

## **I. BACKGROUND**

Tourism has grown at an accelerated pace over the last few decades and forecasts indicate an ever faster rate of growth into the new Millennium, with Asia and the Pacific becoming the second most important tourism destination of the world by 2020. One of the pillars of the tourism industry has been mankind's inherent desire to see and learn about the cultural identity of different parts of the world. In domestic tourism, cultural heritage stimulates national pride in one's history. In international tourism, cultural heritage stimulates a respect and understanding of other cultures and, as a consequence, promotes peace and understanding.

The Asia-Pacific continent is the most diverse in terms of cultural heritage. It has been the birthplace of all the world's major religions - Buddhism, Christianity, Hinduism, Islam, and Judaism - and a great many of its minor ones. The interchange of cultures over thousands of years has resulted in some of the best historical monuments and a plethora of religious and cultural mix. Famed for archaeological rarities of immense beauty such as Angkor Wat, Borobudur, the Great Wall, and the Taj Mahal, Asia undoubtedly forms an extremely attractive and diversified tourism product which has something to offer to tourists from all walks of life.

Aware of the wealth and diversity of culture to be found in Asia, and realising that Asia would become a leading tourism destination in the near future, tourism planners and tourists alike are learning to beware of mass and unplanned tourism and strive for sustainable tourism development. Cultural heritage attractions are, by nature, unique and fragile. Therefore, it is fundamental that tourism authorities study how best to develop these cultural heritage sites while protecting and preserving them for the long-term. If not, irreparable and irreversible damage can be done to the very heart of Asia's cultural identity.

In this regard, WTO has welcomed the extremely generous and gracious offer of the Royal Kingdom of Cambodia to host this important conference on cultural tourism. The aim of the conference is to provide a forum for countries from all over the world to present their case studies on successful policies, guidelines, and strategies for cultural tourism development and promotion to assist the Asia-Pacific region in taking advantage of its immense cultural heritage and to develop a tourism industry that would directly benefit the Asian people.

## **II. ORGANIZATION**

The conference, which was held at the generous invitation of the Royal Government of Cambodia, was jointly organized by the World Tourism Organization and the Royal Government of Cambodia. It was held at the Sofitel Royal Angkor Hotel in Siem Reap from 11 to 13 December 2000.

## **III. PARTICIPATION**

The Conference brought together many of the world's tourism leaders, senior tourism officials, experts, and travel trade representatives from Austria, Bhutan, Brunei Darussalam,

Cambodia, China, Egypt, France, Germany, Hong Kong SAR, India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Lao P.D.R., Macau SAR, Malaysia, Maldives, Myanmar, Papua New Guinea, Saudi Arabia, Singapore, Sri Lanka, Thailand, United Kingdom, USA, Vietnam, and the Holy See. Also represented were WTO affiliate members and regional and international organizations such as the UNESCO, the United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP); the United Nations Development Program (UNDP) and non-governmental organizations such as World Vision Cambodia. In total, there were 155 participants, a list of which is attached as an annex to this report.

The Conference was extensively covered by local media. BBC Radio (U.K) interviewed the WTO Consultant about the conclusions of the Conference.

#### **IV. OBJECTIVES**

The aim of the Conference was to raise awareness of the importance of cultural heritage sites in tourism development and to discuss sustainable development practices to not only maintain tourism growth in Asia, but also to preserve these invaluable resources; to identify the key issues surrounding the growth of cultural tourism in the Asia Pacific region in order to provide a sound framework for its development, especially in policy-making and promotions. With a sound framework, a fine balance between economic and social growth and environmental sustainability would hopefully be achieved.

#### **V. STRUCTURE OF THE CONFERENCE**

After the inauguration of the Conference by His Excellency, Samdech Hun Sen, Prime Minister of the Royal Government of Cambodia (RGC); the WTO Secretary General Francesco Frangilli; and the UNESCO representative Mr. Etienne Clement; and after the welcoming speech by the Minister of Tourism of the Royal Government of Cambodia, there was a brief introduction by the WTO Regional Representative for Asia and the Pacific detailing the aim of the Conference and informing the participants of the structure of the Conference.

The first session consisted of technical presentations by two WTO Consultants, Mr. Vicente Granados and Ms. Narzalina Z. Lim, followed by the presentation of Mr. Hervé Barré of the UNESCO.

