



Ministry of Tourism

Public Awareness of Climate Change in Tourism Sector

Project Factsheet 2017

Grant for Climate Change Action Plan Priorities



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BACKGROUND

Climate change increases pressure on sustainability of the tourism industry and tourist safety, and also affects the livelihoods and food security of local communities in rural areas. Recent experience shows that increased natural disasters have an impact on the tourism sector. The tourism sector, which is a major contributor to the Cambodian economy, also contributes to Green House Gas emissions. There is a need to promote climate-smart practices both with operators and with tourists.

OVERALL OBJECTIVE

Raise awareness of climate change risk amongst tourism stakeholders and promote their contribution to build a low carbon and resilient tourism sector in Cambodia.

SPECIFIC OBJECTIVES

- ▶ Clean city awareness will be promoted amongst local residents, youth, students, and tourists, contributing to better waste management in tourism sites;
- ▶ Relevant ecotourism enterprises players in Peam Krosoap Community-based Ecotourism (CBET) area as well as relevant organizations are able to develop better quality and climate-smart services for tourists, in line with CBET standards;
- ▶ Hotel operators in the four largest cities (Phnom Penh, Siem Reap, Battambang and Sihanoukville) are aware of Green Hotel Standards and a first batch of operators go through the certification process and award.

APPROACH

The project intends to mobilize the government officials (both technical and managerial level), and National Committee for Clean City Assessment. Clean City Youth Ambassadors 2017 will be established to act as role models and spread out messages related to environmentally friendly, clean and green tourism destination environment in Phnom Penh and two pilot campaigns in Phnom Penh, namely “No Plastic-Bag Campaign” and “Clean-up Cambodia” will be conducted by Clean City Youth Ambassadors under management and support from National Clean City Committee and MOT. A public workshop on Cambodia CBT/CBET Standard for Peam Krasoap CBET will be held to support local stakeholders to understand about the benefit and procedures for applying the standard, followed by concrete demonstrations and use of these demonstrations to inform other eco-tourism sites. Cambodia Green Hotel Standard Assessment and Awards will be established, with certification and award to the outstanding green hotels on an annual basis through Cambodia Green Hotel Standard Committee.

OUTPUTS AND KEY ACTIVITIES

Results	Key Activities
Raising Awareness of Clean City in Phnom Penh	Raise public understanding about clean and green living environment in Phnom Penh
	Conduct two pilot campaigns in Phnom Penh (2000 participants)
Improvement of Peam Krasoap Community-based Ecotourism, Koh Kong	Capacity building to ecotourism service operators and local communities at Peam Krasoap CBET (100 participants)
	Provide supports for solid waste management at Peam Krasoap CBET (800 participants)
Raise public awareness of Cambodia Green Hotel Standard	Produce adequate public awareness materials
	Launch Annual Green Tourism Industry Competition and certification process in Cambodia (200 participants)
	Conduct public workshops on Cambodia Green Hotel Standards to key stakeholders (400 participants)

KNOWLEDGE PRODUCTS

- ▶ Billboard
- ▶ Leaflet
- ▶ Environmental education sign
- ▶ Video clip
- ▶ Green Hotel Standard Leaflet
- ▶ Facebook page

PROJECT INFORMATION

Timeframe:	January 2017 - December 2018	Current Partners:	N/A
Total Budget:	USD 155,000 (USD 125,000 from CCCA)	Location:	Phnom Penh, Siem Reap, Battambang, Sihanoukville, and Koh Kong Province
Contact person:	Mr. Bou Chan Serey Project Team Leader E-mail: bousereymot@gmail.com	Potential Partners:	N/A

Funded by:



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