Managing Heritage and Tourism at Angkor

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Introduction

• Twenty years of cooperation between the Royal Government of Cambodia and UNESCO to preserve heritage and promote sustainable development in the Angkor World Heritage Site

• An increased focus on sustainable development over the last decade

• The Heritage Management Framework provides tools to address these issues, including those related to the local people livelihood
Outline

• 1. The Angkor Heritage Management Framework

• 2. The Angkor Tourism Management Plan

• 3. Pilot project: the Natural Circuit at the Northern Baray
1. The establishment of the Angkor Heritage Management Framework
1.1 Genesis

- From ensuring conservation...
  - 1989: Appeal by His Majesty NORODOM SIHANOUK
  - 1992: Inscription on the World Heritage List in Danger and establishment of the ICC
  - An initial focus on safeguarding endangered monuments while opening the site to tourists
    - Unprecedented tourism growth over the following 20 years

- ...to managing development:
  - 2003: Paris Conference stresses the importance of sustainable development
  - 2004: Angkor is taken out of the endangered List
  - 2005: ICC-Angkor recommends the adoption of a general management plan
  - 2010: ICC-Angkor recommends the adoption of a Tourism Management Plan
  - 2011: Angkor Heritage Management Framework
1.2 A comprehensive approach to site management

- An initiative co-funded by Australia and Cambodia
  - UNESCO, APSARA, the Ministry of Tourism, Australian experts

- Develop practical tools to manage the World Heritage Site
  - Heritage Management Framework
  - Multilayer Risk Map (Social, Environmental, Monumental)
  - Tourism Management Plan

- Build capacity
  - Integrated site management
  - Pilot projects

- The aim is to build and deliver a comprehensive tool for an improved management of the World Heritage Site
2. The Angkor Tourism Management Plan
2.1 Overview

 Objectives
  ✓ To address the risks and opportunities brought by increasing tourism
  ✓ To answer the recommendations of the ICC-Angkor
  ✓ To provide the Royal Government with a practical tool and clear action plan

 Methodology
  ✓ To promote a participative approach within the Royal Government
     Active collaboration with the APSARA National Authority and the Ministry of Tourism
  ✓ To involve the private sector and the communities
     Pilot projects and public consultation

 Process
   Constant follow up by the ICC-Angkor group of Ad Hoc experts
   Submission for endorsement by the ICC-Angkor meeting

  ❖ A comprehensive document reflecting both international and national expertise
2.2 Contents of the TMP

- Recalling the World Heritage Site values:
  - Aesthetic: architecture
  - Historical: civilization and archaeology
  - Spiritual and intangible: local population beliefs and customs

- Identifying the issues generated by increasing tourism that put the World Heritage Site values at risk:
  - Congestion
  - Limited understanding of the heritage values
  - Impact on the monuments
  - Reduced visitors' experience, behavior, and safety risks
  - Need for improved infrastructure and transports
  - Need for stronger partnership with the private sector
  - Need for strengthened governance
  - **What about the local people?**

- Addressing larger policy issues
  - 6 major policy issues
2.2 Contents of the TMP

Tourism Management Plan

Values
Issues
Policies

Positive Visitor Experience
Reduced Site Impacts
Partnership with Industry
Benefits for Local People
Governance
Stakeholder Engagement

Major Initiatives
Priority Actions
2.3 Developing Policy Initiatives

- Major Policy Initiatives proposed by the TMP

1. Integrated management of temples
   *For specific temples whose daily operations affect overall site management*

2. Manage visitors flow
   *To ensure carrying capacity is respected*

3. Adapt transportation
   *Address vehicle and non vehicle routes*

4. Promote visitors orientations and behavior
   *Communicate values to promote code of conduct*

5. Develop visitors services
   *Improve basic facilities*
2.3 Developing Policy Initiatives

- **Major Policy Initiatives proposed by the TMP**

  6. Foster guides’ training
     - Strengthen existing efforts
  7. Promote local craft
     - Generate benefits for the population
  8. Adapt ticketing policy
     - Follow best practices, introduce flexibility
  9. Promote public-private consultation
     - Engage and promote mutual understanding, collaboration
 10. Better integrate sites outside of the Angkor park
     - Integrate the park in its broader cultural landscape
2.4 A practical approach

