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Tai Chi Healthcare Tourism

Analysis on Yunnan Province

Highlights

Health and Leisure Tourism

Tourism Center in South Asia

Discovering Thoughts, Inventing Future

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Analysis on Yunnan Province Becoming a Health and Leisure Tourism Center in South Asia and Southeast Asia

By Song Xiaoyu, Deng Zhiwei & Zhang Zihao

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Abstract- Yunnan province is in the southwest of China. It is a major tourist province with excellent climate conditions, diverse ecological, biological resources and rich ethnic cultural resources. However, in recent years, the development speed of tourism in Yunnan Province has slowed down, and it has gradually lost the advantages over the other western provinces, even falling behind them. The reason is that the tourism products in Yunnan are aging, and the lack of innovation and development is the main factor. How to create competitive tourism products at home and abroad, it is not enough to rely on the tourism industry individually. Health is the eternal theme of human beings and an important indicator of social progress. The Yunnan Provincial People's Government has proposed to build a world-class “green energy, green food, healthy living destination”. Yunnan Provincial try to use of Yunnan's multiple advantages in developing a large health industry with location, climate, environment, resources, culture and tourism.

Keywords: yunnan province, south asia and southeast asia, health and leisure health tourism.

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Analysis on Yunnan Province Becoming a Health and Leisure Tourism Center in South Asia and Southeast Asia

Song Xiaoyu [α], Deng Zhiwei [σ] & Zhang Zihao [ρ]

Abstract- Yunnan province is in the southwest of China. It is a major tourist province with excellent climate conditions, diverse ecological, biological resources and rich ethnic cultural resources. However, in recent years, the development speed of tourism in Yunnan Province has slowed down, and it has gradually lost the advantages over the other western provinces, even falling behind them. The reason is that the tourism products in Yunnan are aging, and the lack of innovation and development is the main factor. How to create competitive tourism products at home and abroad, it is not enough to rely on the tourism industry individually. Health is the eternal theme of human beings and an important indicator of social progress. The Yunnan Provincial People's Government has proposed to build a world-class "green energy, green food, healthy living destination". Yunnan Provincial try to use of Yunnan's multiple advantages in developing a large health industry with location, climate, environment, resources, culture and tourism. Coordinate and promote the creation of a world-class "healthy life destination", making Yunnan as an international advanced medical center, medical center, rehabilitation center, medical tourism destination, medical industry gathering place, leading the development of Yunnan biomedicine and big health industry. At the same time, accelerate the transformation and upgrading of the tourism industry. This paper analyzes the opportunities and conditions for Yunnan Province to become a health and leisure health tourism center in South Asia and Southeast Asia, and puts forward the idea of building Yunnan Province into a health and leisure health tourism center in South Asia and Southeast Asia.

Keywords: yunnan province, south asia and southeast asia, health and leisure health tourism.

I. Introducation

Yunnan Province is a major tourist province with excellent climate conditions, diverse ecological, biological resources and rich ethnic cultural resources. However, in recent years, the development speed of tourism in Yunnan Province has slowed down, and it has gradually lost the advantages over the other western provinces, even falling behind them. The reason is that the tourism products in Yunnan are aging, and the lack of innovation and development is the main factor. How to create competitive tourism products at home and abroad, it is not enough to rely on the tourism industry individually. It is necessary to make full use of the overall advantages of Yunnan Province, and let multiple industries work together to create innovative tourism products that are linked to development.

The government of Yunnan Province's 2018 work report proposes to build a world-class "green energy, green food, healthy living destination", and to make full use of Yunnan's multiple advantages of developing a large health industry with location, climate, environment, resources, culture, tourism, comprehensively organize, guide, coordinate and promote the world-class "healthy life destination". And to make Yunnan an international advanced medical center, remedy center, recovery center, medical tourism destination and medical industry gathering place, leading the development of Yunnan's biomedicine and big health industry, and accelerate the transformation and upgrading of tourism industry.

II. The Significance of Building Yunnan Province into a Health and Leisure Tourism Center in South Asia and Southeast Asia

Building Yunnan Province into a health and leisure tourism center in South Asia and Southeast Asia has a long-term significance and a profound influence.

a) *Building Yunnan Province into a health and leisure tourism center in South Asia and Southeast Asia is an important measure to implement the Health China strategy*

With the release of the report of the Fifth Plenary Session of the 18th CPC Central Committee, a new concept has entered people's vision and fell into people's daily life - Health China. On October 25, 2016, the State Council issued the "Health China 2030" planning outline, and planned to deploy the health work for the next 15 years from the five tasks of popularizing healthy living, optimizing health services and more. This is the first and highest-standard health industry plan in China, and it also means the official landing and implementation of the Health China strategy. As Health China rises to a national strategy, the whole people start to build a healthy dream, and look forward to a healthy life.

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b) *Building Yunnan Province into a health and leisure tourism center in South Asia and Southeast Asia is the requirement of civils in South Asia and Southeast Asia for good lives*

Healthy living destinations can improve the physical fitness and quality of life of all people. According to the health data of the Chinese people in 2018, the health status of the Chinese people is not optimistic. The world's per capita life list shows that the average life expectancy of Chinese people ranks the 83rd in the world, which is 73.4 years old. Japan ranks the first, which is 83.4 years. There are 160 million people with dyslipidemia in the country, 270 million people with high blood pressure, 92.4 million people with diabetes, 200 million people with overweight or obesity, and 130 million people with fatty liver. On average, people will have cancer in every 10 seconds, have diabetes in every 30 seconds. At least one person will die of cardiovascular and cerebrovascular diseases in an average of 30 seconds. Among the causes of middle-aged deaths, 22% are caused by cardiovascular and cerebrovascular diseases. 76% of white-collar workers have sub-health problems, and the obese population will reach 325 million, which will double in the next 20 years. With a 1 inch increase in waist circumference, the blood vessels will grow 4 inches and the risk of cancer is 8 times higher.

The theme of World Health Day 2018 is universal health coverage, which means everyone in every place. The total annual expenditure on health in the world accounts for about one-tenth of GWP and is the new engine for global economic development. By 2020, the global output of the health industry will reach 13.393 trillion US dollars, and global health spending will grow faster than GWP.

Because South Asia and Southeast Asia are located in tropical and subtropical regions, the cool climate in most parts of Yunnan Province is suitable for health and leisure tourism.

III. The Opportunities of Building Yunnan Province into a Health and Leisure Tourism Center in South Asia and Southeast Asia

a) *The Belt and Road construction provided a good opportunity for Yunnan Province to be a health and leisure tourism center in South Asia and Southeast Asia*

From the perspective of national strategic orientation, the Belt and Road strategy has created new platforms, new conditions, new methods and new opportunities for the development of the inbound tourism market, and also pointed out the key directions for it. The Southeast Asian market is the traditional market for inbound tourism in China. Although the overall size of the Southeast Asian tourism market is already large, there is still huge room for development, especially in Vietnam and Indonesia. India in South Asia has a huge market of 1.3 billion population. As a developing country, India has a stable-quantity middle class, and is a huge potential market for inbound tourism in Yunnan and even in China.

b) *The national Health China strategy provided the policy support for Yunnan Province to be a health and leisure tourism center in South Asia and Southeast Asia*

The objectives of the "Health China 2030 Plan" include that, the health literacy of the whole civil has been greatly improved, the healthy lifestyle has been fully popularized, the health service capacity has been greatly improved, and the scale of the health industry has expanded significantly. The health industry system, which is integrated and optimized in structure has been established. A group of large-scale enterprises with strong innovation capabilities and international competitiveness have been formed. And the health industry has become a core industry of the national economy.

