Youth Innovation Competition on Lantsang-Mekong Region's Governance and Development

Application for Innovation and Entrepreneurship

Project Name： <u>Alert Me</u>

University： <u>Royal University of Phnom Penh</u>

Team Members： <u> </u>

Nationality： <u>Cambodian</u>

Application Date： <u>05 November, 2019</u>

Made by the Organizing Committee of YICMG

April, 2017

NOTE

1. The application should be finished according to this note.

2. The application form should be printed in hard copy or filled with clear script. The form can be copied.

3. The project report and other related documents should all be written in English, in Times New Roman, 14 points and spacing 22 points, printed on A4 paper.

4. The applications should be delivered together by the universities.

5. If you have further questions, please ask the competition office or related personnel in your university

Applicant Information

Note ： 1.The form should be filled by the applicants according to the requirement；

2.The representative of the applicants should be the best-educated one, and other applicants should be listed according to their education.

3.The signature from the university is deemed as the confirmation to the applicants information.

<table>
<tr><td rowspan="3">Applicants</td><td>Name of Team Leader</td><td colspan="2">Hor Chhenglin</td><td>Gender</td><td>female</td><td>E-mail</td><td>hchhenglin@gmail.com</td></tr>
<tr><td>University and Major</td><td colspan="4">Royal University of Phnom Penh Computer Science</td><td>Grade</td><td>Year 4</td></tr>
<tr><td>Contact No.</td><td colspan="2">+85589 243 003</td><td>Emergency Contact</td><td colspan="3">+85510 435 042</td></tr>
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Supervisor	Name	University and Department	Title	Research Field		E-mail

Team Members	Name	University and Major	Gender	Emergancy Contact	E-mail	
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Responsibility of team members：

Confirmation	University	These applicants are the registered full-time undergraduates or graduates in our university, with the register date of_____yy____mm____dd. □Yes□No （Signature and Seal） YY　　MM　　DD
	Supervisor	This project is the work from extracurricular study or social practice. □Yes□No Signature： YY　　MM　　DD

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	Alert Me		
Has a Corporate Entity or Not		Name of the Entity	
Project Introduction (within 500 words）	Cambodia still remains on the list of developing country and the safeties in the society is still a major concern by Cambodian people. Approximately 31 percent of Cambodia's population of 14.3 million people live below the poverty line, many of whom reside in rural areas where children don't have access to education (Childfund, 2013). As there is a number of people who do not have a chance to get educated, it leads to one of the reasons for the incensement of crime rate in the society. Furthermore, as stated in an article on PhnomPenhPost website claimed that the failure to implement certain aspects of the Paris Peace Accords by all the political parties, speaking in general, and, in particular, the demobilization of the Cambodian People's Armed Forces and the failure to collect weapons and other explosives, and to take measures to resolve the problems of the soldiers who were demobilized. This has allowed a good opportunity for some devilish groups of people who have cheated and concealed weapons to be sold in an anarchic way, which has, in the end, caused these weapons to fall into the hands of gangs of evil-minded persons who have, like those conferred with tiger fangs, been conducting these outrageously immoral acts. For this reason, the number of crime rate increase day by day causing people especially tourists to start having a mind-set that Cambodia is not a safe country. In Cambodia, crime is one of the major issues that we have to tackle urgently. It is well known that high rate of crime create impact on the victims, society and the reputation of the country. According to an article which was released on April 27, 2019 on TimeTravelTurtle website, it is said that in just the past week, I've heard frightening		

stories from two fellow travel bloggers on the road together, Kate McCulley of <u>Adventurous Kate</u> and Mario Cacciottolo of <u>Someone Once Told Me</u>. "Within a few days of being here, we've been warned repeatedly in Phnom Penh about thieves on bikes snatching bags from Tuk Tuks," Mario wrote on his Facebook page. "Shortly afterwards my friend was attacked by five guys on bikes while in a Tuk Tuk, but he fought them off." I wrote to Kate to ask her about what she's experiencing there at the moment. She's told me that she's been to Cambodia before and loved it but feels like it's changed. The constant warnings about the bag snatchings, being a perfect example.

