

## About this booklet

Cambodia is a country rich in culture and beauty. Angkor Wat, one of the great wonders of the world, symbolises the heart and soul of the Cambodian nation. However, few tourists venture beyond the glory of the temples to discover the other aspects that make up this diverse and captivating country. Visitors to Siem Reap often ask: "What else can we do once we have visited the temples?"

Tourism has grown dramatically in recent years yet Siem Reap is still one of Cambodia's poorer provinces. Moreover, the increased number of visitors can result in negative environmental and social impacts.

IFC-MPDF is working to promote the development of a sustainable tourism industry in Cambodia, Vietnam and Lao PDR. Our Sustainable Tourism initiative in Siem Reap aims to demonstrate that promoting sustainability, (through activities that contribute positively to the local community, culture or environment), benefits both tourists and the destination. We hope to encourage you to stay longer in Cambodia, buy more local products, and learn more about the country and its people.

This booklet highlights 11 organisations working to improve the environmental, cultural or social situation in Siem Reap province. Each of these provides a unique opportunity quite different from the usual itinerary. You will find a range of activities and products offered by these groups, as well as contact information. Please take the time to read about how each makes a valuable contribution to the country.

We are confident that if you spend more time with local people, learn from them about the heritage and culture, and experience the natural beauty of the countryside, you will not just leave with a more memorable experience, but you will be contributing to Siem Reap, and the development of Cambodia for the future.

## Foreword



It is my great pleasure to welcome you to the Kingdom of Cambodia. As you are well aware, Cambodia is a country rich in culture, nature, history and tradition. Through the efforts of the national government and local and international organisations, the country is now developing both socially and economically.

For a truly memorable experience during your stay in Cambodia, I would like to invite you not only to visit our magnificent temples but also learn about other aspects of Cambodia. To offer a more meaningful experience while in Cambodia, this booklet provides an opportunity for you to discover the people, culture and natural environment through a number of worthwhile organisations working in Siem Reap. Through these organisations, you will have the opportunity to learn more about Cambodian life and its challenges, marvel at the stunning scenery, get up close with the local wildlife, or help to conserve our cultural heritage for future generations. Your visit to Cambodia contributes not only to sustainable tourism development but also poverty alleviation. I thank you for taking the time to look beyond the temples and hope to welcome you back soon.



H.E. Dr. Thong Khon  
Secretary of State  
Ministry of Tourism  
Vice-Permanent Chairman  
Royal Government Task Force for Poverty Alleviation Through Tourism