

HoKa – Hospitality Kampuchea

A Dual-Approach In-House Training for Cambodia

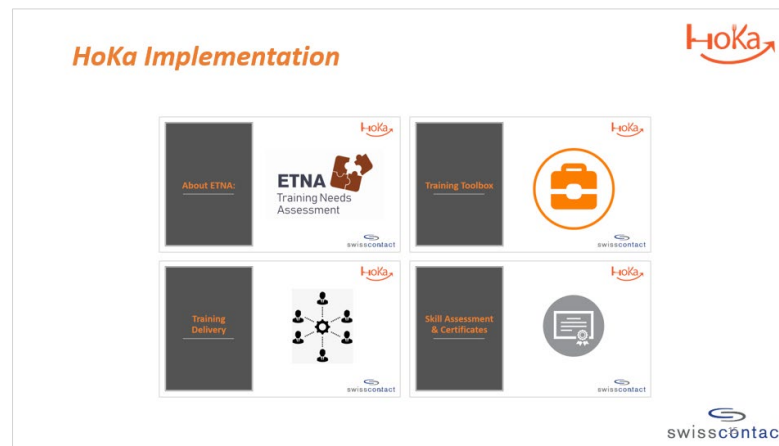
Content



About HoKa:
Bridging the Gap - Inclusive skills upgradation



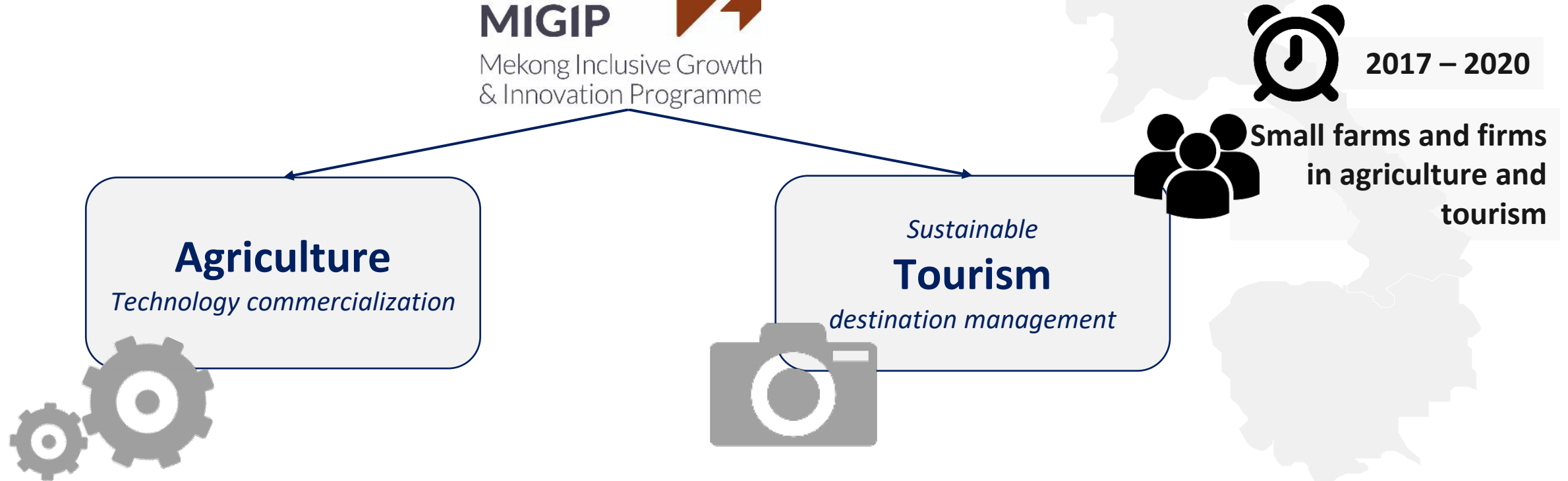
The HoKa Model:
Dual-Approach In-House Training





***About HoKa:
Bridging the Gap - Inclusive skills upgradation***

About the Programme



Aim: a more inclusive growth, contributing to **job creation** and **income generation** for **smaller firms and farms** in tourism and agriculture.

