



# Mekong Inclusive Growth and Innovation Programme

Supporting inclusive growth and innovation in the Mekong Region

## Project Report

2017 - 2020





# ① Introduction

# Acknowledgement



**His Excellency Pak Sokhom**  
Secretary of State  
Ministry of Tourism



**His Excellency Try Chhiv**  
Director DICA  
NCTP Secretariat  
Ministry of Tourism



**Mr. Say Sinol**  
Director  
Kampot Department of Tourism



**Mr. Tang Sochet Kreasna**  
Director  
Preah Sihanouk Department of Tourism



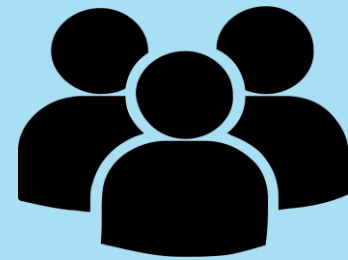
**Ms. Chin Sopheakla**  
Deputy Director  
Kampot Department of Tourism



**Mr. Sam Tola**  
Chief of Marketing Office  
Kampot Department of Tourism



**Ms. Hourn Chakriya**  
Training office manager  
Preah Sihanouk Department of Tourism



**Teams of Kampot & Preah Sihanouk**  
Departments of Tourism

# Acknowledgement



**Ms. Chhean Chanthavy**  
HoKa Trainer  
The Collumn Hotel



**Mr. Hourn Sophoeun**  
HoKa Trainer  
Nataya Resort



**Mr. Suong Thea**  
HoKa Trainer  
Thansur Bokor



**Mr. Sun Gentile**  
HoKa Trainer  
Makk & Five S Hotel



**Mr. Heng Kosal**  
HoKa Trainer  
New Beach Hotel



**Ms. Chhean Chanthavy**  
HoKa Trainer  
The Column Hotel



**Mr. Cheng Sokea**  
HoKa Trainer  
Sokha Hotel

# Acknowledgement



Paris  
Guesthouse



*Kek Soon*  
CUISINE AND CULTURE TOURS



**KADODĒ**  
KAMPOT PEPPER UK



A large, yellow-painted industrial component, possibly a part of a machine or a large container, is the central focus. It has a circular top edge with several small holes. The surface is marked with some faint, dark lines. The background is a blurred industrial setting with various metal parts and machinery.

Swisscontact  
Swiss Foundation  
for Technical Cooperation

*We create opportunities*

# Where we come from

## Changes in our understanding of development

60's	70's	80's	90's	2000	2015
Industrialization and Growth	Covering the basic needs	Fighting Debt Crisis «Washington Consensus»	Widened focus on sustainable development	Millenium Goals «End extreme poverty»	Global Agenda 2030 «Leave no one behind»



Vocational and Polytechnical schools  
**Copy the Swiss Model**



Short courses and mobile training facilities  
**Flexible approaches**  
**Scaleability**



Start with SME and Enterprise Promotion  
**Focus on private sector**



First Microfinance & Climate Projects  
**Widened Scope of activities**



Inclusive Development:  
**«Making Markets work for the poor»**



Systemic approach in all aspects  
**New focus on resilience**

# Our Mission

We promote **inclusive economic, social and ecological development** to make an **effective contribution** towards **sustainable and widespread prosperity** in developing and emerging economies.

We offer the chance to economically and socially disadvantaged people to **improve their lives on their own initiative.**

# 2019: 38 Countries



# Facts & Figures 2019



**120** Projects

**38** Countries



## Source of funds

CHF 100 Mio

67%

Public clients  
Switzerland

19%

Public clients  
international

14%

Private Donors

# What we offer



**Project  
Management**



**Advisory**



**Training**



**Research**

**Global Best Practices**

# How we work

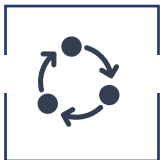
## Empowering local actors



Providing improved **support services to people and SMEs** (at micro level);



**Institutional capacity-building** through creating and fostering professional associations, unions, and interest groups (meso level);



and **implementing processes to adapt and improve the regulatory environment**, where necessary and feasible (macro level).



Targeting **inclusive, private sector-led growth** with a focus on economic impacts, in which **gender equality and environmental sustainability** are equally important

# External Value Proposition to all our Stakeholders





# Programmes in Cambodia



senior expert  
contact

Senior Expert  
Contact



SKILLS  
DEVELOPMENT  
PROGRAMME

Skills Development  
Programme



Mekong Inclusive Growth  
& Innovation Programme

Mekong Inclusive  
Growth and Innovation  
Programme

**CASF**

Conservation  
Agriculture Service  
with a Fee



Cambodia Horticulture  
Advancing Income and  
Nutrition (CHAIN 2)

**RISE**

Regional Investment  
Support for  
Entrepreneur

# What is MIGIP?

## MIGIP

Mekong Inclusive Growth &  
Innovation Programme



2017 – 2020



Small farms and  
firms in agriculture  
and tourism



### Agriculture

*Technology commercialization*



### Tourism

*sustainable tourism  
destination management*



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

# Background work done on tourism sector

1

## Coastal Scoping Study



The Potential for Investment in Tourism  
Sub-National Destination Management:  
Coastal Zone, Cambodia

Jan 2016

2

## Visitor Flow Assessment



Nov 2016

3

## MoU with Ministry of Tourism



Feb 2017

# Our Commitments in MoU

1) Development of new tourism products

2) Strengthening of existing and developing of new visitor flows

3) Marketing, promotion and branding

4) Improving visitor information services and products

5) Setting-up or strengthening of destination management structure for public and private collaboration

6) Capacity building and training of public and private sector actors, e.g on destination management, on development of destination strategies, on public-private collaboration

7) Organization of knowledge sharing events

8) Demand-led studies and research

9) Assessment of demand for Swisscontact Senior Expert Corps (SEC) service

10) Placement of SEC Experts and backstopping of those experts



  
swisscontact



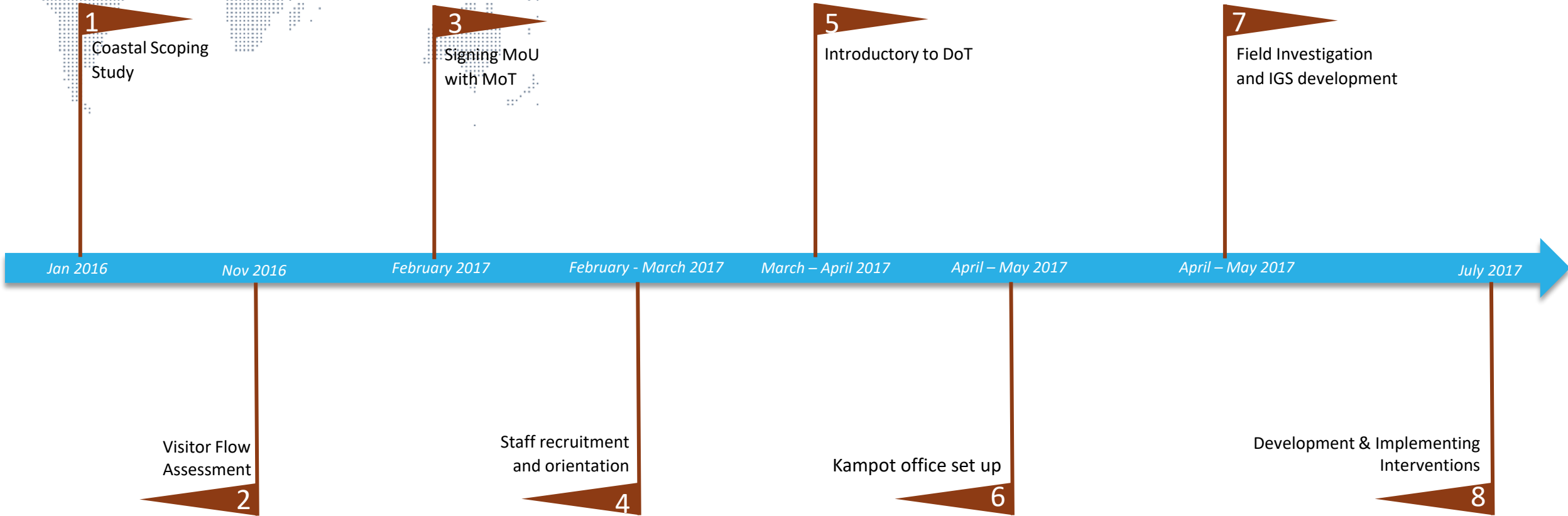


②

# Alignment and Operational Planning



# Project Planning Storyline



# Transfer MoU to Intervention Areas (IA)

Commitments in MoU

Organization of knowledge sharing events

Improving visitor information services and products

Development of new tourism products

Setting-up or strengthening of destination management structure for public and private collaboration

Assessment of demand for Swisscontact Senior Expert Corps (SEC) service

Marketing, promotion and branding

Capacity building and training of public and private sector actors, e.g on destination management, on development of destination strategies, on public-private collaboration

Strengthening of existing and developing of new visitor flows

Capacity building and training of public and private sector actors, e.g on destination management, on development of destination strategies, on public-private collaboration

Placement of SEC Experts and backstopping of those experts

Demand-led studies and research



Intervention Areas

**IA1: Strengthen destination promotion and marketing**

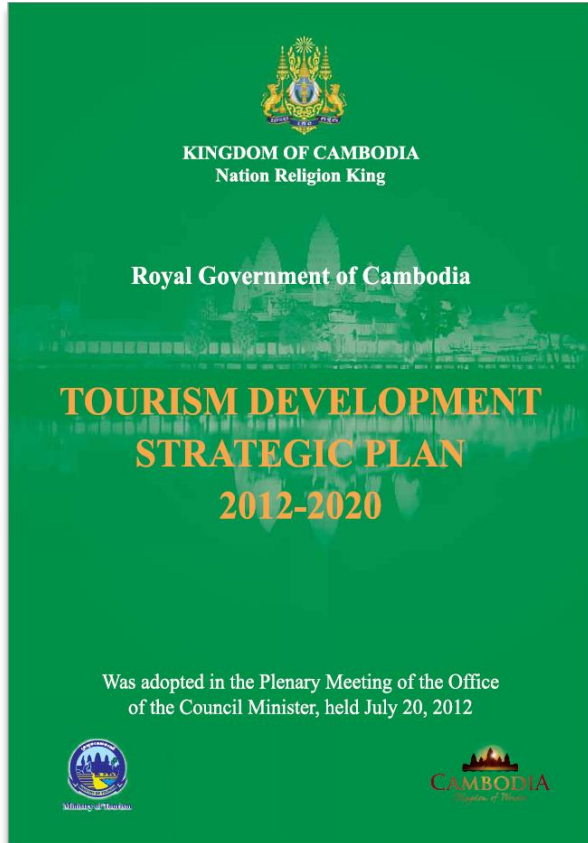
**IA2: Strengthen service quality and skill**

