

## Program C: HERITAGE CONSERVATION AND SOCIAL IMPACT MANAGEMENT

Title	Countries	Estimated costs	Priority class.	Contacts
<b>Project C 5</b> <b>In the Steps of Shiva and the Lord Buddha: Linking the Ancient Monumental Heritage of the GMS</b>	Cambodia, Lao PDR, Myanmar, Thailand, Viet Nam	US \$8 mlns	3	Christine Jacquemin, project coordinator, Mekong Tourism (Coordination) Office. Email: <a href="mailto:cjacquemin@adb.org">cjacquemin@adb.org</a> , <a href="mailto:christine@MekongTourism.org">christine@MekongTourism.org</a> , ; website: <a href="http://www.MekongTourism.org">www.MekongTourism.org</a> . GMS National Tourism Organizations: Mr. Tith Chantha, Ministry of Tourism, Cambodia, Email: chantha

### 1. Location and Geographic Scope:

The project includes most of the primary and many new secondary sites with monumental, religious architecture in the GMS – excluding Yunnan, China. Specifically, the project will include Bagan in Myanmar; Myson and possibly other Cham sites in Vietnam; Khmer sites Khampong Cham, Khampong Thom and Battambang in Cambodia; Vat Phou in Lao PDR; and Prasat Phimai, Prasat Phnom Rung and Prasat Meuang Tam in Thailand. The specific list of sites will be determined after completion of the preliminary assessment. Angkor Wat in Cambodia is not included in this circuit because it is already part of the Heritage Necklace, and is an important singular tourist attraction. It is suggested, instead to draw attention to lesser known, but historically important and architecturally well preserved monuments and sites.

**Name of Project Leading Agency:** *Cambodia*

2. **Name of Principal Sponsor/s:** Six GMS counties

3. **Sector or Division (Market, Infrastructure, Circuit, Border Zone, Corridor, Study, HRD, Culture, Protected Area, Investment Support):** Culture but linkages with infrastructure, circuits and HRD

4. **Type of Proposed Project (Technical Assistance or Loan):** TA and Loan

### 5. Government Priority (High, Medium, Low):

Based upon consultations undertaken during the GMS Tourism Strategy, the PTOs gave this project high priority.

### 6. Project Background and Rationale:

Each of the five GMS countries listed above have been influenced by the powerful religious traditions stemming originally from India. The historical scenario illustrating the spread of Hindu and Buddhist influences is highly complex and weaves together an intricate map of spectacular temple complexes which reflect the elaborate state centres that dominated the region from the 1<sup>st</sup> century A.D. to the 15<sup>th</sup>.

Hindu influence appeared in Southeast Asia as early as the 1<sup>st</sup> and 2<sup>nd</sup> centuries A.D. in the form of religion and Sanskrit. The archaeological remains of Oc Eo, a coastal urban site located in the lower reaches of the Mekong, are usually interpreted as representing the early origins of the Khmer civilization. During the early centuries A.D. a coastal trading state evolved at Oc Eo whose artefacts reflect increasing Hindu influence. Buddhist influence arrived in the lower reaches of the Mekong area as early as the 4<sup>th</sup> – 6<sup>th</sup> centuries A.D., but the adoption of Buddhism as a state religion did not occur until the 12<sup>th</sup> century, with the rule of Jayavarman VII, one of the most important rulers at Angkor.

Between the 2<sup>nd</sup> and 12<sup>th</sup> centuries A.D. the Khmer civilization fanned out into the Mekong valley throughout what is Cambodia today, extending eventually into Northeast Thailand. Around the 5<sup>th</sup> century, another complex of Hindu-influenced early states also evolved in the fertile valleys of the Ayerwaddy River which stretched across to the Chao Phraya valley in Thailand – these were the Mons whose civilization was known as Dvaravati. In today's central coastal Vietnam another Hindu influence civilization emerged around 600 A.D. The Chams – who were not related to the Khmer but were Austronesians – created their own series of temples and centres best known by the World Heritage site of Myson located southwest of Hoi An. By the 9<sup>th</sup> century A.D. the Hinduized Mons along the Ayeyarwady and the Pyus gave way to Burmese civilization at Bagan. The remarkable complex of temples constructed at Bagan is Buddhist, but reflects some Hindu influence.

Although the legacy of these two world religions is strong in the GMS, each of the ancient *in situ* civilizations described above had powerful local religious belief systems. It was the merger and synthesis of the local and the external which produced the rich, powerful and distinctive civilizations that dominated the Mekong landscape for centuries.

Thus, although the civilizations of the Pyu, Mon, Khmer, Cham and Burmese are linked by common threads, each one is also unique and distinct. Each of the countries today, i.e. Cambodia, Thailand, Myanmar, Lao PDR and Vietnam bears the legacy of one or more of these civilizations. Researchers in these countries investigate predominantly the ancient civilization(s) and sites lying within their own borders, and to date, cooperation among them has been limited. Yet, all agree that they could benefit strongly from cooperation and collaboration. The borders of today's nation states do not coincide with those of the ancient political centres, and to understand better their own civilizations, experts could well learn from their neighbours. Linking all or several of these sites into a circuit could help to bring new insight into the civilizations of the subregion, as well as stimulate improved cooperation in areas other than culture.

