

Project Information

Note: 1. The form should be filled by the applicants ;
2. The signature from the department is deemed as the confirmation to the application.

Project Name	Journey to Luxury cultural resort of Oudong Era in Tek Jenh village, Kampong Speu		
Has a Corporate Entity or Not		Name of the Entity	

<p>Project Introduction (within 500 words)</p>	<p>Cambodia is located in mainland South-east Asia, bordering Thailand, Laos and Vietnam. The country is covers a total area of 181, 035 km², one of tropical In do Malayan eco-zone country which located along Mekong River about 155 kilometer in the basin along with another five countries (FAO, 2011). The region is known as its richness in cultural heritage and natural resource.</p> <p>In the region, tourism is known as one of an important sector in the country's economy and poverty reduction. In 2006, Cambodia's tourism sector generated revenue of US\$1.594 billion, which made up approximately 16% of the country's GDP (Chheang, 2008). This number has been increased each year as it shown in statistic tourism report that till 2016 there were about 5,011,712 tourists. Main reasons which attract a lot of tourists are the richness of natural resources and the cultural.</p> <p>There are many tourists' sites for greater tourists' demands visit Cambodia each year; most of tourism destinations are located only in Siem Reap, Sihanouk Province, and Phnom Penh. There is a question, do rural people are really benefits from tourism sector? In fact, Ecotourism and Cultural tourism are the most promising innovative theory to help rural people directly seeing that tourists will experience the real senses of Cambodia's civilization.</p> <p>In Kompong Speu's Am Laeng community, we choose Tek Jenh village as our study site owing to the fact that the village has cultural and geographical opportunities in construct cultural resort. Since the village was once a part of Oudong capital city in Oudong Era (1620-1863), and attractive natural scenery surrounding. As authority said that there has never been any pollution from factory or other polluted factors. He also added that the villagers have been suffering from poverty for many decades. In average local people can earn less than one dollar a day to spend on daily expense caused by low educated and poor access to public services. We strongly believe that our project "Promoting cultural tourism in Tek Jenh village" directly improve livelihood of the villagers through stable job provision, impress their cultural identity. In addition, we promote environmental benefit in the area through environmental friendly system.</p> <p>With our plan, we will build luxury culture resort of Oudong Era which mainly uses two significant tourist attractions by provide cultural experience and promote environmental benefit for tourist</p>
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	<p>through our Khmer traditional houses, staff 'behavior and costume of Oudong Era as well as cultural activities. These can make them feel as if they are the local people. We use environmental friendly system in the resort such as renewable energy, waste recycled management and raising understanding of the system to our guest. The project will result in not only improve local people' livelihood but also risen up Cambodian pride from cultural heritage. Furthermore this project will benefit Cambodian cultural resort market by drawing its advantage recognition and indirectly boost the market to be even more challenging in Cambodian cultural tourism.</p>
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<p>Theme Interpretation (project background and strategy)</p>	<p>Project Background</p> <p>Cultural tourism involves the consumption of a wide range of cultural manifestations like heritage, art, folklore and etc (Mousavi and Dorath, 2016). In Tek Jenh, we have known villagers are lack of ability in generate income for their poor families. This vulnerability seems to still exist in the future as most children give up on school as soon as they finished primary school told by authority. In this case villagers really need jobs with better income to support their daily expense in the same meaning as improve their children's education which is the key to unlock from staying in poor situation.</p> <p>Together with this, we do concern about cultural heritage which slowly sinking in the modern world of fourth industrial revolution. It's Cambodian identity while only few Cambodian people know about Cambodian traditional house design. Furthermore, through village leader we know precisely that Tek Jenh villagers is willingly to open for conducting resort tourism in their area as soon as the project can provide income for their families. Therefore, we believe that conducting a cultural resort tourist site can surly tackle the problems above. Since we aim to draw villagers' lives from poverty by handing better jobs, skill training and teach them to be aware business as well as the urge of learning. At the same time we increase awareness Cambodian identity through Khmer house design and our staff's performance. Moreover we protect environmental benefit through our environmental friendly system as such renewable energy, and recycle waste management.</p> <p>Strategy</p> <p>First, we aim to promote our cultural heritage. We will construct 2 house of Cambodian traditional house. We also dressing up as well as behave our staffs to be the same as people in Oudong Era. In the early morning we will have our staff dance (wishing dance) along with our traditional music for tourists to open the day while at night we have folk dances which tourists can learn and dance with us. We provide Khmer food, cake lesson and Cambodian chess in the afternoon. This can be a result in promote Cambodian culture and attracting tourists to visit in order to experience those cultural activities.</p> <p>Second, Achieving in improve village's economy, we intend to provide important skill to the local people not only hard but together with soft skills from experts then we will handing the promising stable jobs for them. Doing so, in return the workers can totally focus in outcome quality of job and at the same time they will not tend to migrate or selling their properties. Apart from this, we tend to recruit 75 % women and 25 % men as giving the opportunity to women can play a role in empower women through providing</p>
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opportunity for woman' ability in making money for family. In fact, women performance in family will have big influence on all family members especially kids. Moreover, we also gather kids to teach them with English language so they could learn and become our little guides in our resort. This would help them make some money to buy study materials and stay in schools rather than give up.

