

TOUCHSTONE

Heritage Watch's E-News Letter

HIGHLIGHTED HERITAGE FRIENDLY BUSINESS:



Beside the spacious, elegantly decorated rooms, restaurant with local and international delicacies, rooftop bar, sundeck with an open-sky Jacuzzi, fitness room, spa with a tantalizing treatment menu, and best of all, truly hospitable local staff, **Soria Moria** is now one of the best role models of sustainable tourism development in Cambodia.

The management at Soria Moria is aware of the economic imbalance in Cambodia between wealthy and poor and is committed to being a profitable business with a strong sense of community engagement. "We contribute to economic development by actively supporting and encouraging the interaction of guests and the neighboring environment, and by implementing this approach, we would like to create a win-win situation for all parties involved," said Ms. Kristin Hansen, managing director. Win-win here means that tourists, local communities and business are all winners.

Soria Moria has successfully established a number of community-oriented projects. It has mainly contributed to the economy by helping people and organisations to become sustainable, by providing workplaces following higher standards and by supporting already-existing community projects in becoming profitable and self-sustaining through purchasing their products and services, as well as assisting these organisations with their marketing, promotion and structure.

For their efforts Soria Moria has been awarded Heritage Friendly **GOLD** status.

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