Tour operators operating in the region, Apsara Tours, Diethelm and Exoticimo, for example, and TAT, all offer products which include many of

## Program C: HERITAGE CONSERVATION AND SOCIAL IMPACT MANAGEMENT

these sites. None, however, have yet offered a detailed, comprehensive, subregional tour package. The proposed project aims to develop a series of components which will be linked through the creation of a new cultural tourism circuit which will “Follow in the Footsteps of Shiva and the Lord Buddha”.

The project, in addition to promoting a new product, will address the needs of collaborative cross-border research, promote quality and standard heritage management at all the participating sites, assist conservation and visitor management, and alleviate environmental degradation at the sites. By involving the site managers in a GMS network, they can discuss the problems posed in adjacent urban areas from increased population and inadequate infrastructure in order to reach comparable solutions. By considering the overall area in and around each site, the managers can ensure that the tourism product is sustainable and that the living conditions of the communities in each area are improved, and that awareness of their own heritage be raised.

### 7. Project Objectives:

- Develop a new tourism circuit to take visitors to ancient sites of monumental religious architecture distributed throughout 5 of the 6 GMS countries (Cambodia, Thailand, Lao PDR, Vietnam and Myanmar) which will provide accurate, up to date and expanded knowledge of and understanding about the complex cultural heritage of the civilizations among these GMS countries. By sharing knowledge rather than fragmenting it, a new understanding will emerge of the ancient civilizations of the subregion.
- Increase knowledge about these civilizations, thereby making a contribution to the heritage of each of the countries.
- Create a model for standards of heritage site management in the subregion; develop improved ways to enhance visitor management while potentially increasing carrying capacity; share expertise on conservation and preservation techniques.
- Bring increased numbers of tourists interested in cultural heritage to this region whose benefits will be shared among the local populations of the GMS countries
- Attract private investment
- Take the pressure off the more well-known and more frequently visited sites such as Angkor Wat by expanding the circuit to less known, but very important, sites in both Cambodia and Thailand.

### 8. Project Scope and Description:

The proposed project covers a range of activities and projects:

- Project Preparation including participatory workshops among the heritage managers and NTOs, community mobilization, partnership building, project team building and developing the detailed project implementation action plan.
- Creation of cooperative research networks
- Survey and assessment of the sites including:
  - a. Condition and conservation needs of the monuments at the sites,
  - b. Current management plans of the sites together of an analysis of future needs.
  - c. Current carrying capacities of the sites
  - d. Needs of the communities living in and around the sites
    - (i). Potential negative impacts of increased tourism development on these communities
  - e. Local guide training potential
  - f. Infrastructure needs of the sites and intra-site connectivity needs,
  - g. Environment condition and potential impact of increased visitor volume,
  - f. Training need for heritage managers, communities and local tourism operators
  - e. Poverty Alleviation needs.
- Site planning including development planning, product diversification, environmental infrastructure (drainage, water supply, waste management, local roads, parking), support to physical conservation and training, training of local heritage guides, visitor centres, creation of shared information materials, employment creation and support to SMEs.
- Recommendations and Final Implementation Plan
- Evaluation; Base line monitoring and impact analysis

### 11. Links with GMS Countries and to Other Project/Donor Initiatives, etc:

- Multi country tourism will be encouraged, many tourists visiting 2 or 3 countries and some 4 and 5.
- Other Donors at the Sites. There are many other donors-mainly bilateral involved in conservation and heritage at specific sites e.g. JICA, AFD, NORAD, and UNESCO. None is operating on a comprehensive basis at any site and there appears little coordination between sites. The proposed project would enhance, not contradict, their programs
- UNESCO, Bangkok has already forged a network of sites through its Asian Academy for Heritage Management as well as through the LEAP initiative, a network which links heritage towns to work together to resolve preservation, management and tourism issues. Working with these existing networks is essential to the success of the project.
- UNESCAP has developed a paper aimed at the Promotion of Buddhist Tourism Circuits in Selected Asian Countries. Their proposal is complimentary to this project
- The ADB is supporting another regional tourism strategy, *South Asian Subregional Economic Cooperation(SASEC) – Tourism Development*. Their recommended project which has already begun, “Following in the Footsteps of Lord Buddha”, is complementary to this project. Opportunities exist for intra-regional cooperation and exchange.

### 12. Expected Outputs and Overall Outcomes:

- Greater collaboration among research institutions, Ministries of Culture and NTOs in the five GMS countries.
- Improved knowledge about and management of the ancient monuments themselves + new visitor information materials which will promote the destination from a subregional perspective.