In 2013, the State Council approved the publication of the "National Tourism and Leisure Outline", which has promoted the development of health and leisure tourism.

c) *Yunnan Province has a good communicative fundation with South Asia and Southeast Asia countries*

According to the annual report in 2016 of China's inbound tourism development, among the inbound tourists in Yunnan in 2015, the East Asia country Japan accounts for 9.61% of the whole number of foreign tourists, which is 2.4977 million. And the Southeast Asia country Vietnam accounts for 8.32%, which is 2.1608 million. They two ranks the second and third place among the inbound tourists. The sixth, eighth, ninth and tenth place are all Southeast Asia and South Asia countries, which are Malaysia, the Philippines, Singapore, and India.

d) *Yunnan's objective to create "healthy living destination" and Kunming's objective to create "Chinese city of health" provide guarantee for Yunnan to be a health and leisure tourism center in South Aisa and Southeast Asia*

The 2018 work report of Yunnan's Government proposed to build a world-class "green energy, green food, healthy living destination". The eleventh Party Congress of Kunming clearly proposed to build "Chinese city of health". In March 2018, the National Development and Reform Commission and other relevant ministries held a meeting, and agreed to build the National Plant Museum in Kunming, Yunnan, and agreed to establish the Great Health Industry Demonstration Zone of China in Kunming. The related infrastructure construction, park

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construction and capital investment have provided guarantee for Yunnan Province to become the health and leisure tourism center in South Asia and Southeast Asia.

IV. The Basic Conditions of Yunnan Province to be a Health and Leisure Tourism Center in South Asia and Southeast Asia

a) Superior geological location

Yunnan Province has a unique geographical location, which is faced with the "Three Asia" (West Asia, South Asia, Southeast Asia) and near the "Two Oceans" (Indian Ocean, Pacific Ocean). So its north and south can connect to the Belt and Road, its east and west can cross through South Asia and Southeast Asia. It has a natural advantage as a radiation center.

b) Unique climate conditions

Because Yunnan Province is located at low latitude and high altitude, and on the southeast side of the Qinghai-Tibet Plateau, under the comprehensive influence of intricate landforms, Yunnan has a unique plateau monsoon climate. There are mountains, basins and plateaus in Yunnan. The province has frigid, temperate and tropical zones at the same time. It has long-term snow-capped mountains, as well as tropical rainforests with rich flora and fauna. The frost-free period in Yunnan Province is very long. The frost-free period in the south is 300-330 days, and in the central area of Kunming is about 250 days. Kunming, the capital city of Yunnan Province, has a subtropical monsoon climate. It is called the “Spring City”, where there is no cold in winter and no heat in summer. The average temperature is about 20 degrees for the whole year. The climate is dry and suitable for the elderly and people with respiratory and joint diseases to stay long.

Kunming, the capital city, was praised as “Spring City” because “the weather is often like February and March, and the flowering branches constantly exist like in the spring.” It is well-known at home and abroad. Among the 10 most habitable cities in China, Kunming ranks first, and also ranks first in the 2017 summer resort city of China, and second in the world. Most parts of Yunnan Province also have seasons all like spring, warm in winter and cool in summer. People can get away from cold in winter and heat in summer there.

c) Various and pleasant natural sceneries

Yunnan's mountains and rivers are beautiful, and its natural tourism resources are complex, diverse and colorful. At an altitude of 76.4-6740 meters, the huge vertically changing geological structure, combined with the special geographical location, makes Yunnan cover almost all climate types and landscapes in China from Hainan Island to Heilongjiang. There are tropical rainforest views, snowy and grassland scenery, as well as the snow-capped glaciers with the lowest latitude in the northern hemisphere. The majestic stone forest and the "three rivers concurrent" are the unique landscapes in the world. The Yulong Snow Mountain is the glacier at the lowest latitude in the world. In addition, there are a large number of peaks, rapids and caves for climbing and rafting adventures. Numerous highland lakes provide an ideal place for water sports. And there are also a large number of hot springs for leisure. Yunnan's bio-tourism landscape is extremely rich and unique. It is known as the "plant kingdom", "animal kingdom" and "flower kingdom". Many types of animals and plants species have high ornamental value, and the natural ecosystem is well preserved, becoming the province with most national protected areas. Xishuangbanna tropical ecosystem is primitive and typical, and is known as “an emerald on the Tropic of Cancer”. And the Shangri-La Ecotourism Demonstration Zone in northwestern Yunnan fully reflects the harmony between man and nature. The theme of "man is an integral part of nature" has become a major eco-tourism landscape in Yunnan.

d) Splendid ethnic culture

Located in the intersection of the Chinese cultural circle, the Indian cultural circle and the Southeast Asian cultural circle, Yunnan is not only the most important node of the Asian cultural network, but also the most precious symbiotic treasure of human cultural heritage. It once had brilliant bronze culture, is one of the birthplaces of rice culture and tea culture. The large and small monuments here make a bold breakthrough in the Chinese calligraphy method, and the layered Hani terraces are the great pioneers of transplanting paddy rice into the hillside. The Nanzhao culture, Beiye culture and Dongba culture with great achievements, which are famous at home and abroad, were born here.

There are 55 ethnic minorities in the country, and there are 25 in Yunnan. Among them, Bai, Hani, Dai, Wa, Lahu, Naxi, Jingpo, Bulang, Achang, Pumi, Nu, Deang, Dulong and Jinuo are unique in Yunnan. In the long-term production and life, all ethnic groups have formed different and various ethnic cultures, traditions, festivals, costumes, and buildings. Yunnan's rich and colorful ethnic culture also contains a wise ecological and healthy culture, which provides a multi-cultural harmonious survival and development model for Yunnan Province to become a health and leisure tourism center in South Asia and Southeast Asia.

e) Numerous healthy ecological ingredients of all types

Yunnan is one of the birthplaces of mankind. Yunnan ethnic food culture can be described as a dazzling treasure in Chinese food culture. The environment is the basic condition for the formation and development of the ethnic food culture. Yunnan has many plateaus, mountains and rivers, with flat dams and lakes in them. The formation of colorful geographic scenery and distinctive three-dimensional climate is very conducive to the growth of animals and plants. It is

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known as the kingdom of animals and plants. The special geographical conditions make the province's climate and species diverse. "One mountain has four seasons, and ten miles have different weathers." A three-dimensional agricultural structure has been formed. At the same time, agriculture, forestry, animal husbandry, sideline and fishing industries all exist. Different places have different features, especially the artificial planting and wild food resources available for eating, are various and unique, which makes the Yunnan ethnic food culture diverse. Therefore, it can be said that Yunnan is the kingdom of food culture. In their long-term production and life practices, Yunnan ethnic groups combined with natural conditions to create a dietary tradition and content with strong ethnic characteristics, greatly enriching and developing the Yunnan ethnic food culture.

f) Convinient transportation network at home and abroad

There are 277 airlines in Yunnan Province, including 222 domestic routes and 46 international routes. Fourteen international routes have been added, like Kunming-Sydney, Kunming-Qingdao-San Francisco. And eight governments including Austria and Belgium have opened joint visa centers in Kunming. Five governments including France, Germany, Switzerland, Britain and Italy have opened respective visa centers in Kunming. A series of traffic facilitation policies, such as 72-hour transit visa-free and 144-hour transit visa-free, are expected to continue expanding the development space of Yunnan's inbound tourism.

In 2017, Yunnan has entered the high-speed rail era in an all-round way. The Pan-Asian high-speed railway that will be opened soon has become an important factor for Yunnan Province to attract people from South Asia and Southeast Asia. 8 domestic railways meet, 5 international railways leave the country, 7 expressways lead to Beijing, Shanghai, Chongqing, Chengdu, Hangzhou, Guangzhou, Shantou and other cities, 5 national highways lead to Vietnam, Laos, Myanmar. With respect to the scale, Kunming South Station has become the top three high-speed railway hub stations in the country, and the only high-speed railway station in China to South Asia and Southeast Asia.

g) Yunnan becomes the destination for international inbound tourists' expansion

More than 89.30% of inbound tourists in Beijing have spread to Shanghai, Xi'an, Shenyang, Tianjin, Chongqing, Chengdu, Hangzhou, Kunming, Chengde, Dalian and other cities with similar tourism resources or neighboring cities. More than 49.32% of Chongqing's inbound tourists spread to Chengdu, Kunming, Xi'an, Guiyang and other hot tourist cities near Chongqing. More than 84.06% of inbound tourists in Kunming have spread to neighboring tourist cities such as Lijiang, Dali, Chengdu, Chongqing, Guilin and Lhasa, as well as neighboring municipalities, capital cities, or cities with abundant tourism resources. The expansion of inbound tourists from Kunming as a node to other cities is mainly concentrated in five directions, intra-provincial, westward, northward, northeastward, and eastward. There are 20 main expansion paths for inbound tourists with Kunming as the node. Among them, the "Kunming-Lijiang", the expansion path from the province to the west, is the most representative.