**IA3: Strengthen specific visitor flows**

**IA4: Strengthen institutionalization of destination management structure and processes**

**Addition: Placement of Senior Experts**

# Alignments with Government Plan/Policies



**Strategic Direction 1:** Tourism product development and product quality improvement

**Strategic Direction 2:** Marketing and promotion

**Strategic Direction 3:** Travel facilitation and transportation, and regional and internal connectivity

**Strategic Direction 4:** Tourism safety system and management of tourism's negative impact on society, culture, environment and economy

**Strategic Direction 5:** Legal systems and management mechanisms with effective implementation

**Strategic Direction 6:** Human resource development



IA3: Strengthen specific visitor flow



IA1: Strengthen destination promotion and marketing



IA4: Strengthen institutionalization of destination management structure and processes



IA2: Strengthen service quality and skill

# Alignments with Government Plan/Policies



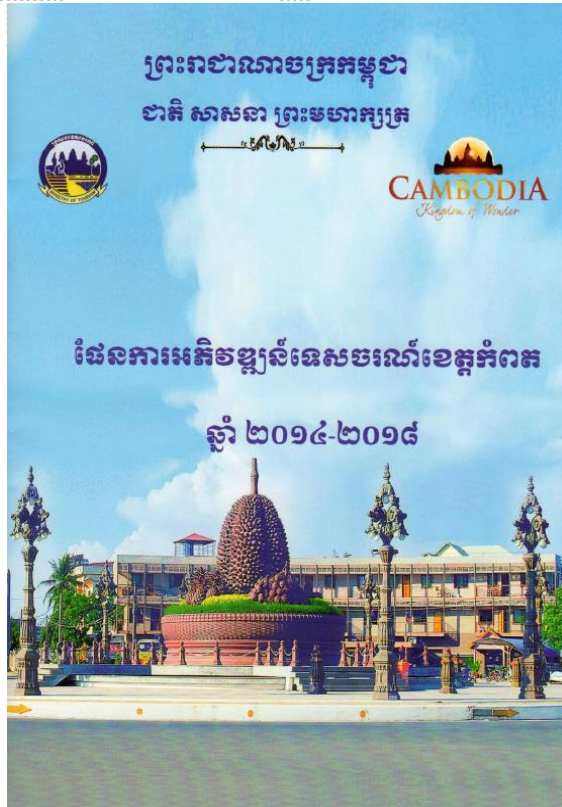
Strategic Direction 1: Continue to strengthen the implementation of the Mutual Recognition Arrangement on Tourism Professionals (MRA-TP)

Strategic Direction 2: Develop and strengthen tourism skills in accordance with national standards and the need of Cambodia tourism development

Strategic Direction 3: Strengthen capacity of institutions, officials, and public-private partnership through training

swisscontact  
IA2: Strengthen service quality and skill

# Alignments with Government Plan/Policies



**Strategic Direction 1:** Tourism product development

**Strategic Direction 2:** Market research and tourism promotion

**Strategic Direction 3:** Tourism transportation facilitation

**Strategic Direction 4:** Natural resource preservation and management

**Strategic Direction 5:** Development of human resource and gender in tourism sector

**Strategic Direction 6:** Tourism security system and negative impact management



IA3: Strengthen specific visitor flows



IA1: Strengthen destination promotion and marketing



IA2: Strengthen service quality and skill

# Alignments with Government Plan/Policies



Develop and deliver a consistent and compelling Kampot brand

swisscontact  
Promote visitor flow as sub-brand of destination

Utilize a range of marketing channels to promote visitor flows – developing multi-channel marketing strategy

swisscontact  
Develop visitor flow posters, booklets, postcards

Gather visitor insights

swisscontact  
Conduct visitor market survey

Build organizational capacity and excellence within the TIMWG

swisscontact  
Support the secretariat



A photograph of a traditional-style house with a red-tiled roof and yellow walls. The house features blue shutters on the windows and a balcony with a white railing. Several tall palm trees are in the foreground, and there are many power lines crisscrossing the scene. The sky is overcast with grey clouds.

## ③ Key Achievements

# Key Achievements



**1 Public and private**  
partnership platform  
established



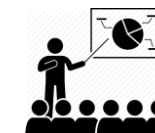
**5 Products** developed and  
offered in the market



**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

# Partners We Worked With







4

# Project Implementation



# IA1: Destination Marketing

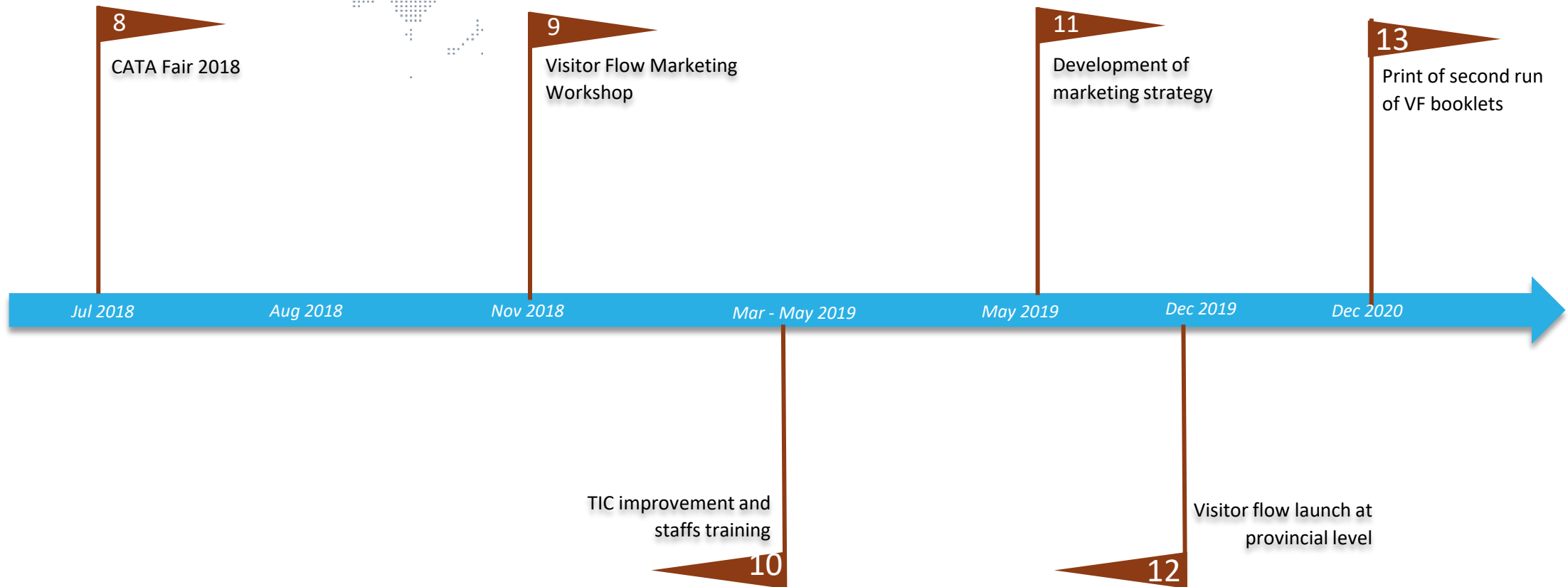
# Intervention Area Key Achievements

- **4 Visitor Flows** were developed and have been used as strategy to promote the destination Kampot
- **Visitor Flow marketing materials** have been developed including printed and electronic versions including visitor flow booklets, visitor posters, and visitor flow I-stands
- The **Visitor Flows was taken up by the Ministry of Tourism**. This was evidence through investment of Ministry of Tourism to install the Visitor Flow billboards on the entrances to Kampot
- **Tourist Information Center (TIC)** was renovated with integration of the Visitor Flows

# Timeline of Milestones



# Timelines of Milestones



# 1. Mekong Moments Video (Aug 2017)

- **Mekong Tourism Coordinating Office (MTCO)** request MIGIP to support for content in their video on Kampot
- MIGIP worked with PDOT to provide such content
- A workshop with PDoT and the private sector was organized to collect the content for the video and was provided to MTCO



## 2. Visitor Market Survey (Jul 2017)

- One visitor market survey was conducted using the KoboToolbox to collect analyze the data
- The result from the survey was shared with PDoT and used to inform the design of the interventions especially those on product development



# 3. Cambodia Travel Mart 2017 (Nov 2017)

- Public and private representatives from Kampot attended CTM 2017 to promote destination Kampot based on the four main visitor flows namely countryside experience, river life experience, Kampot town cultural heritage and Bokor national park.
- 25 businesses contributed their marketing materials to the booth of Kampot
- 56 appointments with local international travel companies to promote Kampot



# 4. Marketing Ideation Workshop (Dec 2017)

Workshop with public and private sector coordinated by a private sector volunteer to collect the marketing ideas for Kampot

TIMWG presents :  
**MARKETING WORKSHOP**  
How to promote Kampot ?

As tourism stakeholder you are involved in activities to increase amount of visitors in Kampot and extend their stay.