Third, aiming to promote environmental benefit, we have plant baby tree activity before our show dance and in the evening in the name of 'better existence' activity. There will have ox card which is ready to drive tourists to see natural area surrounding. We use renewable energy to run the resort such as waste recycle and water treatment.

<p>Problem Analysis (market analysis, feasibility analysis)</p>	<p>Problem analysis</p> <p>There are three main problems in Tek jenh village. First, cultural heritage is slowly being vanished from Cambodian's history. We know that so little of new Cambodian generation aware of the type of Khmer traditional house. It is Cambodian identity, without promoting it to the people can be result in forever lost in Cambodian recognition. Second, villagers are desperately suffering from poverty, among 52 families only three of which have proper bathrooms. They do rice farming about once in a year, plant fruit and feed a few animals for their living. It has been told by the authority that in average people in the area can earn less than one dollar a day. Third, we notice that true educated villager they can be easily have negative impact on environment in the area through their daily life and it even harder to teach them in how to protect the area. Together with this we understand that not so many people in Cambodia are acknowledged about the environmental friendly system.</p> <p>Market Analysis</p> <p>We know precisely in how to reach tourists expectation from our cultural resort site. The main attributes that can influence tourist satisfaction are put into eight main groups. These groups are accessibility, travel services, food and beverages, nature, cleanliness, facilities and efficiency (Salim and Mwipopo, 2016). That is what we are willingly to provide in the resort, first we allow guests to truly feel the uniqueness through cultural and natural scenery in the area. We have Khmer traditional house where they could stay and by the interior together, costume, our staff performance in dancing and playing chess activities, tourist will easily relate to the taste of lifestyle in Oudong Era. There are outdoor relaxing place that tourists could find themselves at ease in nature. We also plant baby tree in the nearby area can plant and learn more about biodiversity. We promise to hand tourist with the best service and cleanliness through our flexible staffs and environmental friendly system (water treatment, waste recycle management and renewable energy). Moreover, the visitors could easily access to travel services since we have 2 Ox cart which ready for who wish to see waterfall in the nearby area. After all we are positive that more and more numbers of travelers to get to know and stay in our resort as soon as they notice in how much effort our resort make in order to bring best experience to our tourists.</p> <p>Feasibility Analysis</p> <p>Cultural tourism project is feasibly because it stands in the main attention from villagers, investors and government. We do creating the opportunity for villagers by hands them with stable and reliable jobs which is needed most by Tek Jenh villagers. It has been told by the leader of Tek Jenh village that if there is really going to have a resort in the village, he can</p>
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guarantee that local people will not be hesitate to say yes to job opportunity so for Tek Jenh people support to the idea of conduct the project. This project is being created by the fact that cultural resort is going to run perfectly since there are countless tourists in Cambodia who wish to experience something beyond what they can see. Moreover, this project will lead to bring positive outcome to government policy that aim to tackle poverty rate by tourism sector.

It is vital to consider the cultural resort in Tek Jenh area as it insists to seek better livelihood for the local people through financial and knowledge as well as represent Cambodian heritage for tourists and boost the understanding of environmental friendly life style.

