



បណ្តាញទេសចរណ៍នីស្សិតកម្ពុជា

Cambodian Student Tour Network

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## **Growing Sustainable Business Initiative**

**Project Name: Student Tour on Sustainable Development Tourism in Cambodia**

**Country: CAMBODIA**

<b>Leading Company</b>	<p>Cambodian Student Tour Network (CSTN)  <i>This project is at research and evaluating phase</i></p>
<b>Project Objectives</b>	<p>After participating in the COBLAS training program for young entrepreneurs from July to September 2009, CSTN has been studying on the potential of tourism sector to develop plenty of businesses in Cambodia. Tourism is the main economic heart nowadays and for the future. This sector will also contribute job opportunities, cultural heightening, unity, and poverty reduction in Cambodia. As a matter of fact, CSTN tends to create project—Student Tour on Sustainable Development Tourism in Cambodia under three crucial sub-projects:</p> <ol style="list-style-type: none"> <li><b>1. <u>Tourism for Tourism</u></b>        CSTN will coordinate and facilitate student trip for all university students in Phnom Penh in order to provide a suitable and reasonable price and convenient tour package to students and to increase the number of domestic tourists. This project will also be a vehicle for strengthening students’ friendship and solidarity in universities, especially to refresh hardship brain of a whole academic. After trip, they can share their knowledge and ideas in our second project that can improve both entrepreneur and value of education through challenging in the project by exploring and improving new sites in their own villages and any other special place they have dreamed to change.</li> <li><b>2. <u>Tourism for Development</u></b>        Students, especially outstanding students who join the trip can get a chance to develop themselves by special training provided by CSTN and qualified professors. They will get help and fund be supported by CSTN to study the new sites or new projects they involved in. They, moreover, can support some finances to run their own businesses. Development in the stage means that they develop capability by training, develop ideas and strategies in new sites and develop their careers by themselves.</li> <li><b>3. <u>Tourism for Sustainability</u></b>        Members can get benefits and help from us to run their own businesses in the future. So, they can transfer our missions to promote entrepreneurship in whole Cambodia. Furthermore, they can provide job opportunities continuously to students and local people in places they will run businesses.</li> </ol>
<b>Expected Business Outcome</b>	<p>Development of the business model for the Project—Student Tour on Sustainable Development Tourism in Cambodia has not been commenced yet; however, it is expected that upon commencement, all partners relevant CSTN will aim for a sustainable model which will be profitable for each of the partners while also significantly improving the ability of rural communities to grow and develop, especially long term business with students in Phnom Penh. This reason for CSTN has been developing student network and cooperating with a lot of travel agencies, authorities and involving organizations. In particular three sub-projects are most significant:</p>

	<p><b>1. <u>Tourism for Tourism</u></b></p> <ul style="list-style-type: none"> <li>-Help to increase the number of domestic tourists while the decrease of foreign tourists has been affecting other sectors such as Hotels, Restaurants, Resorts, and other sectors; this is the main cause of unemployment and the decline of GDP in Cambodia.</li> <li>-Help to develop the tourism sector with the competition for “Clean City, Clean Resort, and Good Service”.</li> <li>-Help to promote activities for “Cambodia-Kingdom of Wonder”</li> <li>-Help to strengthen the relationship and unity among university students</li> </ul> <p><b>2. <u>Tourism for Development</u></b></p> <ul style="list-style-type: none"> <li>-Help to build the competition for the quality in Educational sector and encourage the outstanding students to sharpen their study more.</li> <li>-Help students to study on the new sites or new areas in which have not developed yet well in order to bring improvements to those areas</li> <li>-Provide job opportunities for students and local people in those new sites,</li> </ul> <p><b>3. <u>Tourism for Sustainability</u></b></p> <ul style="list-style-type: none"> <li>-Help the members to run their own businesses</li> <li>-Support from CSTN for both technology and finance</li> <li>-Bring sustainable businesses to new sites by students who join the student tour every semester</li> <li>-Create website <a href="http://www.holiday.com.kh">www.holiday.com.kh</a> for the promotion or advertising activities of CSTN</li> </ul>
<p><b>Expected Development Impact</b></p>	<p>The Royal Government of Cambodia has recognized Cambodia’s potential for further tourism development especially due to the its significant biodiversity, and historical and cultural assets.</p> <p>The tourism sector is also continuing to grow significantly, with 1,086,518 tourist arrivals in first semester of 2009 and 4 million for local tourists, and projections for up to 5.5m by 2015. Tourism is also the second largest export earner after garments. Furthermore, earnings in the sector are above average and it disproportionately provides wage employment to women (about 60% of labor force).</p> <p>However, potential negative environmental and societal side effects need to be mitigated. As an example, tourism in general and its resulting employment is mainly concentrated in a select few urban areas and the sector offers fewer opportunities in rural areas. National and international investments from private sector counterparts outside of Siem Reap province remain scarce and as a result lack basic infrastructure including roads, accommodation, water and sanitation.</p> <p>Broadening and diversifying the tourism sector both geographically and also in relation to services and activities could lead to increased overall revenues, job creation and most importantly a greater impact on poverty alleviation. Value redistribution and growth sharing need to be mainstreamed into the local communities, building stronger linkages between the tourism industry and the local entrepreneurs/MSME’s.</p> <p>As while, students join this program playing both roles such as tourists and developer for new site in Cambodia. Students that come from different universities background have experience to develop their own project and share their knowledge in these factors to create job and opportunities for local and international that has trended to invest in new site around Cambodia. We say welcome all people that have willing to help our programs.</p> <p>Our definition of sustainable tourism encompasses a change in the distribution of tourism benefits in favor of poorer communities and job opportunity for student. Sustainable tourism also empowers local communities and engages them in the management and operation of tourism projects. Access to national cultural and natural sites is developed to contribute to their preservation and mitigate environmental degradation. Sustainable tourism promotes sustainable development and poverty alleviation.</p>

<p><b>Project Partners</b></p>	<p>Travel agencies, universities (RULE, RUPP, NUM, UP, CMU and others); moreover, we cooperate with other companies and organizations involved with us.</p>
<p><b>Current status</b></p>	<p>Cambodian Student Tour Network, first student network which runs these projects to help tourism factor and value of education in Cambodia even if we don't have enough experience in this factor, but we have to willing to do these projects. We have been doing three main projections:</p> <ol style="list-style-type: none"> <li>1- Cooperate with SIT, RULE, NUM and CMU</li> <li>2- Prepare package tour in each university after negotiation.</li> <li>3- Run long term projection as showing in business plan and strategy for future.</li> </ol> <p>We strongly commit these projects until success. When the projects are complete, we will gain a lot of benefits from the projects. It is a currently conducting feasibility and scoping study on supporting sustainable tourism growth, while offering significant opportunities for income and solid opportunities for grass root communities.</p>

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