V. The Conception of Yunnan Province Being a Health and Leisure Tourism Center in South Asia and Southeast asia

a) Clarify the target market and cultivate consumer groups

Health and leisure tourism has both the feature of health and leisure. Since people are tourists, there is a demand for the six traditional elements of the tourism industry, including food, accommodation, transportation, traveling, shopping and entertainment. And the new six elements proposed by Li Jinzao, the current director of the National Tourism Administration, are also contained, including commerce, cultivation, learning, leisure, emotion, and oddity. It is the core connotation of the health and leisure tourism industry to focus on cultivation, learning, leisure and emotion.

The target market for health and leisure tourism can be divided into three parts, the mass, the middle-level and the high-level, which are in a tower structure.

a. The mass market. The bottom of the tower is the mass group, which is linked to mass tourism and creates a low-cost, healthy tourism project that is suitable for the general public. The guests in this part are mainly focusing on leisure and sightseeing, supplemented by healthy tourism.
b. The middle-level market. This market mainly consists of mid-range consumer groups. The guests in this group combine sightseeing tours with certain health programs.
c. The high-level market. This market mainly consists of high-range consumer groups. The guests in this group basically focus on healthy tourism programs.

The cultivation of consumer groups needs to focus on price strategies. In the face of the low-to-mid-end market, it is necessary to pay attention to the price elasticity of the products and the depth of the channels, and to design the products that match the market. For example, faced with the park and community consumer markets, it is necessary to consider reducing the price of health and leisure tourism, providing more discounts to seize the market by competitive prices. In the face of the mid-to-high-end market, it is necessary to pay attention to the service level of the products, the consumer experience, and so on, to maximize the consumer's experience satisfaction, in order to establish a brand.

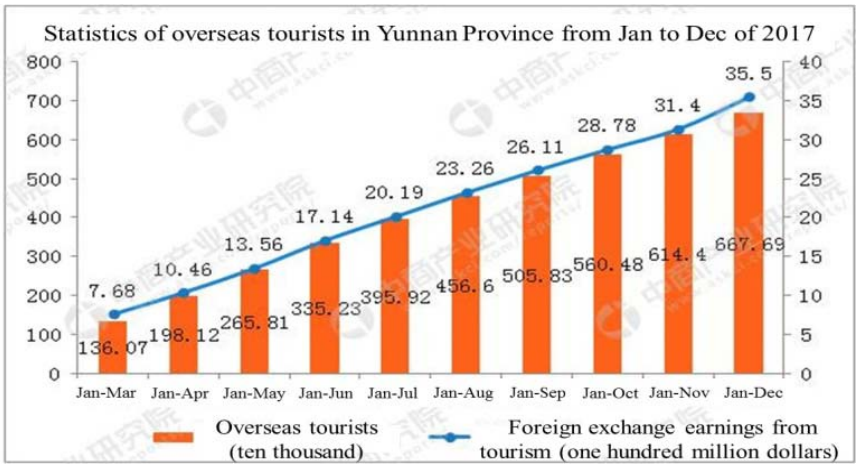
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b) Create characteristic products

The launch of characteristic products should not only focus on the current market development, but should also advance ahead, in order to play a leading role in the development of the industry. Health and leisure tourism is a joint development of many industries such as health industry, leisure industry and tourism industry, involving transportation, hotels, catering and other departments. The launch of various products must be carefully planned and designed to meet the needs of different customer groups.

According to the natural conditions and humanistic characteristics of Yunnan Province, it should create popular health and leisure tourism products based on landscape scenery and ethnic customs, and characteristic products system characterized by hot spring therapy and ethnic recovery culture, which contains the recovery methods of local 148 boxing types like Royal Court Tai Chi and Shajia martial arts, and supplemented by Yunnan's special medicine and diet.

Creating a "healthy tourist destination" is the growing need for tourists from home and abroad in Yunnan to pursue a better life. In 2017, Yunnan Province received a total of 6,676,900 overseas tourists (overnight), which is an increase of 11.2% year-on-year. The total foreign exchange income from tourism reached 3.55 billion dollars, which is a year-on-year increase of 15.5%.



(Data source: The official website of Yunnan tourism administration)

Yunnan Province has put forward the general requirements of "internationalization, premiumisation, specialization, informationization", and "bigger, stronger, more accurate, better", and adopted a series of important measures to promote the development of the tourism industry. Such as resolutely rectifying the tourism market, creating a good tourism environment and tourism order, and adopting a "zero-tolerance" attitude to carry out tourism market governance, implementing an all-aspect tourism development strategy, continuously promoting the transformation and upgrading of the tourism industry. Yunnan Province is promoting the establishment of all-aspect tourism in 77 counties. By 2020, Yunnan Province will be built into a large scenic spot, and you can enjoy first-class environment and services wherever you go. For this, Yunnan uses great strength to construct "a mobile phone for tour in Yunnan". By building a tourism big data center, a comprehensive tourist service platform, and a comprehensive tourism management platform, visitors can quickly query the state of the toilet, the parking lot reservation, the tour guide service, while using traditional services like booking for hotels, airline tickets. Tourists can feel the "free travel experience". At the same time, Yunnan is accelerating the pace of transformation and upgrading of the tourism industry, and continuing to develop and launch new products and new formats such as cross-border tourism, self-driving camping tourism, aviation sports tourism, sports tourism, health care and nursing tourism, and striving to create a high-quality healthy living destination.

c) Construct a variety of health leisure tourism base

Yunnan Province has a wide range of tourism resources and health resources. To make these resources into products that can be sold to consumers, it is necessary to plan and build on the relevant enterprises. In combination with mass tourism and the construction of recovery town, there have been a number of enterprises in Yunnan Province that are striving to create leisure and health tourism. For example, Yunnan Chengtou has positioned the core of industrial development in the development of tourism, health industry and leisure industry. In the "Yunnan Biomedical and Health Industry Development Plan (2016-2020) and the Three-Year Action Plan (2016-2018)", the industrial development goal was proposed that, in 2017, the main business income of biomedicine and health industry will reach 240 billion yuan, and will reach 380 billion yuan in 2020, with an average annual growth rate of about 20%. While investing more than 2 billion yuan in the construction of the Sanqiquan industry, Yunnan

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Chengtou is actively promoting the integration of the joint development of the first, second and third industry, and transforming into the “big health” and “big leisure” strategy. At the 4th China International (Yunnan) Cultural Tourism Investment Conference in 2017, a number of international beautiful and healthy town, hot springs and recreational town, pan-outdoor sports and health tourism town projects were signed. Poly Group announced that it will invest 80 billion yuan to build a Taiping healthy new city in Anning, and Greenland Hong Kong Holdings Co., Ltd. will invest 30.6 billion yuan to develop and build a "big health" industrial project with "medical health care" as its core function. Peng Ruili Group plans to invest 15-20 billion yuan to build an international big health city project in Wujiaying, Chenggong.

The “Dreaming Yunnan Hot Spring Valley International Healthcare Resort” invested and developed by Yunnan Chengtou Group is located in the core area of Anning Hot Spring Town. The resort relies on hot spring health resources and takes the big health industry chain as the core. It combines tourism industry, sports industry, health industry, education industry, commercial finance, and health care housing, to build a six-in-one, industrial integrated healthcare demonstration zone. The project covers an area of 34,000 mu and has a total investment of over 100 billion yuan, including a 8,000-person tennis hall, a 5,000-person gymnasium, a golf course, five standard football fields, 20 clay tennis courts, a central hospital, 5 specialized hospitals, a stem cell treatment center, 10,000 healthcare beds, 3 12-year schools, 12 parks, a five-star hotel, 3 three-star hotels, a high-end spa, a Fengshan hundreds-high bathing place, a meditation institute, 2 urban complexes, a municipal management center. It has an overall planning, overall construction, and fully strengthens the medical, nursing, tourism, entertainment and leisure industry related to healthcare. The business format has brought about a new hot spring lifestyle innovation to Yunnan and even the whole country.

