**Introduction:**

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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 [Adventurous Kate](http://www.adventurouskate.com/) and Mario Cacciottolo of [Someone Once Told Me](http://www.someoneoncetoldme.com/). “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.

**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 cities which are Siem Reap and Phnom Penh as well as Kompong Thom province. 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 two cities and a province which are Siem Reap city, Phnom Penh city and Kompong Thom province. In each cities and province, we focus on tourist attractions in each district.

* **Districts in Siem Reap City:** 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 Kompong Thom province:** We will focus on 7 districts in Kompong Thom Province which are Baray, Kampong Svay, Prasat Ballangk, Prasat Sambour, Sandan, Santuk and Stoung and one municipality which is Krong Stueng Saen.

**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

**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.

**Reference:**

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