



Tourism Development Action Plan

**Sustainable Transformation: Empowering Kampong Phluk,
Siem Reap Province**

Cambodia

May 10, 2024

Table of Contents

List of Acronyms.....	0
1. Introduction	1
1.1. Background	1
1.1.1. Overview of the Cambodia Tourism Industry	1
1.1.2. Tourism in Siem Reap	2
1.1.3. Why Kampong Phluk Matters.....	3
1.1.4. Challenges in Kampong Phluk's Ecotourism Journey	4
1.2. Objective.....	5
2. Development Strategies	6
2.1. Phase 1: Prioritizes Building Capacity and Beautification.....	6
2.1.1. Village Beautification with Storytelling (Months 1-12)	7
2.1.2. Marketing and Outreach (Months 6-Ongoing).....	7
2.1.3. Supporting Community-Based Tourism Businesses (Months 4-ongoing)	7
2.1.4. Equipping Villagers with Digital Skills (Months 6-ongoing).....	7
2.1.5. Food Souvenir Project (June 2026 - December 2027).....	7
2.1.6. Strategic Collaboration (Months 6-ongoing)	7
2.2 Phase 2: Empowering the Community, Leveraging Digital Transformation, and Celebrating the Unique Aspects of Kompong Phluk (2028)	7
2.2.1 Empowering the Community	8
2.2.2 Digital Transformation for Sustainable Growth	8
2.2.3 Celebrating the Town's Fishing Heritage and Nature	8
3. Expected Outcomes	10
3.1 Stakeholder	11
3.2. Beneficiaries	12
3.2.1. Direct Beneficiaries	12
3.2.2. Indirect Beneficiaries	12
4. Sustainability	12
4.1. Monitoring.....	12
4.2. Evaluation.....	13
5. Timeline	14
6. References.....	15

List of Acronyms

MOT	Ministry of Tourism
MOE	Ministry of Environment
DTS	Tourism Statistics Department
NGO	Non-Government Organization
CBT	Community-Based Tourism
CCBEN	Cambodia Community-Based Ecotourism Network
ADB	Asian Development Bank

1. Introduction

1.1. Background

1.1.1. Overview of the Cambodia Tourism Industry

Cambodia's government views tourism as "Green Gold," a crucial driver of socio-economic development. Tourism creates jobs, boosts national revenue, attracts investment, and alleviates poverty. This industry also plays a vital role in protecting Cambodia's rich cultural treasures like Angkor Wat and the Royal Ballet, as well as its natural wonders. The warm hospitality of the Cambodian people, combined with national policies promoting sustainable and cultural tourism, creates a compelling destination. Cambodia's enduring peace and commitment to sustainability have drawn a surge in tourists, with international arrivals rising 139.5% in 2023.

