



# **Management of Siem Reap City for the Sustainable Development of tourism**



Mme TEP Vattho

Department for the Development and the Protection of Urban Heritage

APSARA Authority

**UNWTO Regional conference on Tourism Development in**

**Cultural and Natural Heritage Site**

**1-3 November 2013**

# Welcome Infrastructures / INTERNATIONAL AIRPORT



# Welcome Infrastructure / Port of Phnom Krom





# Welcome infrastructure: Hotels





**cafés, restaurants, shopping center, theater,  
night market, traditional market.**



# 1

## Context

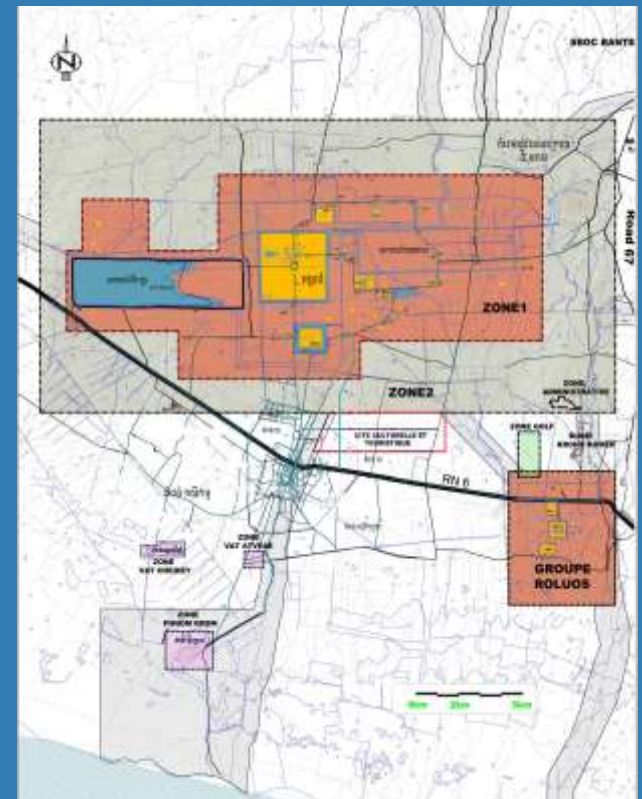


# Exceptional situation:

## Strong potential to develop cultural tourism and nature tourism



**Zoning codified by Royal Decree 001 dated May 28, 1994**



# Objectives for the sustainable tourism development of Siem Reap city

- **Diversify the tourism offer** to retain visitors for several days and avoid the "dormitory town and restoration"
- **Enhance the urban heritage** Ensuring and improving the service function but need to strengthen the identity of the city by revitalizing its cultural value (landscape architectural heritage and hydraulic )
- **Promote the city** a tourist destination in its own right offering visitors other activities in addition to archeology