The Dongba Yulong Snow Mountain Grand Canyon International Healthcare Resort refines and extracts the essence of Naxi ethnic culture, with the pure ecological scenic spot of “holy, pure and mysterious” as the core, and the theme of “Lijiang oxygen conservation” healthcare tourism as the base. Taking the "diversified and multi-demand" customer group as the carrier, it gives full play to the characteristics of Yunnan ethnic food and jewelry culture, and take the healthy vacation, healthy leisure and healthy cultural travel as the main theme, and the healthcare travelers as the main customer group. It considers the guests' needs for health, parenting, family gatherings and business communication, combines Lijiang's unique ethnic culture, natural landscape with modern health concept, to maximize tourism plus health, leisure plus health, hotel plus health, culture plus health. The project also has the first GF Health Hotel in Yunnan Province managed by the French century-old brand, Gellé Frères. This is the first health hotel in Yunnan and even the whole country. The hotel not only provides accommodation and leisure functions, but also a comprehensive rehabilitation of the body, mind and spirit.

d) Discover the special traditional Chinese medicine therapy culture of Yunnan

The people of all ethnic groups in Yunnan have developed a unique healthcare culture in their long-term life practice, which can be excavated to serve the construction of a “healthy life destination”. There are more than 6,000 kinds of botanical medicines in Yunnan, of which more than 1,200 are ethnic folk medicines. Yunnan ethnic minority culture contains rich and unique medical culture, representative of Dai medicine, Tibetan medicine, and Yi medicine. In addition, there are Naxi Dongba medicine, Bai medicine, Jingpo medicine, Wa medicine, Zhuang medicine, Hani medicine and many other minority medicines. Yunnan Province has published 7 books on "Dai Medicine Undergraduate Textbooks" and more than 10 ethnic medicine books such as Dai, Yi, Wa and Naxi Dongba medicine, and researched and developed more than 400 kinds of preparations in ethnic medicine hospitals. Xishuangbanna and Chuxiong have studied and formulated a number of ethnic medicine standards for Dai and Yi medicine. In 2006, the Dai Doctor Qualification Examination was included in the National Doctor Qualification Examination series, in parallel with the National Doctor Qualification Examination. Xishuangbanna has a Dai hospital, which also plans to build the Dai medicine traditional culture museum, Dai medicine health management center, old Dai medicine canteen, Dai medicine healthcare experience center and Dai medicine international exchange center, and the courtyard-like specimen garden of mainly the Dai medicine plants. These minority medical cultures can also become an important supporting factor for the development of health and leisure tourism industry in Yunnan Province.

At the China International Travel Fair in 2017, Yunnan Traditional Chinese Medicine Hospital launched three traditional Chinese medicine cultural experience routes for Yunnan traditional Chinese medicine and ethnic medicine resources. In March 2018, Yunnan Xinglin Garden, one of the first batch of national TCM health tourism demonstration bases, was officially put into operation. Each department of Yunnan Traditional Chinese Medicine Hospital has created 12 sets of traditional Chinese medicine rehabilitation exercises, such as neck and waist exercises, blood pressure reduction exercises, kidney exercises, pelvic cavity exercises, yoga breathing exercises, and Fuyang 12 movements.

In 2016-2018, the provincial finance funded a total of 294 million yuan for the development of Chinese

medicine, including 141 million yuan from central government subsidies and 153 million yuan from provincial subsidies, which comprehensively safeguarded the construction and operation of many projects, like capacity-building projects of traditional Chinese medicine institutions, intensive Chinese medicine construction of specialist (special disease), cultivation of Chinese medicine talents, Chinese medicine (ethnic) literature tidying and in-house preparation research, Chinese medicine (ethnic) museum, famous old Chinese medicine experts studio, etc.

e) *Discover the excellent local traditional healthcare culture and add momentum to the industry development*

The excellent local traditional healthcare culture in Yunnan includes two parts.

i. *The physical healthcare traditional culture*

In Yunnan, there is a Tai Chi that has been left from Beijing to the civil. It is called a "living fossil" by the experts of Beijing Sports University, and its name is "148 Royal Court Tai Chi." In Qing dynasty, Yang Luchan, a Tai Chi master, was introduced to teach Tai Chi in the Duan Palace by the palace's housekeeper Wang Lanting. Wang took Yang as his teacher, and became Yang's first-place apprentice. Li Ruidong, who later became the Empress Dowager Cixi's guard leader and court guards coach, was introduced by Wang to be Yang's apprentice, and followed Yang and Wang to learn Tai Chi. At the same time, Li Ruidong and Zhang Hongsheng passed Tai Chi martial arts and medical treatment to Zhang Hongsheng's son Zhang Jinling, who was named Shouxuan and was the teacher of the Kuomintang seniors Yang Sen, Xue Yue and Bai Chongxi. In 1939, after Zhang Jinling moved from Beijing to settle in Kunming, he passed Tai Chi and his other martial arts to Xu Shuizhang, and taught General Chen Geng when he was in Yunnan. Xu Shuizhang then passed it to Zhang Guoxiang. "148 Royal Court Tai Chi" has great influence in Sichuan, Foshan, Taiwan, and Singapore. At present, they all take Kunming as the center. After Zhang Jinling's death, he was buried in Kunming, so Kunming has also become the root of "148 Royal Court Tai Chi."

Shajia martial arts has a great influence at home and abroad after the training and spread of Sha Guozheng. Shajia martial arts is based on Tongbi boxing, and later merged with the Eight Diagrams. And in order to adapt to the needs of the times, it has created Sha-style Tai Chi, which is also deeply loved by learners. Although the "148 Royal Court Tai Chi" and Shajia Martial Arts were all introduced to Yunnan from other provinces, they have become the local boxing species of Yunnan Province after many generations of spread, and can contribute to the development of health and leisure tourism industry in Yunnan Province.

ii. *The unique dietary therapy culture*

Yunnan has abundant dietary therapy materials. Pseudo-ginseng, rhizoma gastrodiaes, cordyceps sinensis, tricholoma matsutake and truffle are all specialties in Yunnan. The fungi in Yunnan Province account for more than half of the total number of fungi in the world. Rich medicinal materials and ingredients provide material guarantee for Yunnan Province to create a unique dietary therapy.

VI. Conclusion

The establishment of Yunnan Province as a health and leisure tourism center in South Asia and Southeast Asia is possible, realistic and operational.

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Environmental-Education: Teaching-Approach Model

By Rolando A. Alimen & Ronald S. Baynosa

Abstract- The study aimed to determine the environmental education, experiences, and learnings of Tourism students at JBLFMU-Molo as a maritime university in the Philippines. The researchers of this study employed the quantitative-qualitative research design. The respondents of this study were fortythree (43) Bachelor of Science in Tourism Management (BSTM) students. The results of this study revealed that the majority of the respondents have a "very high" level of environmental education (EE) and had a significant difference when it comes to their place of origin. The narrative statements and phrases of the respondents led to four (4) "themes" about environmental education (EE): (1) protecting the environment, (2) building new knowledge and skills, (3) empowerment of individuals, and (4) application to real-life and Tourism industry. The respondents of this study applied the following concepts, frameworks, and theories: (1) RA 9512- provides for the promotion of environmental awareness through environmental education (EE), (2) sustainable development (3) Eco-Tourism Framework, (4) Education and Tourism Theories, and (5) Environmental Business Ethics. The researchers presented the teaching-approach model to environmental- tourism.