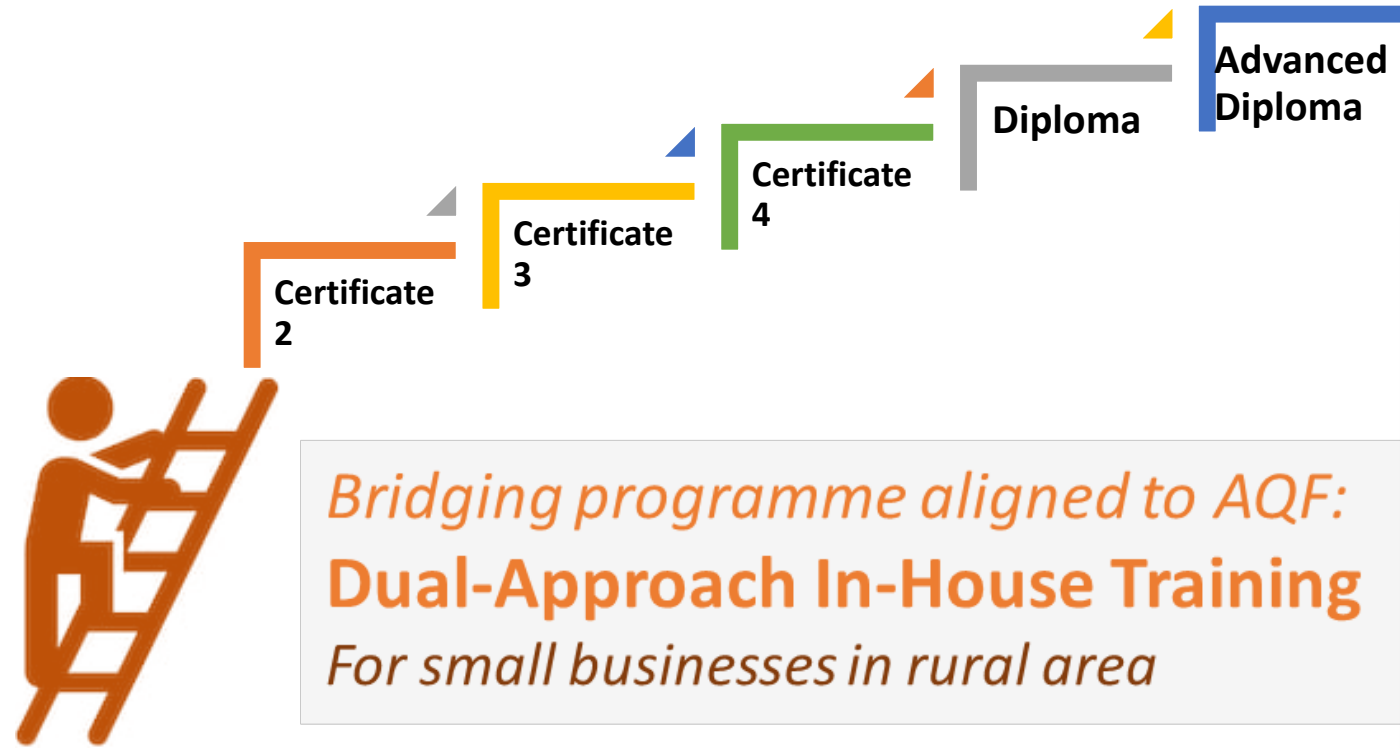
In Tourism...

MIGIP focuses on **destination management** structure, marketing, and skills through public-private partnerships.

In skills, MIGIP implements **HoKa** to support hospitality skills development in tourism. The programme is designed in collaboration with National Committee for Tourism Professionals (NCTP), Ministry of Tourism.



Innovating for better access



Un-certified workforce in hospitality

Total direct job in Tourism is 620,000 but only 30% have qualification





Our Goals



Improve *service quality of micro and small hospitality enterprises* in tourism destinations



Skills upgrading for **existing low-skill workers**



Build training capacity for **local industry professionals to national standard**