Additionally, according to an article named Cambodia 2019 Crime & Safety Report in 2019 on OSAC.gov claimed that criminals specifically target Westerners for crimes motivated by financial gain, although perpetrators rarely intend to use violence or cause physical harm. Pickpocketing and purse snatching are commonplace, with pedestrians and tuk tuk (two-wheeled cart pulled by a motor scooter commonly used for local transportation) passengers the prime victims. Based on what we have widely seen, the purpose of our project, AlertMe, can be a part to help solving these problems.

Theme Interpretation （project background and strategy）	**Project Background** In Cambodia, crimes are tackles by the police and government also set up a support team to ensure security in the country. However, safety is still to be concerned because crimes still happen in the city as well as the provinces. The help of security from government is a compulsory but self-care of the citizens themselves is also a must to reduce crime in the society. Some local people as well as tourists tend to be careless of their safety and their belonging when they go out and do not aware of crimes happening in the area. Thus, it provides opportunities for criminals to commit crimes in every image. This problem definitely affects people, society and the reputation of the country. Therefore, resolving this issue has the potential to make Cambodia be a better country with a safe and peaceful society. Concerning this problem, we conduct a feasibility research by proposing a method which can be possibly addressed the prevailing crime increment and safety for local people and tourists. Our project will innovate an application that show crime rate and recent crimes information of specific locations to notify users about the current situation of the areas they want to make a visit and alert a friendly careful message for users. To begin our first step toward success, we first focus on tourist destinations of two provinces which are Siem Reap and Preah Sihanouk province as well as Phnom Penh city. This method generally improve security in the society and prevent crime happening to citizens and tourists. To innovate this project, we need the help from government, police and authorities from each region of the provinces and city to input and provide the crime information and crime rate of the area in order to carry out this project that prevent crime happen to citizens and tourists. In addition, the involvement of people including local people and foreign tourists is also a plus to make the project a success. **Detail scope of the project** We would like to begin our project from small toward a big success. Therefore, our scope of the project is that we first focus on tourist destinations of a city and two provinces which are Siem Reap province, Phnom Penh city and Preah Sihanouk province. In each cities and province, we focus on tourist attractions in each district. • **Districts in Siem Reap Province:** We will focus on 12 districts in Siem Reap city as shown in the table.

District	Communes	Villages
Angkor Chum District	7	84
Angkor Thom District	4	25
Banteay Srei District	6	27
Chi Kreng District	12	147
Krolanh District	10	97
Puk District	16	154
Prasat Bakong District	9	67
Siem Reap District	10	76
Sot Nikum District	10	113
Srei Snom District	6	39
Svay Lea District	5	21
Varin District	5	25

- **District in Phnom Penh City:** We will focus on 9 districts in Phnom Penh such as 7 Makara, Khan Toul Kork, Daun Penh, Dong Kao, Mean Chey, Russey keo, Por Sen Chey, Sen Sok and Chamkarmon.
- **District in Preah Sihanouk province:** We will focus on 4 districts in Preah Sihanouk province which are Krong Preah Sihanouk, Prey Nob, Stueng Hav and Kompong Seila.

Strategy
- Build a platform which show crime rate and recent crime information of specific places
- Alert a friendly careful message to users
- Provide useful emergency contact of each region in the provinces and city
- Be an application which help to prevent crime happen to local people and tourists
- Build a good reputation for the country
- Reduce crime in the society to make the country be a peaceful place for citizens and tourists
- Gain trust from tourists that we truly care about their safety
- Crime rate and recent crime information will be kept up-to-date every month so that users can get access to recent information
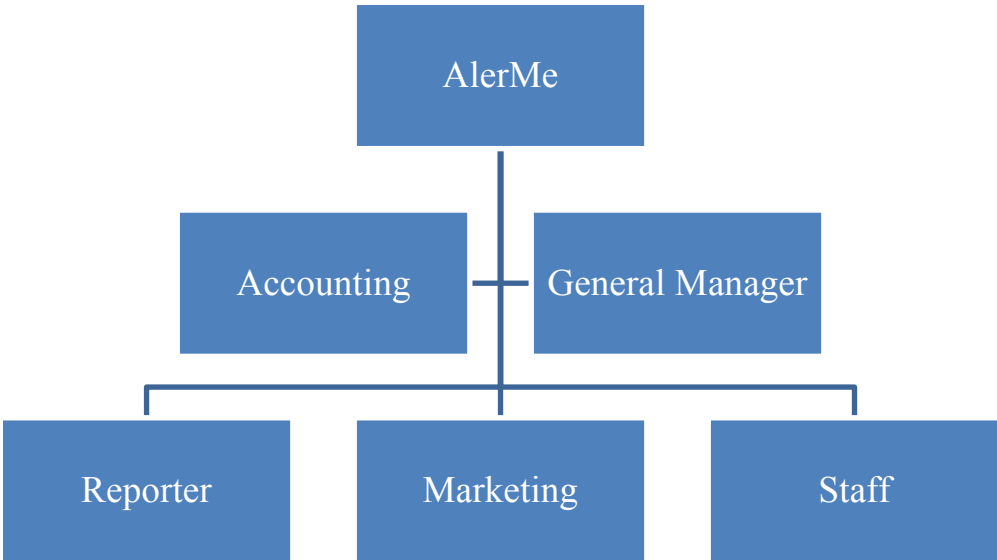
Theme Interpretation (project background and strategy)

