

CHAPTER 5

Conclusion and recommendation

Conclusion

In the early stage of financial sector development, the government's proactive open market policy enabled Cambodia to attract many experienced foreign bankers. As a result, most of the senior managers are experienced and competent bankers. However, at the middle management level and below, most banks continue to have difficulty in finding qualified staff. Thus, most staff at these levels need substantial professional training in basic banking operations. Most banks have established in house training courses to deal with this issue and training is also offered by the Cambodia Institute of Banking, the National Bank of Cambodia's (NBC) Center for Banking Studies, and other local institutions.

To safeguard the sound future development of the Cambodian financial development strategy, it is entail the tourists were always growth year to year remarkable, the number of 4,210,165 international visitors in 2013, as a 17.50% increase over 2012 with 3,584,307 international tourist arrivals to Cambodia, and 836,377 international tourists 2013, as a 20% with the same percent in 2012 with 716,584 international tourist arrivals to Phnom Penh destinations, and hope that we will receive over millions international visitors in next year.

As we know clearly the potential in the tourism and financial sectors, we should know how to manage and grap of its upcoming fruitful for nation and for development of this tourism sector. The includes institutions and companies that are regularly not in the first instance considered as belonging to the tourism field, as following

- A. Based on the official data from MOT, 25% of the revenue from this sector was leaked out of the country through imported foreign products to serve this sector, so government should be aware how to strengthen our quality of material and agricultural products.
- B. More human resources of this sector are needed; government should train more people to fix up with this sector. In addition, as the country moves into ASEAN integration and will receive 7 million visitors in 2020 as government target, the amount of professional will also need in double.

- C. Government need to increase the awareness of environment that can negatively influence the tourism field because it will be important to inform all key stakeholders and tourists about the problem.
- D. The involvement of entities that most stakeholders trust is needed to communicate research results and assist adaptation processes.
- E. Should be controlled mechanism on the tourism industry and to enforce regulations.
- F. Continues to perverse the landscapes and should contribute to the attractiveness of
- G. The regions and should provide conditions for tourism to flourish.

The Cambodian government continues still to need tourism professionals by next year more and intends to create a new training school.

Recommendation

The following points provide recommendations for the Cambodian financial development strategy field of Cambodia to strengthen and further develop their already existing efforts aimed at adapting to develop tourism field. Because of the open nature of tourism an effective adaptation strategy for the field would need a wide range of participating stakeholders. The includes institutions and companies that are regularly not in the first instance considered as belonging to the tourism field, as following

- H. Have to increase the awareness of environment that can negatively influence the tourism field because it will be important to inform all key stakeholders and tourists about the problem.
- I. The involvement of entities that most stakeholders trust is needed to communicate research results and assist adaptation processes.
- J. Should be controlled mechanism on the tourism industry and to enforce regulations.
- K. Continues to perverse the landscapes and should contribute to the attractiveness of
- L. The regions and should provide conditions for tourism to flourish.

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Besides the above points, this study understands there is an information gap about initiatives within the tourism industry as well as about the exact work of the tourism committee of the Ministry of Tourism. The studies could be considered more empirical research with specific tourism representative, such as accommodation suppliers from different regions of the country, different regions of the country, different smaller and bigger tour operators, and other service suppliers.