Policies Analysis

Cultural tourism is highly prioritized for Cambodia tourism development (Royal government of Cambodia, 2012). Government has been long encouraging any innovative tourism ideas which will help to preserve culture and natural resource of cambodia. For this fact, we are certain that our cultural tourism project will be in the need and welcomed by government. Since the project does not only benefit to government but guiding the villagers to face their best potential of lives through stable occupations we are sure that the project will be run well and have positive impacts to people.

Financial Analysis

It is quite challenging that at first this project demand a great amount of money due to constructing traditional house and its equipment. In contrast a lot of money is only needed at start-up cost for house construction. For the reason that natural tourism place such as Jreav (waterfall), which is the nearest tourism site to Tek Jenh Village, recently get massive tourists visiting there. With our project we are not only promise with the nature scenery but come along with cultural dancing and performance which surely will attract tourist in a short period of time. We are so sure that this project will run smoothly which has a benefit for both investors and villagers.

Cultural Resort' Activity

Time	Activities
Morning	6:00 - 7:00 Plant baby tree in the resort area 7:00 - 8:00 Breakfast Time 8:00 - 9:00 Cambodian traditional "Wishing" dance 9:00 - 11:00 Ox cart riding to waterfall and surrounding scenery
Afternoon	12:00 - 1:00 Lunch time 1:00 - 2:00 Relax 2:00 - 3:00 Play Cambodian chess game 3:00 - 4:00 Khmer traditional food and cake lesson and cooking 4:00 - 5:00 Relax
Evening	6:00 - 7:00 Dinner time 7:00 - 8:00 Folk dance and Khmer popular games 8:00 - 9:00 Cambodian Sbek Toch Opera Wrap up

Organization framework

Project that run successfully need a clear construction

- General Manager: Will be responsible to managing both revenue workforce of our resort.
- Five Cooks: will responsible for cooking khmer food and teach khmer cake cooking class in the afternoon activity.
- Three Services: will responsible in hospitality in the house and delivering food.
- Fifteen Dancers: will responsible for dancing performance in morning and evening activities.
- Two Ox cart riders: will responsible in riding Ox cart for tourists from resort to waterfall Jreav.
- Two baby tree planter and palm climber: will responsible in facilitate in plant baby tree and climb palm tree activities.

There are 28 workers who are the key driver in running project smoothly; from General Manager to workers all are villagers in Tek Jenh who will be taught and trained differently by provided them both hard and soft skill.

Budget

Activity			USD	#of units			USD
	Item	Unit	Cost per unit(\$)	Year1	Year2	Year3	Total cost
1	Land	5 hectors	1 000	1	-	-	5 000
	House construction	2 houses	10 000	1	-	-	20 000
	Interior design and decoration	2 houses	1 000	1	-	-	2 000
	Kitchen	1 kitchen	3 000	1	-	-	5 000
	Outdoor relax place	1 place	2 000	1	-	-	2 000
2	Cultural activities items	80 traditional clothes	10	1	-	-	800
		2 Dancing and chess tools	200	1	-	-	400
		Khmer cake and food tools	200	1	-	-	200
3	Natural activities items	50 baby trees	1	1	-	-	50
4	Environment al friendly system	4 solar panels	100	1	-	-	400
5	Hard and soft skill trainer	4 experts	1000	1	-	-	4000
Total Construction and Activities Cost							39,950\$

N o	Type of staff	Unit	Cost per unit (\$)	Cost (\$)	Monthly(\$)	Yearly(\$)
1	General Manager	1	300	300	300	3 600
1	Cooking	5	150	750	750	9 000
2	Services	3	150	750	750	9 000
3	Dancer (kids)	15	50	750	750	9 000
4	Ox cart rider	2	100	200	200	2 400
5	baby trees planter and palm climber assistants	2	100	200	200	2 400
Total salary Cost					2,650\$	35,400 \$
Total Construction and Activities Cost						39,950 \$
Sub Total Start-Up Cost						75,350 \$
Unexpected Cost						7,535 \$
Total Start-Up Cost						82,885 \$

In order to start up this project in the first year, we need to spend 78,925\$

Income

Royal government has mentioned that cultural tourism has contributed about 80% of tourism sector in Cambodia. We also know that about 6 kilo meters from our site there are beautiful natural scenery and waterfall tourist destination where about 600 tourists visits there every day. Conducting a resort not too far from this place would draw tourist attention to be aware of our cultural resort. Seeing the opportunity we expect to get at least about 2 people in the weekday and get 5 people during Saturday and Sunday.