- 1 How public and private sector can join and work together to promote Kampot and its assets ?
- 2 Give your opinion on marketing materials presented by marketing experts.
- 3 Get your product listed on one of the highlighted Visitor Flow.
- 4 Get free promotion on Kampot Tourism Website

8.00 am  
**19**  
November  
Free entrance

**Kampot Art Gallery**

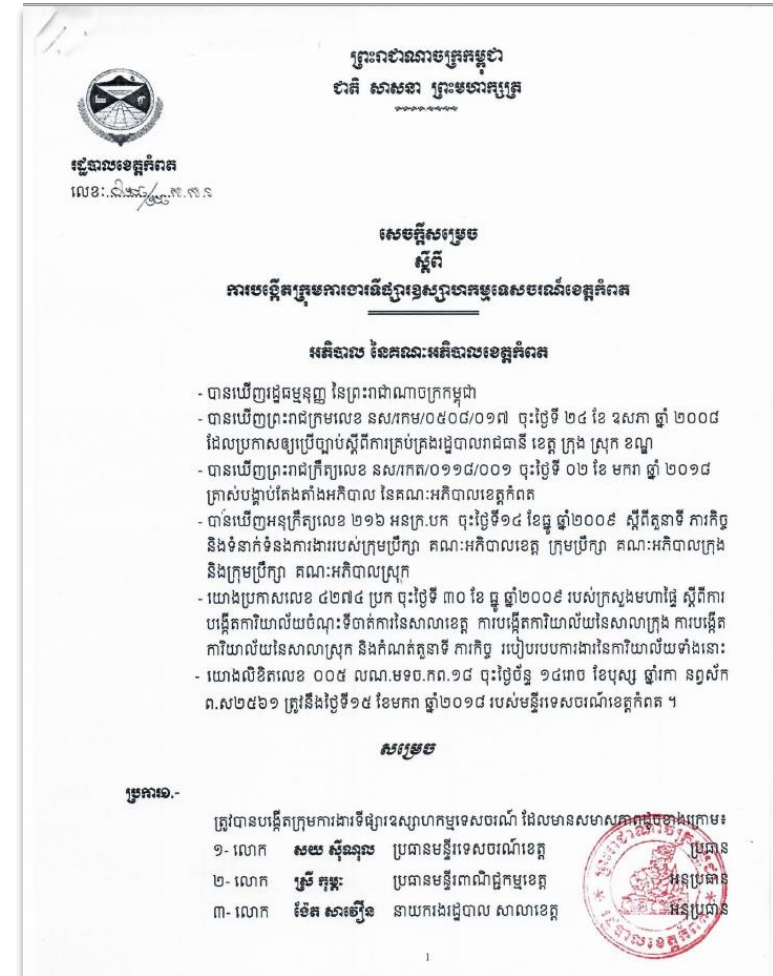
Please confirm your presence to [coordinator@kampot-timwg.org](mailto:coordinator@kampot-timwg.org)

Kampot Tourism, CAMBODIA, swisscontact



# 5. Establishing Kampot Tourism Industry Marketing Working Group

- The decision document issued by the provincial administration to officially establish the group comprising of 13 private sector members 7 public members and 1 NGO member
- The official document was distributed to all the members



# 6. Developing Visitor Flow Posters

- The objective of developing the visitor flow posters was to visualize them and sensitize the stakeholders
- The posters of the four visitor flows were designed and published to place at the Tourist Information Center and the PDoT office.
- The visitor flow posters was taken up by the Tourism Infrastructure for Inclusive Growth (TIIG), a project of MoT financed by ADB to put on the big billboards on the three main entrances to kampot.



# 7. CATA Fair 2018

TIMWG went to the CATA Fair 2018 by themselves and at their own cost using the Visitor Flow marketing materials such as banner and i-stands.



# 8. Support TIMWG with a Coordinator

- The TIMWG secretariat was established inside the PDoT
- The coordinator was hired to coordinate the activities of TIMWG and based at PDoT with some regular meetings with Swisscontact team



Sarah Zimmerman  
TWG Coordinator



Virasha Jaswani  
TWG Coordinator

# 9. Visitor Flow Marketing Workshop

- The workshop was arranged to validate the visitor flow product list with the business owners and managers.
- The marketing agency hired by Swisscontact presented the visitor flow communication plan



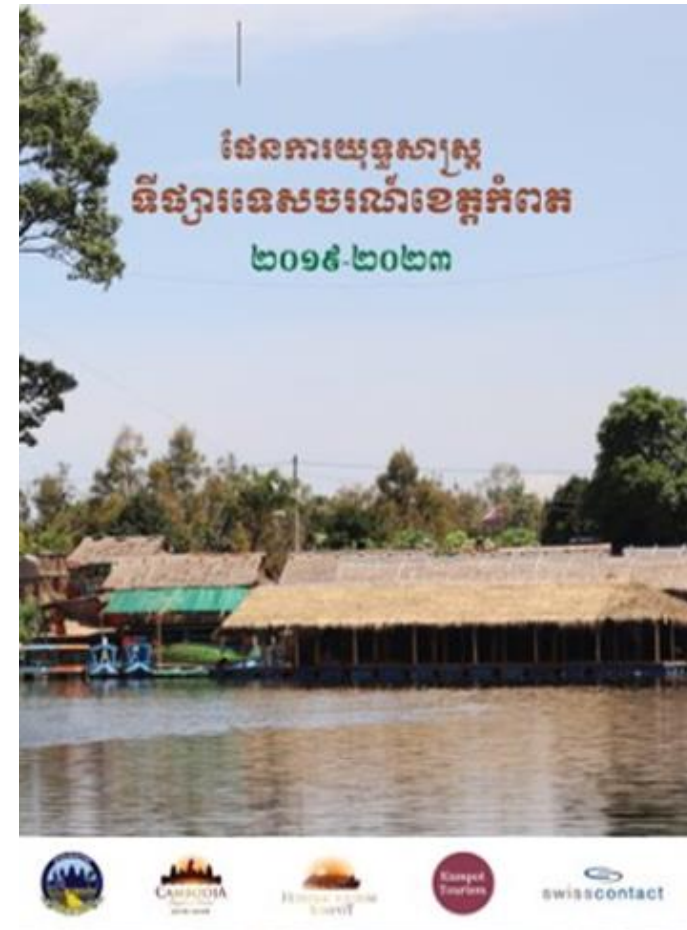
# 10. TIC Improvement and Staff Training

- Coordinated by the TIMWG, **business owners and managers from Kampot orientated the staffs at TIC** on their services and products available and invited them to try and experiences the services and products
- More **marketing materials** are placed at TIC by the businesses
- **New furniture** was supplied to TIC



# 11. Developing the Marketing Strategy

- The consultant was hired to develop the 5-year marketing strategy 2019 – 2023 for Kampot.
- The strategy was developed by building on the four Visitor Flows as it's foundation
- The strategy was validated and approved by the Provincial Tourism Development and Management committee



# Visitor Flow Launch at the Provincial Level

- Just before the sea festival 2019 and in conjunction with the launch of the Kampot food street, the visitor flow was launched by the minister of tourism
- The visitor flow marketing materials was distributed to private sectors and other stakeholders during the launch



# Success Stories

- PDoT distribute Visitor Flow booklets and utilize other marketing materials from the promotional campaign for their relevant independent conferences, workshops and events.
- VF Booklets in Khmer language were distributed at the 8th round of SEA festival hosted in Kampot in Dec 2019.



# Key Learning and Challenges

- Visualizing the Visitor Flow helps to sensitize the industry and brings the industry together
- Champions from industry is essential to drive initiatives of marketing activities and coordinating with PDOT
- Collecting inputs from stakeholders are useful, but it does take some time
- Presence of a coordinator helps the industry to plan together



# What has been scaled up

- DoT has invested in the four visitor flows – 4 videos produced, 3 signboards were installed
- DoT formalized the marketing strategy by integrating it into the Provincial Tourism Development Plan



# COVID-19 impact

- The distribution of Visitor Flow booklets has been slow and campaign to DMC's was on-hold due to COVID-19 restrictions
- VF sub-working group has been disintegrated as lead member has returned to their home country and is unable to return to Kampot

# What is being left behind

- Visitor Flow marketing approach (how destination is promoted using the VF)
- Materials (poster, booklet, booklet holder, i-stand, booth) & photos (hard and soft copies)
- Private sector leads: contacts within the private sector who are willing to co-work/ volunteer time to contribute to the VF marketing campaign, such as feedback to the content of materials



# AI2: Skills Development

# Intervention Area Key Achievements

- ETNA Toolkits have been developed
- Training curriculum and materials have been developed
- 617 low skilled workers trained
- 31 local trainers produced
- Successfully designed and implemented a dual approach in-house training for hospitality in Kampot and expanded to Preah Sihanouk
- The Hoka model is taken up by Skill Development Programme (SDP) to 5 other provinces include setting up a HoKa Steering Committee in MoT

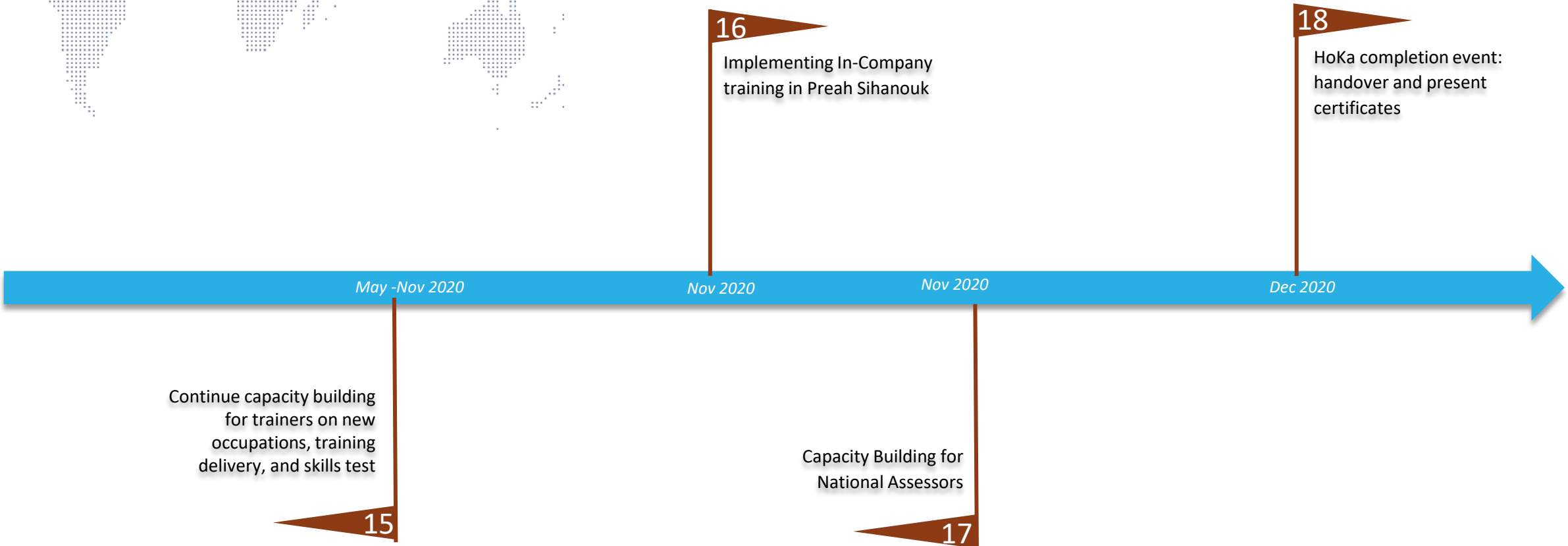
# Timelines of Milestones



# Timeline of Milestones



# Timeline of Milestones



# 1. Curriculum and Materials Design

Endorsed by the MoT, HoKa designed and developed training curriculum and material in response to the skill gap analysis and aligned with ASEAN competency standards



