

CHAPTER 1

1.1 Introduction

Cambodia is the country which is known as a kingdom of Cambodia, one of the ASEAN members. Cambodia is considered as a low income country in which 80% of its total population of 15.70million is engaged in agricultural sector. The country has total land mass of the nation is 181,035 square kilometers and there are 25 provinces that have border by Laos, Vietnam, Thailand and the Gulf of Thailand. Cambodia economy is grow very fast about a few year with the growth as show in the GDP growth in per capita is stand for US\$1,042.The economic is relies on the tourism which earned a big revenue for the nation. For the rice farm, rubber, fish and garment are export to other countries.

Cambodia's economy is a cash and very high dollarization. A big amounts of US dollars are use circulated within the banking and financial system same as within the economy as a whole. Dollarization has a long history in Cambodia. Even if there is no administrative action to reduce the use of US dollars in the economy. Nowadays there are many banking and microfinance that is growth very fast in the recent decade. The financial strategy development is the big factor for focus on and discussing for future economic development in Cambodia.

1.2 Objective

The Bank has achieved growth for national better economics and emerged to develop country in all sites. The role of Bank industry is the second economic growth of Cambodia which created jobs prospect for Cambodian people in the communities, generated income and profits for them that allows in the different communities based on enhancing citizens' life standards, improve physical infrastructure, and alleviated poverty in conformity with the strategy of the Royal Government of Cambodia.

Bank as a catalyst for economic growth, and their active participation in the Bank industry for the sake of national political Bank and economic interests.

Cambodian government is looking to promote in its local including the trends of development which is to poverty reduction and ensure equitable distribution of benefits if tourism revenues to local community. The vision and policy of Cambodian government about bank is sustainable direction development of improve the economic in this country.

1.3. Objective of Study

This study is exploring the external environment factor of the architectural sites and its development in Cambodia 2015. The study is conducted with the three important points namely:

architectural protection, architectural development and management, infrastructure and tourism marketing.

1.3 Objective of the study

2. The objective of study is to present the matter of Cambodian Financial Sector Development Strategy to audience of management researcher.
3. To identify the opportunities for further research in the new and developing country.
4. To improve the banking system and microfinance in Cambodia.
5. Help to stop the dollarization in Cambodia system.

1.4 Benefit of study

The Cambodian financial strategy development 2011–2020 to show the action plans for close co operation of the banking with other related sectors to Here some are following spots talking about main objectives in this study.

1. To study the existing architectural situation of Bank sites in Cambodia
2. To understand about differences of increasing international Bank in the year of 2017-2020
3. To explore information from visitor arrivals to the architectural Bank sites in Cambodia
4. To propose guidelines for sustainable planning and management that could be applied in the future growth of architectural Bank destinations in Cambodia.

Government need to regular monitor the performance of reform programming as the challenging arise from rapid financial market development, and to take time and appropriate actions when needed.

1.5 Expect Outcome of the study

The outcome of the study would be useful information to become operational in the near future. In addition, when conditions are favorable and the prerequisite infrastructure and regulatory frameworks for money market development have been put in place, the RGC will issue government securities. The outcome of the study would be useful information to enhance my knowledge in the good ways of cultural tourism development which is effectively increase the number of tourists and revenue. Moreover, it could be helpful data for involving ministries and international and national organizations to develop and manage. Additionally, this study could be also beneficial information for furthering beautiful and cultural tourism sites in the future.

In this point want to summarize the whole study research, it divides into five chapters (Chapter one comprises of **Background of the study**, it introduces to general Situations of National Bank in Phnom Penh, Cambodia. And followed by objective of study, it Summarizes an approach to reach the

goal of writing study, significance of the study is what We obtain from research study, and scope of the study in how to limit specific time, and Location where we wish to study.

Chapter two consists **of** related research; it gives keys word of Bank, geography of Phnom Penh, Population of Phnom Penh, supply and demand Banker It details more on attraction sites, intermediaries, accommodations services, and in This chapter also followed by Bank markets, economic growths, GDP growth rates, and Government's Bank development policies. And this chapter also writes **down Potential of National Bank in Phnom Penh**, this chapter Demonstrates cultural Bank sites, natural sites.

Chapter Three is **Insurance**; it describes more ways how to how to write this research study, it consists of research method, and followed by data sources, data collection. Tada analysis, and lastly is survey indicators.

Chapter Four refers to Research findings; it details and analyzes the result that we found out study or survey on the ways. And last chapter is Conclusion and Recommendation; it summarizes the results of the whole topic, and gives some idea relevant to development Bank.

1.6 Abbreviation

ADB- Asian Development Bank
AML- anti-money laundering
CAFIU- Cambodian Financial Intelligence Unit
CFT - countering the financing of terrorism
CIFRS- Cambodia International Financial Reporting Standards
CMA- Cambodia Microfinance Association
CPA - certified public accountant
FATF- Financial Action Task Force
FSDS- Financial Sector Development Strategy
GDP- gross domestic product
GIAC- General Insurance Association of Cambodia
IAIS- International Association of Insurance Supervisors
IAS- international accounting standards
IFAC- International Federation of Accountants
IFRS- International Financial Reporting Standards
IOSCO- International Organization of Securities Commissions
IT- information technology
KICPAA- Kampuchea Institute of Certified Public Accountants and Auditors
KR- Cambodian riel
L-MFI - licensed microfinance institution
L-MDI- licensed microfinance deposit institution
MEF- Ministry of Economy and Finance
MFI- microfinance institution
MLMUPC- Ministry of Land Management, Urban Planning and Construction
MOC- Ministry of Commerce x Abbreviations
MOJ- Ministry of Justice