HoKa is aligned with National Policy

Human Resources Development presentation include HoKa

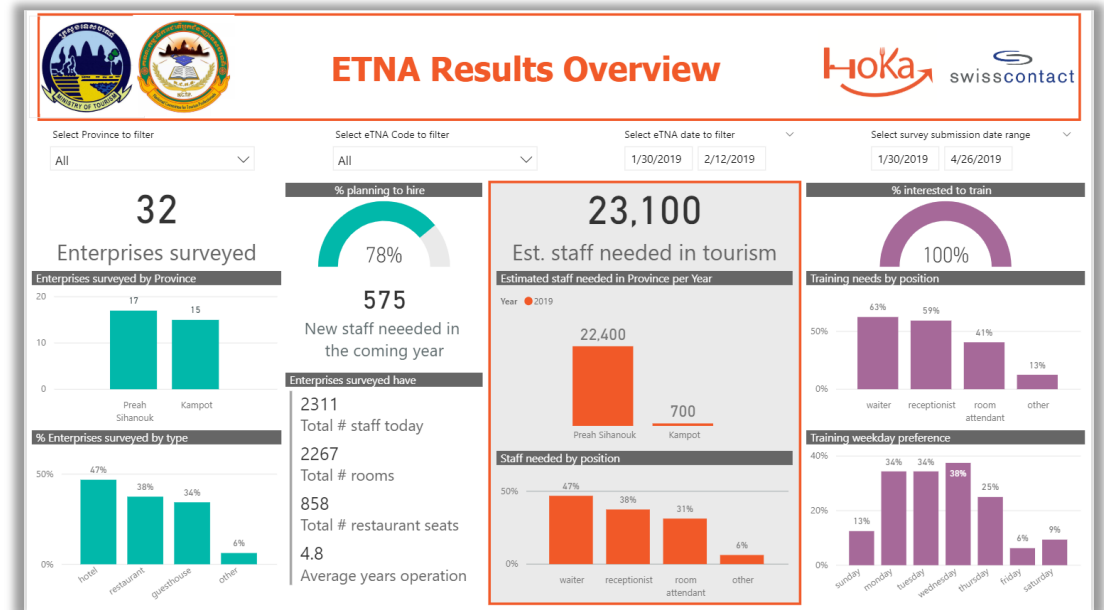


អង្គការបណ្តុះបណ្តាល

- សាលាបណ្តុះបណ្តាល
- អង្គការគ្រូជំនាញ (HoKa Swisscontact ILO SDP)
- សិក្សាសាលា
- គោលនីយ៍ដ្ឋាន

- TOT/TOA
- In-house training
- RPL
- HoKa (dual-approach training)
- SEC (Senior Expert Corps)

E-Training Needs Assessment (ETNA) designed for NCTP, Ministry of Tourism



- ✓ Design based on ASEAN competency standard
- ✓ Online survey and results dashboard

Our Achievements



E-training needs assessment tool on ASEAN Standard



Curriculum and training packages for **3 occupations** (*F&B Waiter, Receptionist, Housekeeping*)



75 hospitality micro, small and medium enterprises



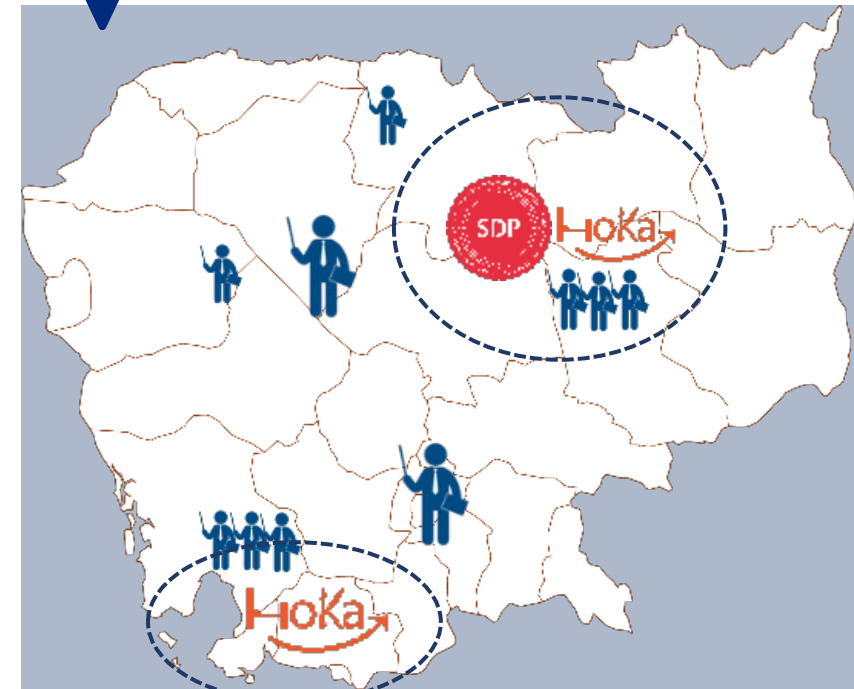
32 industry trainers to national standard



90 low-skilled staffs trained



Provinces



HoKa Documentary



Play a 5 minutes video

Only after attending the training, have I realized that I already had some existing knowledges, yet what I did not know were quite a lot.

ការពង្រឹងឧស្សាហកម្មបរិសេវាកម្មនៅកម្ពុជា
តាមរយៈហូកា - Improving Hospitality Industry in...

