservation agreements.

- Educational and interpretation feature: Several displays are available at the lodge and the committee can provide information on the site and has knowledge of the wildlife there. Displays are being prepared so tourists can also look at pictures of village life.
- Environmental practice: As many materials and produce used at the site are sourced locally as possible. This ensures that income for tourism development and maintenance returns to the community. Left over food is fed to pigs of committee members.

#### Social sustainability

- Community involvement and benefits: The community retains control over the site and has an important source of income from tourists.
- Employment generation among the local population: All staffs are employed from the local community.
- Employee training programs: Training is given to cooks and housekeepers as well as to guides and other people working with tourists.
- Suppliers/local products: All goods are sourced locally.
- Limitation on group tours: Currently there are 12 beds for only 12 people, but there are plans to build a fourth lodge which would provide room for a further 4 people, a total of 16 beds.

#### Economic sustainability

- Profitability of CBET business: The lodge currently generates an income to the community and they are seeing the benefits after only two seasons of full operation. In 2007, the income reached US\$ 5,560, out of which 56% is allocated to the service providers, 42% to the community development fund, and 2% to other purposes.
- Partnership agreement with private sector: Private sector tour agencies bring tourists to the site through SVC.
- Member of CCBEN (Cambodia Community Based Ecotourism Network)
- Marketing and promotion: website: See SVC and WCS websites (local capacity to run websites is insufficient at the moment).  
[http://www.wcs.org/international/Asia/Cambodia/Cambodia\\_Eco-tourism/Tmatboey\\_Ibis\\_Project](http://www.wcs.org/international/Asia/Cambodia/Cambodia_Eco-tourism/Tmatboey_Ibis_Project)  
<http://www.samveasna.org/eco/eco.html>
- Quality and safety: This site has very new facilities and continuous improvements are being made. The local community level of investment means that the site is simple, clean and uncomplicated. Hygiene is good and the community will be able to maintain this level as the investment required is low.

#### 4. Level of International Orientation and Commercialization

International orientation: in 2007, 76 tourists of which 100% international. Main source markets are United Kingdom, United States of America, and Germany.