

2015 EAS Congress
Danang City, Vietnam
16-21 November, Furama Resort



THE EAST ASIAN SEAS CONGRESS 2015

Global Targets
Local Benefits

Setting the Sustainable Development Agenda
for the Seas of East Asia beyond 2015

16-21 November 2015 • Danang, Vietnam

Mobilizing public and private sectors to improve Coastal tourism and beach management in Sihanoukville, Cambodia

Presented by Prak Visal
ICM Technical Officer
Email: visalpmo@yahoo.com



Global Targets Local Benefits

Setting the Sustainable Development Agenda for the Seas of East Asia beyond 2015

16-21 November 2015 • Danang, Vietnam

CONTENT

1. Tourism in Sihanoukville
2. Example of beach management in partnership with the private sector: Roles, responsibilities and processes in Occheauteal
3. Results of the partnership and challenges
4. Scaling up strategy
5. Lessons Learned

1. Tourism in Sihanoukville

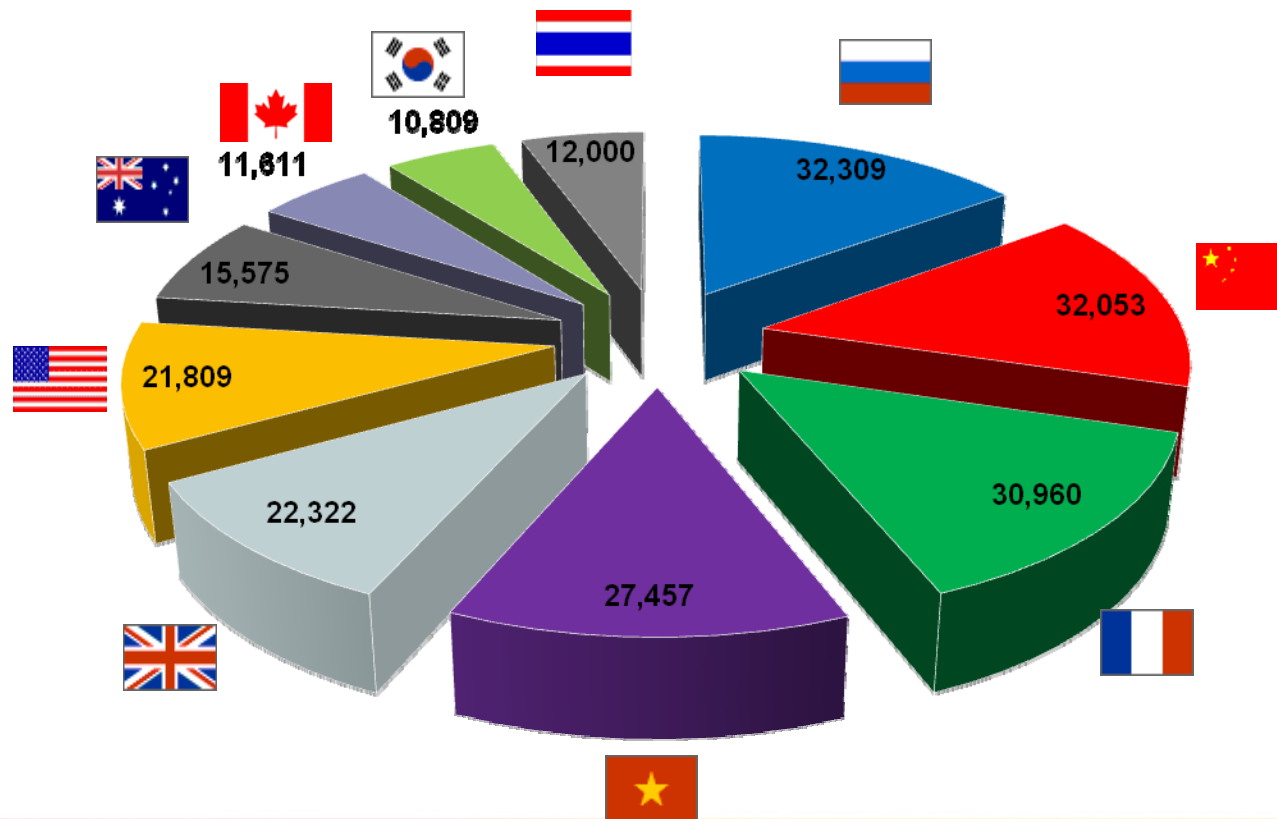


- Coastline : 176 km
- Islands : 32
- Land are : 2,658.90 km sq.
- Pupulation : 209,730 (2% annual increase)
- Income per capita : \$1,668.2(2014)
- Employment rate :
 - Agriculture: 50.82%
(32.15% are farming)
 - Services & Industry: 47.53%
(21% are tourism employment)
 - Other job: 0.80%

