

Travel Safe, Stay Safe — Reinventing Health Systems for Tourism

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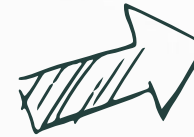
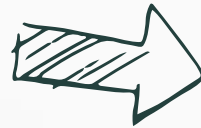
Chairman, Pacific Asia Travel Association Cambodia Chapter



CAMBODIA'S PRIVATE SECTOR: DRIVING SAFE & RESILIENT TOURISM



- COVID-19 caused >95% drop in arrivals (6.6M → 196K in 2021)
- Tourism SMEs suffered: >600 hotels closed, 45,000+ jobs lost

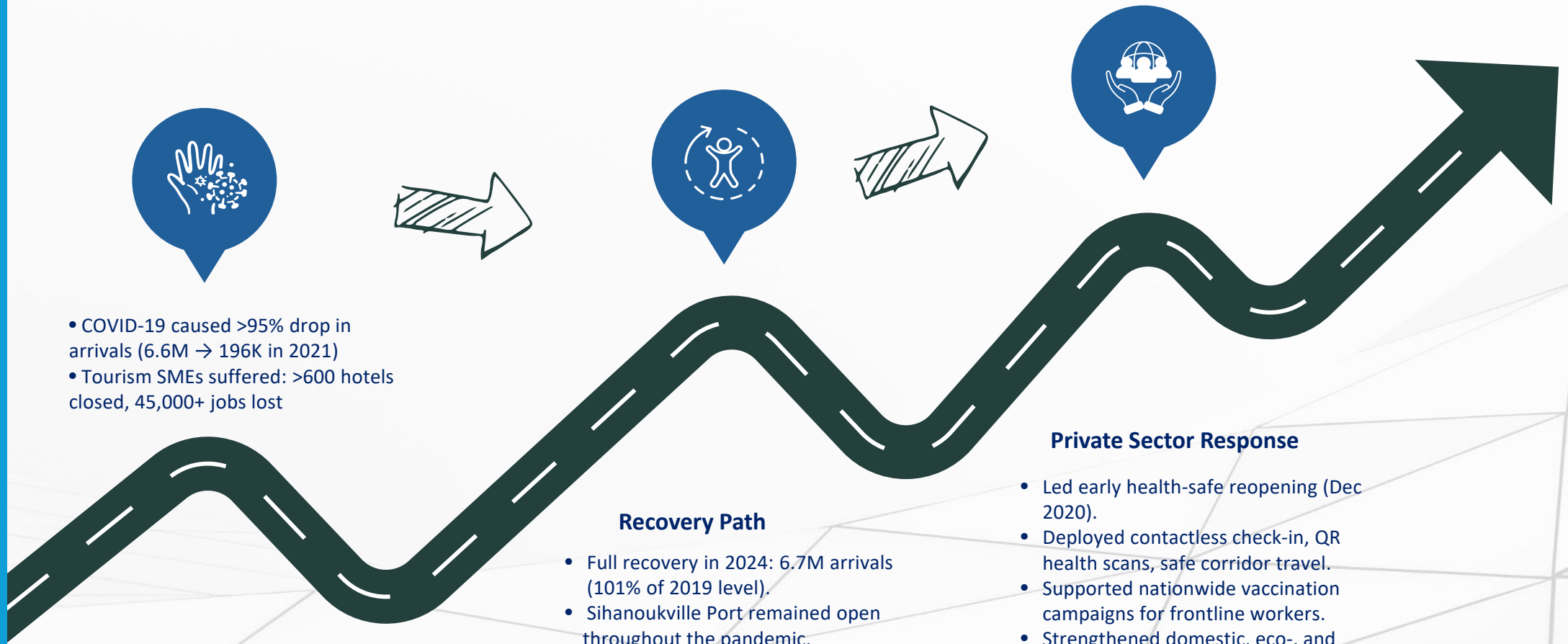


Recovery Path

- Full recovery in 2024: 6.7M arrivals (101% of 2019 level).
- Sihanoukville Port remained open throughout the pandemic, showing early crisis coordination.

Private Sector Response

- Led early health-safe reopening (Dec 2020).
- Deployed contactless check-in, QR health scans, safe corridor travel.
- Supported nationwide vaccination campaigns for frontline workers.
- Strengthened domestic, eco-, and community-based tourism models (300+ sites, 131 projects).



INNOVATIONS & SOLUTIONS: TRAVEL SAFE, STAY SAFE

▶ Digital Tools for Health-Safe Tourism

- *Touchless guest systems* at airports/hotels.
- *Health-status QR checks* integrated in tour packages.
- *Digital dashboard pilots* for tourist health & hazard alerts.
- *Private cruise operators* adopted SOPs aligned with Ministry of Health guidance.

▶ Climate & Health Resilience Practices

- WASH upgrades in eco-tourism sites to prevent waterborne illness.
- Flood alerts & heatwave response protocols in tourist zones.
- Resilient infrastructure: shaded walkways, passive cooling in resort designs.

▶ Path Forward

- ADB–private sector collaboration on:
 - Regional health digital protocols for tourism.
 - Risk communication tools for floods/heat in rural sites.
 - Capacity building for SMEs and informal workers on health resilience.