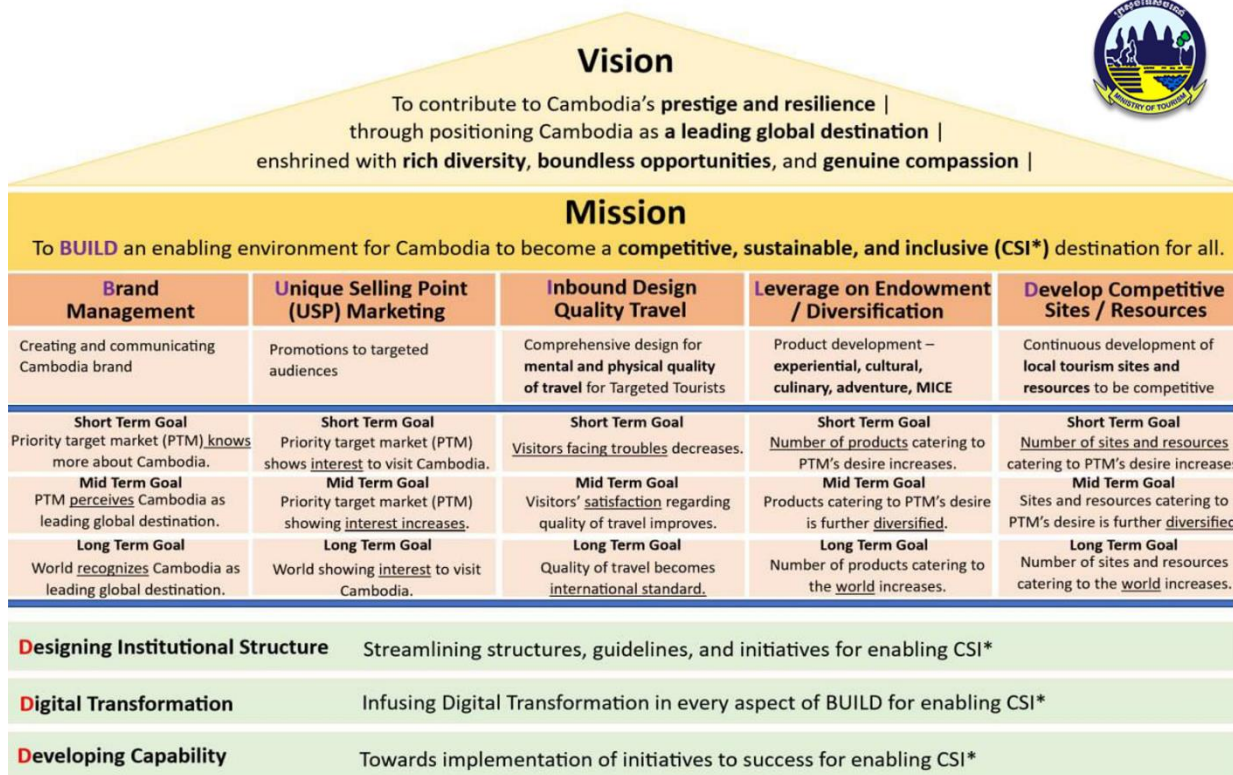


Owing to the efforts of the Royal Government, Cambodia's tourism sector has achieved a level of growth worthy of national pride, with the rise of international tourists from 290,000 to 6.6 million between 1998 and 2019 and from 1 million to 11.3 million domestic tourists during the same period.

Unfortunately, the growth of this sector was almost completely hindered during the past 3 years due to COVID-19. On top of this public health crisis, people's livelihoods and the global tourism industry have had to endure further negative impacts from rising tension and instability in the regional and global geopolitical landscape, underperforming global economic growth, and high inflation in particular in the transport, food, and energy sector.

As exemplified by the deployment of a range of regulations, policies, plans, and measures aimed at addressing the crisis and bringing about recovery, the Royal Government of Cambodia has enabled the tourism sector to continue seizing new opportunities while undertaking recovery efforts with notable speed, especially through the implementation of the Roadmap for Recovery of Cambodia Tourism During and Post COVID-19 (2020-2025). As a result, in the first seven months of 2023, Cambodia received approximately 3 million international tourists and 13 million domestic tourists, representing an increase of 300% and 70% respectively compared to the same period in 2022.

While there has been much progress and many accomplishments, the Ministry of Tourism still has critical and pressing responsibilities that we must persevere in fulfilling, with the ultimate goal of achieving our vision: “to develop Cambodia’s tourism sector with excellent quality, dynamism, competitiveness, sustainability, and inclusiveness, based on the core principle of “tourism connecting territory and nature,” leading Cambodia to become a world-renowned tourist destination that is diverse, full of opportunities and compassion, and contributes to the elevating of Cambodia’s prestige and resilience.” In pursuing our strategic vision, a new initiative that is grounded in research, institutional experience, and key policies already under implementation in order to advance tourism development in Cambodia. This initiative is based



on 5 strategic pillars, also known as “BUILD”.

1.1.2. Tourism in Siem Reap

Siem Reap, the gateway to the majestic Angkor temples, offers a captivating blend of history and contemporary vibrancy. While Angkor's splendor is undeniable, discerning travelers appreciate Siem Reap as a haven for relaxation and cultural immersion. World-class restaurants helmed by international chefs tempt discerning palates, while sophisticated cocktail bars cater to the nightlife enthusiast. Flourishing galleries nurture a burgeoning contemporary art scene, hinting at a cultural renaissance reminiscent of the Angkorian era.