Problem Analysis（market analysis, feasibility analysis）	**Market Analysis** In Cambodia nowadays, there are uncontrollable crimes happen every day, especially Sihanouk province due to increasing numbers of Chinese investors and visitors. However, others tourism destinations also face these problems. According to a news which was published by The Phnom Penh Post on 15 Aug, 2019 stated that Deputy National Police Chief Thong Lim said, "from April to June this year, 161 crimes were recorded as committed against foreigners, representing a year-on-year drop." In addition, most victims cannot prepare in advance and be careful with their safety because of lack information or records about crime. Due to this issue, local people and all tourists cannot reach out the information. In order to solve those problems, our project can be impactful and essential. Nevertheless, if the problem cannot be solved, it would be a serious issue that effects on the citizens as well as the tourists coming to Cambodia. It would also impact on the profit, reputation and economic of the country. As a result, implementing this project would solve and bring out these problems. **Feasibility Analysis** As a developing country with fruitful tourism destination, safety and security are vital to providing quality in tourism. The success or failure depends on being able to provide a safe and secure environment for local and foreign visitors. However, getting information about crime happened in specific areas they want to go to, can be hard for tourists especially foreigners. Compared with AlertMe, AlertMe is much easier and more updated which show crime rate and recent crimes information in tourism areas. It can show every corner place of Cambodia, especially tourism areas. Moreover, it is preferred to have for this digital era to bring people from all over the world to a particular area.

Project Design (marketing strategy, organizing framework, and budget)	**Marketing Strategy** The success of the project also depends on the carrying out of short-term and long-term goal. In order to make short-term goal happen, it is necessary to focus on governments of Cambodia, local population, and tourist agencies in the region. For the long-term goal, it is necessary to build mutual understanding and trust through all presses and police in our country. **1. Short-term Strategy** The primary goal of the project is to enhance the tourism sector development of the region. With these sectors' development, the government in the region will get more cooperative affords to foster the improvement of their economic situations, service trade sectors, and technological knowledge from the project which can be recognized as a technological learning process. The project is going to focus on the whole situation of any crimes, the happening day, activities, and the result after the crimes. This will gain trust from the local people and tourists because they can understand the situation of place that they are in, or they will go. Moreover, if the "AlertMe" project can be made into reality, we can gain trust from tourists and make our society an eco-tourism. Later on, it will increase the number of tourists coming to Cambodia. Thus, it will enhance the lives of the people along the tourism area through many factors such as tourism, employment opportunities, economy and so on. According to these advantages, the local communities can also participate with huge willingness as the project will not have negative impacts upon their surroundings, culture and the economy. What is more, it will also increase many opportunities for employments for young people and for people who would like to work as part time jobs or casual work. New business and commercial activities will happen to back incensement of tourists such as transportation, and have more hotels, restaurants and so on. For these reasons, not only stakeholders but also tourism agents can trust the potential of the project and invest in the project. With the benefits which the government, stakeholders, and tourism agent can get, the project as short-term strategy will come into reality.

