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C a m b o d i a M S M E
Micro, Small and Medium Enterprise Strengthening Project

CBT Entrepreneurship & Market Access

By: Sophea SOK, USIAD-Cambodia-MSME

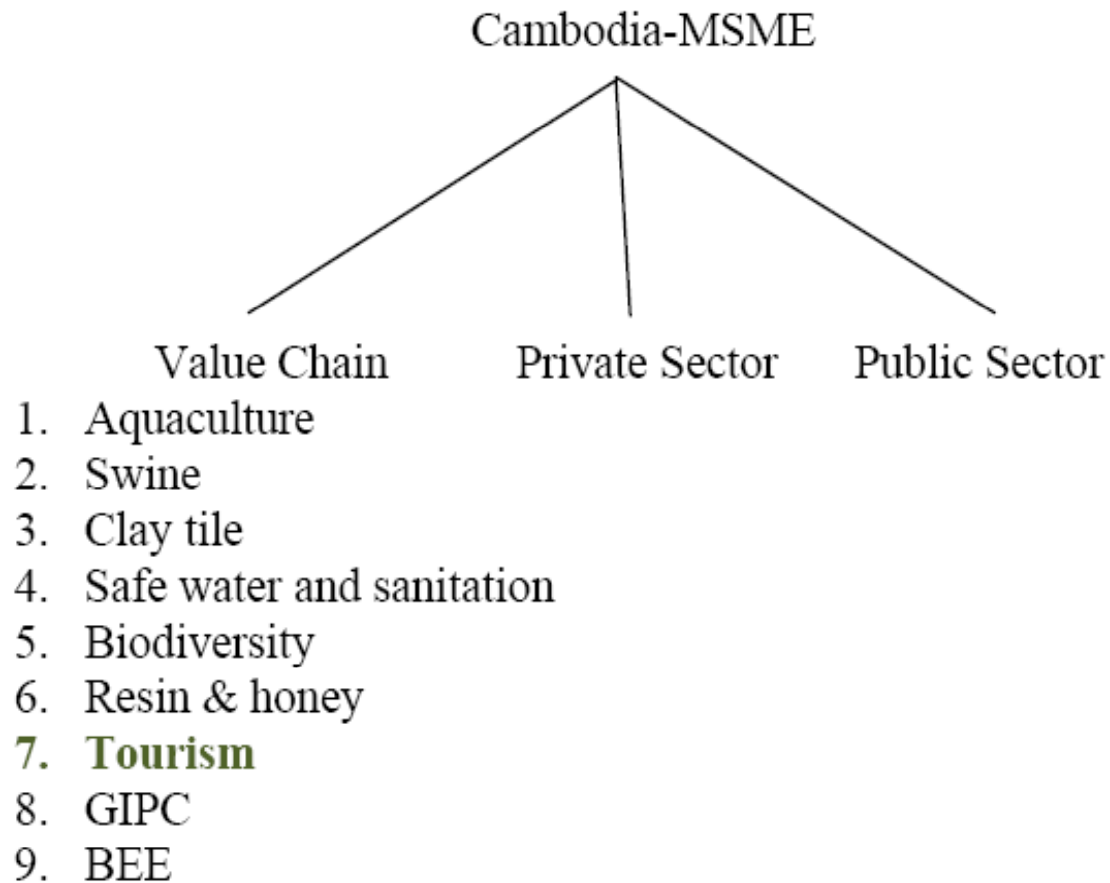
Bangkok, August 19-20, 2010

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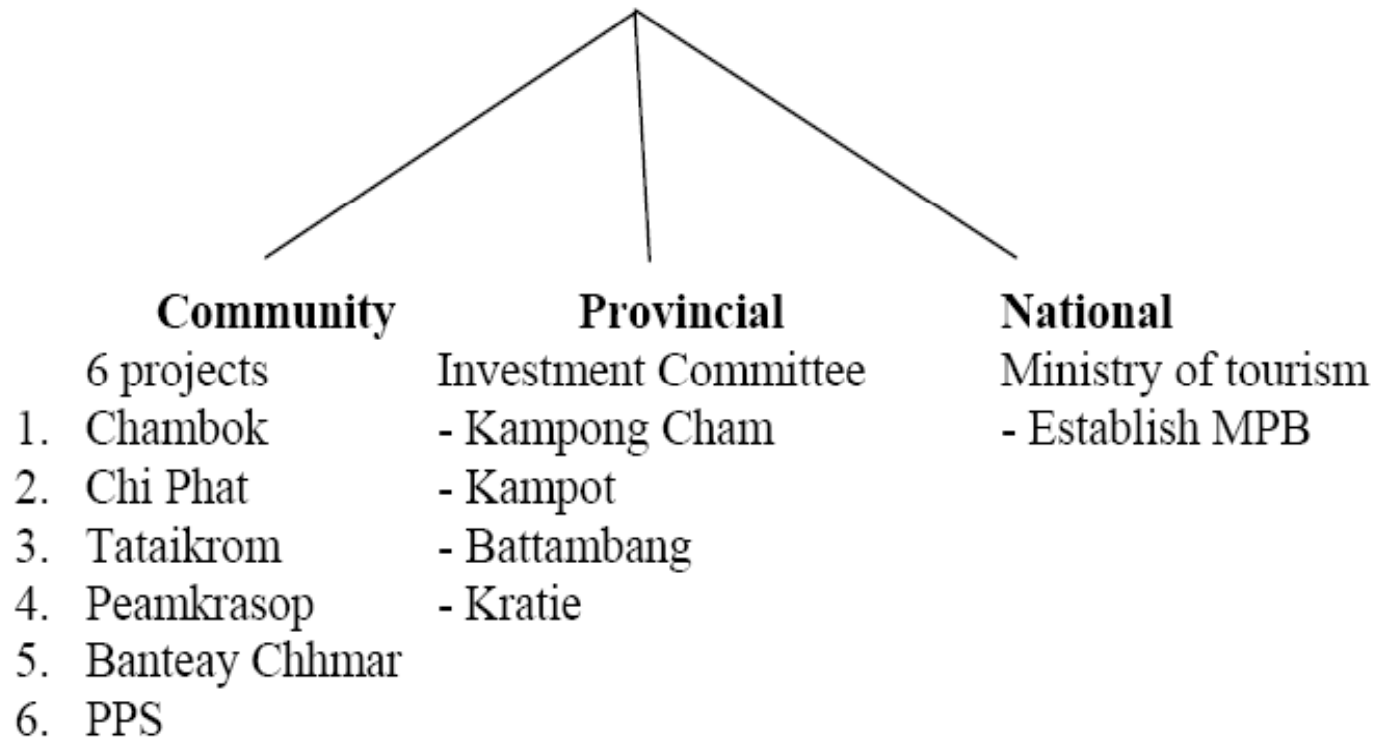
What is USAID-Cambodia-MSME?





Dimension of tourism activities

Dimension of Tourism Activities





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How Cambodia defines CBT?

- CBT is a form of tourism owned and managed by community in collaboration with other stakeholders in order to enhance: local well-being; natural and cultural resource conservation; host and guest interaction and education

Source: CCBEN and SNV 2009

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CBT Principles in Cambodia

1. Involve and empower community members to ensure ownership and transparent management
2. Establish partnership with relevant stakeholders
3. Gain legal recognition from relevant authorities
4. Achieve social well-being and human dignity
5. Establish a fair and transparent benefit sharing mechanism
6. Enhance linkages to local and regional economy
7. Respect the local culture and tradition
8. Contribute to natural resource conservation
9. Improve quality of visitor experiences by strengthening meaningful host and guest interaction
10. Work towards financial self-sufficiency.

Source: CCBEN and SNV, 2009

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CBT Opportunities

- Rich of nature and culture - new destination – country image beyond killing field and Angkor Wat
- Infrastructure supporting tourism are getting improved
- Tourist arrivals to Cambodia keep increasing
- Distribute revenue to local people
- Opportunities for tourism investment
- Opportunities for local supply chain
- Alternative livelihood for local people

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CBT Challenges