GJMBR-F Classification: *JEL Code: L83*

ENVIRONMENTALEDUCATIONTEACHINGAPPROACHMODEL

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Environmental-Education: Teaching-Approach Model

Rolando A. Alimen [α] & Ronald S. Baynosa [σ]

Abstract- The study aimed to determine the environmental education, experiences, and learnings of Tourism students at JBLFMU-Molo as a maritime university in the Philippines. The researchers of this study employed the quantitative-qualitative research design. The respondents of this study were forty-three (43) Bachelor of Science in Tourism Management (BSTM) students. The results of this study revealed that the majority of the respondents have a "very high" level of environmental education (EE) and had a significant difference when it comes to their place of origin. The narrative statements and phrases of the respondents led to four (4) "themes" about environmental education (EE): (1) protecting the environment, (2) building new knowledge and skills, (3) empowerment of individuals, and (4) application to real-life and Tourism industry. The respondents of this study applied the following concepts, frameworks, and theories: (1) RA 9512-provides for the promotion of environmental awareness through environmental education (EE), (2) sustainable development (3) Eco-Tourism Framework, (4) Education and Tourism Theories, and (5) Environmental Business Ethics. The researchers presented the teaching-approach model to environmental-tourism.

I. Introduction

People began to understand the need to behave more responsibly towards nature, but the responsibility of man to protect the environment is both individual and collective. Nature protection engages cooperation, collaboration, and support on the ground, local, national, and international. Environmental education (EE) should be a collaboration of content and pedagogy that engages students in the study of the environment to encourage behavioral change and action. EE is considered as a learning process that enhances people's knowledge and skills about the environment and associated challenges that develop necessary skills and expertise for decision making and action implementation (Boca & Sarachi, 2017). EE, according to Chi & de Alva (2017) concerned about implying relationships with others and nature, therefore; students should promote and assume the care of health and environment.

Environmental negligence is a great concern of humanity; environmental people should promote a less polluted environment and promote sustainable use of natural resources, ultimately the protection of natural resources and habitats. Environmental Education leads to generate the environmental awareness and attitudes of the people to take care of nature. Human actions and activities all shaped towards the intention to protect the environment and its impacts. In this study, teachers are creating environmental awareness and environmental activities. Women also in this study were considered as educators for their children to stimulate change in behavior in the advocacy of protecting the environment (Ali & Sinhan, 2013; Alkins, 2016; Brehma, Eisenhauert, & Stedman, 2013; Chen, 2016; Cui, Hoje, & Velasquez, 2015).

Every environmental event needs the coordination of efforts and collaboration between government agencies, NGOs (non-government organizations), and private sectors. Cooperation is the inter-organizational relations, network, and logic of collective action in a situation where multiple agencies move together to solve problems and accomplish the outcome. It promotes team building, provides maximum resources for partner agencies, and prevent duplication of efforts. It is also the sharing of responsibility, authority, and accountability for achieving results (Sulaimanet al., 2019).

Woolson (2019), environmental humanities can contribute to discussions about sustaining life and quality of life, human communities, the role of human beliefs, values, fears, and political wisdom. Environmental education entails a critical framework that offers wisdom, insights, and knowledge about to solve complex problems across diverse cultural landscapes. This activity involves pedagogical approaches to sustainability.

Environmental education is a complex network of principles, educational theories, and ideological approaches geared toward the goal which is committed to learning processing involving the cultural and political transformation. This change is a series of knowledge on environmental conflict, practices of educators in conducting EE issues and settings. It entails learning-teaching exercises about issues and its innovative practices. (Rivarosa & Astudillo, 2012).

II. Theoretical Framework

The authors used the framework promulgated by Ali and Sinhan (2013), which underscored that the environmental degradation is a matter of great concern of humanity, human actions and activities should lead to protect the environment, and economic affluence has a marginal direct influence to environmental education.

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This theory means that those who have substantial in life should be actively engaged and active actors of different initiatives about environmental education.

The second theory and framework used in this study were taken from Bueno (2019), which states that environmental education (EE) is a discipline of environmental education (EE), which is highly needed to protect the environment for the future generation and to improve quality of life. The schools' tasks are to prepare young people for the future, which reflects on day-to-day operations and through education for sustainable development. It involves shaping the attitudes and behavior of the students towards the conservation of natural resources, cleanliness, environmental responsibility, social responsibility, and cleanliness. It includes developing environmentally citizens who share a concern for the environment in which they live in and the future generations.

This study was also anchored in principle used by Nassar (2013) using a systematic approach encompassing different dimensions and stressing the importance of integration and interaction across many areas, particularly sustaining strategies that are needed to train people, empower communities, and harmonizing the impacts of globalization. It is also about understanding the nature of each place and pro-active vision of the future.

Since this study is about environmental-tourism education, another theory used by the authors was on the "Economic Development Theory" by Filho et al. (2014) that states that there should be a symbiotic relationship between the progress and nature. This theory laid the frameworks on economic efficiency, social equity, and ecological perspective. It means that development is practically instituting actions by respecting the particularities of the different components of the ecosystem (Filho, et al., 2014).

III. Statement of the Study

1) What is the level of Environmental Education (EE) of BS Tourism students as an entire group and when classified according to section and place of residence?
2) Are there significant differences in the respondents' environmental education?
3) What are the understandings and perceptions of the respondents on environmental-education (EE)?
4) What are the environmental concepts, frameworks, and theories acquired by the respondents?
5) What are the learnings of the respondents?
6) How these Tourism environmental learning and concepts relate to the respondents' lives?
7) What are the suggestions and recommendations of the respondents to improve the Tourism Environmental Plan in the Philippines?
8) What should be the teaching-approach model intended to Tourism students at Maritime University in South East Asia towards Tourism-environmental education?

IV. Method

The researchers employed a mixed-method research design by Creswell (2013). The quantitative level of environmental education of the respondents is determined by using the Likert-scale rating instrument, which was validated by the experts and members of the Research Committee of JBLFMU-Molo, Iloilo City. After the validation, the questionnaire was pilot-tested to the selected students who have similar characteristics with the respondents. The statistical tools used were frequency count, percentage, mean, and t-test to determine the differences in the level of environmental education when the respondents are grouped according to 2 categories. The teachers allowed the respondents to write their experiences and learning in their Tourism activities in several places and tourist destinations in Iloilo, which have a relation with the environment by employing a "narrative approach" in qualitative research. These narrative views, insights, and statements of the respondents were captured and analyzed to come up with different "themes" to present the different strategies towards teaching-enhancement of environmental education in maritime universities in South East Asia.

V. Respondents of the Study

The respondents of this study were forty-three (43) Bachelor of Science Tourism Management (BSTM) students of the College of Business, JBLFMU-Molo, who were officially enrolled during the School Year 2018-2019. They are categorized according to different groups, such as section and place of origin.

Table 1: Shows the distribution of students.

Profile of the Respondents

Category		F	%
A. Entire Group	B. Section	43	100

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BS Tourism 4-A	21	49
BS Tourism 4-B	22	51
C. Place of Residence		
Rural	21	49
Urban	22	51

VI. Results and Discussions

The respondents have "very high" level of environmental education (EE) as a whole group and when classified according to section and type of residence as indicated by their mean scores such as 8.73, 8.68, 8.78, 9.12, and 8.44 respectively.

Table 2: Level of Environmental Education (EE) of the Respondents

Category	Mean	Description
A. Entire Group	8.73	Very High (VH)
B. Section		
4A	8.68	Very High (VH)
4B	8.78	Very High (VH)
C. Type of Residence		
Rural	9.12	Very High (VH)
Urban	8.44	Very High (VH)

Legend:

Scale	*Description*
8.21 – 10.00	*Very High (VH)*
6.41 – 8.20	*High (H)*
4.61 – 6.40	*Average (A)*
2.81 – 4.60	*Low (L)*
1.00 – 2.80	*Very Low (VL)*

Differences in the Tourism Environmental Education when the respondents are Grouped according to section and place of residence

Results reveal that students who are classified according to a place of origin had a significant difference ($t = 1.620$, $p < .05$); those who came from rural places have a higher level of awareness on environmental education. Moreover, they are exposed to untouched or unexplored places and their culture is slightly leaning towards environmental protection, and conservation compared to those who are raised in the cities.

Table 3: Explains the significance of tourism learning.