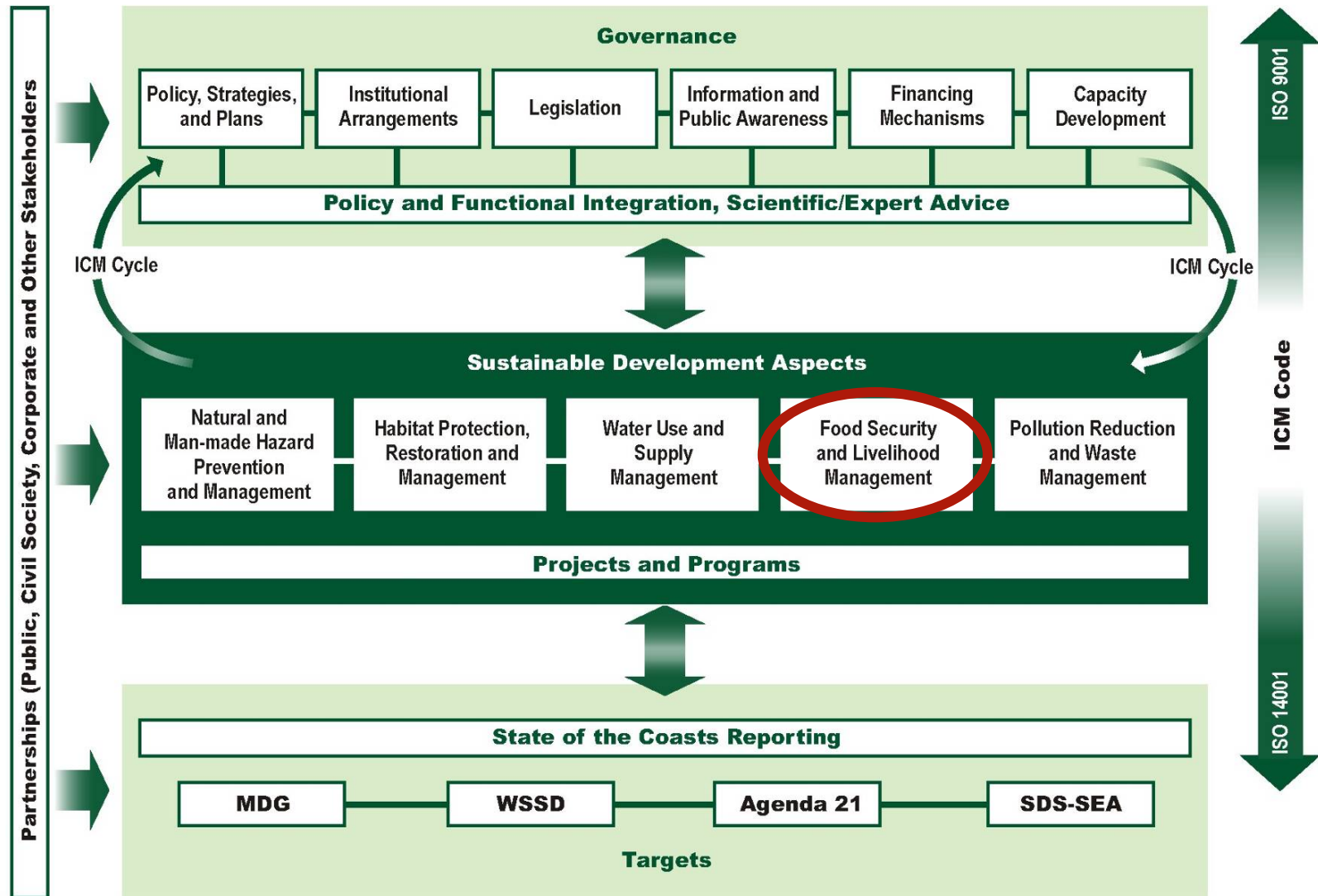


Tourist Arrival to Sihanoukville

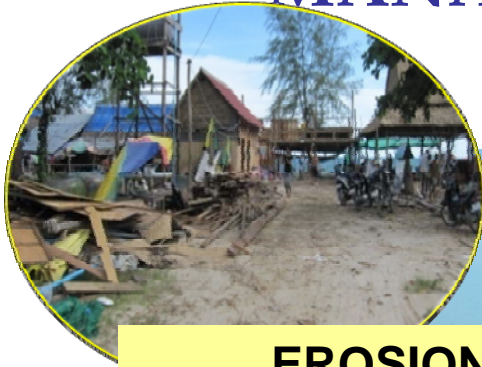
- 2014 tourists = 1.3 million domestic & foreign
- 2015 = 1.5 million (estimated), with an annual 20-25% since 2010



ICM to address food security and livelihood



BUT BEACH MANAGEMENT DOES NOT MEAN MANAGING ONLY THE BEACHES!



EROSION



WASTES



**BEACH
MANAGEMENT**