Refreshed and rejuvenated, Siem Reap becomes the ideal base camp for exploring the province's archaeological treasures. But Cambodia's charm extends beyond its historical legacy. A journey to Kampong Phluk, a traditional fishing village 16 km southeast of Siem Reap, unveils a timeless way of life. Reached by a scenic drive, Kampong Phluk translates to "Harbor of the

Tusks," reflecting local folklore. Here, life unfolds in harmony with nature – houses rise on stilts from the Tonle Sap, adapting to the lake's fluctuating water levels.

According to the National Institute of Statistics of Cambodia, In 2019 Kampong Phluk has a population of 3,202 residents. The villagers are primarily ethnic Khmer people who have inhabited the lake for generations, their lives intricately tied to the rhythm of Tonle Sap's unique ecosystem. Kampong Phluk offers a glimpse into a way of life largely unchanged for centuries. Tonle Sap Lake, where Kampong Phluk resides, was designated a UNESCO Biosphere Reserve in 1997. This recognition highlights the lake's rich biodiversity and the harmonious relationship the local communities have with their environment. Unlike other floating villages around the lake, Kampong Phluk remains relatively untouched by mass tourism. Here, tourists can witness a traditional way of life where houses stand tall on stilts, rising and falling with the dramatic water level fluctuations of Tonle Sap. The houses in Kampong Phluk are built on tall poles, from 6 to 9 meters high. They do this because the water level changes a lot during the year. In the wet season, from May to October, the water rises and fishing is the main way



people make money. But in the dry season, from November to April, the water goes down and many people also farm to earn money. Kampong Phluk's growing popularity necessitates responsible tourism practices.

Year	Cambodia	Siem Reap	Kompong Phluk	Share (%) of Siem Reap arrivals
2019	6,610,592	2,205,697	40,326	1.83%
2022	2,276,626	287,454	4,884	1.70%
2023	5,453,231	798,069	13,343	1.67%
2024*	1,582,677	347,534	17,832	5.13%

Total number of international tourist arrivals to Siem Reap, Kompong Phluk and Cambodia in 2019, 2022-2024*

1.1.3. Why Kampong Phluk Matters

Despite its proximity to the bustling tourist hub (2.2 million visitors in 2019) and Angkor Wat, Kampong Phluk sees significantly fewer tourists (estimated 403,267 in 2019), representing only 18% of Siem Reap's total tourists. This disparity hinders the sustainable development of

Kampong Phluk's cultural heritage and the community. Developing Kampong Phluk responsibly offers three key benefits:

- **Cultural Preservation:** Kampong Phluk embodies a unique Cambodian cultural heritage. Promoting responsible tourism allows visitors to experience stilted houses, traditional fishing practices, and a deep connection to Tonle Sap. This fosters cultural appreciation and ensures its preservation for future generations. Additionally, Kampong Phluk differentiates Cambodia from other Southeast Asian destinations, solidifying its image as a culturally rich and diverse nation.
- **Economic Growth:** Increased tourism can be a catalyst for economic development in Kampong Phluk. Tourist dollars can translate into job creation, opportunities for local businesses like homestays and handicrafts, and a boost to the overall income of the community, ultimately alleviating poverty and improving local livelihoods.
- **Environmental Sustainability:** Responsible tourism can incentivize environmental conservation efforts. By showcasing the importance of Tonle Sap's ecosystem to tourism, local residents are more likely to embrace practices that preserve the lake's natural beauty and biodiversity.

1.1.4. Challenges in Kampong Phluk's Ecotourism Journey

Kampong Phluk possesses remarkable potential as a captivating ecotourism destination. Three Critical Challenges for Kampong Phluk Tourism Development:

1) Skill and Knowledge Gaps: This encompasses limitations in English language proficiency, hospitality knowledge, and digital literacy among local residents. These gaps hinder communication with tourists, reduce visitor satisfaction, and limit opportunities for villagers to



fully engage in the tourism industry.