This was followed by a case study on the Angkor Wat which was introduced by the Minister of Tourism of the RGC, Veng Sereyvuth and presented by Mrs. Chau Sun Kerya, Director of the Angkor Tourist Development Department of the APSARA Authority and Mr. Pich Keo, Deputy Director General of the Ministry of Culture and Fine Arts. Angkor Wat, being one of the most excellent examples of the cultural heritage to be found in Asia, is an ideal case study of a cultural heritage monument playing a pivotal role in the development of the tourism industry of an entire nation. The development and promotion of this enormous complex of monuments while retaining and preserving it from the effects of tourism, has made Cambodia's tourism industry a promising success.

Leading on from the Cambodia example, the Conference invited senior officials from Egypt and Sri Lanka to speak about the impacts of tourism on cultural heritage. Before that, however, the WTO Chief for Sustainable Development, Mr. Eugenio Yunis, presented WTO's policies on the enhancement of benefits through cultural tourism and the mitigation of the impacts of tourism on cultural heritage.

The second technical session provided a broad overview of cultural development policies and guidelines. Whereas the previous session focused on specific monuments, many Asian nations and nations from other parts of the world have a general cultural interest with many important monuments. The Islamic Republic of Iran; the Republic of Korea; Yunnan Province, Peoples Republic of China; Papua New Guinea; and Shandong Province, Peoples Republic of China are examples of countries whose tourism industry provides a tourism product with a general cultural interest.

On the second day of the Conference, there were two presentations on the Silk Road - a trans-border, in fact, a trans-continental cultural tourism product. These presentations were made by the Director General of the International Tourism Development Institute of Japan and by the WTO Regional Representative for Asia and the Pacific. UNESCO and the WTO have been promoting and furthering the development of this unique cultural tourism product which played such an important role in shaping the history of Asia and Europe and which has been experiencing a resurgence since the independence of the five Commonwealth Independent States.

The fourth technical session dwelt on the points-of-view of the travel trade who face the day-to-day requirements of the cultural tourist and who have a more direct grasp of what kind of cultural tourism appeals to tourists.

The development of human resources is a very important aspect in cultural tourism, considering that the preservation, promotion and interpretation of culture needs highly skilled and competent people. This was addressed in the fifth technical session by representatives from the Austrian School for Tourism and the Hong Kong Polytechnic University who talked about education and training.

The last technical session dwelt on the Marketing and Promotions of cultural tourism. An official from the Tourism Authority of Thailand talked about the "Amazing Thailand" campaign, an active, efficient, and successful marketing campaign which brought Thailand out of the financial crisis which plagued the Asian countries in 1997. The campaign revived Thailand's tourism industry and has many features which could be adopted by the Asia-Pacific nations in their endeavor to promote and market their cultural tourism product.

The other speaker from Austria described the use of e-commerce and new technology in managing visitor flows in historic sites to mitigate negative impacts.

The Conference concluded with a summary of the Conference's proceedings as well as general conclusions and recommendations given by the WTO Consultant, Ms. Narzalina Lim, followed by concluding remarks given by Tourism Minister Veng Seryvuth and WTO Secretary General, Francesco Frangialli. The WTO Regional Representative for Asia and the Pacific, Dr. Harsh Varma, then acknowledged and thanked all the persons and organizations who contributed to the success of the Conference.

A technical tour of Angkor Wat was conducted on the third day, December 13, to demonstrate some of the principles and issues discussed during the Conference.

## **VI. SUMMARY OF THE PROCEEDINGS**

### **6.1 Definition and Characteristics of Cultural Tourism**

Culture is the lifeblood of tourism. People travel, not just to relax and recreate but to satisfy their need for diversity and their curiosity on how other people live in environments different from their own. Other people's lifestyles are expressed through their religion; festivals; costumes; cuisine; arts and crafts; architecture; music and dance; folklore; and literature. These cultural manifestations differentiate one group of people from another. They make life colorful and interesting.

People also travel for the specific purpose of visiting the great monuments and sites of the world such as the Angkor Wat in Cambodia; the Taj Mahal in India; the Great Wall of China or the Borobudur and the Prambanan in Indonesia. Thus, culture is manifested in both the living and dynamic aspects of a people's everyday life as well as in built heritage, i.e., monuments and sites.

There are tourists who also travel for the specific purpose of attending religious and non-religious festivals, art and museum exhibits, musical events (opera, concerts, etc.) and theatrical presentations. Some tour operators in Europe refer to these trips as "art holidays" or "educational holidays".