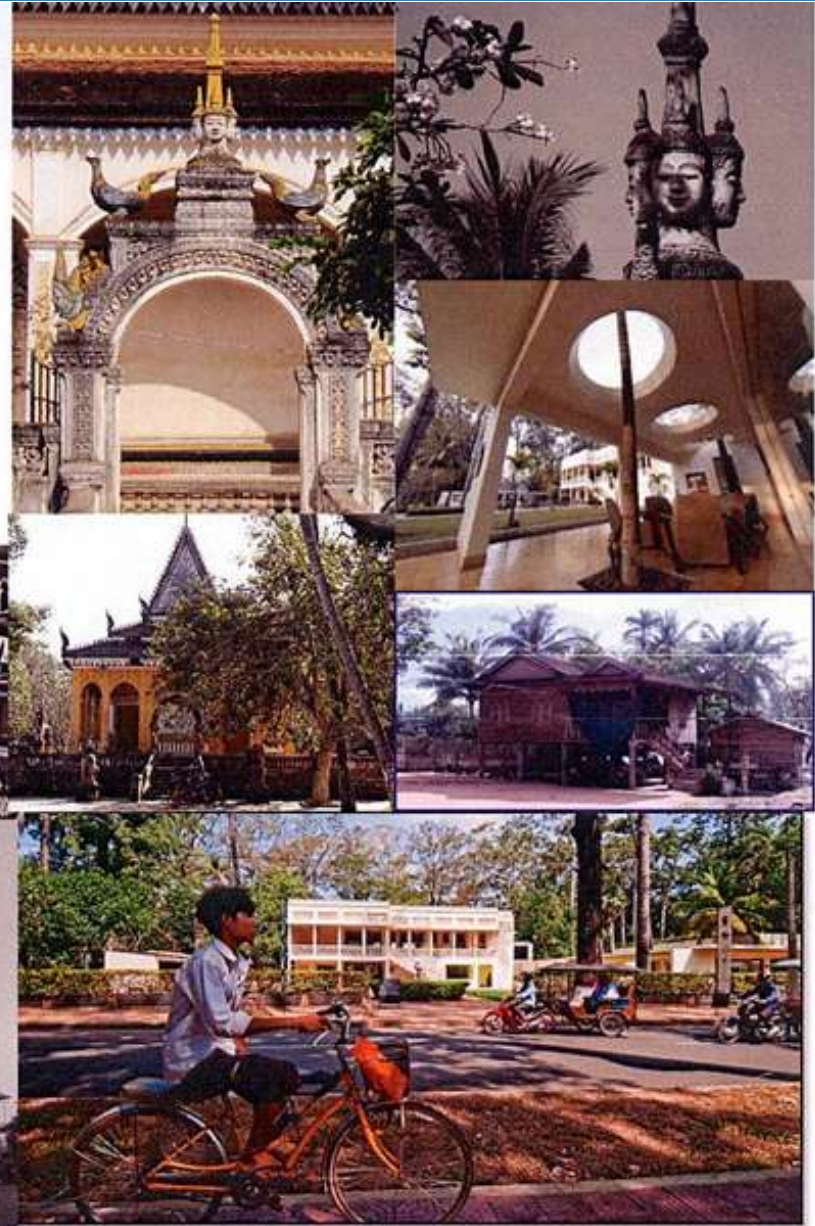




# Siem Reap: Fragile heritage must be preserved

**Cultural and natural heritage must be take care (inventory and value):**

- pagodas
- Foreign urbanism and architecture
- Traditional wooden houses in Sala Kamreuk commune
- Modern architecture
- Siem Reap river, irrigation canals, lotus ponds and the landscape of the rice field.