**TOURIST
BEHAVIOUR**



FOOD SOURCES



2. Example of beach management Ochheauteal Beach:

STEPS IN IMPLEMENTATION

2004-2007

2008 - 2009

2010-2012

2013-2015

Preparation,
Dialogue and
Planning with
stakeholders



Measurement
and construction
follow to the plan



Engagement and
mobilization in
implementation



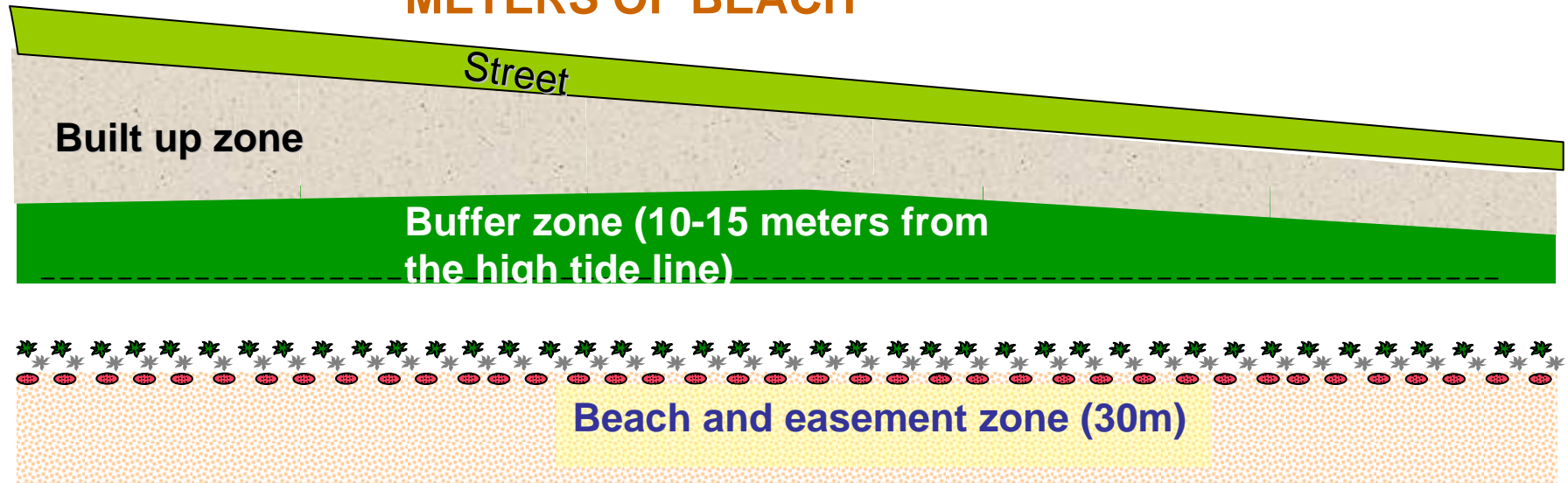
Strengthening
and Scaling up to
other beaches