All the aforementioned activities describe what one may call "cultural tourism".

Culture and tourism have a symbiotic relationship. Arts and crafts, dances, rituals, and legends which are at risk of being forgotten by the younger generation may be revitalized when tourists show a keen interest in them. Monuments and cultural relics may be preserved by using funds generated by tourism. In fact, those monuments and relics which have been abandoned suffer decay from lack of visitation.

On the other hand, culture can be commercialized and simply become a commodity to serve tourists. In the process, it gets despoiled and degraded. Culture and tourism must be mutually supportive of each other to make the relationship sustainable. The nurturance of this relationship needs the full cooperation of the public and private sector working side by side with local communities.

### **6.2 Trends in Cultural Tourism**

Studies reveal that tourists, especially from European countries to the developing countries, tend to look for destinations where they can actually experience and learn about the way of life of the local people. They prefer simple hotels with local atmosphere; to travel independently; to have as much contact with the locals as possible and to learn about their living conditions. This particular market segment which might be referred to as the cultural tourist, has been growing in number, by as much as 15% per annum in the last

decade. This implies that the traditional tour products meant for mass tourism, such as passive sight-seeing and pure beach holidays, will now have to be modified to allow for more opportunities for interaction between guests and hosts. Ideally, during that interaction, both sides must learn from each other to make the tourism experience a truly memorable one.

Conversely, a study conducted by the European Commission discovered that 20% of tourist visits to Europe were made for cultural purposes. Furthermore, culture was a main component of travel for 60 % of the visitors.

Tourism has grown at an accelerated pace over the last few decades. Forecasts indicate an even faster rate of growth in the next Millennium. WTO's Tourism 2020 Vision study forecasts that tourist arrivals worldwide would grow to 1.5 billion – a tripling in growth in arrivals within the space of a generation. WTO also forecasts that Asia and the Pacific will become the second most important tourism destination of the world by 2020 and China will become the most popular tourism destination of the world.

This accelerated and massive growth in worldwide tourism has fundamental implications. It means that tourism resources, especially cultural sites, monuments and museums are becoming heavily congested. Congestion is also being experienced in air traffic, airports, destinations and city centers, leading to inadequate transport infrastructure, public facilities and utilities. Furthermore, the mounting demands of water and energy resources compete with those of the local population. Above all, the imposition of a tourism industry above local needs places local cultures and traditions under threat.

Aware of the dangers of mass and unplanned tourism, as well as the opportunities for a more humane type of cultural encounter between local hosts and guests, tourism authorities, local communities, and the tourism private sector have to work closely together and apply the principle of sustainability in the planning and management of tourism. A balance must be achieved between tourism development on one hand and cultural preservation on the other. Achieving this balance is a challenge.

### **6.3 Strategies in Managing the Negative Impacts of Tourism on Culture**

Carrying capacity was a concept that was intensely discussed during the conference. There was consensus on the fact that carrying capacity is a complex issue and that there is no formula that can set carrying capacity for a specific site or destination. There is physical carrying capacity, i.e., the number of people which a site can comfortably accommodate without the place deteriorating, the visitor experience declining, or the local community suffering. There is also social carrying capacity, meaning that society may not be ready or is not in a position to receive a large number of tourists either because it does not have adequate facilities and infrastructure or the people are not socially and educationally equipped to handle visitors. The discussion on this issue concluded that it is the host community or those who are tasked to manage the tourism site who have to make practical judgments on how many visitors their particular site can take. This implies that the community and the tourism managers have to have technical training in sustainable tourism practices.

The subject of “cultural consent” was also discussed, meaning that local communities must agree to host tourists, after discussing and deliberating on the merits of tourism. Tourism should not be imposed on them.

Some strategies recommended by the various paper presentors to mitigate overcrowding and other negative impacts of tourism in cultural destinations and sites are:

#### I. In Heritage Sites:

- Control tourist flows by setting up tour routes during peak periods;
- Design shuttle transportation services which control visitor flows;
- Increase entrance fees;
- Limit the number of visitors per day/establish daily quotas;
- Extend the opening hours of museums up to the evening;
- Accept advance bookings for very popular exhibits;
- Build well-equipped visitors’ centers which can be used as holding centers to manage visitor flows;
- Decongest guests in large museums by building smaller museums with attractive exhibits in other city centers;
- Increase available museum space;
- Use technology to recreate the authentic atmosphere of fragile heritage sites so people don’t have to visit those sites;
- Use customized technology suited to the heritage site to manage visitor flows; Use the same technology to set up a management information system;
- Close off very fragile sites which are threatened with damage until mitigating measures can be put in place;
- Identify new cultural attractions and develop them for tourism visitation so that demand can be better spread, thus reducing the pressure on existing sites.

