

Cambodia Muslim Tourism Development Plan (2023–2027)

1. Strategic Vision & Timeline

Phase 1 (2023–2027):

- Launch the Muslim Tourism Development Plan
 - Focus on: infrastructure upgrades, halal certification, staff training, product development
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2. Five-Pillar Framework

- 1. Halal Products & Services**
 - Certification for hotels, restaurants, transport via Cambodian Halal Steering Committee
 - “Muslim-Friendly” labeling program
 - 2. Infrastructure Development**
 - Prayer rooms & wudu facilities at key locations (airports, hotels, landmarks)
 - Qibla direction markers and designated transit corridors
 - 3. Branding & Marketing**
 - Global outreach targeting Southeast Asia, Middle East, South Asia
 - Launch app/website for locating halal-certified establishments
 - 4. Multi-Stakeholder Partnerships**
 - Collaboration with Muslim-majority countries (e.g., Malaysia, Indonesia, Brunei)
 - Engagement with tourism bodies and private sector operators
 - 5. Human Capital Development**
 - Tourism staff training in Islamic etiquette, halal standards, cultural sensitivity
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3. Cultural & Heritage Integration

- Support preservation of historic mosques and Muslim cultural sites (e.g., Tbong Khmum)
 - Promote community-based tourism featuring Cham heritage—textiles, rituals, traditions
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4. Measurable Outcomes & Growth

- Muslim tourist arrivals: ~300,000 (2023) → ~400,000 (2024)

- Total international arrivals: ~5.45M (2023) → ~6M (by Nov 2024)
 - National tourism target: 7–7.5M by 2025 with strong Muslim visitor contribution
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5. Policy & Ecosystem Enablers

- Development of a halal ecosystem across tourism/agriculture modeled on Malaysia
- Visa reforms: expanded e-Visa, fee reductions, ASEAN integration