2) Sustainable Development: Inadequate infrastructure, limited livelihood opportunities for villagers, and a lack of understanding regarding responsible resource management threaten the long-term sustainability of tourism in Kampong Phluk. Integrating ecotourism practices and



ensuring equitable distribution of benefits within the community are crucial.

3) Limited Marketing and Product Development: The absence of a clear marketing strategy and underdeveloped ecotourism experiences restrict Kampong Phluk's ability to attract tourists seeking unique and culturally enriching experiences. Developing a compelling brand and creating sustainable tourism products are essential for success.



1.2. Objective

These limitations collectively hinder Kampong Phluk's potential to become a thriving ecotourism destination. By addressing these limitations and working collaboratively with the community, we can transform Kampong Phluk into a thriving ecotourism destination that celebrates its cultural heritage, empowers villagers, and safeguards the environment. This project aims to establish Kompong Phluk as a leading example of sustainable and inclusive tourism by 2029, achieving the following objectives:

- **Holistic Community Development:** Drive improvements in residents' well-being through beautification initiatives, and a focus on environmental sustainability. **This project will allow us to** renovate **10** tourist attractions, **5** homestays, and **3** public toilets to improve sanitation and aesthetics, contributing to a **50%** increase in resident satisfaction by 2028. The project also results in Implementing a comprehensive waste management system in Kompong Phluk, achieving a **50% reduction in waste by 2027** through Distribute and install **300 transportable bio-digester tanks** specifically designed for floating villages and allowing the community to embrace the environment through Planting **1000** new mangrove trees annually.
- **Economic Prosperity and Inclusivity:** Increase tourism revenue, and create new job opportunities for local residents, with a specific focus on empowering women and individuals with disabilities within the tourism sector. We plan to increase annual tourism revenue in Kompong Phluk by **20%**, with **450** residents employed in the tourism sector by 2028, [1] with a focus on **30%** women and **10%** people with disabilities.
- **Enhanced Visitor Experience:** Develop culturally enriching and environmentally responsible experiences, alongside infrastructure improvements, to ensure visitor satisfaction and a memorable experience. We plan to develop a visually appealing village environment through artistic beautification and storytelling, attracting **16,012 tourist visits**[2] by 2027. Moreover, we hope to launch a user-friendly mobile app

(BToC) offering tourism information, homestay booking, and curated experiences for visitors. Lastly, we hope to train **50** local guides to offer enriching experiences to tourists.

- **Building a Replicable Model:** Establish a well-documented Community-Based Tourism (CBT) program that can be shared and implemented in other villages, promoting sustainable tourism practices across the region. As a result of this project, we plan to develop a documented and replicable Community-Based Tourism (CBT) program that can be implemented in at least **3** additional villages by 2029.

2. Development Strategies

Overall, the project aligns with several pillars of the “BUILD + 3Ds” initiative:

- **Unique Selling Points:** The project highlights Kampong Phluk's unique cultural heritage and fishing traditions, attracting visitors seeking authentic experiences.
- **Inbound Design Quality Travel:** By improving infrastructure, training villagers in communication skills, and developing a mobile app, the project enhances visitor experience and travel quality.
- **Leverage on Endowment and Diversification:** The project capitalizes on Kampong Phluk's natural and cultural assets, promoting a new and diversified tourism product for Cambodia.
- **Digital Transformation:** The project's mobile app and focus on online promotion contribute to the digital transformation of the tourism sector.
- **Human Resource Development:** Language training and capacity building for villagers contribute to their professional development and equip them to participate more effectively in tourism activities.

Overall, the proposed CBT project in Kampong Phluk complements and reinforces Cambodia's national development strategies and policies for tourism. Its success will contribute to the sector's recovery, diversification, and overall competitiveness.

For this project, we aim to celebrate the town's unique fishing heritage and natural environment while attracting responsible tourists who value cultural immersion and environmental protection by completing two development phases.