#### II. In Fragile Ethnic Villages:

- Limit visitors to just a few villages which are prepared to receive visitors;
- Train other villagers to open up their villages to tourists, only if they are inclined to do so;
- Train the local people to develop tourism which is acceptable to them and complementary to their local customs;
- Develop a code of conduct for visitors, tour operators, and tour guides;
- Develop demonstration or model villages; show success and use these villages as examples to others on how to run their tourism program.
- Craft and strictly enforce legislation which protect ethnic cultural resources and heritage.

Another issue which was extensively discussed was the need to involve local communities in tourism planning and ensure that they directly benefit from tourism. Some of the strategies recommended by the paper presentors were:

- Train the informal sector in the local community to run micro-businesses such as guest houses and restaurants serving local cuisine;

- Create a “Small Business Advisory Council” to assist local communities to become small entrepreneurs serving the tourism industry;
- Train and employ locals in tourism-related jobs.
- On the need to maintain and upgrade the quality of arts and crafts, the following recommendations were put forward by the paper presentors:
  - Organize non-profit foundations or non-governmental organizations which will assist the locals in upgrading their arts and crafts and in marketing these directly to customers, thus bypassing middlemen;
  - Make seed capital available to local communities on a soft loan basis so they can purchase raw materials for their crafts;
  - Tap international organizations to assist local communities with technical expertise and funding.

## **6.4 Marketing Cultural Tourism**

### **6.4.1 The Product**

It is essential that the destination address basic issues such as infrastructure, easy access, safety and security. Additionally, since cultural tourism requires a very high level of interpretation, guide services especially in foreign languages, must be of excellent quality. Other forms of interpretation such as maps, guidebooks, pamphlets, signages, story boards, and audio-visual/interactive displays must be made available to tourists to supplement or complement guide services. Visitor centers, where tourists are oriented about the cultural attraction they are about to visit, have become very important interpretation tools.

The needs and wants of the customer should be considered when designing or upgrading the cultural tourism product.

### **6.4.2 Promoting the Product**

Tourists who travel to experience the culture of the destination they are visiting are looking for rich experiences which require interaction with local communities. This characteristic of the cultural tourist implies that the tour operator who is packaging the cultural experience must customize the tour to suit the needs of his client. Information technology and e-commerce are useful tools for marketing cultural tourism. Detailed information can be given out electronically to enable tourists to make informed choices about the destinations they are visiting and to choose the activities they want to participate in.

Cultural tourism products are distributed through specialized channels such as cultural associations, museum mailing lists, arts and culture patrons, ecotourism societies, archeological and anthropological societies, and universities.

Cultural tourism may be promoted by using the thematic approach, such as the Silk Road. Cooperative marketing programs at a regional level, such as the Greater Mekong Sub-Region (GMS), which promotes the cultural jewels of the region, is another model.

Collaboration amongst international organizations such as the WTO, UNESCO, ESCAP and the UNDP as well as regional groupings such as the GMS, is a useful way of promoting cultural tourism.

## **6.5 Education and Training**

The Conference participants were unanimous in their agreement that the education and training of tourism personnel as well as of host communities should be given the highest priority. Since tourism is a service industry which requires a high degree of human interaction, people involved in this industry must have good public relations skills. They must also be able to interpret the culture of the destination in a meaningful way so that the visitors understand and appreciate the cultural values of the destination. In this connection, tour guides should be given intensive foreign language training. In the absence of qualified foreign language guides, it was suggested that foreign tour operators be allowed to field their own guides in the destinations being visited to ensure that the cultural tourism experience is of a very high quality. This proposal was made in view of the liberal and global economic system prevailing in the 21<sup>st</sup> century.

Education and training should be experienced-based; interdisciplinary in nature; and customer-focused. It should emphasize foreign languages; cross-cultural understanding and skills; the ability to solve problems; comfort with technology; and a high sense of ethics.

