



The Management of Le Tonle is making changes to adapt to the current tourism situation in the town.

Summary

Le Tonle training guesthouse and restaurant is a social enterprise project of the Cambodian Rural Development Team (CRDT), a non-profit NGO in Cambodia). Le Tonle Training Guesthouse and Restaurant aims to provide free theoretical and practical training to young disadvantaged Cambodians in the area of tourism and hospitality such as front office, housekeeping, cooking and hospitality. By providing these skills in the short term, vulnerable youths are able to obtain varied and worthwhile careers and are able to live by themselves independently and support their family by sending some of their earnings back home. In the long term, the training is providing an opportunity for youth to develop themselves further in tourism professions and giving them general knowledge, which will enable them to take careers as one of the country's human resources. This will help solve the human development program of Cambodia and lift the poverty rate in the future. According to the global Multidimensional Poverty Index (MPI) from 2018, thirty-five percent of Cambodians are living in poverty, especially in the countryside.

About Le Tonle

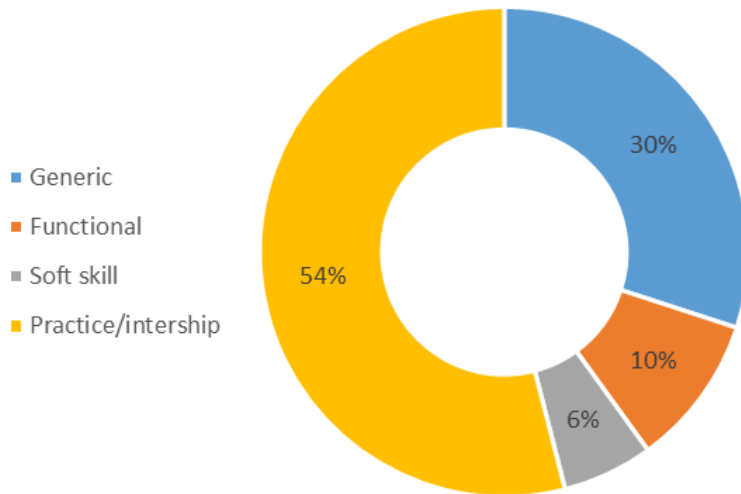
Le Tonle provides 100% scholarship for youth to learn from certified trainers and practice at the same time at Le Tonle guesthouse and restaurant.

Le Tonle is a social enterprise aims to:

- To contribute to poverty reduction and ecological conservation of Cambodia by introducing responsible, sustainable tourism and by training the local population to cater to tourists.
- To give theoretical and practical training to young disadvantage dCambodians in the different areas of tourism professions to enable them to obtain varied and worthwhile careers.
- To provide quality training in response to the requirements of tourism professionals in Cambodia.
- To integrate the values of responsible tourism in the training.

Our 8-month training program

The Tonle training program is recognized by the Ministry of Tourism of Cambodia under the National Committees of Tourism Professional as a vocational certificate. Trainees are trained by our experienced trainers, many of whom were our graduates from 2008. Most of the training periods are focused on practising and interacting with the tourism industry by supporting trainees to develop generic competencies such as computer skills and English proficiency.



Progress report

Quick on operation:

The operation of Le Tonle has experienced fluctuations in performance attributed to the low recovery of international tourist arrivals to Kratie Town and Cambodia as a whole. The international recovery stands at 30% compared to pre-pandemic levels, while the local government recovery is slightly higher at 40%. In response to this challenging environment, the management of Le Tonle has strategically focused on sustainability and income generation to support training and operational improvements.

Management Initiatives:

Over the last three months, a comprehensive approach has been taken to enhance the operation of Le Tonle. A dedicated manager was recruited to lead the operation, emphasizing the development of new products to attract local tourists. Notable improvements include expanding guesthouse spaces for increased comfort and parking, installing additional public toilets, hiring a new chef, and acquiring a new coffee machine. An international volunteer has also been enlisted to provide valuable advice to the overall operation.

Performance Metrics:

Despite these efforts, the guesthouse and restaurant operations have faced challenges. The occupancy rate has remained stable at 45%-50% over the past three months, with limited patrons at the restaurant. The total revenue during this period amounted to 9,041.16 USD, with 12% allocated to capacity development for a new cook and training refreshment. The remaining funds were utilized to cover operational expenses.

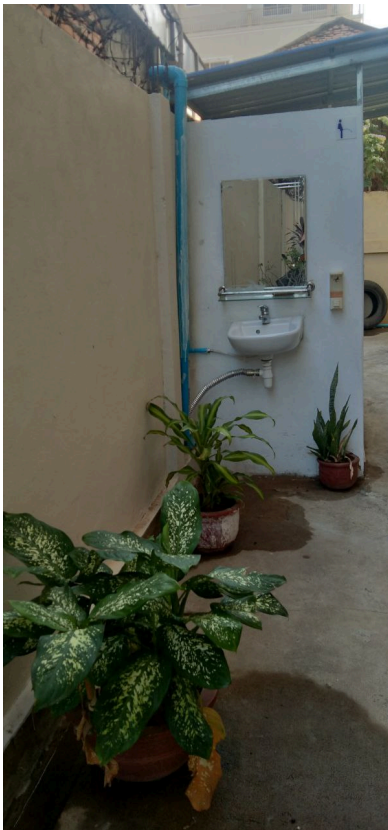


New Offerings and Publicity:

In response to market demands, Le Tonle introduced new dishes, including Mekong Fish Amok, Pancake, American Breakfast, and Tomato Bruschetta. Efforts were made to enhance publicity by printing food banners displayed at the restaurant, aiming to attract more customers.

Training Initiatives:

Recognizing an increased demand for coffee, Le Tonle invested in a second-hand coffee machine and conducted refresh training for existing staff. A new trainee was recruited for cooking courses, bridging the gap left by a cook who departed for a new position in Phnom Penh. Approximately 27 hours of cooking training have been provided to the new cook, Chandon.



Additional man toilet



Refresh Training on Coffee Making



Sun Bok is learning to make a coffee from a new machine

Challenges:

Le Tonle faces several challenges, including a low turnout of clients at the restaurant and a 10-day loss of sales due to errors in the booking system.

Overcoming Challenges:

To address these challenges, a new manager has been recruited specifically to focus on restaurant sales and marketing. This strategic move aims to revitalize the restaurant's performance and enhance overall customer engagement.

In conclusion, Le Tonle recognizes the need for adaptability in the ever-changing tourism landscape. The current initiatives undertaken by the management demonstrate a commitment to sustainability, operational improvements, and targeted marketing strategies to navigate through challenging times. Continued efforts in these areas will be essential to ensure the long-term success of Le Tonle in the evolving tourism industry.