

Recommendations  
For  
The Development of Arts and Culture from the Tourism Sector  
By Stand for Culture Fellows

The six recommendations are as follows:

**1) *Include information on arts and culture at tourist booths:*** According to the research of Stand for Culture Fellows (the fellows), they found that most tourist information booths do not have information about arts and culture. This lack of information makes it difficult for tourists who want information for arts and culture to participate, visit, support and understand about Cambodian culture. Initiating art information at each tourism information booth not only provides additional information to tourists, but also helps expand the market for artists and cultural operators.

**2) *Assign a contact person for the relationship between the arts and Tourism Ministry:*** Freelance artists often have a hard time finding contacts and information from the Ministry of Tourism to get opportunities (performances and grants) and participate in any national and international competitions. Thus, if there is a close relationship between the officials of the Ministry of Tourism in charge of communication with artists or independent associations, this relationship will enable the Ministry of Tourism with new creative services, effective communication.

**3) *Propose to organize an art event under the theme "Colorful Phnom Penh":*** The Colorful Phnom Penh is a program (either monthly or quarterly) that include a diverse art forms to: 1) Attract tourists to visit Cambodia, and 2) Provide job opportunities for artists and cultural practitioners to keep producing their work on a regular basis. The program is in line with the news of the riverside pedestrian zone development. If the Colorful Phnom Penh event can take place, Phnom Penh could become a city of vibrant cultural arts scene on a regular basis, providing an opportunity for tourists to enjoy Cambodia for a long time. In Thailand, there is a program called Colorful Bangkok which the Stand for Culture Fellows see as a good program and has many benefits both for tourists (local and international) and the arts sector.

**4) Provide venues for performances:** Freelance artists, especially contemporary artists as well as traditional artists, often find it difficult to find a place to perform regularly. International tourists often call the Cambodian Living Arts Organization, which used to have a stage for performance before Covid 19 but now closed to inquire about if there are any regular performances where they can visit. Unfortunately, there is no venue in Phnom Penh for artists to perform for tourists for a fee.

**5) Allocate a budget to support works of art that are useful to the tourism sector:** Having a budget for artists who participate in any occasions is most necessary to support artists' livelihoods. According to the Stand for Culture Fellows, most of the time, artists receive a small budget for the performance. However, the fee does not cover the cost of rehearsals, travel, and costume and stage design etc. These broad considerations help improve the standard of living of the artists.

**6) Establish Seed Funds for Cultural Entrepreneurship:** This is a proposal for cooperation for inter-ministries to create a cultural entrepreneurship education program for high school students. This curriculum will help young people to become cultural leaders who will contribute to the development of the culture and tourism sector. After months of research, the fellows view that there should be a joint budget between the relevant ministries, including the Ministry of Education, Youth and Sports, the Ministry of Economy and Finance, the Ministry of Culture and Fine Arts, and the Ministry of Tourism for this initiative.

## Background

On March 17, 2023 at the Ministry of Tourism, the CICADA team, mentors and the Stand for Culture Fellows had the pleasure of paying a courtesy meeting with the representatives of the Ministry of Tourism. The meeting were presented by His Excellency Top Sopheak, Secretary of State, Representative to Minister of Tourism, accompanied by Mr. Seang Neak, Deputy Director General, Representative HE Thong Ratsak, Director General of Tourism Development and International cooperation and many officials in order to discuss works that promote the cooperation and strengthen the cooperation in promoting tourism, arts and culture.

In this meeting, the Stand for Culture Fellows, who are artists, producers, cultural practitioners from different arts sectors and have many years of experience, have studied, researched and understood the feasibility between arts, culture and tourism. They noted the efforts of the Royal Government in developing the scope and potential of the growing cultural sector. At the same time, the fellows also mentioned the active and large role of the arts and culture sector in contributing to the development of tourism. Recognizing that the support and investment from tourism to arts and culture is even more beneficial.