2.1. Phase 1: Prioritizes Building Capacity and Beautification

Local artists will be partnered with to create a visually compelling village, integrating storytelling elements that showcase Kompong Phluk's heritage. Residents will receive digital skills training concurrently with the launch of a targeted marketing campaign and support for community-based tourism businesses. Collaboration with key stakeholders, including artists, NGOs, travel agencies, and educational institutions, will be crucial for the project's success throughout this process.

Key Activities:

2.1.1. Village Beautification with Storytelling (Months 1-12)

Partner with local artists to create murals and installations depicting the village's history and fishing culture. Integrate storytelling elements to connect tourists with the community's heritage. The project will empower local voices by working hand-in-hand with community leaders to identify hidden gems and cultural treasures. This collaboration will ensure funding directly benefits local residents and supports sustainable development. Engaging events will be organized to connect visitors with local artisans, traditions, and ways of life. Ultimately, this project represents a collaborative effort to promote tourism that celebrates the heart and soul of this community. (Responsible Party: Local Artists, Project Team, Community Members)

2.1.2. Marketing and Outreach (Months 6-Ongoing)

Utilize social media platforms like Facebook and Instagram to share captivating content. Engage with potential visitors through interactive content, contests, and targeted advertisements. Partner with travel influencers for wider reach and content creation showcasing the village. (Responsible Party: Project Team, Social Media Marketing Experts, Travel Influencers)

2.1.3. Supporting Community-Based Tourism Businesses (Months 4-ongoing)

Foster resident participation in tourism-related businesses like homestays, boat tours, and handicraft sales. Link participants with local resources like fishing cooperatives and handicraft artisans. (Responsible Party: Project Team, Ministry of Tourism (MOT), Local Business Leaders)

2.1.4. Equipping Villagers with Digital Skills (Months 6-ongoing)

Offer online courses or partner with NGOs to provide basic digital skills training for online marketing activities, including social media management and basic website creation. (Responsible Party: Project Team, Local NGOs, Online Training Providers)

2.1.5. Food Souvenir Project (June 2026 - December 2027)

Train community members in preparing and packaging local delicacies as food souvenirs, leveraging the town's fishing heritage. Explore partnerships for product distribution. (Responsible Party: Culinary Experts, Project Team, Local Food Vendors)

2.1.6. Strategic Collaboration (Months 6-ongoing)

Throughout the project, the project team will actively collaborate with various stakeholders, including local artists, NGOs, travel agencies, tourism boards, and educational institutions. This collaboration will ensure expertise, resource sharing, and long-term sustainability.

2.2 Phase 2: Empowering the Community, Leveraging Digital Transformation, and Celebrating the Unique Aspects of Kompong Phluk (2028)

Key Activities:

2.2.1 Empowering the Community

- **Online Language Courses (Months 1-Ongoing):** Offer online language courses in English or other tourist-relevant languages to enhance communication with villagers. (Responsible Party: Project Team, Local Educational Institutions, Online Language Learning Platforms)
- **Social Media Management Training (Months 4-Ongoing):** Train a designated community member on managing social media accounts to maintain a consistent online presence. (Responsible Party: Project Team, Social Media Marketing Experts)

2.2.2 Digital Transformation for Sustainable Growth

- **Central Information Hub: Mobile App (Months 1-6):** Develop a user-friendly mobile app showcasing experiences, booking options, contact details, and cultural information. (Responsible Party: Project Team, Mobile App Developers)
- **Global Nomad Workation Program (Months 1-ongoing):** Develop a program for remote workers to stay in Kompong Phluk, equipping homestays with reliable internet access and co-working spaces. (Responsible Party: Project Team, Marketing Professionals, Local Accommodation Providers)

2.2.3 Celebrating the Town's Fishing Heritage and Nature

- **Floating Temple Spiritual Center (Months 9-ongoing):** Enhance the floating temple for spiritual reflection and cultural appreciation, offering meditation workshops or traditional ceremonies led by local monks. (Responsible Party: Project Team, Religious Leaders, Monks)
- **Promenade of Rainforest Boat Tour (Months 1-ongoing):** Launch boat tours through the mangrove forest, highlighting the unique ecosystem and wildlife. Train local guides on responsible practices and ecological storytelling. (Responsible Party: Project Team, Local Boat Operators, Environmental Experts)
- **Homestay Influencer Program (Months 1-ongoing):** Partner with travel influencers to experience homestays, creating engaging content showcasing the town's unique way of life. (Responsible Party: Project Team, Marketing Professionals, Cambodian & South Korean Travel Influencers).