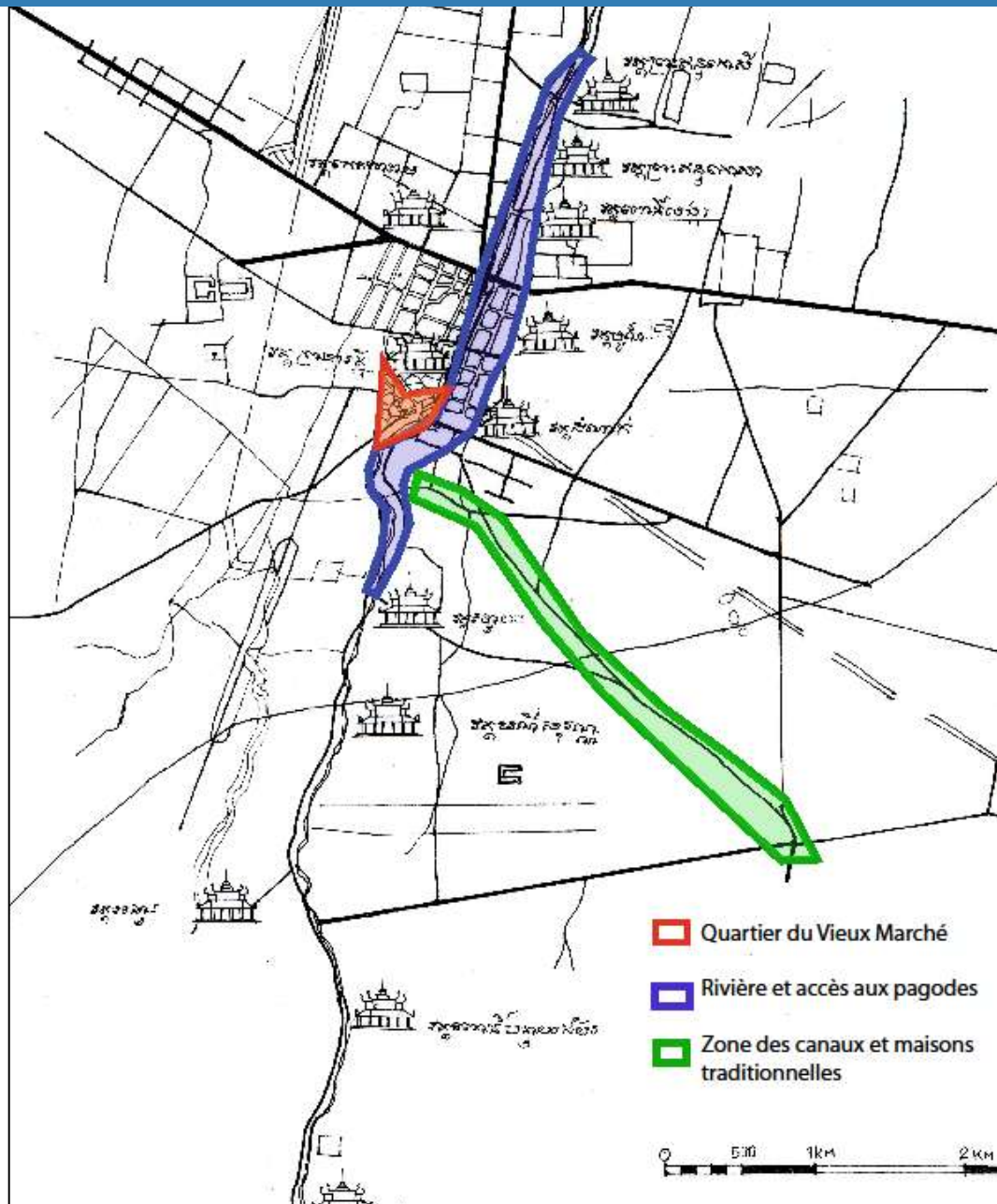


# 2

**Projects realized  
in 2008-2013**



# Intervention area of DDPU



# 1/ Old Market

**Enhance the landscape in public spaces in the Old market and the Siem Reap river**

**Financed by AFD**



**pedestrian bridge**

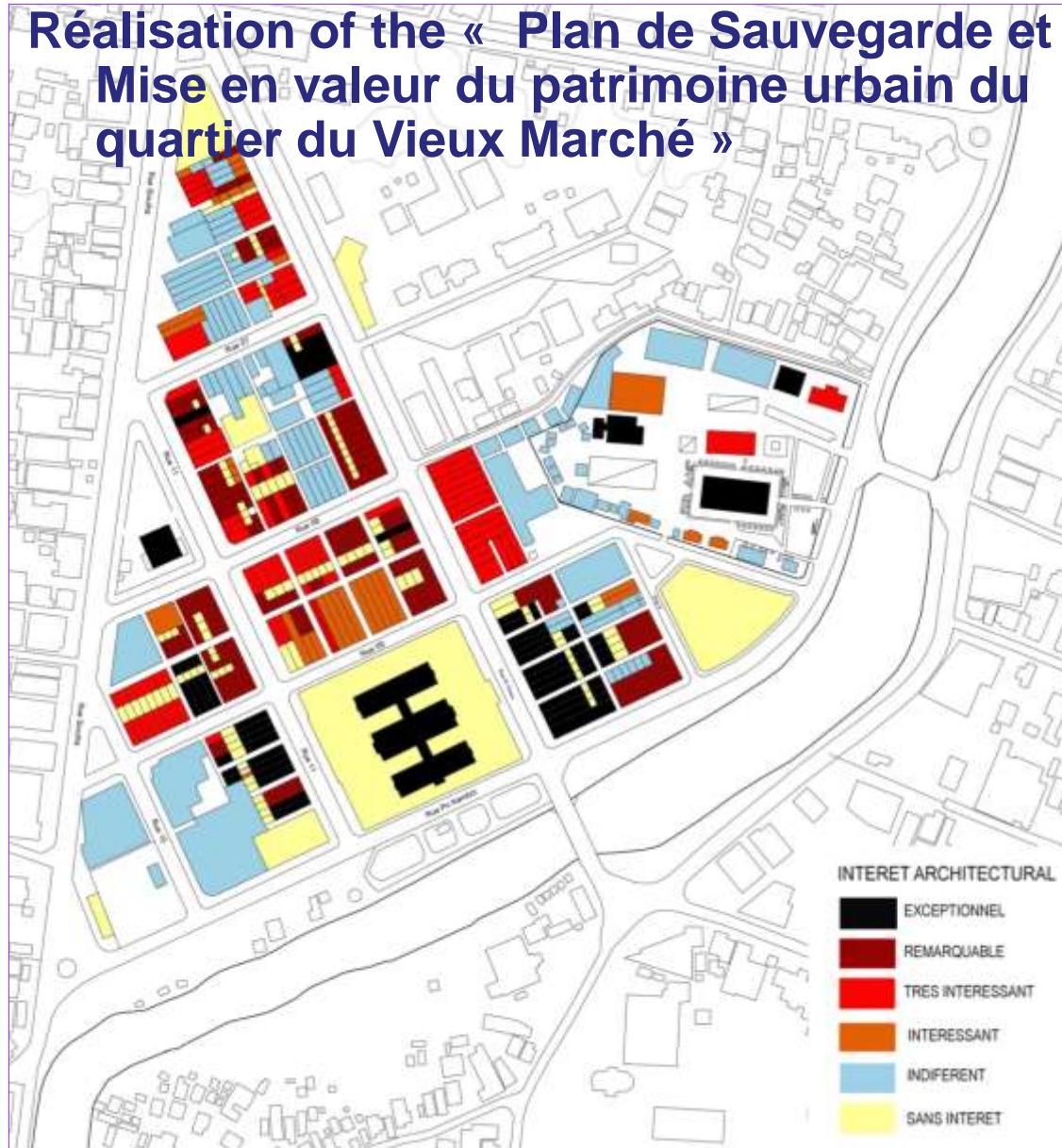


**Alignment plantations**



# 1/Old Market quarter

Réalisation of the « Plan de Sauvegarde et de Mise en valeur du patrimoine urbain du quartier du Vieux Marché »



## 2/ Enhance of the roads to go to the pagodas and the « promenade » a long the river

Financed by AFD



before



before



after

put the rope a long  
the river to stop  
the cars to park on  
the grass



after

Accès to the pagodas



Information panel and  
pedestrian bridge



### 3/ Irrigation canal at the South-Est of the city

Drainage improvements, landscaping and sanitation  
Funded by AIMF-SIAAP (commune Sala Kamreuk)



## 2012: communication project: urban tourism in Old market area

**Funded by AFD**

Visitors can access explanations heritage on their smartphone, thanks to GenCode placed on a dozen notable buildings