Swisscontact Cambodia

23K Views · about 2 weeks ago

[English below] បរិសេវាកម្មកម្ពុជា (ហូកា) គឺជាកម្មវិធីបណ្តុះបណ្តាលសម្រាប់បុគ្គលិកក្នុងឧស្សាហកម្មបរិសេវាកម្ម ដែលបង្កើតឡើងសម្រាប់បុគ្គលិកក្នុងឧស្សាហកម្មបរិសេវាកម្ម និងបរិសេវាកម្មនៅតាមសណ្ឋាគារ និងភោជនីយដ្ឋាននានា ហើយពួកគេអាចយកចំណេះដឹងទទួលបានទៅអនុវត្តនៅកន្លែងធ្វើការរបស់ខ្លួន។





***The HoKa Model:
Dual-Approach In-House Training***

Collaborate closely with PDOT to implement training on the ground and build capacity



RURAL DEVELOPMENT IN AGRICULTURE (MIGIP-A) & TOURISM (MIGIP-T)

- ➔ **MIGIP-A** Commercialisation & Innovation of Agriculture Technology
- ➔ **MIGIP-T** Tourism Destination Development & Management

HoKa Handbook 2019
សៀវភៅបង្ហាញពីការអនុវត្តកម្មវិធីហូកាសម្រាប់ខេត្តព្រះសីហនុ ២០១៩

HoKa Hospitality Training
1st Industry-led In-House Training for Food & Beverage Service

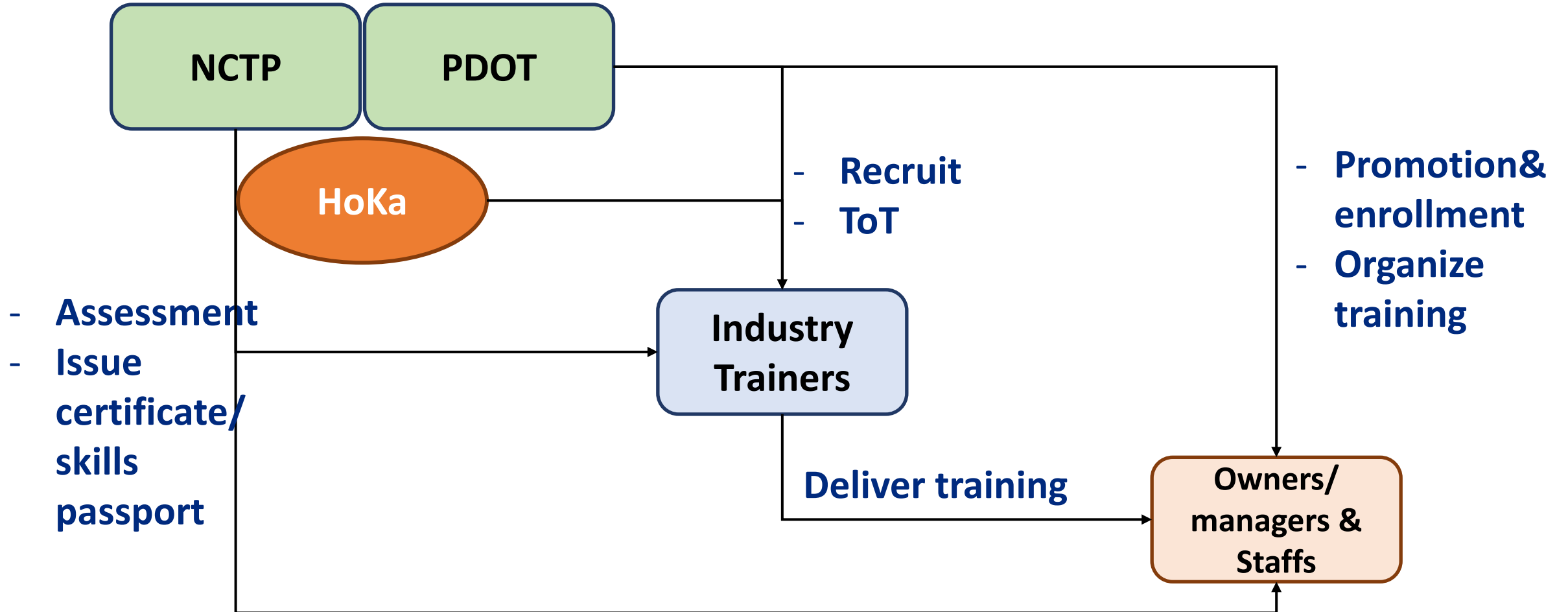
Experienced & Certified National Trainers from Hospitality Industry

Certificate of Competency

- My Job as a Waiter
- Communication in Hospitality
- Service Excellence
- Restaurant Equipment
- Menu Knowledge
- Beverage Knowledge
- Selling Skills

- ✓ In 2019, signed partnership with Preah Sihanouk Department of Tourism
- ✓ Technical orientation on HoKa implementation to PDoT
- ✓ PDoT assigned training official to facilitate HoKa

Implementation Model



Quote From Trainees

“After participated in HoKa training, I gained new knowledge and skills to apply in my workplace. I am definitely delighted to know about receiving the certificate after the end of training which is my opportunity to reach a higher level of skills.”

