



Information Pack

Project Handover Ceremony

Kampot - Friday, 27 November, 2020





Table of Content

Welcome Letter	2
About Swisscontact	3
About MIGIP	4
Tentative Agenda	5
Key Achievements	6
Intervention Area 1: Strengthen destination marketing	7
Intervention Area 2: Strengthen Service Quality and skills	9
Intervention Area 3: Strengthen specific visitor flows	11
Intervention Area 4: Strengthen destination management structure and process	12
Public and Private Sector Partners in Kampot Destination Management	14

Welcome Letter

Greetings and welcome!

On behalf of Swisscontact Cambodia, I would like to welcome you to the Handover & Project Closing Ceremony of the MIGIP project in Kampot. It is a great honour and very exciting for us to witness this occasion. We appreciate your participation today, and we are deeply grateful to the Kampot Provincial Department of Tourism (PDoT) and the Ministry of Tourism whose relentless support and cooperation has made all this possible.

Since 2017, Swisscontact and the PDoT along with the private sector have jointly implemented various interventions through Mekong Inclusive Growth and Innovation Programme (MIGIP), anticipating that it would pave the way for sustainable tourism development for Kampot. This is especially important as the continuation of particularly the Tourism Working Group will remain beneficial for all public and private partners.

In this information pack, you will see the highlighted results from the project implementation throughout the years. With this, we strongly hope that the key achievements and lessons learned will serve as steppingstones and catalysts for Kampot tourism to thrive further.

We would like to thank you for your belief, support and participation in this project. Most importantly, we also would like to also take this opportunity to wish our partners all the best in further undertaking the activities of the project after the handover.

Best regards
On behalf of the MIGIP team

A handwritten signature in purple ink, appearing to read 'Rajiv Pradhan', with a horizontal line drawn through it.

Rajiv Pradhan
Project Manager, MIGIP
Country Director, Swisscontact Cambodia

About Swisscontact

Swisscontact - the Swiss Foundation for Technical Cooperation

is an independent, non-profit foundation based in Zürich, founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international development, active in more than 38 countries with 120 programmes with more than 1,000 staff members. At the heart of all Swisscontact's work stand the private sector and its crucial role for achieving more inclusive economic growth. Swisscontact approaches this through 8 working areas: Initial Vocational Education and Training, Labour Market Insertion, Upskilling and Reskilling, Sustainable Agriculture, Trade, Green Cities, Tourism and Entrepreneurial Ecosystem. Swisscontact has been present throughout South-East Asia for more than 30 years.



Swisscontact has been operating in Cambodia since 2013, establishing its office in the country in April 2016. In Cambodia, Swisscontact operates in two working areas – enterprise promotion and skills development – always acting through private sector development. Building on the wider organisation's regional and global experience, Swisscontact strives to support local areas of focus, including agricultural innovation, tourism, impact investment, and renewable energy. Swisscontact currently implements the Swiss Agency for Development and Cooperation (SDC)-funded Skills Development Programme (SDP), leads the implementation of the Senior Expert Contact (SEC), Mekong Inclusive Growth and Innovation Programme (MIGIP) in destination management in the tourism sector and technology commercialisation in the agriculture sector, USAID-funded Regional Investment Support for Entrepreneurs (RISE), and Cambodian Horticulture Advancing Incomes and Nutrition (CHAIN) project as a consortium partner.

About MIGIP

Mekong Inclusive Growth and Innovation Programme (MIGIP) is a four-year programme (2017-2020) funded partly by the Swiss Agency for Development and Cooperation (SDC). The programme aims to develop inclusive growth contributing to job creation and income generation.



MIGIP focuses on enterprise development in the agriculture and tourism sectors. Cambodia's agriculture sector which is a major employer and livelihood option for the majority of the poor, is one of the key engines for economic growth and poverty reduction in the country. MIGIP works closely with the Government agencies, private sector enterprises (both at the national and the local level), research companies and universities.

Tourism sector is a key driver for local economic development in Cambodia. MIGIP recognises that growth in the tourism sector has the potential to contribute to job creation, revenue generation, the improvement of people's livelihood and poverty alleviation. To increase the competitiveness of the tourism sector, MIGIP focuses on strengthening destination management structure, processes, marketing, and skills through public-private partnerships at the sub-national level. To achieve this vision in tourism, MIGIP is working in the following intervention areas:

- 1. Strengthen destination marketing:** by developing sub-brands through the Visitor Flows marketing strategy
- 2. Improve service quality and skills:** by providing in-house trainings aligned with the national standards for low-skilled workers
- 3. Strengthen specific visitor flows:** by supporting local businesses to develop new products and activities targeted to specific market segments
- 4. Enhance destination management structure:** by promoting public-private partnership in destination management.