- Poor human resources – very limited knowledge about CBT
- Lack of ownership – CBT initiatives came from NGO perspective
- Lack of business skill
- Less involvement of private sector at the early stage
- Unclear roles and responsibilities of stakeholders
- Poor technology – no internet access at remote area (CBT area)
- Public transportation connect to CBT sites is very limited – cause of high cost
- Poor updated information sharing – networking doesn't work well
- Increasing of hydro dams, mining industry, land concession

CBT is considered as a tool for conservation rather than a business, more community participations but less economic benefit distribution



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MSME Approach in Tourism Sector

Build entrepreneurship capacity to communities through:

- Capacity building - private sector engagement
- Less roles of NGOs while empower roles of communities in CBT development

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How do we do to strengthen CBT become entrepreneurship and access to market ?

- Conduct FAM trips for selected leading tour operators to get feedback
- Conduct cross provincial trips for CBT committees
- Identify potential suppliers of tourism business
- Link CBT to those potential suppliers to work together
- Extend the local CBT supply chain
- Build network among those CBTs to exchange experiences and lessons learn
- Train them to think like a business person
- Keep updating information to stakeholders

The main goal is to strengthen their services quality and make them access to the market

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
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How networking important?

- Strengthen their voice
- Promote each other
- Support each other
- Learn from each other
- Improve products and services quality
- Keep updating the tourism trend

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Thank you!!



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