## 2. Training of Trainers

- MRA-TP and competency based training
- High impact training methodology
- HoKa training materials
- Assessment for National Trainer certificate and Skills Passport



# 3. HoKa Launch in Kampot

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



# 4. Delivery of Training for Low Skilled Workers and Skill Test

- 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



# 5. Tourism Skill Dissemination Workshop and HoKa Orientation

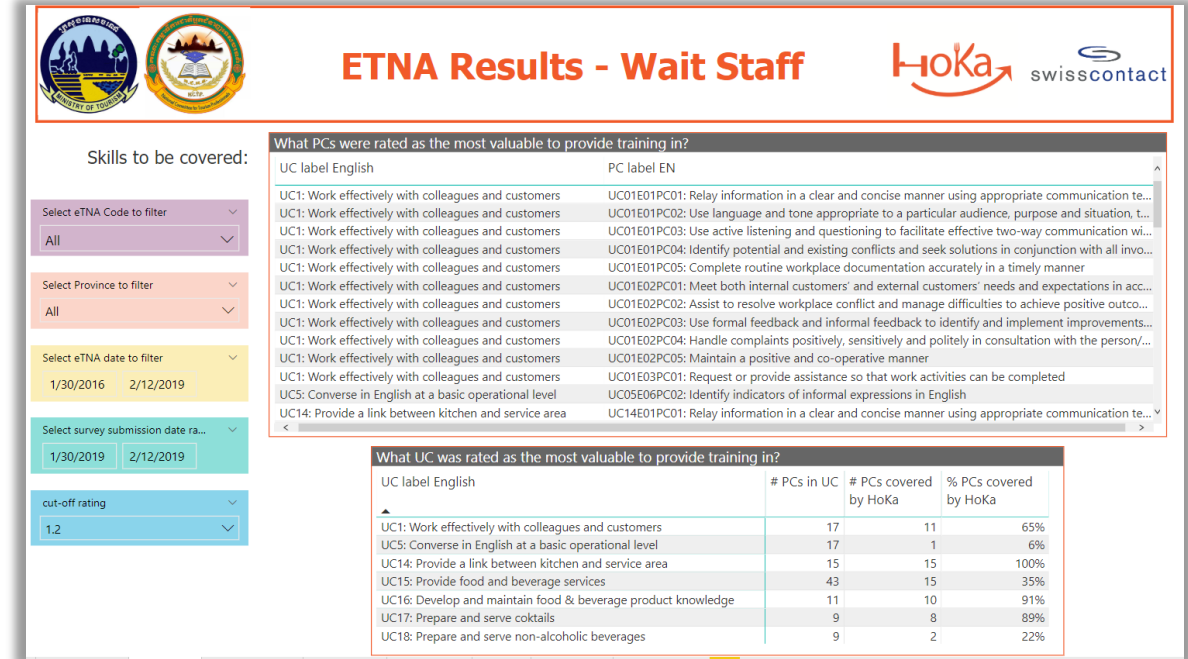
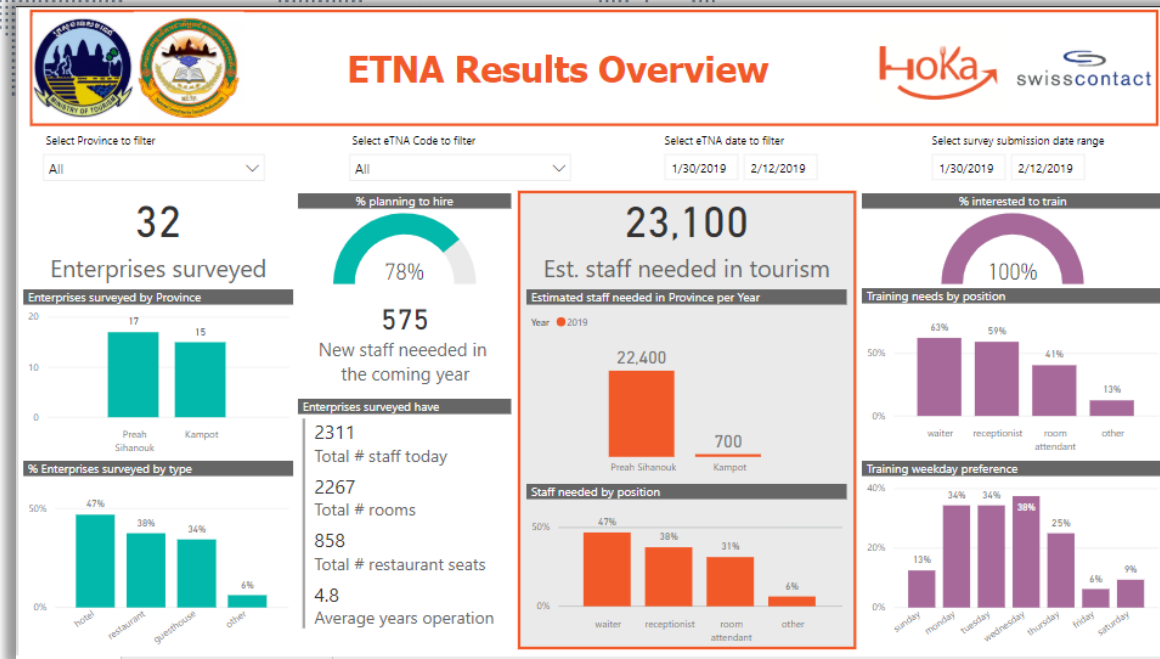
The event was co-organized by Swisscontact and the Ministry of Tourism presided over by the Secretary of State from the Ministry of Tourism.



# 6. Presenting HoKa at ATPMC Meeting

HoKa along with other hospitality training projects of Swisscontact in Southeast Asia was presented at skill upgrading programme for hospitality staffs through dual approach in-house training aligned with ASEAN standard

# 7. Developing e-Training Need Assessment Toolkits



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

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

# 8. Establishing Partnership with Preah Sihanouk PDoT

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



# 9. Continuing Delivery of Training in Kampot and Expanding to Preah Sihanouk

HoKa is expanded to Preah Sihanouk as requested by Preah Sihanouk PDoT Director



# 10. Producing HoKa Video

A video is produced to promote the industry-led training in alignment with the ASEAN Qualification Reference Framework



# 11. Capacity Building for National Trainers



The training equipped national trainers with the effective training methodologies that they could use to deliver training to low skilled hospitality workers

# 12. HoKa Became a brand and was adapted by SDP

HoKa brand is adapted by the Skill Development Programme (SDP) and being implemented in other 5 provinces of Cambodia



# 13. Certificate Presentation at World Tourism Day

- 56 hospitality industry trainers (8) and learners received certificates on World Tourism Day (those that successfully completed in-house training with HoKa in Kampot province)
- The HoKa training model & implementation and achievement was presented to delegates and participants on this event.



# 14. Presenting HoKa Case Study at Best Practices Seminar of ASEAN MRA – TP

HoKa presented as best practice during the ASEAN MRA – TP seminar in Bandung, Indonesia



# 15. Continue capacity building for trainers on new occupations, training delivery, and skills test

Organising new Training of Trainers on two new Occupations – Front Office and Housekeeping.



# 16. Implementing In-Company training in Preah Sihanouk

Competent trainers deliver training to staffs in their establishment by using HoKa training materials and curriculum.



# 17. Capacity Building for National Assessors

Training of Assessor in two occupations (F&B waiter, and Receptionist) will be conducted for at least 20 local industry professionals from Preah Sihanouk and Kampot.



# 18. HoKa completion event: handover and present certificates

Present Certificates and  
Skillpassports to competent  
low skill workers.



# Success Stories



*“ Ms. Chanthavy, become an active trainer in sharing industry knowledge and experience to her staffs and other low skilled worker.*



*“ A leaner, Ms. Tiev Lyhouy is promoted to be assistant manager and become “valuable resources” in her workplace with restaurant.*



*“ Mr. Kosal, to improve our business by investing in staff capacity building.*

# Key Learning and Challenges

- Alignment of training to the national framework is important
- The training needs to be customized based on the needs of the target groups
- There is a need to look for strong partners in the destination
- It is important to get stakeholders to understand the value of ASEAN type of training
- Businesses are concerned on the staff turnover after the training
- Sustainability of the training is challenging but doable if integrated within the Government system
- Qualified trainers are important (people with industry experience)
- Building and utilizing the local training capacity is more effective and efficient

# What is being scaled up



Ministry of Tourism Takes the  
Ownership of HoKa and  
Integrate with the National Plan



PDoTs Use HoKa Materials to  
Deliver the Training



Preah Sihanouk PDoT Invest in  
HoKa Financially

# What is being left behind



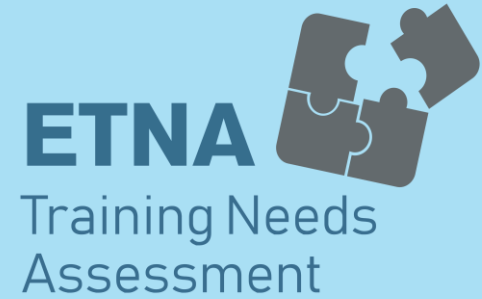
HoKa Training Guideline



HoKa Training Package



Local Industry  
Trainers



**ETNA**  
Training Needs  
Assessment  
E-Training Need Assessment Tool



# IA3: Product Development

# Intervention Areas Key Achievements

- 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

# Timelines of Milestones



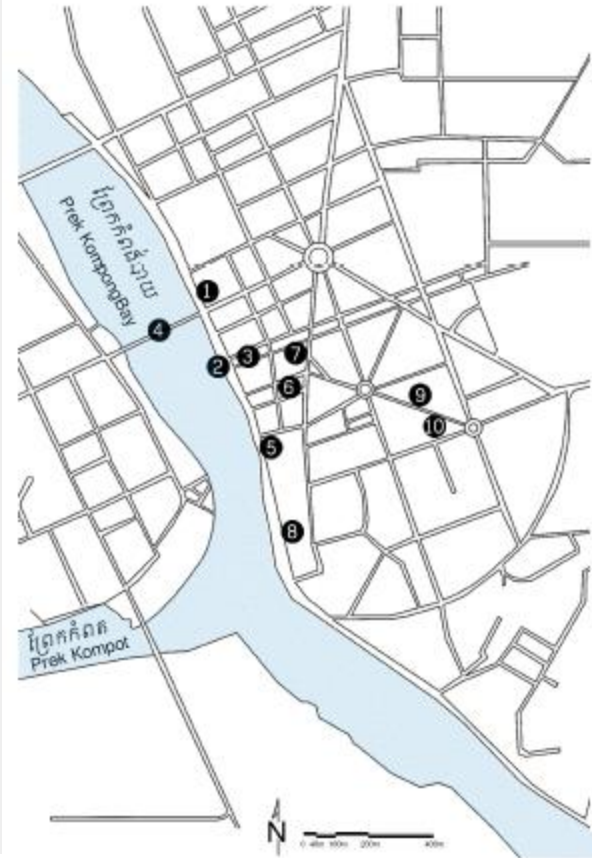
# 1. Countryside and Cuisine Tours (May 2017)