To carry the strategies above, the budget allocation is as follow:

No.	Strategy	Activity/Item	Budget	Period (# of Months)	Total budget
1	Village Beautification with Storytelling	Hire 200 Local Artists	\$500/person	12	\$1,200,000
2	Marketing and Outreach	Hire 15 Marketing Experts	\$700/person	45	\$472,500
3	Supporting Community-Based Tourism Businesses	Estimate about 15 businesses	\$1000/business	45	\$675,000
4	Equipping Villagers with Digital Skills	Estimate to train about 50 villagers	\$100/person	45	\$102,800
5	Food Souvenir Project	Estimate about 5 businesses	\$2000/person	12	\$120,000
6	Strategic Collaboration	This project will require collaboration 45 meeting	\$150,00/meeting	45	\$675,000
7	Online Language Courses	Train local 10 teachers	\$500/meeting	24	\$120,000
8	Social Media Management Training	Train local 50 villagers	\$300/month	21	\$315,000
9	Central Information Hub: Mobile App	1 Mobile App, Website, and Social Media platforms	\$300,000	6	\$300,000
10	Global Nomad Workation Program	Setting up homestay facilities		24	
11	Floating Temple Spiritual Center	Village Beautification		18	
12	Promenade of Rainforest Boat Tour	Village Beautification		24	
13	Homestay Influencer Program	Setting up homestay facilities		45	
Total budget allocation					\$3,980,300

3. Expected Outcomes

	As-Is	To-Be
Holistic Community Development	<ul style="list-style-type: none"> • Less sufficient information about rich fishing heritage and history • Local community are unable to understand the tourism objective and the community and tourists are unable to forge a deeper connection • Inefficient waste management and a lack of environmental awareness threaten the future of tourism in Kampong Phluk. • Lacks a strong online presence and established marketing channels to effectively promote its unique offerings to potential tourists. This absence hinders its ability to reach a wider audience and attract visitors seeking culturally enriching experiences 	<ul style="list-style-type: none"> • Drive improvements in residents' well-being through improving documentation of rich fishing heritage and history, infrastructure upgrades, beautification initiatives, and a focus on environmental sustainability. • Language training empowers villagers to connect with tourists on a deeper level, facilitating cultural exchange and first-hand experiences. A user-friendly mobile app showcasing experiences, bookings, and cultural information will create a central resource for visitors and strengthen the village's online presence. • Creating homegrown influencers by training a local champion in social media management, we leverage local knowledge to create a "homegrown influencer" for authentic online promotion of Kampong Phluk. This approach fosters resident well-being while effectively attracting visitors through improved communication with tourists, a central information hub, and a stronger online presence.
Economic Prosperity and Inclusivity	<ul style="list-style-type: none"> • Lack of tourism-related skills among villagers limits job opportunities. This restricts the economic benefits that tourism can bring to the community, hindering its ability to thrive. 	<ul style="list-style-type: none"> • Empowering local residents through job creation in tourism will drive economic growth: • 20% increase in annual tourism revenue by 2028. • 450 new jobs in tourism by 2028, with a focus on 30% women and 10% people with disabilities.

