



Cambodia Nation Religion King

Ecotourism Development Project

Project members:

1. CHEA Sovansoriya
2. KEN Bormey
3. LY Channarong

Action Plan for YPA9

Ecotourism in Cambodia today

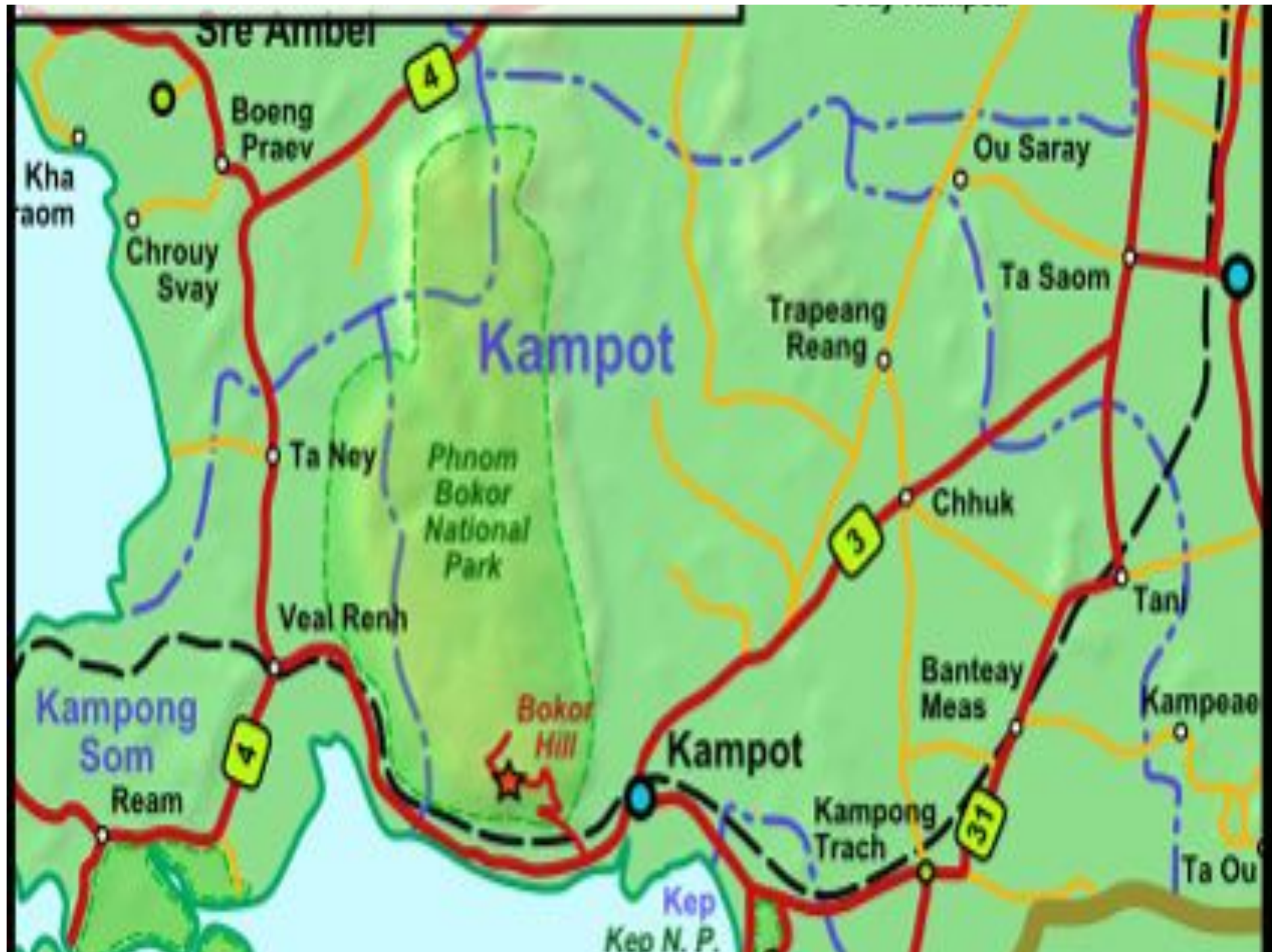
- Community-based tourism is a part of ecotourism. It is a form of responsible tourism that supports local communities and improves livelihoods. The tourism destination is managed by the local community members themselves.
- With Community-based tourism, all of the management decisions are made by, or in consultation with the community, and all of the profits directly benefit the local community.

Trapaeng Sangke, Kampot Province



Background

- Where is it?
- ✓ It is located in Trapaeng Sangke commune, Teuk Chhou district, Kompot province, Cambodia.
- ✓ You will spend only 3 hours from Phnom Penh to Trapaeng Sangke community.
- ✓ The appeal points are beaches, mangrove forests, birds, and fishing.



Opportunity to help poor people living in nature

- **Poverty**
 - Only USD 2.5 per day for the cost of living per day
- **Injustice**
 - Illegal fishing with no any actions from local authorities
- **Limited education**
 - Lacking of skills
 - Lacking of basic knowledge on land rights and fishery law

Objectives

- Fighting against poverty and injustice
- Establishing small scale of commercial tourism
- Building environmental and cultural awareness and respect for both visitors and hosts
- Minimizing the impacts of environmental degradation
- Providing direct financial benefits for conservation
- Raising sensitivity to host countries' political , environmental, and social climate
- Involving local interaction for community building

Target Community

- Trapaeng Sangke villagers: 50 people

Activities

- ◆ Providing a training workshop in order to:
 - Enhance better understanding between local people and visitors
 - Provide chance to local children and teenagers to practice their English language
 - Provide basic knowledge on how to run a small business, land rights and fishery law
 - Provide a general point of view on the importance of environmental sustainability

- ◆ Promoting this Community-Based Tourism Site through social media in order to attract more national and international tourists.