Ms. Nhem Dalen
Service Staff from Les Manquiers



“I decided to register in HoKa training because I want to gain more knowledge and skills from the training in order to carry on teaching the staff in my workplace.”

Mr. Seng Hai
Manager from Chey Mean Leap Villa

HoKa Implementation



About ETNA:

ETNA
Training Needs
Assessment




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Training Toolbox




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Training Delivery



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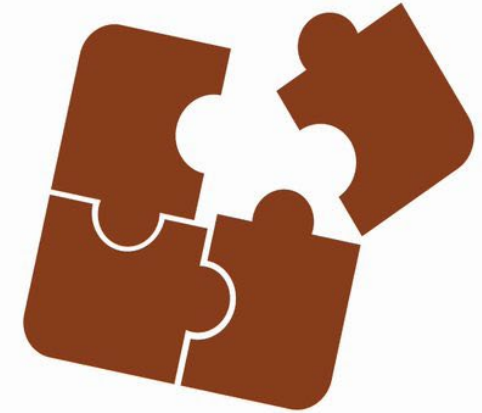
Skill Assessment & Certificates



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About ETNA:

ETNA



Training Needs
Assessment

Demand-led training adapted to local needs thought e-Training Needs Assessment (ETNA)



Web based

Online/Offline Survey

Can be aligned with any standards

Tool to align with certification process

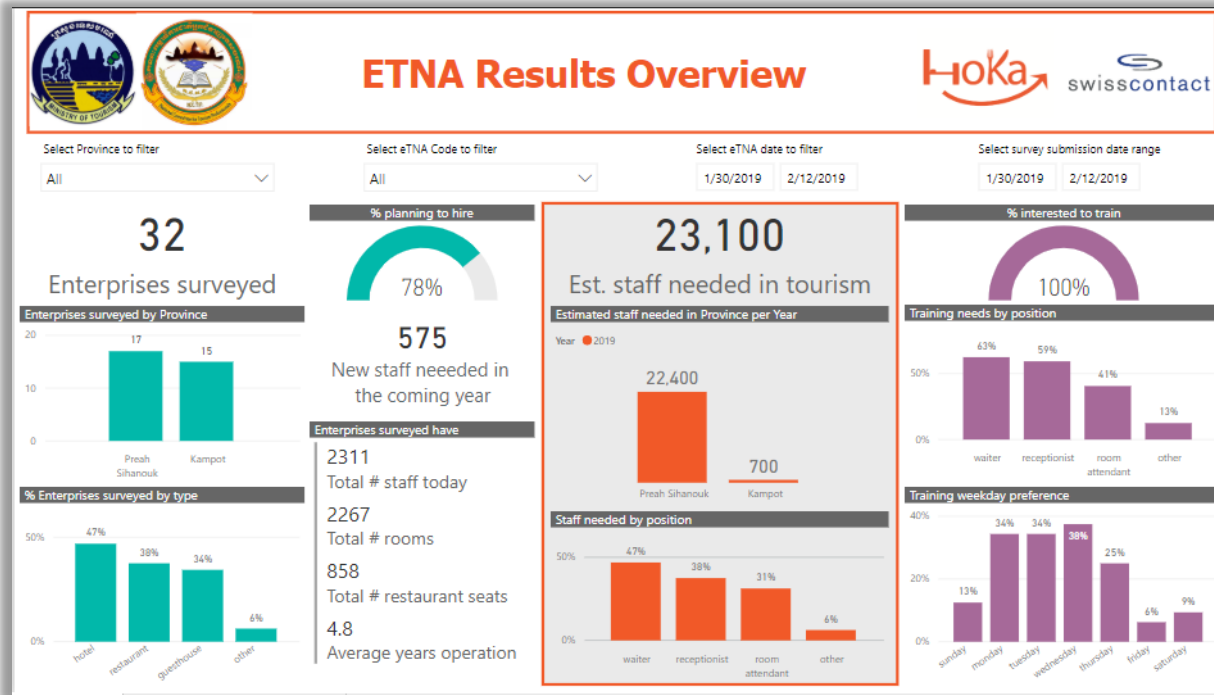


ENTA workshop with the industry

- TNA workshop organized in MIGIP's target areas with Provincial Department of Tourism
- Hospitality establishment **owners/managers** surveyed (self-assessment) using via **phone/tablet**
- Facilitated by **ASEAN Master Trainer/National Trainer** to explain technical terms to industry
- At the end of each workshop, survey results shown **live** for participants to agree/endorse

