

COUNTRY PRESENTATION

Authentic Storytelling & Cultural Heritage in the AI Era

Cambodia

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Cambodia: A Destination Rich in Stories



More than places — people, culture and connection.

- Ancient Heritage
- Gastronomy
- Nature
- Living Culture
- Local Communities
- Hospitality







Cambodia’s tourism story is about more than places — it is about people, culture and connection.

Cambodia’s Destination Branding & Digital Landscape

CAMBODIA'S TOURISM IDENTITY

- Heritage & Culture
- Nature & Ecotourism
- Coast & Islands
- People & Experiences

DIGITAL LANDSCAPE

- Tourism websites
- Social media
- Digital content and video
- Online travel platforms
- International digital promotion
- Overseas tourism promotion

“Digital channels are increasingly important in how international travelers discover and understand Cambodia.”

Cultural Heritage at the Heart of Cambodia’s Story



Temple of Preah Vihear



Temple of Koh Ker

TANGIBLE HERITAGE

Angkor Wat Temple
Temple of Preah Vihear
Temple Zone of Sambor Prei Kuk
Temple of Koh Ker

LIVING CULTURE

Traditional performing arts
Khmer cuisine
Festivals and ceremonies
Traditional crafts
Traditional martial arts – Kun Lbokator
Local communities and knowledge





Heritage is not only about the past — it remains part of Cambodia’s living identity.

How Travelers Discover Destinations Is Changing

TRADITIONAL

Travel agencies → Brochures → TV → Travel fairs

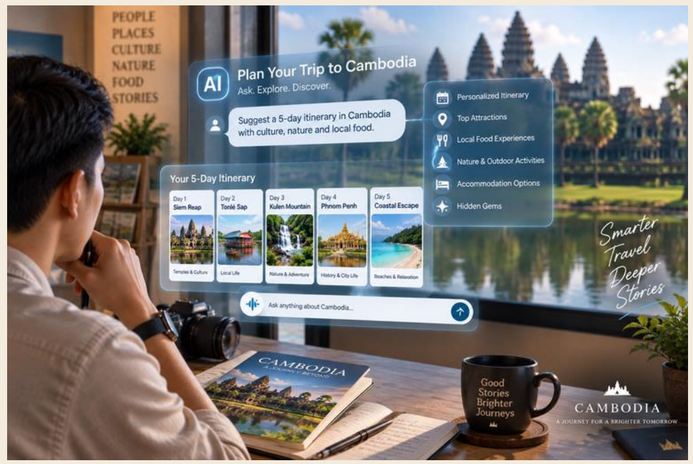
DIGITAL

Websites → Social media → Online travel platforms → Influencers → Short videos

AI ERA

Generative AI → AI Power Search → AI Travel Assistants → Personalized Recommendations





AI is becoming a new gateway to destination discovery.

Opportunities: AI Can Amplify Authentic Stories

- **Multilingual Storytelling**
- **Travel Planning**
- **Personalized Discovery**
- **Digital Content Support**
- **Wider Destination Visibility**



Authentic Cambodian Stories → **AI & Digital Platforms** → **Global Travellers**

The Risk: When AI Gets the Story Wrong

- Historical inaccuracies
- Cultural misrepresentation
- Inaccurate AI-generated images



- Outdated tourism information
- Loss of cultural context
- Oversimplification of identity

Beyond Angkor: Telling Cambodia’s Complete Story



Angkor is Cambodia’s iconic gateway-
but Cambodia’s story goes far beyond Angkor.



Arts & Culture
Living traditions
& cultural heritage



Nature and
Ecotourism
Forests, waterfalls
& wildlife



Local Communities
Authentic experiences
& local knowledge



Coast & Island
Beaches, islands
& marine experiences



Gastronomy
Khmer cuisine
& local flavours



Festival
Celebrations
& living traditions



Comtemporary
Cambodia
Modern cities & new
experiences

More than a destination, A deeper story to discover

The Way Forward: Human Knowledge + AI.

Authentic Sources	**Heritage, history, culture, communities, official tourism information**
↓	
Human Knowledge & Verification	**Tourism authorities, cultural experts, communities and tourism industry**
↓	
AI & Digital Tools	**Translation, search, content support, personalization and distribution**
↓	
Global Travelers	Accurate, Relevant and Authentic Stories

AI should support human storytelling — not replace human knowledge.

Future Priorities and Opportunities

1

Authenticity

Keep tourism information and cultural stories accurate and respectful.

2

Diverse Digital Content

Show more of Cambodia—heritage, culture, food, nature, coast and communities.

3

Digital & AI Capacity

Build skills to use AI and digital tools effectively.

4

Partnerships

Work with communities, cultural experts, tourism businesses and digital platforms.

5

Responsible Innovation

Use new technology while protecting cultural identity and maintaining human verification.

The goal is not simply to use more technology, but to use technology in a way that strengthens authentic Cambodian storytelling



CONCLUSION

Cambodia’s Story is Ancient. The Way We Tell It Is Changing.

AI provides new tools.
Digital platforms provide new audiences.
Authenticity must remain at the heart of the story.

Technology can change how we tell our story.
It should not change the truth of our story.

THANK YOU VERY MUCH

FOR YOUR ATTENTION.

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