- Stakeholder mobilization
- Information campaign
- TDM
- Beach zoning
- Task team developed

Consultation and
roles and
responsible of
families, private
sectors, and Gov't

Families, and private
sectors to be
recognized by
regulation

RESULTS OF THE DIALOGUE: ZONING OF THE 704 METERS OF BEACH



Partners' contribution on beach management in Ochheauteal beach

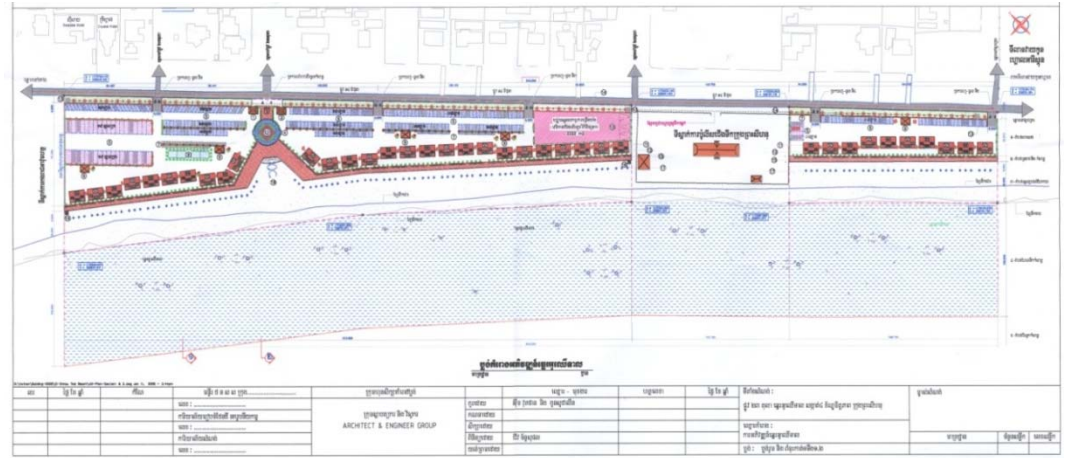
Description	Partners' Contribution		
	Gov't fund	Private sector contribution	PEMSEA Support
Preparation, mobilization and masterplan			21,000.00
Infrastructure improvement	235,146.70	613,453.00	20,000.00
1. Parking lot	15,000.00		
1. Lavatories	75,000.00		
1. Souvenir shops (2)	24,000.00		
1. Walkway on the beach		21,453.00	
1. Rainwater drainage system	15,000.00		
1. Wastewater pipe and storage			20,000.00
1. Landscape improvement and other signage	10,000.00		
1. Children's playground		10,000.00	
1. Kiosk, stalls and kitchens along the beach		492,000.00	
Subtotal	374,146.70	1,136,906	61,000.00
Total investment made to date	USD 1,572,052.70		

3) Results: Buffer and built up area (with family owners)