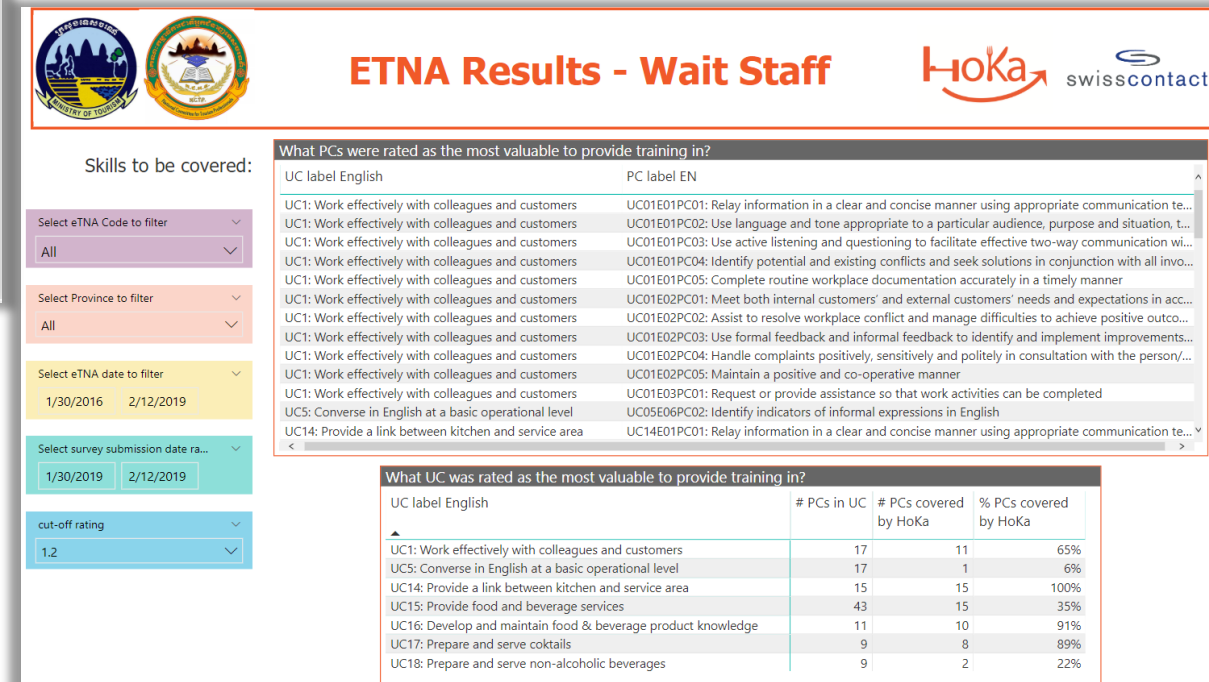


ETNA results were endorsed by the industry and the Ministry



➤ Results of skills gaps (performance criteria) filtered by location, occupation, etc. for curriculum adaptation

➤ Results of enterprise data, human resources needs, and interest/preference for training



Outcomes in the pilot year (2019)



2 Workshops organized by Gov. partners (in provinces)



80 participants from 48 Hospitality SMEs



3 curriculum customized based on ETNA results, for 2 occupations (adapted per province)



Endorsed by **Ministry of Tourism** and the system will be handed over to the Ministry

