Outlines

1. Cambodia Tourism Highlights
2. National Tourism Development Strategy Plan
3. Tourism HRD Strategy
4. Challenges
5. Way forward – 1st Priority in Human Capital Development
6. Conclusion
1-Cambodia Tourism Highlights

- **Tourism Development Vision and Goals**
  - One of Global leading Cultural, Natural, rich opportunities Destination with warmth and compassion
  - Contribute to the economy, social, and environmental development
  - Competitiveness, Inclusiveness, Sustainability

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Cambodia Tourism Highlights

<table>
<thead>
<tr>
<th>Statistics</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023 (9 m)</th>
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<tbody>
<tr>
<td>International Tourist Arrivals</td>
<td>6.6 M</td>
<td>1.3 M</td>
<td>0.2 M</td>
<td>2.3 M</td>
<td>3.9 M</td>
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<tr>
<td>Domestic T.</td>
<td>11.3 M</td>
<td>7.3</td>
<td>4.67</td>
<td>14</td>
<td>13</td>
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<tr>
<td>Outbound T.</td>
<td>2.04</td>
<td>0.33</td>
<td>0.03</td>
<td>1</td>
<td>1.32</td>
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<td>T. Direct Jobs</td>
<td>0.63M</td>
<td>0.3</td>
<td>0.23</td>
<td>0.32M</td>
<td></td>
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<tr>
<td>T. Licenses</td>
<td>16 222</td>
<td>15 331</td>
<td>14 500</td>
<td>13 600</td>
<td></td>
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<td>% GDP</td>
<td>12.1%</td>
<td>3%</td>
<td>1.8%</td>
<td>3.6%</td>
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</table>
Policy and Strategy Development Plans

- Tourism Development Policy
- National Tourism Development Strategy Plan 2012-2020
- Roadmap for Recovery of Cambodia Tourism During and Post-COVID-19
- 3 Regional Tourism Development Master Plan 2021-2035
- Political Measure to boost the Internal Tourism 2021-2023

Related Supporting Vocational Training Organizations:
- National Tourism Professional Committee
- National Training Board
- Department of Tourism Vocational Training
THRD Strategy Plan 2017-2025

• High Skilled, Cambodianess, Reduce Skill Gap
• Industry Responsiveness/Competitiveness
• Employment opportunities
• Inclusivity, Sustainability and Mobility

THRD Vision/Goals

• QA-Standards of Training NQF, MRA-TP
• Governance of Training Institutes
• Partnerships
• Campaign: 1 Employee 1 Skill

THRD Mission

• Government
• Private Sectors
• Training Institutions
• Int.Org, DP / NGO
• Youth and Community

THRD Stakeholder

THRD Framework

- Offer short, long-term training certification (ASEAN and national QF) for trainees, students, youth, and the public
- Different form of Training: initiative training (both in vocational and general education), in-house training, mobile training, continuing training, Tourism Skill Integration Program, Apprenticeship Program, and lifelong learning.
- Mobility: 2 areas / 6 labor divisions /32 jobs
- Quality Curriculum / Toolboxes
- Competence Master Trainers / Assessors
- 3 Platforms: Online, in Class, and Hybrid Training
Some Facts on Tourism HRD

- 20-recognized tourism training institutions: 2 governmental institutes, 14 private institutes, and 4 nonprofit organizations
- 4 tourism professional assessment centers
- Training Masters & Training Assessors: Asean 30p, National 730p
- Green Skill Trainers: 60p
- Students and Trainees: Asean >6 000p, National >40 000p
- Tourism skill trained: 32 competencies
- RPL: >2 500p

Challenges

1. The quality of training is not yet entirely responsive to labor market demands.
2. There is a lack of value from youth perspective
3. Training integration is not universally embraced at all educational levels.
4. A lack of essential skills (soft and digital skill) such as reading, writing, mathematics, computing, communication, collaboration, and problem-solving abilities.
5. There is inadequate stakeholder participation
6. There is an insufficiency of training resources and financial support
Way forward: Human Capital, 1st Priority

Pentagon Strategy 1
- Human, Water, Electricity, Road, and Technology

National Training Program for low-income youths
- 1.5 million young people from poor and vulnerable families from 2023 to 2028

Skill Development Fund
- Support Training institutes and Private engagement

Updated MoT HRD Strategy
- NVST, National Institute of Tourism, other bodies

National Vocational School of Tourism

- The First Vocational Training School of MoT, created by Subdegree 148 as Public Administration Institution,
- 2 campuses: Phnom Penh and SihanoukVille
HRD plays various critical roles for success of Cambodia's tourism industry.
Build a skilled and competent workforce with Cambodianess that will drive the sector's growth and contribute to the country's economic prosperity.

Thank You
E-mail: chhayk@gmail.com
Facebook: vst
Telegram: t.me/nvstedu