T-test Results in Tourism Environmental Education of the Respondents as Classified according to Section and Gender

Category	Mean	T-value	DF	Sig.
4A	Section	-.108	41	.916
4B	8.68	8.78		
Rural	Place of Origin	1.620	41	.023
Urban	9.12	8.44		

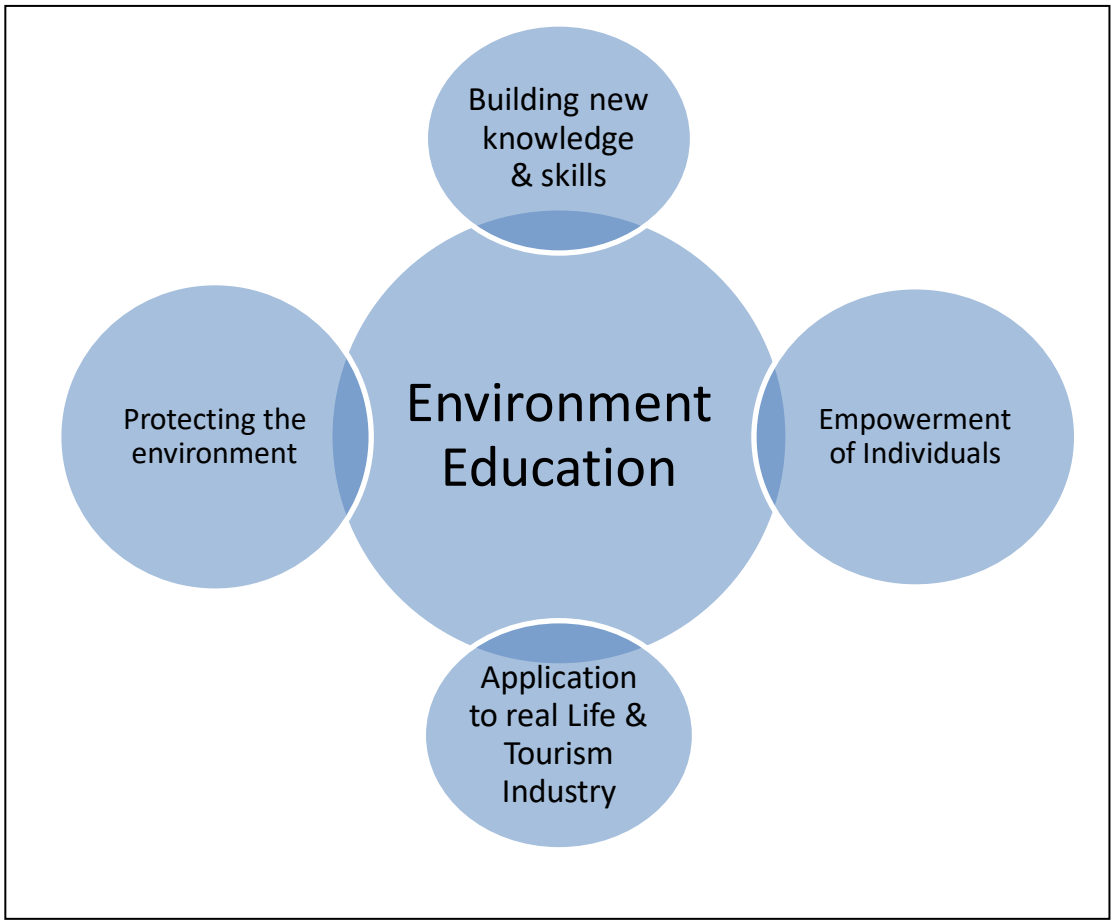
Understandings and Perceptions of Environmental Education (EE) of the Respondents

Using the narrative statements and phrases of the respondents, the researchers come up with the four (4) "themes" about the understandings and perception on environmental education (EE) such as the following: (1) protecting the environment, (2) building new knowledge and skills, (3) empowerment of individuals, and (4) application to real-life and Tourism industry.

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The first theme which is "protecting the environment" is about the important role of each individual in conducting or initiating activities or programs that would educate the people in order to protect, conserve, and help the Mother Earth. This is concerned also on the different species that crucially need good and clean surrounding. This theme is supported by the following statements and views of the respondents such as:

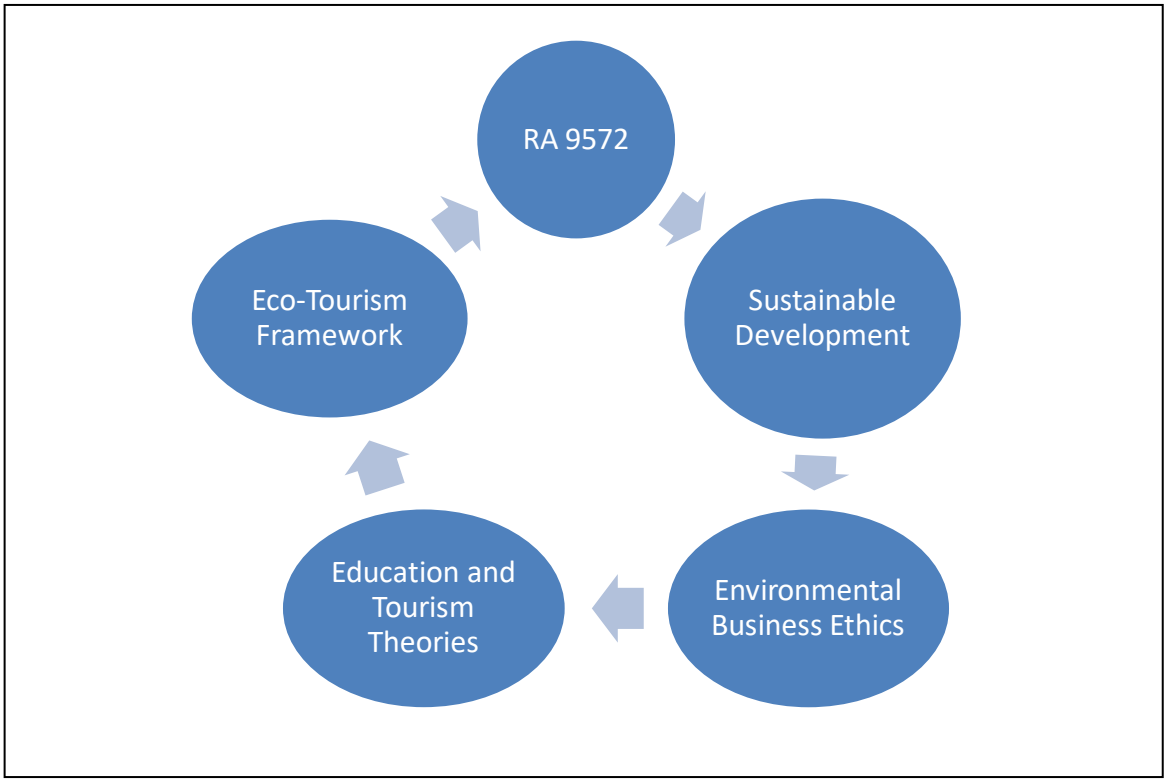
1) educate the people to protect, conserve, and help Mother Earth. The statements and views of the respondents are:
2) engage in tree planting and clean-up drive in the places where the respondents lived
3) re-cycling activities and programs of the municipalities
4) volunteering in cleaning and protecting the Bato Jumpit Falls in Igtuble, Tubungan, Iloilo, Philippines
5) involve in the program on "conservation of water,"
6) join the community services in respective municipalities