BEFORE

Built Up Area



- Tourism Center – Government
 - Toilets



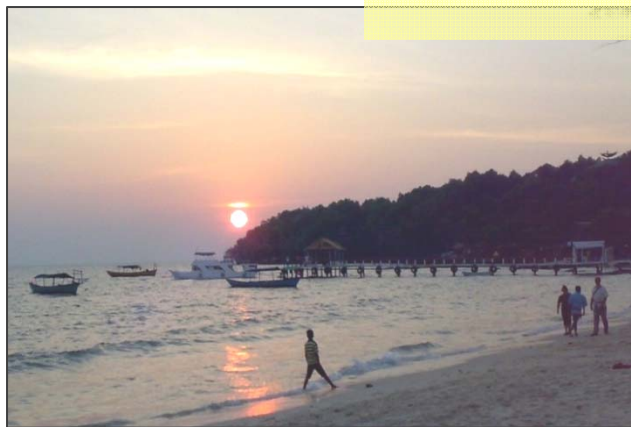
Swimming area and Boat Anchorage area

BEFORE



AFTER

- Anchorage area – Government
- Beach area – Govt and Private Sector/family enterprises



TOURISM – PPP Benefit

- develop new destinations
- Improve infrastructures
- Conserve the coastal resources and sustainable development
- promotion and marketing of destinations



Role of Local Government

- Enabling local policy formulation (Example Deka on Waste Management, Zoning for the Beach)
- Getting the different stakeholders involved in consultation
- Enforcement
- Capacity building;
 - Coordinate with other groups for environmental impact assessment, beach assessment and social economic study
- Ensure transparency and welfare



Role of Government by each agency

Gov't sectors	Roles
Coastal Development and Management Committee	To oversee the implementation and monitoring
Municipality of Sihanoukville	To lead the implementation, together with Provincial Department
Department of Tourism	Mobilization, information and enforcement on tourism promotion
Department of Environment	Environmental information campaign and enforcement
Department of Land Management	Provide layout and design of the beach area and facilities
Department of Public Work and Transport	Provide assistant on waste management and access road improvement
Department of Public Health	Provide certificate on sanitation and food security
Tourism Police	Ensure securities and conflict addressing