Tentative Agenda

Agenda

14:00 **Registration**

14:30 **Introduction Speech**

Mr. Say Sinol, Director of Department of Tourism and
President of Tourism Technical Industry Working Group (TTIWG)

15:00 **MIGIP Project Overview**

Mr. Kevin Robbins, Deputy Country Director,
Swisscontact Cambodia

15:20 **Highlights of TTIWG**
From 2017-2020

Mr. Poth Ratha, Junior Project Officer,
Swisscontact Cambodia

15:40 **Experience Sharing**

From tourism industry and TTIWG members

16:00 **Handover of Closing Report,**
TTIWG Operational Handbook and
materials from MIGIP

Mr. Kevin Robbins, Deputy Country Director,
Swisscontact Cambodia

16:05 **Closing Speech**

Mr. Say Sinol, Director of Department of Tourism and
President of Tourism Technical Industry Working Group (TTIWG)

16:20 **Group Photo and Cocktail**

Key Achievements



Public and private partnership platform established



5 Products developed and offered in the market



1 Tourist information center improved



617 workers trained



31 industry trainers trained and certified



100 businesses had staffs trained



4 Visitor flow developed and promoted



1 Destination marketing strategy developed



3 models developed



2 exchange visits organized



34 businesses supported by SEC (nationwide)



3 MoU signed



Hosted 2 interns from local universities

Intervention Area 1: Strengthen destination marketing

By promoting the destination using the visitor flows as sub-brands of destination.

- 4 main visitor flows were developed and have been used as strategy to promote the destination Kampot



- A workshop was arranged to validate the visitor flow product list with the business owners and managers.



- Visitor flow marketing materials had been developed and launched during the Sea Festival.



✦ Tourist Information Center (TIC)
improvement and staff training

✓ TIC was renovated with
integration of the visitor flows.



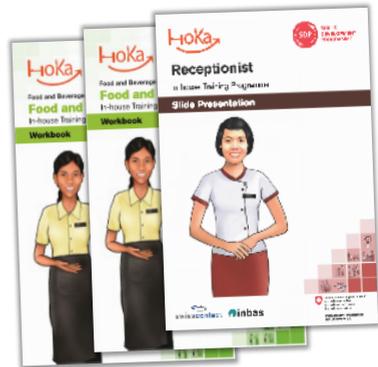
Intervention Area 2: Strengthen Service Quality and skills

By providing in-house trainings aligned with the national standards for low-skilled workers.

- Successfully designed and implemented a dual approach in-house training, Hospitality Kampuchea (HoKa), for hospitality in Kampot and expanded to Preah Sihanouk.



- Training curriculum and materials have been developed for F&B and Receptionist.



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



- ✦ Delivery of Training for Low Skilled Workers
 - ✓ 31 local trainers and 617 low skilled workers trained



- ✦ Certificate Presentation



Intervention Area 3: Strengthen specific visitor flows

By supporting local businesses through tourism working group to develop and commercialize new products.

- Supported the following products:
 - ✓ Heritage walking tour
 - ✓ Countryside and cuisine tours
 - ✓ Self-guided tour at Trapeang Sangke CBT
 - ✓ Kampot Pepper Trail as new product for Kampot
- Refurbished 5 bicycle rickshaws and supported development of the heritage bicycle rickshaw tour itinerary



Intervention Area 4: Strengthen destination management structure and process

By promoting public-private partnership and institutionalization of destination management.

✦ Setting up of the Tourism Working Group (TWG) as public and private platform (transforming from TIMWG)

✓ Annual Planning Meeting



✓ Quarterly Member Meetings



✦ TWG's Newsletter and Calendar



✦ Attend tourism fairs and workshop

✓ Cambodia Travel Mart 2017



✓ Cambodia Association of Travel Agents (CATA) Fair 2018



✓ President of TIMWG attended the Global Sustainable Tourism Council (GSTC) Emerging Destinations Workshop in Yogyakarta, Indonesia



✓ TWG Representatives Attended the Mekong Tourism forum 2019



✦ Exchange Visits to Southern Laos Marketing Working Taskforce



The Public and Private Sector Partners in Destination Development and Management of Kampot





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