Concepts, Frameworks, and Theories acquired by the Respondents about Environment

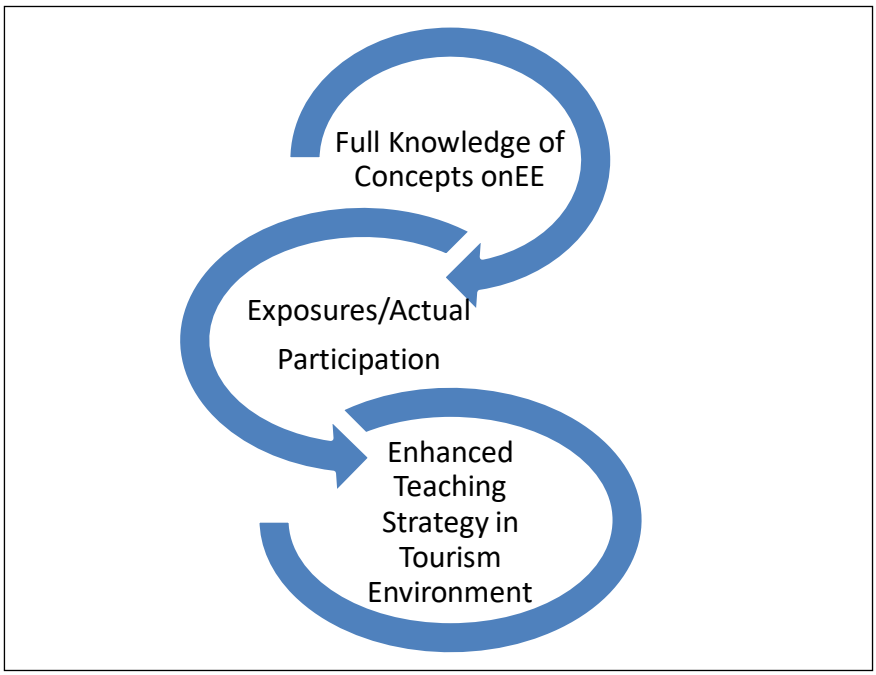
The respondents of this study applied the following ideas, frameworks, and theories to preserve the environment: (1) RA 9512, (2) Sustainable Development, (3) Eco-Tourism Framework, (4) Education and Tourism Theories, and (5) Environmental Business Ethics.

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Teaching-Approach Model towards Environmental-Education

They are sensitizing all the remarks and inputs of the respondents. The researchers come up with the "teaching-approach model" intended for the Tourism students at the maritime university (JBLFMU-Molo) in South East Asia. This model comprises of two dimensions, which are the following: (a) full knowledge of concepts on environmental education (EE) and (b) exposure or actual participation of the students in any activities of the university.



Full knowledge of concepts on environmental education (EE) means that individual has possessed and applied the following: (a) RA 9512 – the respondents believe that promoting Environmental Awareness through Environmental Education (EE), which shall encompass environmental concepts and

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principles, environmental laws, state of the international and local environment, local environmental practices, threats of nature's degradation, impacts on human well-being, the responsibility of the citizenry to the environment, and value of conservation, protection, and rehabilitation of natural resources and environment (FAO, FAOLEX, 2008; www. Chanrobes.com: www. senate. org. ph), (b) Sustainable Development. The respondents shared that this concept is dealing with how to embrace development and progress without destroying nature. It is about protecting and preserving its natural form along with the rapid changes in the surrounding, (c) Eco-Tourism Framework according to the respondents, sustainable development that aims to support environmental conservation efforts and increase community participation that provides economic benefits and improve quality of life of local communities, (d) Education and Tourism Theories.

The respondents perceived the theory as the process of traveling for educational learning and gaining experiences on the different Tourist destinations, religious places, and attractions that promote the culture, way of life, custom, and tradition of people of communities, (e) Environmental Business Ethics. This framework, according to the respondents was every business individual should be responsible for their surroundings. Their products should have harmful or drastic effects on the environment. The business sector should learn to take care of their environment as their corporate social responsibility.

Exposures or actual participation means that individual has immersed himself to the different Tourism environmental activities and have obtained self-realization of the role of the environment such as tree planting and clean-up drive, re-cycling of used materials, volunteering in cleaning and protecting the Bato Jumpit Falls in Igtuble, Tubungan, Iloilo, Philippines, involve in the program on "conservation of water," and joining the community services in respective municipalities.

VII. Conclusions

Based on the findings of this study, the following conclusions were advanced:

The "very high" level of environmental education (EE) as a whole group and when classified according to section and type of residence is influenced by individuals who begun to understand the need to behave more responsibly towards nature and to imbibe the responsibility of man to protect the environment is both individual and collective. In dealing with nature protection, this engages cooperation, collaboration, and support on the ground, local, national, and international. Moreover, it concluds that environmental education (EE) must be a collaboration of content and pedagogy that engages students in the study of environment to encourage behavioral change and action as stated by Boca, G. & Sarachi, S. (2017) because EE is considered as the learning process that enhances people's knowledge and skills about the environment and associated challenges which develop necessary skills and expertise for decision making and action implementation.

The results were also anchored in the study of Chi & de Alva (2017) that EE implies relationships with people/individuals and nature. Therefore, students should promote and assume the care of health and environment. The environment is a matter of great concern of humanity; people should promote the less polluted environment and promote sustainable use of natural resources, ultimately the protection of natural resources. Studies of Ali & Sinhan (2013), Alkins (2016), Brehma, Eisenhauert, & Stedman (2013), Chen (2016), Cui, Hoje, & Velasquez (2015) supported this result because environmental education (EE) should be laid for generating environmental awareness and attitude of the people to take care of nature. Human actions and activities all shaped towards the intention to protect the environment and its impacts. In this study, teachers are called to create environmental awareness and environmental activities.

Sulaiman, S. et al (2019) and Woolson, M.A. (2019) studies were in coherence with the present study, that every environmental event needs the coordination of efforts and collaboration between government agencies, NGOs (non-government organizations), and private sectors, this means that collaboration means it is the inter-organizational relations, network, and logic of collective action in a situation where multiple agencies move together to solve problems and accomplish the outcome, and this promotes team building, provide maximum resources for partner agencies and prevent duplication of efforts. It is also the sharing of responsibility, authority, and accountability for achieving results. Humanities can contribute to discussions about sustaining life and quality of life and human communities, environmental education entails critical framework that offers wisdom, insights, and knowledge about to solve complex problems across diverse cultural landscapes, and this involves pedagogical approaches to teaching Tourism-environmental-sustainability.

In the same vein, that study of Rivarosa & Astudillo (2012) confirms these results by stating that environmental education in Tourism entails learning-teaching practices and innovative practices among teachers to enhance the students' awareness and appreciation of the subject in connection with the environment.

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VIII. Implications of the Study

The concepts, philosophies, and frameworks on environmental education leads the Tourism students to be vigilant and pro-active in initiating any activities that could be related to environment and surrounding.

Another implication is on the teaching strategy that instructors dealing with Tourism students should have in-depth environmental education that would lead towards interesting learning-teaching and innovative practices of the subject that are indicators of qualities of instructors that have potential guardians towards the preservation and protection.

IX. Recommendations

Based on the findings and conclusions of this investigation the following recommendations were advanced:

1) The results of this study shall be utilized among students of other courses at the university so that the environmental-education shall be enhanced and emphasized.
2) The conduct of environmental study shall be done regularly to gather feedback and enhance the learning on environment not only among Tourism students but also all the students to enhance the environmental education (EE) of the university.
3) The rolesof teachers or instructors on environmental preservation and conservation should be emphasized always in the different meetings, discussions, dialogues, and conferences to enhance the learning and awareness toward EE.
4) The researchers need to suggest other variables that might contribute the appreciation and transformation of the students towards the environment.
5) The researchers suggest parallel studies to determine other variables that may influence the level of assessment of the environment and its implication in the teaching-learning process of all students in the maritime university.

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By Xueqin Qiu & Jian Liang

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Research on the Development of Tai Chi Healthcare Tourism

Xueqin Qiu [α] & Jian Liang [σ]

Abstract- Tai Chi is the highlight of Chinese martial arts. It has healthcare functions which other sports cannot replace and is recommended by World Health Organization to be one of the two sports which are most suitable for the human beings. Tai Chi practitioners often leave their residence places of origin for places other than their hometowns for the purposes of rehabilitation exercises, exchange of ideas, contest participation or seeking roots and visiting ancestors. In these processes, tourist activities take place. This paper endeavors to begin with the current situation of the Tai Chi healthcare tourism home and abroad. Then it analyzes its current problems and future opportunities. Based on the above, this paper puts forward strategies for the development of Tai Chi healthcare tourism.