Role of Private sectors

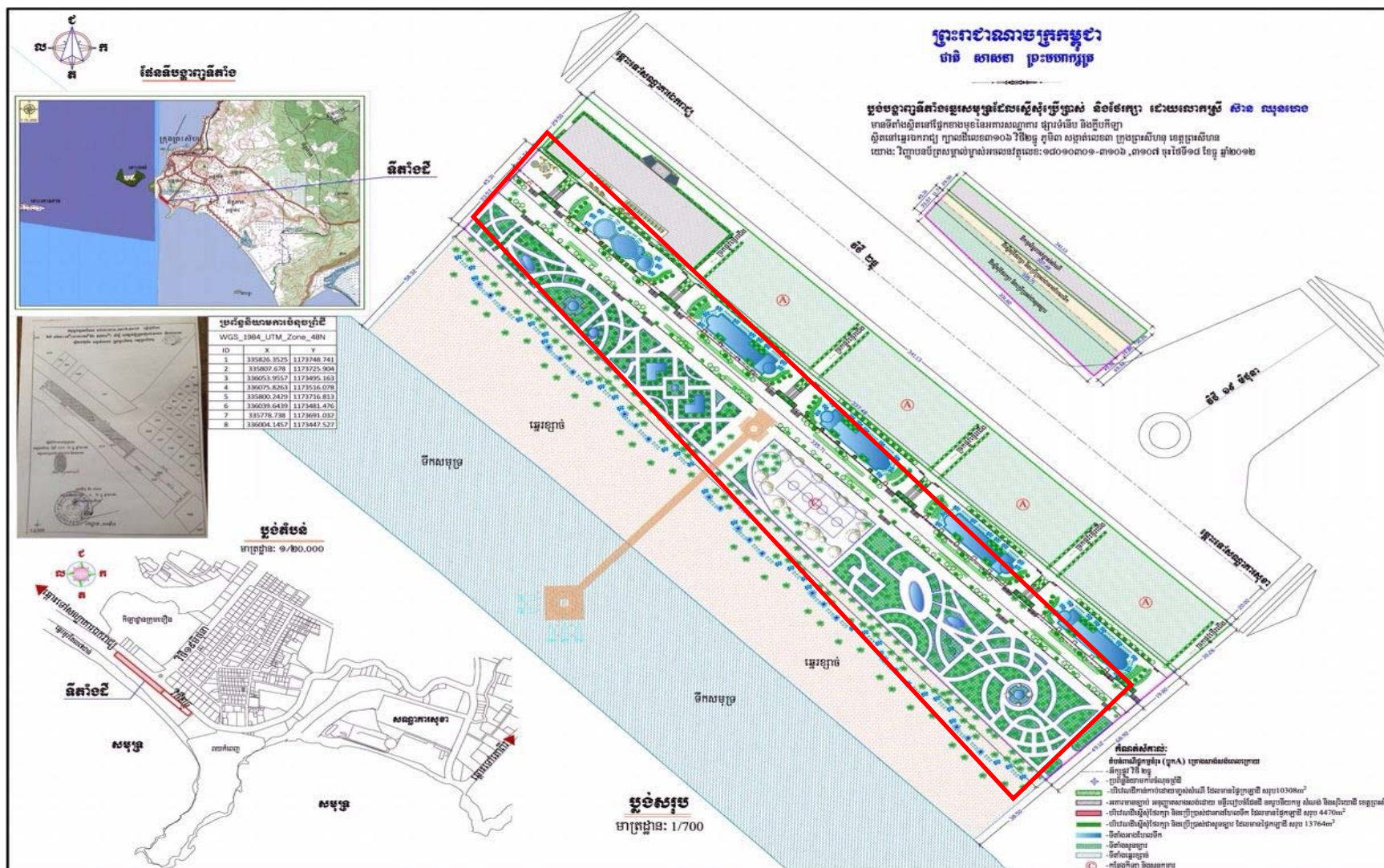
Private sectors	Roles
•Stall owners	To build and maintain the kitchen and huts; and daily clean own area and beach. Involve in securities information
•Sihanoukville Tourism Association	Provide workers to clean the beach and access road; and mobilize tourism establishes on environmental activities and beach management
•Cintri Waste Collection Company	Daily solid waste collection
•Parking lot operator	Build and maintain parking lot and user fee collection
•Public Lavatory operator	Build and maintain lavatories and user fee collection
•Souvenir operator and tourism information center	Promote culture and tourism activities. To provide tourist information thru leaflet, post card, flyer ...etc
•Motor boat operator	Ensure swimming zoning and security
•Boat pier operator	Gather tourist boat in one entry and to ensure visitors safety
•Hawkers	Proper waste package and involve in beach clean up

Private Sector: Example Sihanoukville Tourism Association

Voluntary giving/support by tourism enterprises, tourists and local communities



Beach Development Based on the National Circular 01



... Scaling up: Beach Management



5. Challenges encountered and lessons learned

- Fast economic development in the site
- Limited budget for Coastal Development and Management
- Lack of Commitment of participation, both Public and Private sectors at the start of the project
- Limited of Technical Knowledge
- Self-interest

... Lesson Learned

- ❑ **Public Private Partnership is the key**; getting buy-in from stall is important in the absence of fund for infrastructure development
- ❑ **Benefits for all.** Providing a good opportunity to increase local people livelihood and improve local economy results in more support for implementation.
- ❑ **Transparency on budget use and trust among partners.** Building trust takes time.
- ❑ Limited budget can be solved by getting contributions from all sectors, but we have to be clear and transparent on the use

**Thank you very much for
your attention!**



Global Targets Local Benefits
Setting the Sustainable Development Agenda for the Seas of East Asia beyond 2015
16-21 November 2015 • Danang, Vietnam