KINGDOM OF CAMBODIA

International Cooperation and ASEAN Department, Ministry of Tourism

“ASEAN Tourism Cooperation: Bringing in the Improvement of Tourism Training and Education”

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Tourism Indicators 2019

1. Int’l Tourist Arrivals: 6.6 millions increased 6.61%
2. Domestic Tourism: 11.06 millions increased 1.8%
3. Tourism Employment: 630,000 pax equal to 13% of Total employment
4. Tourism Contributed to the GDP: 12.7%

5. The first 10 months of 2020: Inter. Tourism: 1.3 mi, -76% ▼

6. Vision: Cultural and Natural Tourism Towards “Clean and Green Tourism”
   ▪ Guiding Principle “Sustainability, Responsibility and Inclusive”
   ▪ Human Resource Development: “One Person, One Skill”
Road Map: The Strategic Plan for Cambodia Tourism Human Resources 2017-2025

**2019**
- Int. Tourist: 7 M
- SDG4 & SDG8
- 30%
- 630,000

**2020**
- 50%
- 1 M

**2025**
- 100%
- 1.2 M

**2030**
- 2 M

**2019**
- Int. Tourist: 7 M
- 11 M
- 15 M
Key Challenges

- 30% certified, 70% non certified
- Lack of Training Providers
- COVID-19: Making Challenges:
  - As of 22 July, the negative impact on Tourism
    ✓ 111,049 people unemployed equalled 45.14%
    ✓ Over 3,135 tourism businesses
  - Loss of human capital
  - Less attractive tourism
  - MRA Implementation slow down
Guiding Principle: More Intensively Implementing The ASEAN Mutual Recognition Arrangement for Tourism Professionals (ASEAN MRA-TP)

• **Goals:**
  - To facilitate **mobility** of Tourism Professionals; and
  - To **exchange information** on **best practices** in competency-based education and training for Tourism Professionals and to provide opportunities for cooperation and capacity building Across ASEAN Member States.
Cambodia: Newly Adopted Tourism Training and Education System

- Establishment of National Committee For Tourism Professionals
- ASEAN MRA-TP Curriculum integrated into existing national program
- Continuing Training Approach
- In-House Training Program
- Recognition of Prior Learning Mechanism (Formalize the informal)
- Establishment of Assessment Center
- Apprenticeship Program to be launched
- Newly Launched ASEAN Tourism Curriculum Standard for Technical and General High School
Cambodia: Response to COVID-19

- **E-Learning Platform: Upskilling and Reskilling**
  - Tailor ASEAN MRA-TP Textboxes
  - E-Certification
Highlights of success stories

- 20 schools implementing ASEAN Curriculum Standard
- 3 Assessment Centers
- 30 ASEAN Assessors and Trainers
- 611 National Assessors and Trainers
- 4000 graduates against AQF
- 2000 certified through RPL Assessment
- 60 National Master Trainers in Green Skills
- Adopted ASEAN Common Competency Standards for Spa Professional
- The first batch of graduates from technical and general high school
- Pilot project of Apprenticeship Program Undertaken
CLOSING CEREMONY
OF
THE 2ND INTERNATIONAL CONFERENCE ON
ASEAN MUTUAL RECOGNITION ARRANGEMENT ON TOURISM PROFESSIONALS
(ASEAN MRA-TP)
UNDER THE THEME:
“HUMAN RESOURCES DEVELOPMENT FOR SUSTAINABLE TOURISM”

21 JUNE 2018 | PHNOM PENH, CAMBODIA
Lesson Learnt and Suggestion

- **Lesson Learnt**
  - International Cooperation brings in positive change only with commitment from authority
  - Everyone has to move forward same destinations
  - We are co-creator of value

- **Suggestion To UNWTO:**
  - To Initiate UNWTO Skill Passport
  - To offer UNWTO start-up training program
  - Cambodia requests support from UNWTO for the implementation of ASEAN MRA TP.
Thank You!

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