## Program C: HERITAGE CONSERVATION AND SOCIAL IMPACT MANAGEMENT

<ul style="list-style-type: none"> <li>• Specific programmes for training a core of 5 local heritage guides per site,</li> <li>• Build c. 8 information centres</li> <li>• Increased employment and levels/quality of work</li> <li>• Workshops, seminars and related stakeholder participation in proposed plans and programs.</li> <li>• Some infrastructure projects             <ul style="list-style-type: none"> <li>a. expanded and improved infrastructure around and among the sites.</li> <li>b. potential development of urban centres linked with the sites</li> </ul> </li> </ul> <p style="margin-left: 40px;">8. Package of training and materials aimed at mitigating potential harmful social impacts, translated into the 6 GMS national languages.</p>						
<p><b>13. Impact on Poverty Alleviation:</b></p> <p>Communities living around the sites will benefit from increased jobs related to increased visitors, including selling food and souvenirs and working as local guides.</p>						
<p><b>14. Impact on the Natural, Cultural and Social Environment and Mitigation Measures:</b></p> <p>The project is designed to enhance the cultural and social environment at and around the heritage sites. Some mitigation measures will probably be needed, but any activity that had major negative impacts would not be undertaken in view of the objectives of the project.</p>						
<p><b>15. Participatory Development Issues, if any:</b></p> <p>The project emphasizes the involvement of local communities around the targeted sites.</p>						
<p><b>16. Sustainability and Financial Viability of the Project:</b></p> <p>Tourism revenue at these sites should be adequate for appropriate management and conservation. The project would aim to obtain agreements for this and link technical and loan assistance to this. In some sites this may not be straightforward and is the main risk of the project.</p>						
<p><b>17. Expected Impact on Target Beneficiaries:</b></p> <p>Target beneficiaries would be:</p> <ul style="list-style-type: none"> <li>• The monuments themselves would benefit from improved management and conservation</li> <li>• The heritage managers would benefit from improved management training and improved knowledge about their sites</li> <li>• GMS research institutes and staff in the Ministries of Culture would benefit from the increased opportunity to cooperate. They could upgrade their research, management and monitoring skills.</li> <li>• The local communities living in and around the sites would benefit from increased opportunities for livelihood as well as from some of the small-scale infrastructure planned for each site. Livelihood training would target women.</li> <li>• The subregional NTO's would benefit from having a new and exciting product to bring more visitors to the subregion. The same benefit applies to tour operators.</li> <li>• International and domestic tourists would gain through better infrastructure and conditions at the sites – especially information</li> <li>• The private travel sector would gain from better and increased business</li> <li>• 8 The GMS governments would gain from increased revenues produced by the circuit</li> </ul>						
<p><b>18. Private Sector Participation:</b> Private sector participation is anticipated</p>						
<p><b>19. Proposed Development Partners (Donors/Funding Sources):</b></p> <p>A number of bilateral donors whose interests include preservation of cultural heritage and cultural tourism, for example, Japan, Norway and New Zealand. Funding to support the collaborative research might be sought from The Japan Foundation or the Rockefeller Foundation. Assistance for the community work could come from the ADB or World Bank. Loans for any infrastructure projects could also be sought from ADB or the World Bank.</p> <p>UNESCO is well placed to provide technical assistance and serve as a coordinating agency</p> <p>The project addresses Millennium Development Goals #1 Poverty Alleviation and #3 Gender Equality</p>						
<p><b>20. Proposed Implementing Agency:</b> UNESCO, GMS Ministries of Culture, GMS NTOs</p>						
<p><b>21. Project Readiness (local approvals; availability of pre-feasibility study, etc):</b> Not yet known but would appear at early stage</p>						
<p><b>22. Implementation (incl. preparations) Arrangements:</b> NTOs will take the lead in organizing the multi-sector teams.</p>						
<p><b>23. Initial Estimated Cost:</b> \$8 million for at least 8 pilot sites over 5 years</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">• Project Preparation Phase</td> <td style="text-align: right;">\$500,000</td> </tr> <tr> <td style="padding-left: 20px;">• Survey and Assessment Phase</td> <td style="text-align: right;">\$2,000,000</td> </tr> <tr> <td style="padding-left: 20px;">• Implementation Phase</td> <td style="text-align: right;">\$2,000,000</td> </tr> </table> <p>This includes training, product development and infrastructure needs</p>	• Project Preparation Phase	\$500,000	• Survey and Assessment Phase	\$2,000,000	• Implementation Phase	\$2,000,000
• Project Preparation Phase	\$500,000					
• Survey and Assessment Phase	\$2,000,000					
• Implementation Phase	\$2,000,000					

## Program C: HERITAGE CONSERVATION AND SOCIAL IMPACT MANAGEMENT

- Infrastructure planning and implementation \$3,000,000
- Evaluation \$500,000

### 24. Implementation schedule:

Elements	2006				2007				2008				2009				2010			
1. Project Preparation	x	x	x	x																
2. Survey and Assessment Phase			x	x	x	x	x	x	x											
3. Implementation Phase							x	x	x	x	x	x	x	x	x	x	X	x	x	
4. Infrastructure Planning and Implementation				x	x	x	x	x	x	x	X	x	x	x	x	x				
5. Evaluation																	X	x	x	x

### 25. Major Constraints and Risks:

No major risks foreseen.