- Partnership agreement was signed with Kek Soon tours to develop the countryside and cuisine tours aiming to strengthen the offer within the countryside exploration visitor flow.
- MIGIP supported partner to develop, market and commercialize the product

The screenshot displays the Kek Soon website with a navigation bar at the top containing 'Home', 'About Us', 'Our Tours', 'About Kampot', and 'Contact Us'. Below the navigation are three main tour categories: 'REGULAR TOURS' (represented by a group of people icon), 'PRIVATE TOURS' (represented by a group of two people icon), and 'BESPOKE TOURS' (represented by a lightbulb icon). Each category has a brief description. Below these is a featured section for 'KAMPOT CUISINE AND COUNTRYSIDE TOUR' with a red title bar. The text describes it as a signature full-day tour. To the right of this text is a large image of a lush green landscape with a path, overlaid with the text 'Explore Kampot and recreate the local dishes' and two buttons: 'LEARN MORE' and 'BOOK NOW'. At the bottom left of the featured section are two smaller images: one of a plate of food and another of two women in traditional attire.

# 2. Heritage Research With Royal University of Fine Arts (RUFA) (Dec 2017)

- Part of the support to develop the heritage walking tour, MIGIP collaborated with RUFA to do the heritage research to develop the content for the tours.
- 10 heritage buildings which were potentials for the tours stop was studied and profiled.



1 អគារប្រយុទ្ធនឹងជំងឺអេដស៍  
AIDS and STI Office



2 ផ្សារត្រី  
Phsar Trey



3 ផ្សារក្រណាត់  
Phsar Kromat



4 ស្ពានតំនូធនុ  
Spean Enthamu



5 អាគារកាកបាទក្រហម  
Cambodian Red Cross



6 ផ្ទះល្វែងបែបចិន  
Chinese Shophouse



7 រោងភាពយន្តរ៉ូយ៉ាល់  
Royal Cinema



8 សារមន្ទីរខេត្តកំពត  
Kompot Museum



9 មន្ទីរទេសចរណ៍ខេត្តកំពត  
Tourism Office



10 សាលារៀនគៀតមិញ  
Kiet Minh School

# 3. Heritage Walking Tours (Nov 2017)

- MIGIP supported Butterfly Tours to develop the heritage walking tours to bring new experiences to visitors and strengthen the offer in the Kampot town cultural heritage visitor flow.
- Butterfly Tours took up the product and adjusted it to fit with the changes of the visitor demands



# 4. Product Development Approach Integrated with TWG (Dec 2018)

- Having learnt that supporting private businesses directly to develop the products will be difficult to institutionalize and also not in the interest of the public sector, MIGIP changed the supporting approach to provide support through the Tourism Working Group.
- Private businesses that had product development ideas and wanted support needed to pitch them to TWG and get the support from TWG.



# 5. Trapeang Sangke Self-Guided Tours (May 2019)

- The idea came from a private business, SUP Asia, which is member of TWG.
- The idea was pitched and agreed during the annual planning meeting of TWG in 2018
- Information boards with four different languages were installed at the community to support the self-guided tours around the mangrove restoration community-based tourism sites



# 6. Collaboration with Wildfowl & Wetlands Trusts (WWT) (Aug 2019)

- WWT invited the coordinator of TWG to attend the World Wetlands Day and idea to conduct the wetland site research was initially discussed
- TWG invited WWT to attend the quarterly meeting and present about the community – based tourism at Anlung Pring protected area
- Idea on packaging Anlung Pring into the countryside exploration visitor flow as discussed
- PDoT have taken video footage from WWT to market Anlung Pring independently on billboards in Kampot
- Anlung Pring was included in the History of Kampot book post collaboration

# 7. Rickshaw Service Launch (Dec 2019)

- MIGIP supported the refurbishment of 5 bicycle rickshaw to bring them to service the tourists
- The service was launched by the Minister of Tourism during the launch event of Kampot food street festival just before the Sea Festival 2019.



# 8. Kampot Pepper Trail Launch (Feb 2020)

- The product development idea for a self guided food trail came from the private sector, and was pitched and agreed during the quarterly meeting of TWG
- 25 restaurants participated and one pepper cooperative/reseller, Kadode partially sponsored the project, and provided Kampot pepper giftpacks as rewards for tourists embarking on the Pepper Trail
- The logo had been developed to build the brand and one Facebook page had been set up to promote the product



# Success Stories

**Trapeang Sangke** – The self-guided tour of the mangrove restoration site was improved by the billboards installed to provide domestic and international tourists with an understanding of the importance and the impact of mangroves to the environment, and the local community.

**WWT** - Anlung Pring Sarus Crane Sanctuary was well received and taken up by PDoT to market independently. Private sector TWG members met with WWT to discuss selling their locally made products in charity shops in the UK.

**Kampot Pepper Trail** - The lead partner managed to collect 25 businesses to collaborate to create the Kampot Pepper Trail experience. This trail was experienced by international media travel team, and feedback was provided.

# Key Learnings and Challenges

- Motivating private sector to implement the project is not always easy
- The product development ideas from the private sector is more successful
- Supporting product development through the TWG helps to institute the process
- Certain product was shut down because of conflict within public sectors interest
- Wrong expectation from private sector partners (expect more direct finance support)

# What is being scaled up

SUP Asia continues to  
market Trapeang Sangke



# 9. COVID-19 Impact

- Butterfly Tours closed their enterprise in Kampot, therefore the heritage walking tours and bicycle rickshaw tours are no longer available for tourists to experience.
- WWT have closed their CBET site in Anlung Pring indefinitely, so marketing activities with TWG have been decreased.
- The second version of the Kampot Pepper Trail launch has been postponed indefinitely until borders reopen, as this product is made to target international tourists.

# What is being left behind

- The Kampot heritage content for tourism (RUFA research report)
- The design of the bicycle rickshaws refurbishment, and tour itinerary
- Billboards at Trapeang Sangkae to conduct self guided tours
- Kampot Pepper Trail logo, stickers and passport (soft and hard copy)
- Kampot Pepper Trail facebook page

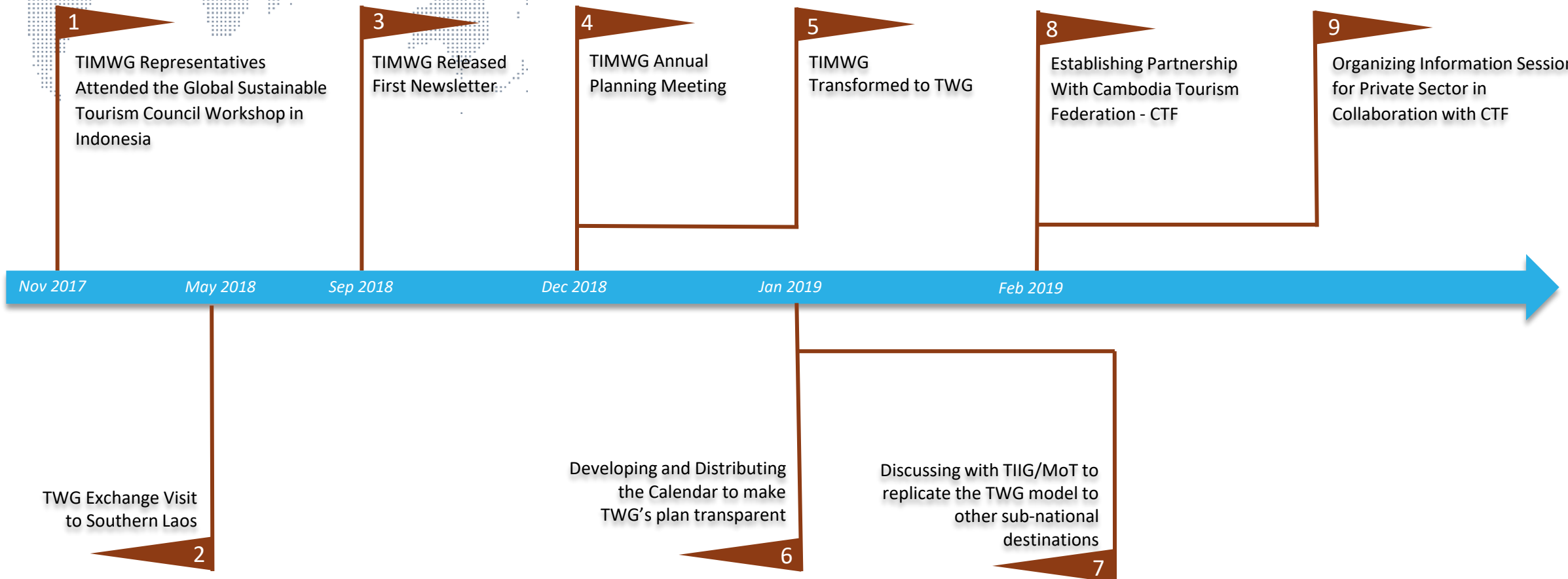


# IA4: Destination Management

# Intervention Area Key Achievements

- Setting up of the Tourism Working Group (TWG) as public and private platform
- Supported the development of Destination Marketing Strategy 2019 – 2023
- Supported TWG representatives to attend 2 tourism events in Cambodia and 2 events in the region
- Supported 9 regular meeting of TWG
- Supported the establishment of TWG secretariat

# Timeline of Milestones



# Timeline of Milestones



# 1. Global Sustainable Tourism Council (GSTC) Emerging Destinations Workshop (Nov 2017)

President of  
TIMWG  
attended the  
workshop in  
Yogyakarta,  
Indonesia



## Speakers



**Ary Suhandi**  
Chair, Indonesia  
Ecotourism Network



**Susan Santos de Cárdenas**  
President, Society for  
Sustainable Tourism &  
Development



**Dr. Mihee Kang**  
Seoul National University



**Randy Durband**  
CEO, GSTC



**Dr. Frans Teguh**  
Director for Infrastructure  
Development and  
Tourism Ecosystem,  
Indonesian Ministry of  
Tourism