We have our tour packet (one night and two days) so that they can fully filly enjoy all of our activities. We will charge tourists 200\$ which cover all of our services as we mentioned in our schedule above.

	Weekday	Weekend	Weekly	Monthly	Year 1	Year 2
Amount of tourists	10	5	15	60	720	720
Income (\$)	2,000	1,000	3,000	12,000	144,000	144,000
Total start-up cost					82,885 \$	-
Total Salary Cost					-	35,400 \$
Net income					61,115 \$	108,600 \$

As it shown in Colum above we can see that after one year of construction and another one year that we open the resort for tourists we can get back the start-up cost and at the same time we also gain profit about 61,115 \$. Since we don't spend in construction cost so in year 2 we have estimated that we could get 108,600 \$ as income.

<p>Project Outlook (Promotion Methods, chance and challenge)</p>	<p>Project Outlook</p> <p>Promote Method</p> <p>To make sure that project will work smoothly from the very start we need networking even the chance of becoming successful is high enough as our cultural resort is tourist's target. We will promote our resort through social media, website, Facebook page, trip adviser app, flyer, and resort video and tour companies. We will cooperate with other tourism destination through their suggestion of tourist site and NGO organization that work on green industry especially cultural tourism. We always honored to face more resorts who work on cultural tourism so that we can challenge ourselves to reach the most of our effort.</p> <p>Apart from this, we truly believe that good consequence can only be achieved counting on quality not quantity. With our resort that is our workers' soft and hard skills, they are not only be so specialize in their job skill but the soft skill itself, for instant leadership, critical thinking, team work spirit, that help them to reach their best effort in return of bringing the best experience for tourists. This experience turns out to be our resort charm which attracts tourist intention in promotes value of our resort and the attempt of coming back again.</p> <p>In both short and long run, it's clear that resort project will reach out to the awareness of numerous tourists. This can be achieved by networking with related organization and employee's potential.</p> <p>Project Chance</p> <p>There are many positive points that impact this project through collection of our clear market strategy, action plan, budget plan and promote method will surly lead our project to have:</p> <p>With this project: we can improve livelihood of people in Tek Jenh village through descent and stable jobs. This better income and holding specialized skill can allow villagers to have the ability to pursuit better quality of life.</p> <p>With this project: we can increase tourist attraction by guiding them to see and experience the taste of living in Cambodian traditional house, with dance performance, chess and khmer cake class will allow them to feel as if they are local people in Oudong Era.</p> <p>With this project: through seeing waterfall, natural scenery and environmental friendly system, we can directly help to restore natural</p>
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resource in the area in sustainable way. In the same time we indirectly help villagers learn from it in order to implement the idea for their own house. In this case we attract tourist attention and protect environmental benefits too.

Why would they want come? We know precisely that tourists intention tend to discover a place where they can feel at ease and safe in nature, at the same time they rather want to experience new things from cultural exhibition which them learn new thing about perspective of life. That is what our resort can promise as soon as they put a step in. The resort will easily attract not only Cambodian tourists but also international tourists in term of cultural illustration.

Project Challenge

Although we have steps and clear plan of how to run our project smoothly, there are also some challenges which can cause drawback our plan. The challenge we could possibly face is worker's lack of effort. Especially for married women workers, since every family of rural area are male-dominant. The husband prefers their wives to look after kids and elderly relatives at home rather than work outside of house. This could be a burden when she gives up on the job which prevents the project from running well. To solve the problem we will need to explain the husband through workshop or face-to-face conversation to understand important role of their wives in working for this resort.

These are challenges we can see when conducting the project, on the top of that there will be more challenges that we couldn't possibly think of. Nevertheless, we are confident that the project is going well.