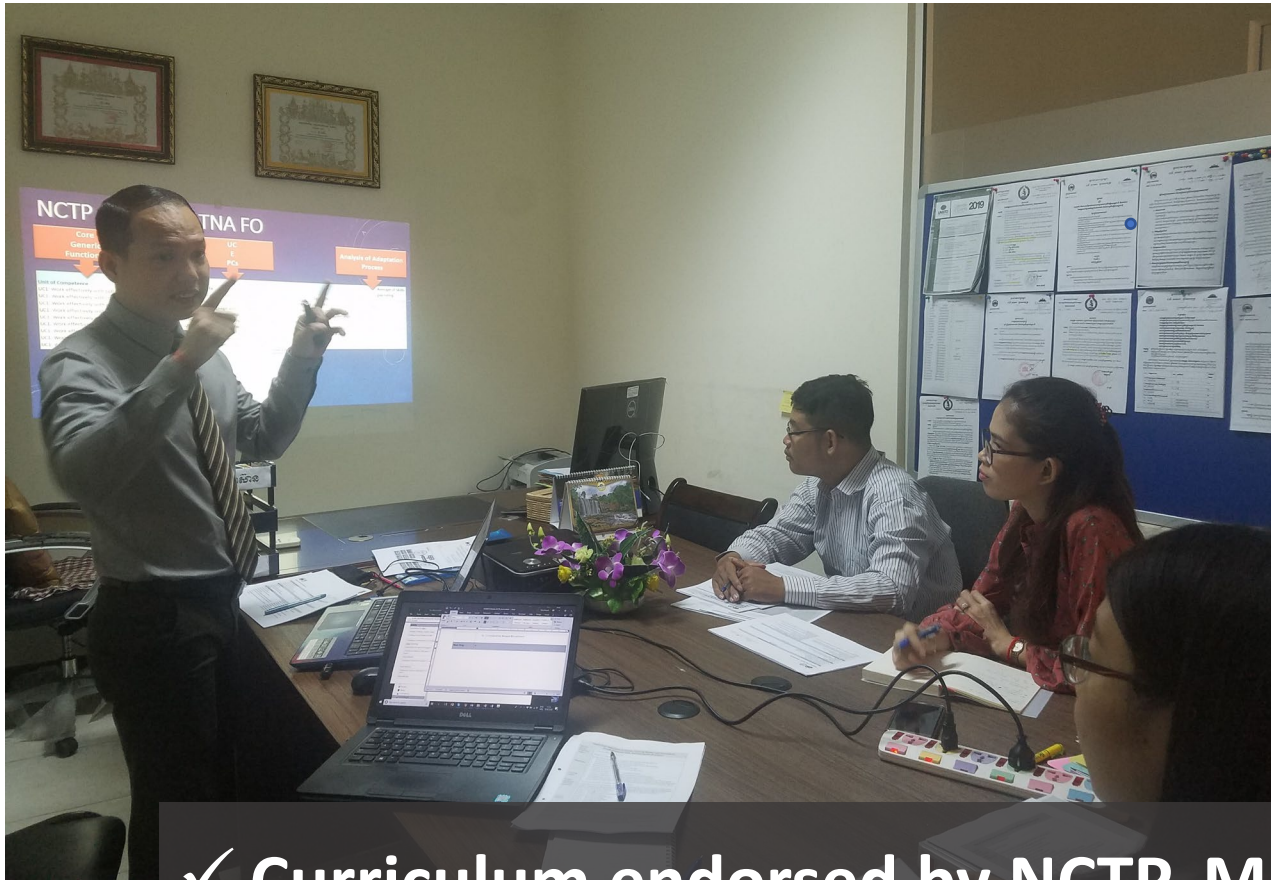
Benefits we have seen:

- ✓ Demand-led training adapted to local needs
- ✓ Fast- uses less time to complete the survey
- ✓ Flexible- it could be used anywhere and anytime by saving the completed questionnaire
- ✓ Credible/Transparent – stakeholders appreciate the immediate results

Training Toolbox



Then the curriculum and toolbox were customised based on ETNA results and ASEAN Toolbox



- ✓ Curriculum endorsed by NCTP, Ministry of Tourism
- ✓ TOOLBOX: Trainer Guide, PowerPoint, Principle & Practice, Workbook
- ✓ Resources: Industry resources

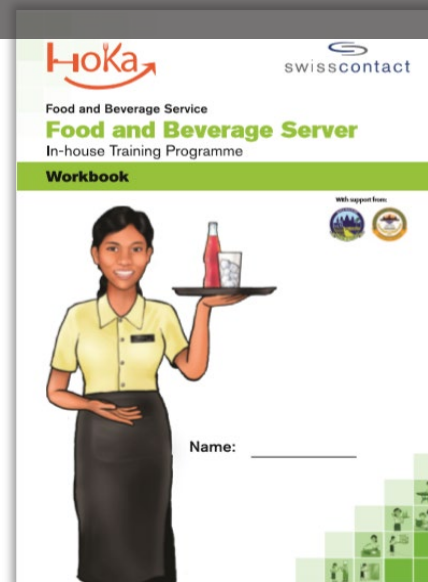
Example of Food & Beverage Server curriculum

8 Unit of Competency:

- Work effectively with colleagues and customers
- Work in a socially diverse environment
- Clean and tidy beverage and food service areas
- Develop and Maintain Food and Beverage knowledge
- Take food orders and provide table service
- Provide food and beverage services
- Prepare non-alcoholic beverages
- Provide advice to patrons on food and beverage services



✓ **Aligned with ASEAN Competency Standard**



12 modules:

- *My job as a server*
- *Communication in Hospitality*
- *Service Excellence*
- *Restaurant Equipment*
- *Menu Knowledge*
- *Beverage Knowledge*
- *Selling Skills*
- *Service Skills*
- *Drinks Service*
- *Service Procedure*
- *Restaurant Procedure*
- *Hygiene, Safety and Security*

Training Delivery



Build training capacity for local and industry professionals (ToT)

- ✓ Recruited from hospitality industry/schools
- ✓ 6 DAY on Learning active teaching method
- ✓ How to use training materials
- ✓ To be assessed and recognised as national trainers



HoKa Launch for Kampot Province



- ✓ Inaugurated by H.E. Pak Sokhom, Secretary of State, Ministry of Tourism
- ✓ Certificate presentation to national trainers



Dual-Approach In-House Training Model

Orientation for Owner/ Manager



Training at venue (1 day/week)



7 Weeks



Practice at workplace (3-4 days/week)

Skills Test (1 day)





Owner/manager orientated on HoKa to support learner's practice at own workplace

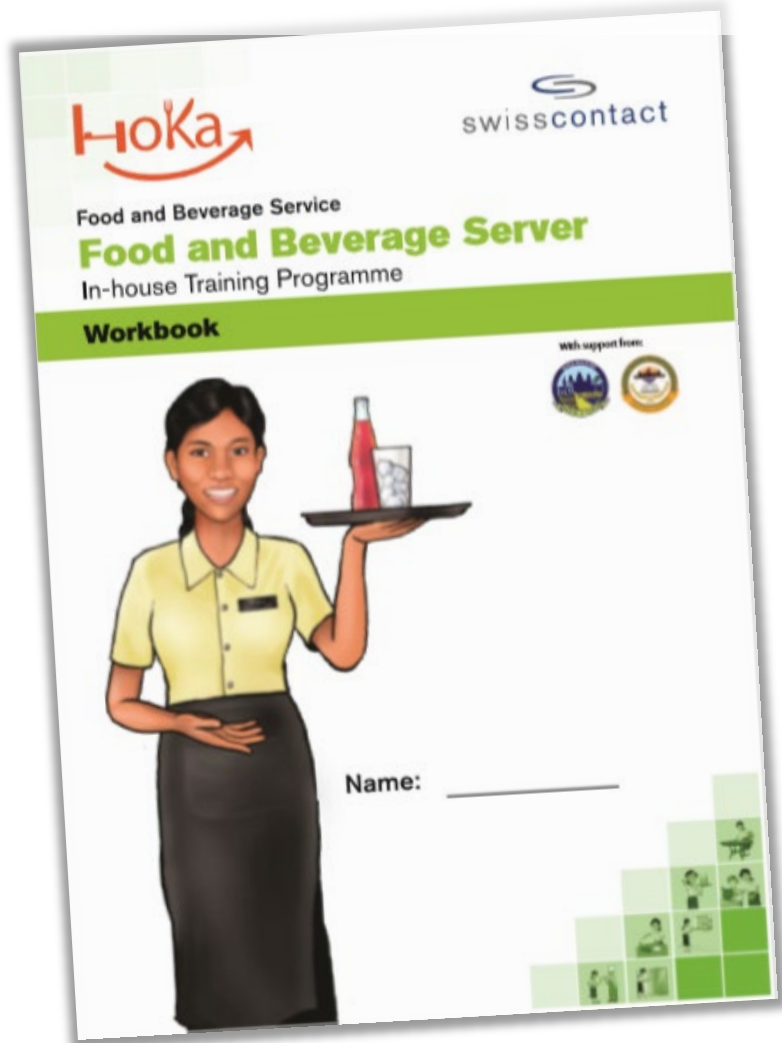
- ✓ Support in-house training and knowledge sharing in the establishment
- ✓ Improve service quality already during the training period

Deliver training: Trainer-led workshop in venue – teach and demonstrate

- ✓ 1 day a week for 7 weeks
- ✓ Practical and interactive training which receive very positive feedback from learners and their managers
- ✓ Less than 5% drop out rate in Kampot



Practice at workplace – each learners receive a folder of training materials and workbook



Skill Assessment & Certificates



Learners completed training participate in assessment – certificate will be issued to competent ones

✓ **Assessment on the Performance Criteria of the ASEAN standard (Unit of Competency) HoKa training is aligned with**

Certificate and Skills Passport issued by the Ministry



- ✓ Performance Criteria of Unit of Competency are listed.
- ✓ Learners can continue with more training to reach Level 1 of AQF



Thank you!!