<p>Enhanced Visitor Experience</p>	<ul style="list-style-type: none"> • The perception of Siem Reap is the location that only have Temple as the only destination • Deteriorated tourist attractions, homestays, and sanitation facilities detract from the overall visitor experience and resident well-being. 	<ul style="list-style-type: none"> • Add the alternative to experience added-value tourism around Siem Reap. • Develop a visually appealing village environment through artistic beautification and storytelling, attracting 16,012 tourist visits by 2027. • Launch a user-friendly mobile app for tourism information, homestay booking, and curated experiences. • Train 50 local guides to offer enriching experiences.
<p>Building a Replicable Model</p>	<ul style="list-style-type: none"> • There are no best practice of effective community-based tourism models existed in Cambodia. • Kompong Phluk currently offers only boat transportation services to tourists for their CBT activities, this represents a limited form of community-based tourism (CBT). This existing model primarily relies on women as boat rowers, ferrying visitors around the village 	<ul style="list-style-type: none"> • If successful, the project will document as a replicable model for community-based tourism. This model will integrate best practices from South Korea, emphasizing interconnectivity, accessibility, and sustainability within the tourism industry. It represents a new business operation model with the potential to be transformative. • The project will not only document the successful strategies but also analyze the obstacles, challenges, and solutions encountered during implementation. This comprehensive documentation will provide valuable insights for future endeavors in community-based tourism development.

3.1 Stakeholder

The development project in Kompong Phluk presents a unique opportunity for a multi-stakeholder collaboration that directly benefits the local communities. As the most active participants, the communities will receive technical and financial support from the nature-based tourism community (CBT), empowering them to manage tourism activities that generate income and improve their livelihoods. This direct benefit extends beyond just financial gain. The project can revitalize cultural traditions and community spirit as tourism brings renewed interest in their way of life.

Indirect benefits will ripple outward, fostering infrastructure development and improved access to education and healthcare. Local businesses, from restaurants to handicraft vendors, will experience a surge in customers with increased tourism. The project's focus on sustainable practices, with collaboration from the Ministry of Environment, ensures the preservation of the natural environment – a key attraction for tourists and a source of pride for the community.

To amplify the project's impact and attract more visitors, engaging national Key Opinion Leaders (KOLs) is crucial. Partnering with KOLs who resonate with sustainable tourism and community development can generate significant buzz. These individuals, whether social media influencers, travel bloggers, or celebrities, can showcase the unique experiences Kompong Phluk offers. Their firsthand accounts and endorsements will reach a wider audience, fostering a positive image of the destination and encouraging responsible tourism practices.

By combining the collaborative efforts of stakeholders with strategic KOL engagement, the Kompong Phluk development project can transform the community. The project empowers residents, safeguards the environment, and positions Kompong Phluk as a must-visit destination for eco-conscious travelers, ensuring long-term prosperity for the community.

3.2. Beneficiaries

3.2.1. Direct Beneficiaries

- **Local Community Members:** This is the most crucial beneficiary group. They will directly receive technical and financial support from the CBT to manage tourism activities. This includes individuals involved in tourism services like homestay accommodation, boat tours, handicraft sales, and cultural performances. Gender disaggregation of this group might be relevant depending on traditional roles within the community. Nature-Based Tourism Community (CBT): While the CBT supports the local community, they can also benefit from increased tourism through capacity building and potential income generation from managing aspects of tourism like training or certification programs.
- **Local Businesses:** Businesses like restaurants, souvenir shops, and transportation services will experience a rise in customers due to increased tourism.

3.2.2. Indirect Beneficiaries

- **Education, Healthcare, and General Well-being:** Improved infrastructure due to the project can lead to better access to sanitation facilities, hospitals, and educational facilities for the community. This will enhance their quality of life and create a more positive living environment.
- **Ministry of Tourism and Cambodia Tourism Board:** A successful project promoting sustainable tourism aligns with their goals and strengthens Cambodia's tourism industry.

4. Sustainability

4.1. Monitoring

The monitoring team's roles include the Ministry of Tourism (MOT) and external organizations that are identified by MOT are responsible for providing training and ensuring working conditions for local communities, and monitoring establishments for improvement in service and product. The monitoring team's roles include effective implementation of all

activities, promoting tourism services, improving services and products, and ensuring public awareness. To enhance the credibility of project outcomes, an independent third-party organization will be responsible for conducting a comprehensive monitoring and evaluation process.