- The TMP is accompanied by guidelines for concrete steps
  - Priority Actions Sheets to be implemented by the APSARA National Authority

- A TMP Unit has been established within the APSARA

- Success depends on collaboration
  - A Tourism Industry Consultative Group will be appointed by the Royal Government and chaired by the Ministry of Tourism

- International and national monitoring
  - UNESCO and the ICC Ad Hoc Experts to further follow up and support the APSARA National Authority
3. Pilot Project: The Natural Circuit at the Northern Baray
3.1 Rationale

- **Context**
  
  - Local populations do not benefit enough for tourism at Angkor
  
  - Local communities living in the site can play a unique role as tourism products providers, based on their knowledge of the site’s cultural and natural heritage
  
  - There is however a need for support in organization and financial management
  
  - Only a few examples of community projects exist (supported by APSARA or local NGOs)
3.1 Methodology

- To engage the communities: consultation and planning
  - Consultations at the local level to assess situation and propose the project
  - Enthusiasm from the communities for additional non-agricultural revenues, youth employment and skills development

- To closely work with APSARA National Authority
  - Rely on APSARA’s knowledge of the field and experience with the local communities
  - Involve various concerned Departments

- To train the communities and test the products
  - Community management and group solidarity
  - Products that reflect the community knowledge of the site
Community meeting
3.3 Activities

- **Setting up the team**
  - Getting to know the community: assess their situation and needs
  - Building trust and confidence on the long run
  - Rely on/involve the APSARA National Authority staff

- **Designing and preserving the product**
  - The communities showcase the environment for a living
  - The communities are interested in maintaining the environment

- **Running the business**
  - Basic business training: finance, booking, ticketing
  - Infrastructure: jetties, boats, welcome center
  - Marketing strategy: communication with tours, brochure
  - Product development: three tour options
Natural circuit at the Northern Baray
Natural Circuit
Tour 3:

<table>
<thead>
<tr>
<th>1 person</th>
<th>2 people</th>
<th>3 people</th>
<th>Child</th>
</tr>
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<tbody>
<tr>
<td>$7</td>
<td>$14</td>
<td>$21</td>
<td>$4</td>
</tr>
</tbody>
</table>

Tour 3 is a special evening tour which includes a 20 minute boat ride on the baray from the Tour Welcome Centre at Preah Khan. You can enjoy the nature of the Baray with our local guide. The Baray is very pretty at this time of day. Tour 3 is available between 4.00pm and 5.30pm.

**Time Taken:** approximately 20 minutes

**Community Benefits**

All the money raised from your tour goes to the local community from Phlong and Leang Dai.

- 27% Community members who run the tour
- 35% Administration/marketing maintenance costs
- 25% Community fund/local business development
- 13% Other

The community development fund can be used in many ways to benefit local families such as for the local school or paying for English classes for villagers.

This social enterprise also provides an opportunity for people from our community to engage with visitors from all over the world. Through these interactions we are developing a wide range of skills such as language, accounting, guiding and marketing.

Thank you for your support!

Community Tour for
Baray Reach Dak
A unique experience in nature at Jayatataka, Angkor Park

tel: 097 9501 423
3.4 Achievements and lessons learnt

- **Achievements**
  - Developed new tourism product for Angkor focused on natural and local community values
  - Highlighted APSARA work on water and forest management
  - Provided an example of community tourism

- **Lessons learnt**
  - Successfully supporting communities involves a long time process that will fill in interrupted too early
  - Risk of tempting private interests into taking over and/or dividing the community is real and high
CONCLUSION

• Growing tourism has brought limited benefits to the local population in Angkor so far

• The Royal Government of Cambodia and the ICC-Angkor have been focusing on this issue for several years

• Community-based tourism is a very complex solution that is potentially rewarding on the long term but that also presents risks
Thank you for your attention!