# 3

## Futures projects



VILLE DE SIEM REAP



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APSARA



# 2014 : collaboration with the city of Luang Prabang



## AFD funding

Team World Heritage Luang Prabang will support architects DDPU Siem Reap to implement the Safeguard Plan and development of the Old Market Area



# Urban heritage preservation

**Search for funding:**

## Cultural Heritage

- \* **13 Vats:** development of the most remarkable Vats: Vat Ankosey (north), Wat Bo (center), Wat Po Banteay Chey (South), Wat Athvea (South West)
- \* **The district of the Old Market:** integrated urban renewal and saving facades
- \* **Vernacular architecture:** protect and enhance the vernacular architecture (wooden houses)

**Estimated cost: \$ 10 million**



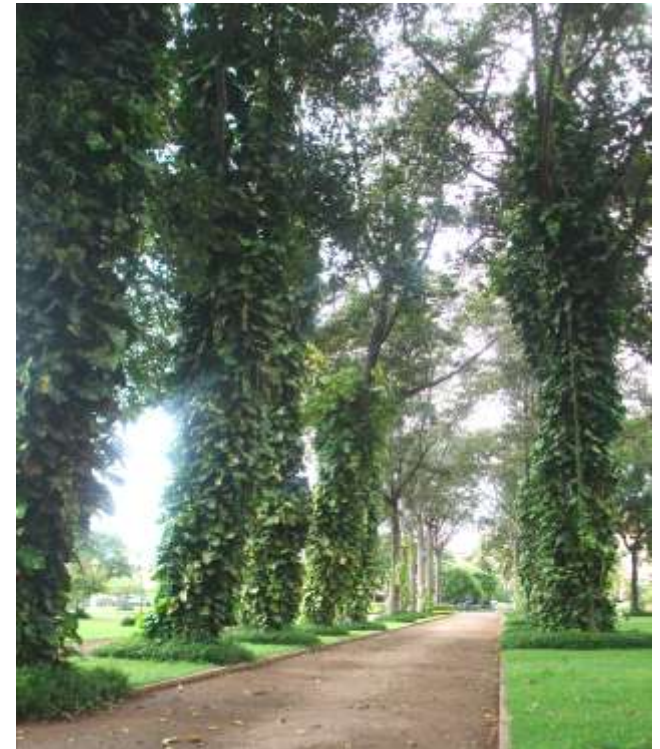
# Preservation of landscape heritage

**Search for funding:**

## Landscape Heritage

- \* **Rehabilitation and beautification of the river**
- \* **Improvement of public spaces in partnership with tourism operators**
- \* **Planning and liaison between park millenium (Red Cross) and spice garden**