Project Design (marketing strategy, organizing framework, and budget)	**2. Long-term** For long term strategy, it is a must to build relationship with presses and police in the country to get news especially crimes in around tourism area. Therefore, all the news will be in hands, and it will have updating information when there are any crimes happen. In addition, the end users can confidentially put trust in out application because of the real sources. Furthermore, the crimes can be prevented because tourists and local people can be alerted and aware of crimes in the areas so that they can be careful with their belonging when they go to the place that used to have crimes before, and they can protect themselves when they go out at night. The criminal won't have chances to commit crime like before because all the actions and any type of the crimes will be shown in our application to raise awareness for people. Therefore, the tourism area will become safe day by day, and security will be better. If our application can be a successful, tourists can put a trust on our country as we do concern about their safety. It can be a way that lead to a growth of tourists in our country. And as a result, there will be many benefits coming. Tourism can stimulate new and expanded community facilities and infrastructure initiatives, such as the improvement of retail, restaurant and entertainment options, transport services, education and sporting facilities. These increase the quality of life for the community, which may not otherwise warrant the improvement, based on the residential population alone. Tourism can encourage the preservation of traditions by showcasing distinct characteristics of Cambodian ways of life, history and culture. Tourism enhances the peace, prosperity and happiness in the society and improves the universal friendship concept. It also improves the mutual cooperation. In addition, encourages the preservation and celebration of local festivals and cultural events for every Cambodian Festivals. Therefore, the result from our long-term strategy will give a lot of benefits to the country such as preventing crimes from happening to people, providing crime information with believable source, improving security and reduce crime in the society, and disseminate Cambodia's history and culture to the world.

| Project Design（marketing strategy, organizing framework, and budget） | **Organization Framework**

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Budget and Project Planning

Activities	Description	Period	Effort (person-month)	Amount
Data Collection	Elicitation Analysis Validation Management	2 months	10	$ 600
Software Requirement Specification		1 month	3	
Development	Coding	3 months	3	
Validation	Testing	1 month	2	
Evolution	Delivery Maintenance Development	12 months	3	
Promote I	Social Media	6 months		$ 366
Promote II	Tourism Agent	3 months	10	$ 300
Promote III	Guides	3 months	30	$ 180

Estimated duration:

1. **Project Development: 7 months**
2. **Project Maintenance: 12 months**
3. **Project Promotion: 6 months**

Estimated budget: $ 1,446

Project Outlook (promotion methods, chance and challenge)	**Promotion Method** This project provides a huge benefit for local people and tourists as they can see information of crimes occurred in the area they want to go to so, they can prepare themselves and be careful with their belongings. As a result, crimes can be prevented and a good reputation of the country can be built. Thus, our promotion methods are: • Cooperate with tour guides, and hotel owners at tourists' attraction so that they can promote our application to local tourists as well as foreign tourists • Invent in promotion on Social media and any well-known websites in order to gain more awareness of our application • Spread our mission, vision and benefit of creating and developing this application to help people understand and aware of our existence **Challenge:** • As we focus on every district in two cities and a province, so more people will be needed to collect the information • Our information is related to crime rate, and some detail info, which can be collected only from police or authority of each district in the cities and province, so that information can be difficult to collect as we need to talk to people of high position • Beside collecting and input information to the application by ourselves, we also want to cooperate with police, so that they can input crime information and crime rate. However, by doing this we might have a hard time to convinces the police to help us to make this project a success. **Opportunities:** • These days, Cambodian people still concern about safety in the society, so this project will be a perfect fit and a useful tool for them • Crimes still happen every day in Cambodia, thus our project can be a way to prevent crime from happening to citizens and tourists • Government is concerning about people's safety and wanting to build a peaceful society to make a good reputation of the country, therefore this project can be a part to make a better society.

Suggestion from Supervisor	
	Signature and Seal：
	YY MM DD

Suggestion from Supervisor	Signature and Seal： YY MM DD
We acknowledge hereby that the Organizing Committee has the rights of publicity, dissemination and publication of the work, and the right to introduce the work and the author. Signatures of Team Members： YY MM DD	

Reference:

https://www.timetravelturtle.com/is-cambodia-safe-for-travellers/
https://www.childfund.org/Content/NewsDetail/2147488882/
https://www.osac.gov/Country/Cambodia/Content/Detail/Report/980b7fb2-cfbd-4ff2-8afa-160f07c195a5
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