## **6.6 Summary of the presentations**

### **Paper of Mr. Vicente Granados Cabezas, WTO Consultant “Trends and Profiles of Cultural Tourism in the Global Tourism Scenario”**

Prof. Granados introduced his paper by citing the aims of cultural tourism among which are to promote it as an incentive for travel; to use it as a platform for economic and social development; and to strengthen local pride and self-enforcement.

According to WTO estimates, cultural tourism has been one of the market segments which has shown the highest rate of growth, representing one fifth of the tourism market. The prospects for the next two decades, given that certain source markets will be evolving, look very promising. The European market for cultural tourism has increased by as much as 20% in the past decade, reaching 30 million visitors in 1999. Germany was the main source market, with 7 million visitors and France was the main receiver, with 5 million. Among the market trends which affect cultural tourism are media, which have shaped today's new cultural products; the growth of an affluent and cultivated middle class in the source countries; massive use of the internet (50% of the population in OECD countries are expected to be internet users in 2010); and the increase in the ageing population which, by 2010, will be 65% for those in the 55-64 age bracket; and 35% for those in the 45-54 age bracket.

The paper ended with a set of criteria on how to create a cultural tourist product. The product's uniqueness; its intrinsic quality as perceived by the tourist; the degree of knowledge and attitude towards it by the potential customer; the level of sustainability; the



degree of involvement by the local society where the product is located; and the quality of the management of the cultural product, are some of the criteria cited in the paper.

**Paper of Narzalina Z. Lim, WTO Consultant**  
**“Developing and Promoting Cultural Tourism in the Asia Pacific Region”**

The first part of the paper attempts to define culture and cultural tourism. Culture is manifested through religion, festivals, costumes, cuisine, arts and crafts, architecture, music, dance, folklore, and literature. It is also manifested in monuments and sites- built attractions which are testimonies to a people’s history. The traveller who purposely travels to experience various cultures and to view monuments and sites as well as to attend festivals and religious events is what might be called the cultural tourist.

Studies show that tourists from European countries to developing countries indicate that nature and culture are their main motivations for travel. German tourists prefer to travel independently; stay in simple hotels with local atmosphere; are interested in the living conditions of the local population and to have as much contact with the locals as possible. These trends imply that tour operators must move beyond passive sight-seeing tours and restructure their tour products to allow for more interaction between guests and local communities.

The paper presents two case studies – one from the Philippines and another from Indonesia – to illustrate certain problems in developing cultural tourism and the solutions which were arrived at to solve these problems. The first case describes how an ancient ethnic community, the Ifugaos who live in the rice terraces in Northern Philippines, addressed the problem of too many tourists visiting their villages, thus posing a threat to their traditional way of life. Education and training of the local communities as well as involving them in decisions affecting their lives was one solution. They decided to limit tourists to certain villages until such time that other villages felt prepared to host visitors. The declining quality of arts and crafts due to lack of financial capital and the temptation to cater to the demands of tourists was solved when a private, not-for-profit Foundation intervened to provide seed capital and to help the community market their products directly to buyers, thus eliminating middlemen.

The other case study was on Borobudur, a world heritage-listed Buddhist monument located in Central Java. The case illustrated the need to empower and directly benefit the local community surrounding the heritage site, specifically the informal sector which is relegated to peripheral economic activities such as hawking and vending. This community is under threat because of the tendency of authorities to clean up the heritage site of hawkers and vendors. Should these people be displaced, they may become hostile and resort to vandalism and theft. The preferred solution is to organize these people and train them to put up their own small businesses such as running guest houses and restaurants serving local food. A Small Business Advisory Council may be created to encourage and assist these local communities to become entrepreneurs.

**Paper of Mr. Herve Barré, Chief – Research and Development Unit, Division of Cultural Heritage, UNESCO, Paris**

The introductory portion of the paper summarized the action of UNESCO at the historical site of Angkor over the past decade. In 1991, UNESCO assisted the Cambodia authorities in drafting legislation for cultural and natural property and national statutes for the protection of Angkor, including measures against illicit traffic in antiquities. These measures led to the cooperation of organizations such as the International Council of Museums (ICOM), which published a booklet containing the descriptions and photographs of 100 stolen objects and INTERPOL, whose assistance resulted in locating some of the objects. UNESCO also prepared, with the help of 25 experts from 11 countries, working alongside local counterparts, a Zoning and Environmental Management Plan (ZEMP) for the site. This Plan aimed at defining the boundaries of Angkor Park and buffer zone as well as their management guidelines.

