

PROJECT INFORMATION SHEET

PIP No :

1727

(To be allocated by MOP)

PART A : BASIC PROJECT INFORMATION

(Must be completed in all cases)

1. PROJECT NAME: **Empowering Tourism Destination: Strengthening Tourism Value Chain and Local Economic Development**
2. PROJECT DATES:
- PROJECT START: **1/1/2026**
- ESTIMATED COMPLETION: **12/31/2026**
3. TOTAL PROJECT COST: **\$2,900,000**
4. RESPONSIBLE MINISTRY: **Ministry of Tourism**
- RESPONSIBLE UNIT: **Department of Tourism Investment**
- អង្គភាពទទួលខុសត្រូវ: **នាយកដ្ឋានវិនិយោគទេសចរណ៍**
5. PROJECT STATUS: **Planned**

DETAILED PROJECT INFORMATION

6. TYPE OF PROJECT: **Investment project**
7. SOURCE OF PROJECT FUNDING: **Donor Sought**
8. THE POLICY AREA OF THE PENTAGON STRATEGY PHASE I THAT THIS PROJECT FALLS UNDER:V
- Side 2. Promotion of Micro, Small, and Medium Enterprises, Startups, Entrepreneurship, and Development of Informal Economy**
9. THE CONTRIBUTION OF THE PROJECT TO ACHIEVE THE ABOVE POLICY:
- Tourism is recognized as “green gold” as an important part of the green economy and contributing to the achievement of the goals of the Pentagonal Strategy, Phase 1, especially contributing to the realization of Cambodia’s vision of becoming an upper-middle-income country by 2030 and a high-income country by 2050. Sustainable and responsible tourism development actively contributes to the development, preservation, protection and conservation of cultural, historical and natural resources. Cambodian tourism has experienced remarkable growth in the past, with international tourists growing at an average rate of 12% per year and reaching a peak in 2019, when Cambodia received 6.6 million international tourists, a three-fold increase compared to more than ten years ago, and approximately 11.3 million domestic tourists traveled throughout the country. Approximately US\$5 billion in tourism revenue has been injected into the national economy, contributing more than 13% of the gross domestic product (GDP). The tourism sector has also created approximately 630,000 direct tourism jobs and tens of thousands more indirect jobs. In 2024, Cambodia received a total of 6.7 million international tourists, an increase of 23%, and approximately 22.5 million domestic tourists, an increase of 20%.**
10. SUPPORT TO CAMBODIA INDUSTRIAL DEVELOPEMENT POLICY:
- Does this Project support to the implementation of the Cambodia Industrial Development Policy? **Yes**
- Expansion and Modernization of SMEs (Institutional arrangements and incentives, Registration and Accounting Practices, and Promotion of Agro-Industrial Development)**
11. SECTOR:
- Tourism** **Tourism**
12. PROJECT LOCATION: (Describe the location of the project and its components.)
- All Provinces,**
13. PROJECT OBJECTIVE: (Describe the major purpose of the project.)

The study aims to analyze the current state and capacity of value chain actors in Cambodia tourism and agriculture sectors, identify their challenges and needs, and provide recommendations to enhance their market positioning and export competitiveness. It focuses on assessing capacities, identifying issues, and proposing interventions for sustainable growth and improved livelihoods in the municipality.

14. PROJECT DESCRIPTION: (Provide a description of the project and all its components.)

1. **Assessment of Current Capacities:** Evaluate the existing capabilities of value chain actors in tourism and agriculture within Cambodia, including suppliers, farmers, and processors.
 2. **Identification of Challenges and Needs:** Pinpoint specific obstacles and requirements faced by stakeholders to understand what hinders their development and market competitiveness.
 3. **Market Positioning Strategies:** Develop recommendations to enhance stakeholders' presence in domestic and international markets, aiming to boost their export potential.
 4. **Proposal of Interventions:** Suggest actionable short- and medium-term measures to address key challenges, promoting sustainable growth and improved livelihoods.
 5. **Promotion of Sustainable Practices:** Encourage eco-friendly approaches and community engagement to ensure long-term benefits for the local economy and environment.
- By focusing on these components, the project aims to empower local actors, strengthen the value chain, and foster economic development in the 4 tourism zones within Cambodia.