**Dr. Chuwit Mitrcob**  
Deputy Director, DASTA  
(Thailand's Designated Areas  
for Sustainable Tourism  
Administration)



**Veda Santiadji**  
Coral Triangle Support  
Program Leader,  
WWF Indonesia



**Panot Pakongsup**  
Asia Field Manager,  
Planeterra Foundation  
(G Adventures)



**Ruedi Nuetzi**  
Tourism Project Manager,  
Swisscontact



**Hugo de Jong**  
Co-founder, Green  
Destinations



**Gili Back**  
Sustainability Manager,  
Khiri Travel



**Herman Hover**  
General Manager  
Indonesia, Khiri Travel



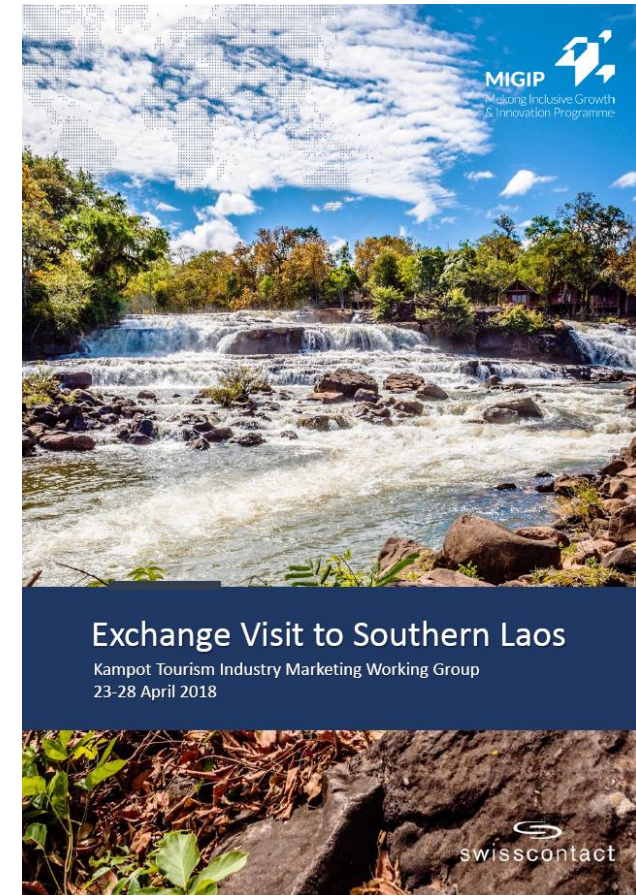
**Alexandre Tsuk**  
Founder, RefillMyBottle

**GSTC**  
Emerging  
Destinations  
Workshop



## 2. TIMWG Exchange Visit to Southern Laos (May 2018)

- MIGIP organized to tour for the TWG members to Lao PDR since Swisscontact has done similar work with Southern Laos
- Understand the experiences of Southern Laos stakeholders on good practices in public-private sector collaboration
- Generate ideas for innovative models and experiences in tourism skills and product development and designation marketing efforts
- Identify learning points, action plan and preparation for the return exchange visit



# 3. TIMWG Released First Newsletter (Sep 2018)

Quarterly Newsletter were prepared and shared with the members every quarter to keep them updated on the work of TIMWG

**Visitor Flow: The Kampot Experience**

- Countryside Experience
- River-Life Experience
- Bokor National Park
- Kampot Town Cultural Heritage

**Trapeang Sangkae: TIMWG Supports Community-based Tourism**

In 2019, TIMWG had planned to support Trapeang Sangkae in their communication strategy. Indeed, SUP Asia, who is a past member of TIMWG, had brought the issue to the group attention of this community's lack of support regarding the information provided on site.

TIMWG worked on a whole plan for the year and first results came out this quarter: 4 billboards were implemented in 4 languages: Khmer, English, French and Japanese.

It targets the visitors who are already on-site but who cannot get information about the project because the members of the community are not available or do not speak their language. TIMWG, in collaboration with Trapeang Sangkae members, focused on four topics: the history of the community, the community-based tourism concept (CBT), the impact of mangrove on the environment and the ways to support the project when visiting.

TIMWG and Trapeang Sangkae will keep working together this year by inviting all business owners from Kampot to visit the community and discover the project. Also, the marketing campaign started, TIMWG is promoting Trapeang Sangkae using several communication channels such as free guidebooks and the Tourist Information Centre.

Do not hesitate to contact TIMWG coordinator or any member for more information and to offer your help.

**Trapeang Sangkae**  
Make the difference between conventional and community-based tourism

**Trapeang Sangkae Community-based Tourism**

**Gearing up for Visitor Flows Launch**

This quarter TIMWG has focused on gaining the requisite traditional marketing material to launch Kampot's new streamlined marketing campaign. Visitor Flows divides Kampot neatly into four targeted tourist segments: Kampot Town Cultural Heritage, Countryside Experience, RiverLife Experience, and Bokor National Park. While we aim to utilise the four visitor flows to attract tourists of different motivations, we hope that this communication will provide more information about the multitude of options Kampot has to offer, and hopefully retain visitors for longer stays.

In collaboration with the Provincial Department of Tourism, we have come to the end of our design process for the following marketing materials: i-stands, tuk-tuk signs, a Visitor Flows booth, and a Visitor Flows booklet. We aim to get this validated, and presented to the private sector for feedback within the next quarter.

In the next quarter, our objective for Visitor Flows is to launch it on a national level, and also to create a digital marketing strategy that aligns Provincial Department of Tourism's online presence with the identified Visitor Flows. Aside from this, we will also be discussing the potential of creating a social media marketing strategy to increase awareness of Kampot as a destination to more potential tourists, as they do not currently have access to much online marketing material featuring Kampot.

**What is Tourism Industry Marketing Working Group?**

Kampot Tourism Industry Marketing Working Group (TIMWG) is a public and private working group established to promote destination Kampot in public and private partnership. TIMWG members are from various government departments and the tourism business representative from Kampot.

**Tourist Information Centre**

After the renovation and several training sessions at the Tourist Information Centre (TIC), a great deal of progress has been made. Since the renovation, the TIC looks tidier and more welcoming. The staff at TIC are friendly and great visitors with a smile. Although its limited, they do speak enough English to be able to point tourists in the right direction. TIMWG provides the TIC with brochures (in English and Khmer), marketing materials (such as Visitor Flow posters, and communications for upcoming events), and support when requested. The TIC has also been provided binders with addresses, contact details, etc for all the businesses in the 4 Visitor Flow regions of the province. This has been useful to tourists enquiring about specific places and activities, as some of this information are not available online.

TIC has had prior training with private sector, especially with regards to outdoor/outbound activities. However, the private sector is not currently realising the benefit of this, therefore a refresher training course is due. This will be implemented in Q3 2019, as it will be closer to the 'high season' in Kampot, to ensure that staff at TIC remember the details and availability of these services.

Aside from this, a restaurant training session around walking distance of the TIC is being planned. This monthly training session will the restaurants around Old Market, Old French Quarter and the Riverside. The staff will be educated about the pricing structures, opening times, closing days and specialities of these restaurants. Some restaurants are willing to offer a sampling platter to provide the TIC with an even more concrete idea of the high-quality, and diverse selection of services available in Kampot.

**Product Development News**

Excluding Trapeang Sangkae, TIMWG has been working on other tourism products that will increase Kampot's attractiveness to visitors.

TIMWG is currently working with the private sector and Department of Tourism to create a weekly 'Arts and Crafts Market' for the next high season. A survey for the private sector (potential vendors for the market) and a survey for potential customers has been designed, and shared with the sub-working group for feedback.

The search for a signature dish for Kampot is another product we are working on. We are currently on the lookout for potential competitors and inspired chefs to participate in this event. Our goal is to debut the winning 'Signature Dish' at the SEA festival that will be hosted in Kampot later this year.

Please feel free to contact us at [coordinator@kampot-timwg.org](mailto:coordinator@kampot-timwg.org) if you are interested in taking part in either or both of these projects.

**HoKa Updates**

**May-June:** Curriculum endorsement and adaption training materials

- June: Capacity building training on High Impact Training methods for industry trainers
- Training promotion and enrolment

**July:** Conduct HoKa training orientation for SME owners and managers

**July-Aug:** Deliver Food & Beverage service training for waiters (7 weeks, one day a week)

**August:** Conduct training of trainer for Receptionist Industry trainers

**Sept-Oct:** Deliver training for receptionists (7 weeks, one day a week)

# 4. TIMWG Annual Planning Meeting (Dec 2018)

- Product development idea pitching
- Annual plan development



# 5. Transforming TIMWG to TWG

- The president of TIMWG announce the plan to transform TIMWG to TWG
- The goal was to have TWG as secretariat of Kampot Provincial Tourism Development and Management Committee (Provincial DMO) and coordinate different destination functions



# TWG's Calendar



**CALENDAR 2019**

**Kampot Tourism**

**An Initiative of Kampot Tourism Working Group**

**RESULTS 2018**

- 4 QUARTER MEETINGS
- 2 NEWSLETTERS
- 100+ PRODUCTS LISTED WITHIN VISITOR FLOWS
- 6 TRAININGS IN TOURIST INFORMATION CENTER
- PARTICIPATION IN CATA FAIR 2018

**ខែស្រាវជ្រាវ-ខែកម្រៃបទ**  
ឆ្នាំកុរ ឯកស័ក ព.ស. ២៥៦៣

**សីហា August ២០១៩ 2019**



*HoKa launch*

ចន្ទ Monday	អង្គារ Tuesday	ពុធ Wednesday	ព្រហស្បតិ៍ Thursday	សុក្រ Friday	សៅរ៍ Saturday	អាទិត្យ Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**KEY ACTIVITIES**

- Prepare for visitor flows of Kampot launch at national level
- HoKa training delivery batch 1
- HoKa assessment batch 1

