

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

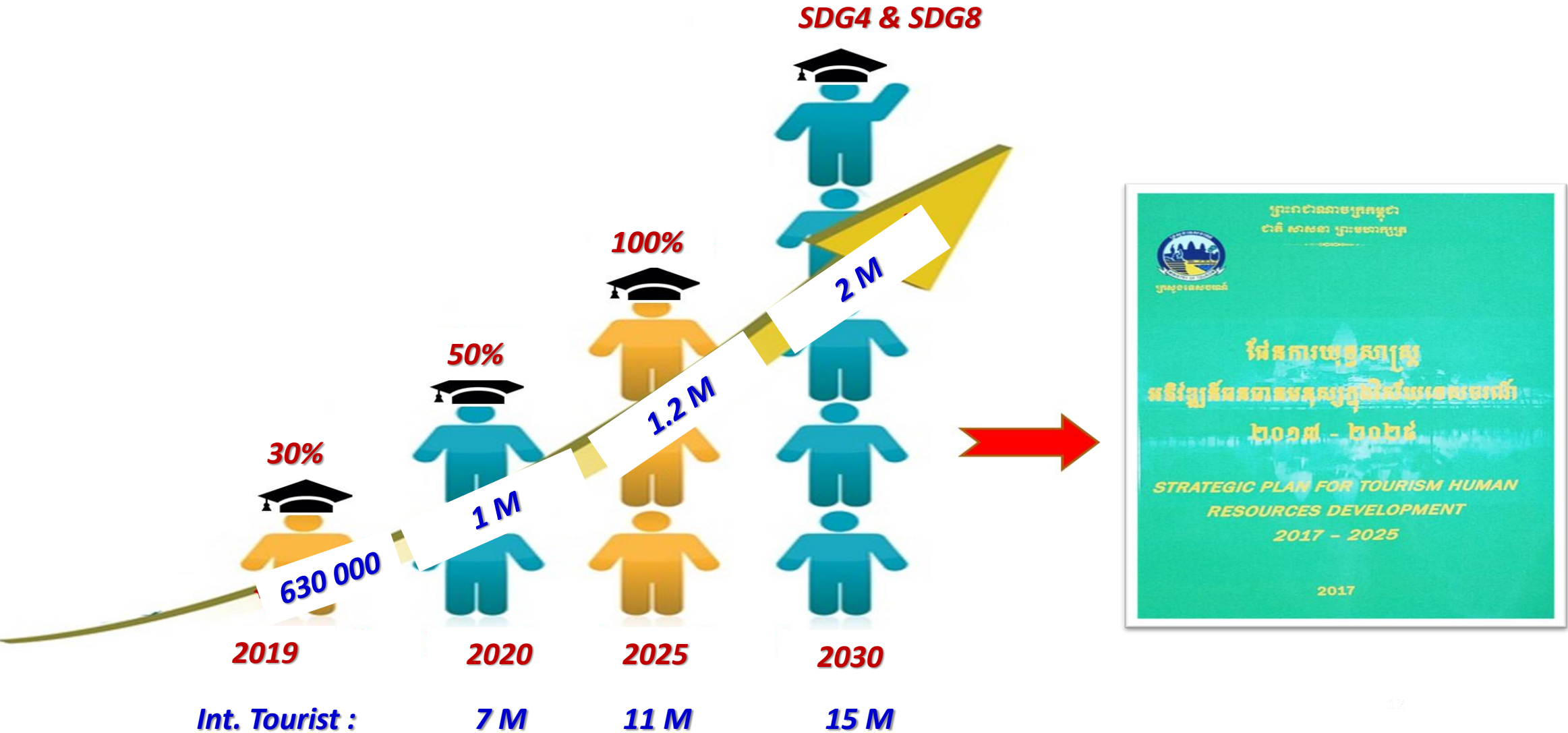
1. Int'l Tourist Arrivals : **6.6** millions increased 6.61%
2. Domestic Tourism : **11.06** millions increased 1.8%
3. Tourism Employment : **630,000 pax equal to 13 % of Total employment**
4. Tourism Contributed to the GDP : **12.7%**

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



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



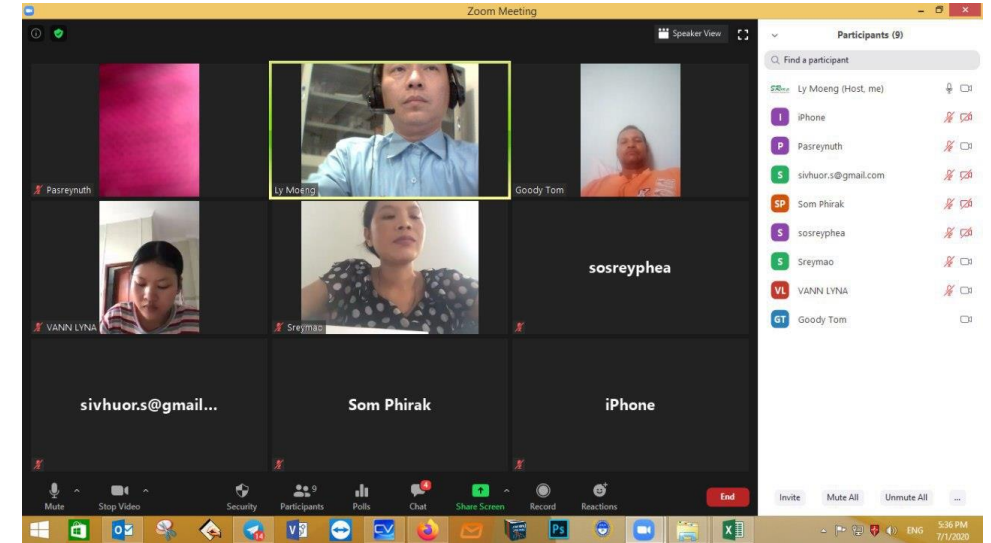
Cambodia: Newly Adopted Tourism Training and Education System

- ❑ 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



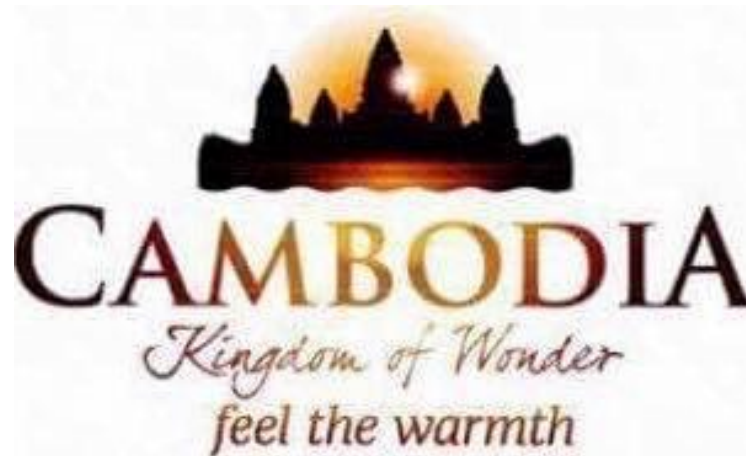
Lesson Learnt and Suggestion

☐ 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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