Project Management Approach

- ◆ The project manager Ms. KEN Bormey has overall authority and responsibility in monitoring, planning, evaluating, managing, facilitating and executing the project.
- ◆ The project members include:
 - Miss LY Channarong: General assistant and Designer
 - Miss CHEA Sovansoriya: Financial assistant and Designer

Note: 5 more volunteers will be recruited to work in this project.

Estimated Budget

+ Material Cost (posters and leaflets)	50USD
+ General and Administrative Cost :	100 USD
+ Overhead Applied (Transportation and group discussion expenses) :	350 USD
	Total: 500 USD

Timeline

Phase	Description	Period	Staff Responsibility
Phase I Planning and Preparation	Our team members will design and select the effective materials for the training workshop and an advertisement of this community.	01/Nov/2014 to 14/Nov/2014	All design members
Phase II Selection and Training Workshop	Our team members will pay some visits to the above-targeted community and select the most potential 50 people for joining our training workshop.	15/Nov/2014 to 15/Dec/2013	Team members and volunteers
Phase III Evaluating the effectiveness	Our members will conduct a research to evaluate the efficiency of the project.	15/Dec/2013 to 31/Dec/2013	All project members

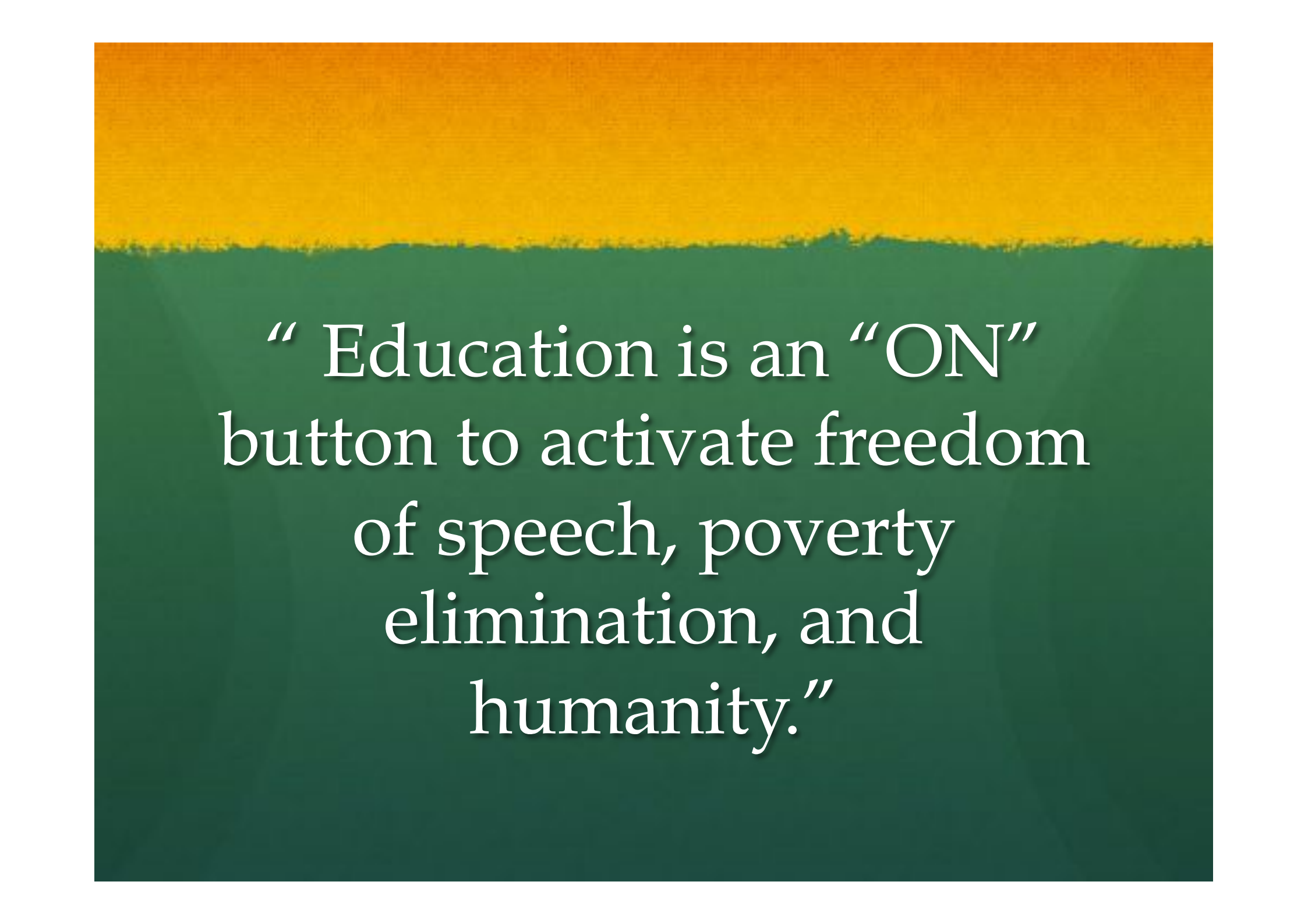
Sponsorship

All possible sponsors who are determined to make a difference such as:

1. NGOs
2. Small and medium entrepreneurs
3. ASEAN University Network
4. Fund Raising in Royal University of Phnom Penh
5. Ministry of Tourism

Future Prospects

- Creating more job opportunities
- Increasing numbers of mangrove trees and tourists
- Role model for other ecotourism development projects in the other areas in Cambodia

The background of the slide is a landscape. The bottom half is a dark green field, and the top half is a bright orange sky. The text is centered in the green field.

“ Education is an “ON”
button to activate freedom
of speech, poverty
elimination, and
humanity.”



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