15. PROJECT JUSTIFICATION: (Give reasons why this particular project is considered worthwhile.)

- Siem Reap Tourism Development Master Plan 2021-2035
- Mondulkiri Provincial Tourism Development Master Plan 2021-2035
- Kep Provincial Tourism Development Master Plan 2021-2035
- Updated Provincial Tourism Development Plan 2021-2025
- Draft National Tourism Development Strategic Plan 2023-2035

16. BENEFITS: (Who will benefit, directly and indirectly, from the project?)

Direct Beneficiaries:

1. Tourism providers enhance services, and attract more guests; businesses see direct profit growth.
2. Farmers gain resources, training, and market access; incomes rise.
3. Hospitality businesses improve services; revenues increase.
4. Value chain actors streamline operations; quality boosts.
5. Locals get jobs and skills; employment opportunities grow.

Indirect Beneficiaries:

1. Communities enjoy better living standards and services.
2. Consumers get higher-quality products and experiences.
3. The Cambodia Government gains tax revenue for public investments.
4. The environment benefits from sustainable practices.
5. Investors attracted; more partnerships and collaborations.
6. Tech integration amplifies benefits; fosters innovation.

17. FEASIBILITY STUDY

Is a Feasibility Study for the project required? **Yes**

If YES, has it been carried out? **Not yet**

18. SOCIAL & ENVIRONMENT IMPACT: (Briefly describe the effects of the project, if any, on the people and the surrounding environment. Will the project assist in alleviating poverty?)

Not Require Environmental and Social Impact Assessments (ESIA)

19. CLIMATE CHANGE

a. Is any activity or output of the project related to Climate Change? **Yes**

If Yes, please indicate **Both**

b. How is the project relevant to Climate Change?

Please select a Climate Change related sector of the project and fill up the contribution of the climate change related expenditure compared to the total project cost.

Climate Change-Related Sector	Percentage	Climate Change Relevance
18. Livelihoods (general)	10	Low

20. DISASTER RISK REDUCTION

Is any activity or output of the project related to Disaster Risk Reduction? **No**

21. GENDER ANALYSIS: (How does the project affect the roles of the men and women in the project area? Will women be actively involved in the implementation of the project?)

By actively involving women in the project's implementation, it empowers them in tourism and agriculture sectors. This shifts traditional gender roles, fostering equality. Women gain opportunities, influencing sustainable development in the region.

22. CAPACITY TO IMPLEMENT: (Does the Ministry have the skills and experience required to implement the project?)

The Ministry of Tourism has experience in managing and implementing a number of projects, including:

- - Mekong Tourism Development Project (2004-2008)
- - Improving Market Access for the Poor in Central Cambodia (JFPR 9156-CAM Project) (2012 – 2014)
- - First GMS Tourism Infrastructure for Inclusive Growth Project (GMS TIIGP1) (2015-2020)
- - Second GMS Tourism Infrastructure for Inclusive Growth Project (GMS TIIGP2) (2019 – 2024)

23. STATUS OF PROJECT IMPLEMENTATION: (Provide a brief update on the progress of the project to date. Discuss any major problems causing delays in project implementation.)

24. PROJECT PRIORITY: (Please indicate the priority ranking of the project decided by the ministry/agency.)

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25. DONOR INVOLVEMENT: (Provide any information on current or potential donor involvement in the project.)

PART B : PROJECT COSTS AND FUNDING SOURCES
(In US\$'000)

INVESTMENT COST	2024		2025 Budget	2026 Estimate	2027 Estimate	2028 Estimate	3yr Total 2026-2028	Recurrent Cost Est.
	Budget	Actual						
Operational Expenditure	0.0	0.0	0.0	600.0	0.0	0.0	600.0	0.0
Salaries	0.0	0.0	0.0	300.0	0.0	0.0	300.0	0.0
Materials + Admin	0.0	0.0	0.0	200.0	0.0	0.0	200.0	0.0
Other	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
Capital Expenditure	0.0	0.0	0.0	2,300.0	0.0	0.0	2,300.0	0.0
Construction	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consultancy (i.e. TA) + Admin	0.0	0.0	0.0	1,700.0	0.0	0.0	1,700.0	0.0
Equipment+ Furniture	0.0	0.0	0.0	200.0	0.0	0.0	200.0	0.0
Training	0.0	0.0	0.0	300.0	0.0	0.0	300.0	0.0
Other	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
TOTAL COST	0.0	0.0	0.0	2,900.0	0.0	0.0	2,900.0	0.0
FUNDING SOURCES	2024		2025 Budget	2026 Estimate	2027 Estimate	2028 Estimate	3yr Total 2026-2028	
	Budget	Actual						
Project Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Government Funding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Cash Input	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other Resources	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Donor Funding								
TOTAL COMMITTED FUNDING	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FUNDING REQUIRED	0.0	0.0	0.0	2,900.0	0.0	0.0	2,900.0	
(Total Cost - Funding Available)								

**Seen and Approved by
Minister**

(Signature)

Date :