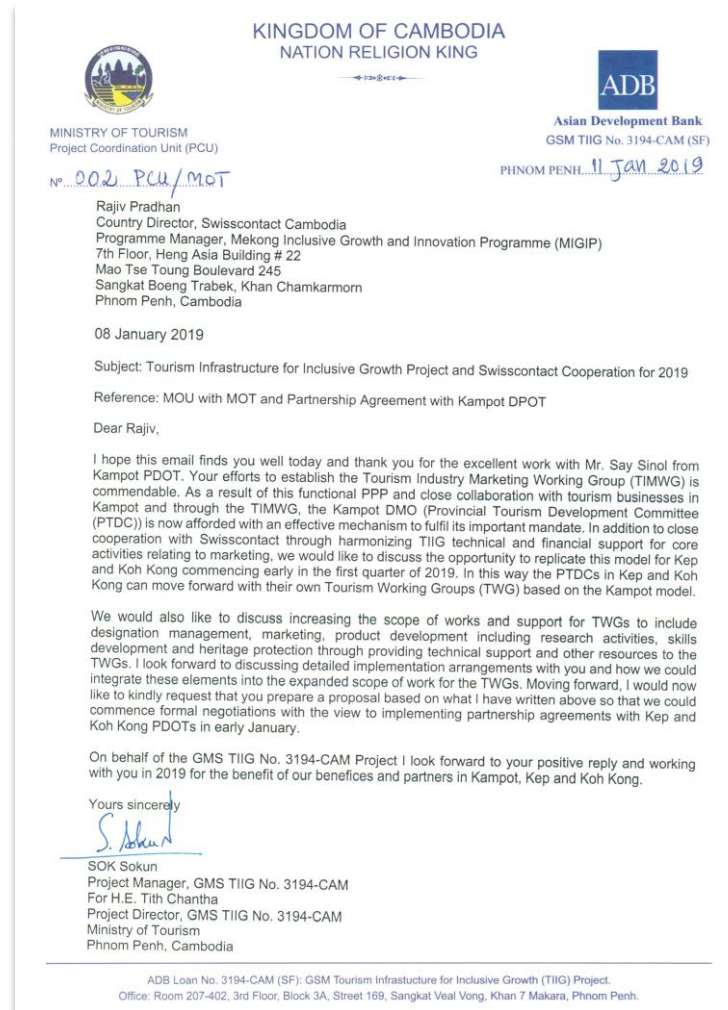
**សកម្មភាពសំខាន់ៗ**

- ការរៀបចំសម្រាប់ការសម្ពោធជាតិកម្រៃបទនៅកម្រិតជាតិ
- ការបណ្តុះបណ្តាល HoKa វគ្គទី១
- ការវាយតម្លៃសិក្ខាកាម HoKa វគ្គទី១

- 500 calendars were printed and distributed to businesses in Kampot
- The annual plan of TWG are highlighted in calendar
- Calendar was a good way to make the plan transparent

# Discussing with MoT to Replicate the TWG Model to Other Sub-National Destinations

- The Ministry of Tourism through the Tourism Infrastructure for Inclusive Growth Project (TIIG) reached out to MIGIP to discuss and replicate the model of TWG in Kep and Koh Kong.
- After the discussion, Kep PDoT had already established similar public and private working group.



# Establishing Partnership with Cambodia Tourism Federation - CTF

## The MoU focused on

- Setting up the local chapter of CTF for Kampot and Kep
- Expanding the HoKa type of training to other provinces of Cambodia
- Prompting the research in tourism
- Promoting public and private partnership in tourism



# Organizing Information Session in Collaboration with CTF

- 35 businesses from Kampot and Kep attended the information session
- President, executive director of CTF, manager of Cambodia Hotel Association, manager of Cambodian Restaurant Association presented the works of CTF and associations and idea to set up the local chapter for Kampot Kep



# TWG Representatives Attended the Mekong Tourism forum 2019

Representatives from TWG attended MTF 2019 in Dali, China with other government representatives and stakeholders from GMS countries





# TWG Showcases Works at the SEA Festival 2019

TWG showed works on destination management, product development, destination marketing and skill development

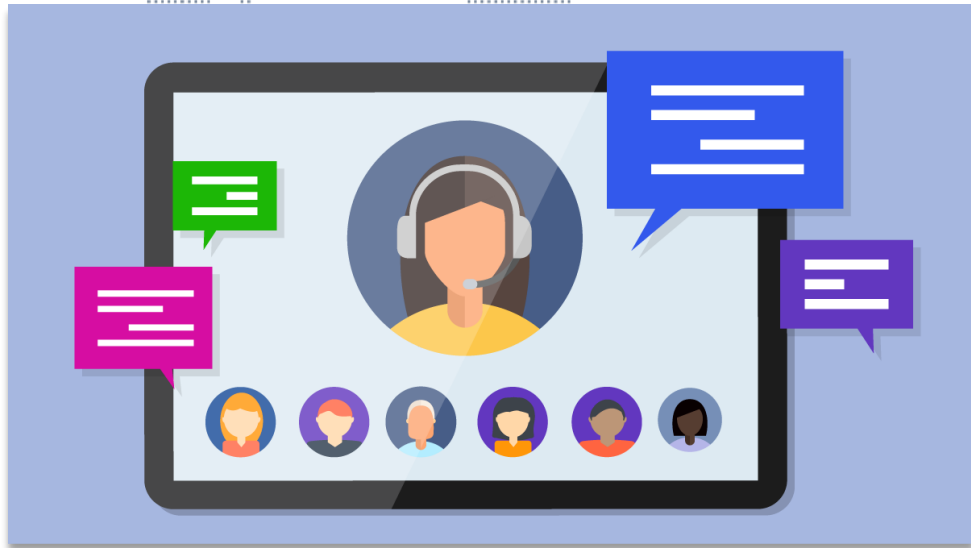


# TWG Hosted the Visit of International Journalists to Kampot

8 International media delegates including freelancers, bloggers and photographers and 2 MoT delegates tried the bicycle rickshaw service and the Kampot pepper trail food tour



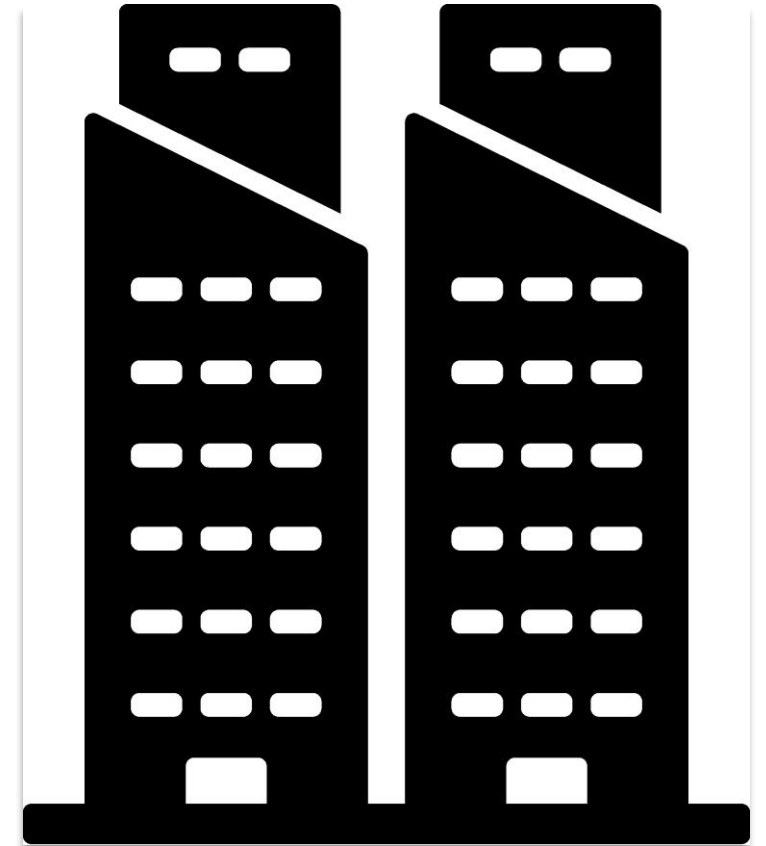
# TWG Coordinator Shared the Experiences During the Webinar Organized by Eurocham



TWG coordinator shared experiences on public and private partnership in tourism through the work of Kampot tourism working group

# Support the Establishment of Private Sector Association

- 3 founding members had been identified
- Law firm had been contracted to support the registration





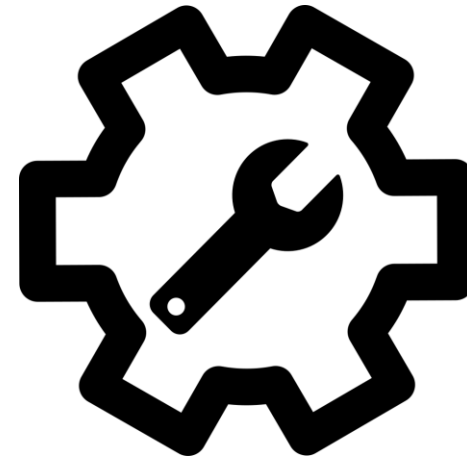
# Key Learning and Challenges

- The members of the working group should be volunteer, not assigned by the government
- There should be clear charter of the working group from the beginning
- Communication barriers due to different language and culture between public and private sector
- Informal meeting with sub-working groups help to move the intervention progress
- Understanding the role of the working group is difficult for stakeholders
- Having DoT to agree on institutionalizing the working group is difficult
- Having the TWG coordinator to facilitate the working group is important to active the group