The paper then proceeded to present UNESCO's views on culture. It believes that sustainable development and the eradication of poverty are closely linked with self-fulfilment and greater emphasis on culture. Thus, in UNESCO's view, tourism, if correctly conceived, can be a tremendous development tool and an effective means of preserving the cultural diversity of our planet. In this context, the following selected examples of UNESCO's action can be seen as a contribution to the harmonious combination of economic development and the safeguarding of the cultural and natural heritage:

- The programme of UNESCO Chairs in cultural tourism for peace and development, which involves the establishment of a university network offering training to future decision-makers in the principles of sustainable cultural tourism;
- A project for integrated development and safeguarding of the cultural heritage by the local communities in Asia and the Pacific;
- A project for enhancing heritage related to historic memory, such as the Slave Route project;
- The organisation of and participation in seminars at national and international levels, and publications on the theme of "culture, tourism, and development."

The paper suggested four principles which may be used as guidelines to achieve the objective of economic development and the safeguarding of the cultural and natural heritage. The first principle is that the policy of cultural tourism must be closely linked with action to safeguard the cultural and natural heritage and to enhance the touristic value of that heritage so that the local populations can enjoy not only the economic spin-off but also the associated cultural and social advantages.

The second principle is that priority should be given for the safeguarding of the cultural heritage. There should be strict implementation of the principles embodied in the 1992 Convention for the Protection of the World Cultural and Natural Heritage; the 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export, and Transfer of Ownership of Cultural Property; and the 1954 Convention for the Protection of Cultural Property in the Event of Armed Conflict, in addition to the other international instruments adopted under the auspices of UNESCO. The International Cultural Tourism Charter adopted by ICOMOS and the Global Code of Ethics for Tourism drawn up by the WTO also constitute useful references for high-quality tourism policies.

The third principle is to strengthen the partnership between public and private sector partners. The goals of such a partnership should be to transfer high technology skills and training in the field of tourism and to ensure that local communities living in the area surrounding the sites derive greater benefit from the spin-offs of tourism, in the form of business creation and income generation.

The fourth principle is the commitment of civil society in tourist destination countries and in tourist-generating countries to cultural tourism as a policy. Programmes to raise awareness of cultural tourism should be encouraged especially amongst young people.

The paper concluded by advocating joint international action on “Tourism, Culture and Development” issues, in Cambodia in particular. It called on citizens and travellers to move gradually from a passive attitude of respect for the heritage to an active approach.

**Presentations by H.E. Mr. Veng Seryvuth, Minister of Tourism of the RGC; Mrs. Chau Sun Kerya, Director, Angkor Cultural Development Dept. of the APSARA Authority; and Mr. Pich Keo, Deputy Director General of the Ministry of Culture and Fine Arts.**

The papers presented by these three distinguished speakers dwelt on the preservation, conservation, and use of the Angkor temples for tourism.

Min. Veng introduced the subject by stating that Cambodia has a rich cultural heritage consisting of some 1,080 ancient temples located in 14 provinces throughout the country. The Angkor Wat temples have provided cultural and spiritual inspiration for Cambodians for over 1,000 years and the Cambodian people now have the opportunity to share this experience with the world through tourism. However, tourism development must be sustainable in ecological, cultural, social, and economic terms. Several policies are being observed by the RGC in the implementation of sustainable tourism. First, tourism must benefit the local people. Therefore, local people must participate fully in formulating tourism policies. Second, archaeological and historic sites must be properly conserved and interpreted and that tourists’ use of them is well-managed so that they are not degraded by tourism. Third, through marketing techniques, Cambodia is able to attract the types of tourists who will respect the cultural heritage and traditions of Cambodia. Fourth, the local people are educated about tourism, its concepts and benefits, and how they can participate in tourism.

The paper then describes the steps taken by the RGC in ensuring that Angkor Wat remains as the pillar of the Cambodian tourism industry. Following the 1991 Paris Peace Accords which paved the way to peace and democracy in Cambodia, the RGC acceded to the World Heritage Convention which is the international law designed to protect, preserve, and present the world’s outstanding natural and cultural heritage. This led to the listing of Angkor Wat in the World Heritage List in 1992. Then, the RGC established the Authority for the Protection of the Site and Development of the Angkor Region (APSARA) in 1994. The APSARA Authority came up with the Zoning and Environmental Management Plan for Angkor (ZEMP) to ensure the protection and preservation of the site and the sustainable development of the Siem Reap area and community. A 1994 Master Plan on