**Estimated cost: \$ 10 million**





# Preservation of natural heritage

**Search for funding:**

## **Natural Heritage**

**Drainage canals and irrigation,  
rural landscapes**

**Preservation and development of  
canals and rice paddies of  
southeast**

**Estimated cost: \$ 2 million**



# Promoting tourism in the city

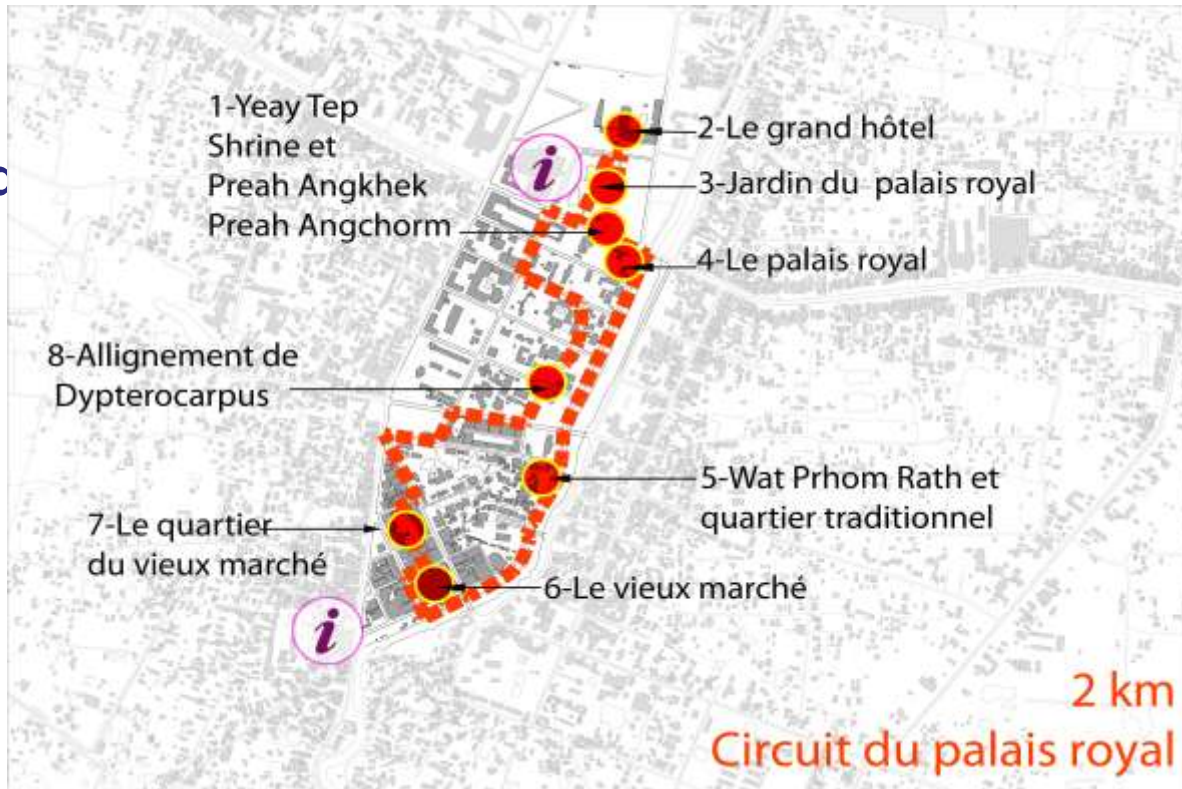
Search for funding:

Development of circuits and signage

## 2 walking routes

Right Bank (Royal Palace in Old Market) - 2 km -

The National Museum Wat Enkosey - 2 km -





# Promoting tourism in the city

**Search for funding:**

**realisation of the tourism  
circuit and signage**

**2 bicycles circuits**

- From Vat to Vat  
(from Vat Enkosey to  
Vat Atvhea) - 10 km
- rice field circuit 12 km

**Estimated cost:**  
**300 000 USD**



THANK YOU FOR YOUR ATTENTION