No.	Strategy	Monitoring
1	Prioritizes Building Capacity and Beautification	Pre- and post- assessments with task-based performance observations
		Knowledge retention assessments and self-reported confidence levels
		Performance Assessments and Training Completion Rates
		Participant feedback on training program quality
2	Empowering the Community through Stakeholder Engagement	Attendance and participation tracking with meeting minutes & action item completion rate
		Stakeholder mapping and depth stakeholder input
		Surveys and focus groups interview
3	Leveraging Digital Transformation, and Celebrating the Unique Aspects of Kompong Phluk	Monthly mobile app user engagement analytics
		Monthly social media presence analytics
		Website Traffic Analysis
		Media Coverage & Brand Sentiment, and Social Media Content Performance
		Tourist Itineraries & Reviews
		Local Crafts & Products

4.2. Evaluation

The Kompong Phluk Tourism Development Plan 2024-2025 will be evaluated annually, with a mid-term evaluation by the end of 2023 and a comprehensive evaluation by the end of 2025. Key points of evaluation include assessing action plans, achievements, reasons for success, challenges, beneficiaries' impact, reserves, and fundraising, effectiveness, feasibility, and problems. The plan will also identify challenges until the end of 2025 and mobilize resources for the evaluation meeting. The evaluation will focus on key indicators, beneficiaries' impact, and the feasibility of the plan.

5. Timeline

No	Activity	2026				2027				2028				2029			
		01 - 03	04 - 06	07 - 09	10 - 12	01 - 03	04 - 06	07 - 09	10 - 12	01 - 03	04 - 06	07 - 09	10 - 12	01 - 03	04 - 06	07 - 09	10 - 12
1	Village Beautification with Storytelling																
2	Marketing and Outreach																
3	Supporting Community-Based Tourism Businesses																
4	Equipping Villagers with Digital Skills																
5	Food Souvenir Project																
6	Strategic Collaboration																
7	Online Language Courses																
8	Social Media Management Training																
9	Central Information Hub: Mobile App																
10	Global Nomad Workation Program																
11	Floating Temple Spiritual Center																
12	Promenade of Rainforest Boat Tour																
13	Homestay Influencer Program																
14	Monitoring																
15	Evaluation	(The Evaluation Process will be conducted 1 week after each activities have been completed.)															

6. References

- Kampong Phluk Population Statistic
https://www.citypopulation.de/en/cambodia/admin/prasat_bakong/170904__kampong_phluk/
- New tourism initiative of the Kingdom of Cambodia known as BUILD + 3Ds
<https://tourism.gov.kh/%e1%9e%82%e1%9f%86%e1%9e%93%e1%9e%b7%e1%9e%8f%e1%9e%95%e1%9f%92%e1%9e%8a%e1%9e%bd%e1%9e%85%e1%9e%95%e1%9f%92%e1%9e%8f%e1%9e%be%e1%9e%98/>
- Tourism Development Master Plan Siem Reap 2021-2035
https://data.opendevelopmentcambodia.net/dataset/45a65d2c-cfef-43ff-a326-6780390f3aad/resource/a5b6d7a0-afed-4148-9f06-333ef0c0b94e/download/tourism_dev_master_plan_sr__30.03.2021.pdf
- ICC-Angkor
<https://kerdomnelkhmer.wordpress.com/wp-content/uploads/2011/06/icc-angkor-15-years-of-international-cooperation-for-conservation-and-sustainable-development.pdf>
- Dwindling fish stocks hit incomes in Cambodia, prey to climate change
<https://www.reuters.com/world/asia-pacific/dwindling-fish-stocks-hit-incomes-cambodia-prey-climate-change-2023-12-04/>
- NGO tackling plastic pollution in Tonle Sap Lake
<https://www.phnompenhpost.com/lifestyle-around-ngos/ngo-tackling-plastic-pollution-tonle-sap-lake>
- Cambodia's Floating Villages: How to Visit
<https://matadornetwork.com/read/cambodias-floating-villages-visit/>