# What We Are Leaving Behind



The 4PT handbooks

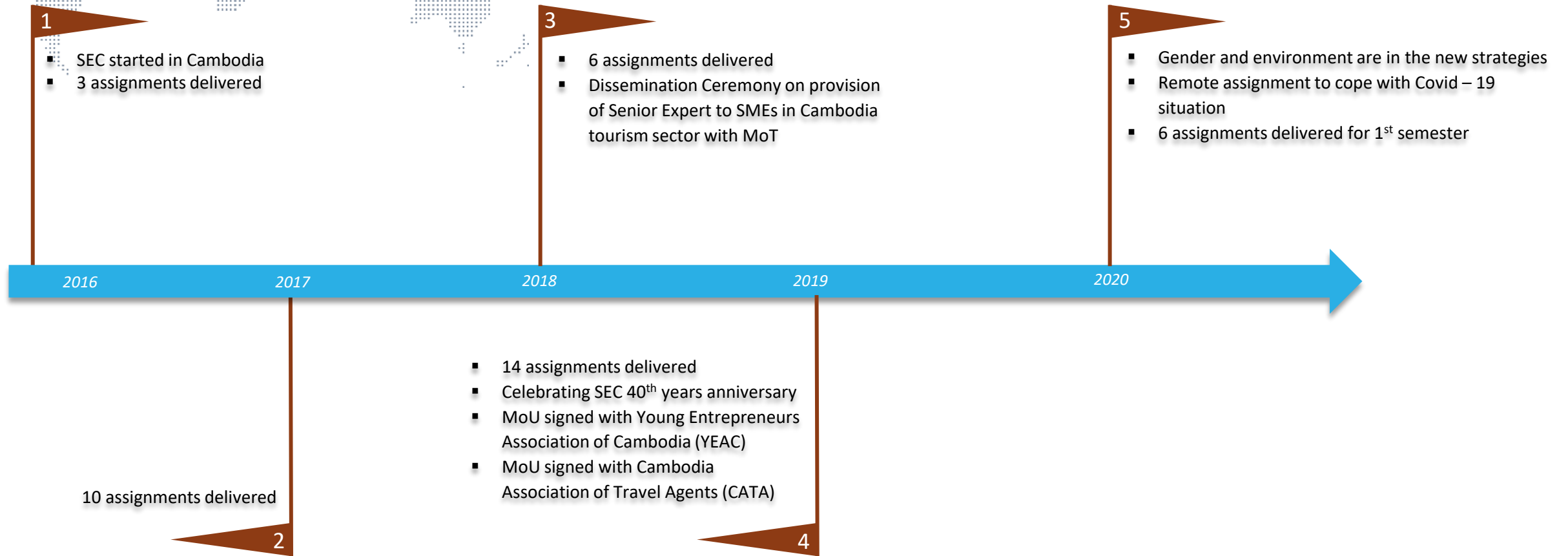


TWG Operation Guideline



# Senior Expert Contact (SEC)

# Timeline of Milestones



# Started in 2016 with 3 Assignments Delivered

Cambodian Rural Development Team (CRDT) – 1 assignment

National Committee for Tourism Professionals (NCTP) – 1 assignment

Domrey Angkor Tours Agency – 1 assignment

# 10 Assignments Delivered in 2017

The Frangipani Villa (Cambodia) Co.,Ltd – 3 assignments

YinKoK Food Crops – 1 assignment

Chip Mong Insee – 1 assignment

Lotus Green Team Co.,Ltd – 1 assignment

Camcona – 1 assignment

HRINC – 1 assignment

White Garlic – 1 assignment

IL Nodo – 1 assignment

# 6 Assignments Delivered in 2018

Chip Mong Insee – 1 assignment

Les Bam Bous Luxury Hotel – 2 assignments

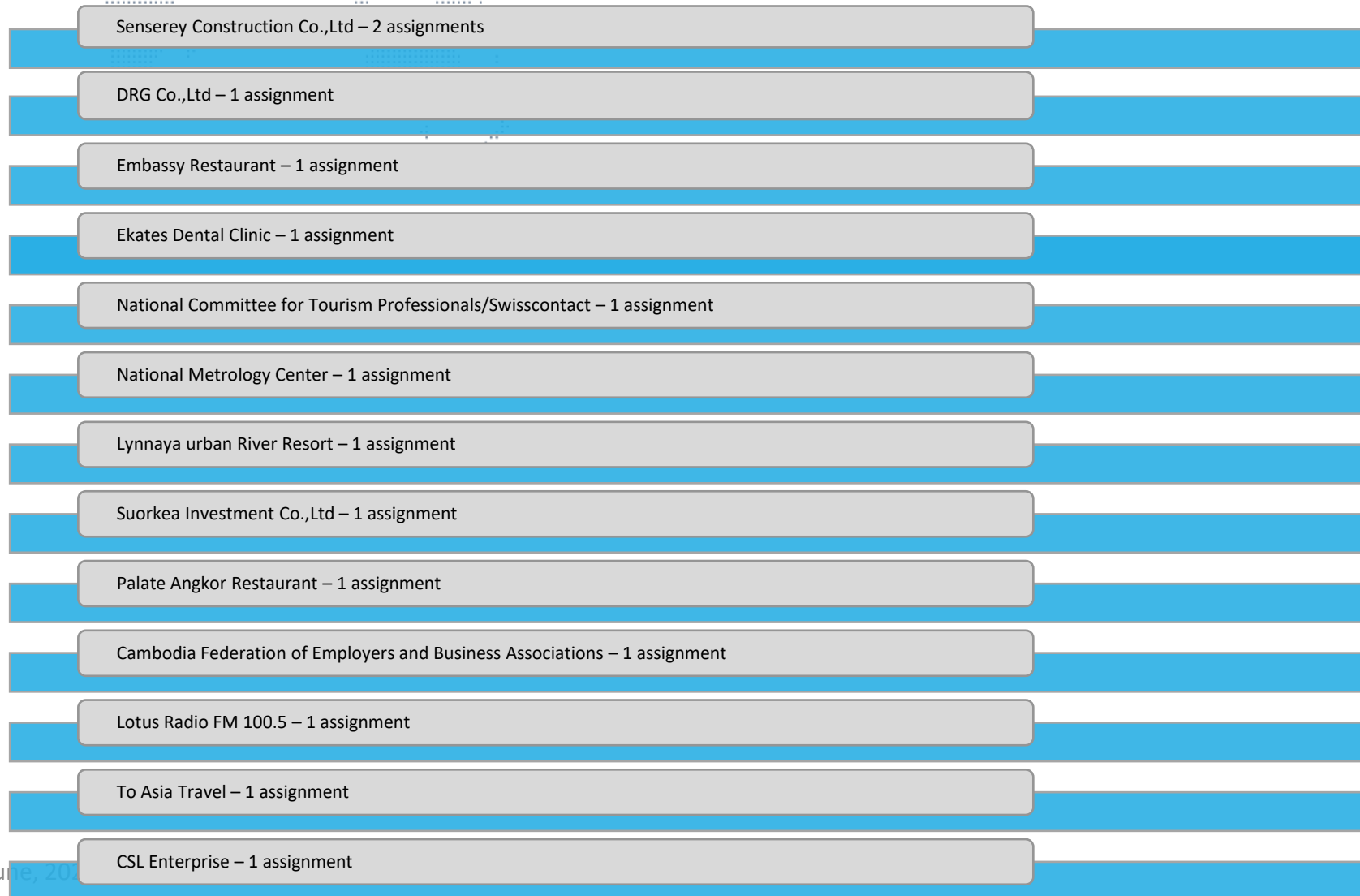
WLG Electronic Co.,Ltd – 1 assignment

Skill Development Programme – 1 assignment

Bayon Bakery – 1 assignment

HRINC – 1 assignment

# 14 Assignments Delivered in 2019



# 6 Assignments Delivered in 2020

E Chei Ngov Heng Food Production of Kampot – 1 assignment

Senses Journey – 1 assignment

Jars of Clay – 1 assignment

LSV Industry Co.,Ltd

Young Entrepreneurs Association of Cambodia (YEAC) – 1 assignment

DRG Co.,Ltd – 1 assignment

# Success Story

## Videos

- Video Statement **LSV Industry** in Cambodia, 2020, <https://youtu.be/sDZu5PhP9DI>
- Video Statement **CSL enterprise** in Cambodia, 2020, <https://youtu.be/6kdHx6d905M>
- Video Statement **E Chei Ngov Heng Food** in Cambodia, 2020, [https://youtu.be/3jKd3k\\_cOEc](https://youtu.be/3jKd3k_cOEc)
- Video Statement **Lotus Broadcasting Services Co. Ltd.** in Cambodia, 2019, <https://youtu.be/2dmypqON3Bk>
- Video Statement **Senserey Construction Co. Ltd.** in Cambodia, 2019, <https://youtu.be/RzVzW493z1E>
- Video Statement **Suorkear Investment** in Cambodia, 2019, <https://youtu.be/mLjTo6PCmJQ>

# Key Learning and Challenges

- Due to the COVID-19 companies suffered from the impact. The priority for them was to solve daily problems, so trainings and advisory services was on their minds.
- Some SMEs have limited knowledge on using various tools, so they were not very confident working with external experts.
- Due to COVID, assignments were remote. This posed a challenge as visits were not possible and online evaluation posed another challenge.

# What is being left behind



Started in Cambodia since 2016. We bring in highly experienced professionals to provide hand-on, cost-effective support towards sustainable development of SMEs in Cambodia. In total, 38 assignments have been delivered in many sectors including 11 in tourism and 8 for Hotel and Restaurant.

## Highlights 2020

- 8 assignments completed in Cambodia for 2020 including 3 remote assignment
- We expect to continue working on this on the Q4 or maybe next year.

## SEC's clients in Cambodia



## SEC's Partners



# People Involved from Swisscontact Side



Rajiv Pradhan  
Project Manager



Richard Rose  
Tourism Manager



Mos San  
Sector Coordinator



Erica Wu  
Sector Coordinator



Mee Moeurk  
Intervention Lead –  
Skills Development



Kemseang Nhe  
Junior Project Officer



Esther Waldmeier  
Programme Associate



Socheaty Meach  
Programme Associate



Peter Leibacher  
Programme Associate



Leakna Sam  
Programme Associate



Sarah Zimmerman  
TWG Coordinator



Virasha Jaswani  
TWG Coordinator



Ratha Poth  
Junior Project Officer



  
swisscontact

We create opportunities




# What We've Learning and Leaving Behind at the Project Level *(Internal Only)*

# Key Learning and Challenges

- Working with TIIG/MoT is challenge: TIIG cannot do the subcontract
- The DMO that is public driven doesn't function well to support the destination
- Bureaucracy makes it difficult to collaborate with the TIIG project
- DoT/Government prefers to collaborate with project with bigger funding
- The project steering committee at the national level could help on the project implementation (better coordination with local government)
- Lack of trust from private sector on the project that involved by public sector

# What We Are Leaving Behind

- 
- [HoKa videos](#)
  - TWG operational document
  - Visitor Flows
  - Hoka Training Materials
  - Product brochures and promotion videos
  - Marketing Strategy Handbook for Kampot
  - History of Kampot information and booklets

# How Can We Expect It to Continue?

- VF can be used to market Kampot through TIC/VF materials produced
- PDoT can hire the available trainers produced by HoKa to delivery HoKa training. Also trainers can do in-house training to their staffs in their businesses
- PDoT/other projects can continue to work with TWG as public and private platform to institutionalize the destination
- Pepper trail could be continued as Kadode is willing to fund

# Endorsement of Partners

- HoKa trainer from The Columns Hotel is willing to use HoKa to do in-house training for the staffs - tbc
- Chamber of Commerce is willing to work with DoT to continue the TWG functions and forward plan- tbc
- Butterfly continues to sell the heritage walking tours and their plan – tbc