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I. Introduction

Tai Chi is the highlight of the Chinese martial arts. Besides its function of self-defense, Tai Chi's function of bodybuilding and healthcare has long been cherished by people. The Tai Chi practice is a process of building body and building wellness. Meanwhile, Tai Chi enthusiasts often leave their residence places of origin for places other than their hometowns for the purposes of seeking masters and friends, exchanging ideas or participating in contests. It is also a process of sightseeing and vacation tours. Therefore, Tai Chi healthcare tourism can be defined as an economic and cultural activity in which healthcare is the purpose, Tai Chi practice is the medium, and tourist behavior is accompanied.

II. The Current Developmental Situation of tai chi Healthcare Tourism

a) *The Developmental Situation of Tai Chi Healthcare Tourism in Countries other than China*

The spread of Tai Chi in the world is mainly based on its function of healthcare. According to UNESCO, the two most suitable sports for the mankind are jogging and Tai Chi. American authoritative media put Tai Chi in the list of ten most suitable physical exercises[1]. On April 16, 1990, Old Age Center of American National Health Research Institute and National Sanatorium granted several ten million US dollars to 8 research institutes to inquire into the ways of preventing organic deterioration of the aged. Dr. Xu Tingsen from Emerson University was granted a fund of 15 million US dollars to research on the ways of preventing falling by means of Tai Chi practice. These 8 research institutes tested on different ways of walking, swimming, Tai Chi, body building exercises and weight lifting, etc. 3 years later, research data were collected by Washington College in St. Louis. The statistics showed and proved that Tai Chi practice helped the aged to reduce the rate of falling by 47.5%. Tai Chi demonstrated the best effect in preventing falling of the aged among all the ways tested by the 8 research institutes. It was the first time that the Oriental Tai Chi was proven by the Western science. The research result captured attention of the major media, including CNN and the magazine of American Gerontology. For the first time, Emerson University hosted a Tai Chi Science Conference in which more than 120 doctors, physiotherapy specialists, sports scientists for the aged and sociologists participated. Also for the first time, it was a conference in which Tai Chi and early modern medicine science were combined. The conference made a big sensation in the American medical field. At everyone's request, the 2nd Tai Chi Medical Science Conference was held, which aroused attention from all walks of life. Hearing about the conference, the then American President Karter invited Dr. Xu to lunch, praising him for his contribution of research in Tai Chi to the American society, especially to the wellness of the aged, falling prevention, the physical and mental balance of college students and Parkinson's disease. In 2000, after Karter read Xu Tingsen's article of Tai Chi in Emory Report, he invited the Xu's to teach Tai Chi. In 2001, Tai Chi was spread to some staff of the Carter government[2]. The Medical School of Harvard University, U.S. did blood test for some pilots and retired staff who practiced Tai Chi and put forward that Tai Chi could serve as a supplementary medical treatment. After observing how Tai Chi influenced American college students' physical and mental states, several physiotherapists from Georgia University, Atlanta, U.S. pointed out that as an exercise which facilitated the

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[1] Tai Chi in Foreign Countries in Qianjiang Evening Newspaper, Edition of C0010, July 4, 2008.

[2] American Research on the Chinese Tai Chi. http://blog.vsharing.com/Article.aspx?aid=62299

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physical and mental balance, Tai Chi helped relieve physical and mental pressure and stress which was common among college students. They suggested that simplified Tai Chi be adopted as one of the students' P.E. courses. Now, it can be found that Chinese Tai Chi masters teach Tai Chi in some places in the U.S. In some gyms, Tai Chi is taking the place of aerobics. Taiji Queen Gao Jiamin and Taiji Prince Chen Sitan have been contributing to the promotion of Tai Chi in the U.S.

From Oct. 27 to 30, 2015, China-UK High-level Consultation Mechanism on People-to-people Exchange ---Tai Chi training was held in Southampton, England. 3 world-renowned, experienced Tai Chi experts Liu Wei, Qiu Huifang and Wu Yanan were invited to give a 4-day training session to 173 British trainees. After the exchange activity, vice president of British Martial Arts expressed his hope that China coordinate with them to continue with the Tai Chi teaching in England[3]. In Germany, German Tai Chi training agencies cooperated with insurance companies in the way insurance companies pay fees for Tai Chi enthusiasts who practiced in the Tai Chi training agencies.

Tai Chi is all the rage in Australia. According to Australian Tai Chi and Qigong founder Gari Hall, his training agency has held 100 Tai Chi training sessions. Recently, Hall published a book entitled *Tai Chi Brings to You Healthy Life*. He said that as a traditional Chinese way of body and wellness building, Tai Chi is both physically and mentally beneficial to people. He described the gist of Tai Chi as follows: it allows you to find balance, feel steady and reach a real physical and mental health.

Besides its function of body and wellness building, Tai Chi's tourist function has been developing these years. In Europe, civil spontaneous Tai Chi organizations can be found in many countries. They sometimes take part in some regional or transnational contests and exchange activities which involve healthcare and tourism. In Madrid, Spain, civil spontaneous Tai Chi performing contests have been held in Retiro Park by local Tai Chi enthusiasts each June or July from 2003. No ranking and prizes are set in this performing contest which aims at meeting friends by means of playing Tai Chi, learning from each other and showing themselves[4]. Tai Chi enthusiasts in Spain also teamed up to China to participate in Tai Chi contests. In spare times, they visited nearby scenic spots and tasted local food.

From Oct. 16 to 20, 2016, the 2nd World Tai Chi Tournament, which was hosted by International Martial Arts Federation and organized by Poland Martial Arts Federation, was held in Pruscow City Gym, southwest of Warsaw, Poland. About 310 athletes from the Martial Arts delegations of more than 30 countries, including China, Poland, France, The U.S., Russia, Tanzania, Kyrgyzstan, Iran, Brazil and Taiwan, Hong Kong and Macao of China competed during the 4 days in each single competing events and performing events[5]. Meanwhile, Poland World Tourism Exhibition hosted by Poland Sports Tourism Ministry and Marzov Province was held from Oct. 14 to 16, 2016 of the local time in Warsaw PTAK International Exhibition Center. Mr. Bolasaier---Vice Secretary of State of Poland Sports Tourism Ministry---expressed his hope that all the peers in the tourism industry at the exhibition promote their countries' tourism by means of the exhibition.

In France, the number of the Tai Chi practitioners reaches several hundred thousand. They are mostly middle-aged people and the aged and are mostly better-educated and better understand and master the body building principles contained in the Tai Chi science. Ms. Ke Wen, who immigrated to France from Yunnan, China, has been promoting Chinese wellness building and Tai Chi education. She opened up 4 Tai Chi schools in France with the main campus in Paris. Every year, she takes French students back to some scenic regions, including the Wudang Mountain and the Qingcheng Mountain to learn Tai Chi and Chinese wellness building methods, making trips at the same time.

b) The Current Development of Tai Chi Healthcare Tourism in China

In around 1956, National Sports Ministry organized the compilation of a series of books of Tai Chi in order to enhance national physique and promote people's health. Simplified 24-style Tai Chi and 42-style competition routine were created, which greatly accelerated the universalization process of Tai Chi in China. In the 1990s, National Sports Ministry issued and executed *Outline of the National Fitness Program*, which made Tai Chi a sport combining bodybuilding and self-cultivation. It was cherished by people all over the country and unprecedented prosperity arose for the development of Tai Chi.

In recent years, with people's greater attention to health, the Tai Chi healthcare industry began to boom. Tai Chi practitioners can be seen all over the country. There can be found in Beijing, Shanghai, Guangzhou, Shenzhen, Xi'an, Kunming a large number of Tai Chi houses. Most of these Tai Chi houses aim at healthcare. Only a few of them also take the inherence of the Tai Chi combat techniques into account.

[3] Jiang Yaming. Chinese Tai Chi Coach Accomplished British Teaching Tasks. [EB/OL]. http://sports.163.com/15/1105/11/B7LE64IQ00051C8U.html，2015-11-05/2016.03.26

[4] Bai Shui. The Spaniards Love the Chinese Martial Arts: the Tai Chi Becomes the Beloved of the Spaniards. [EB/OL] http://www.china.com.cn/travel/txt/2012-07/05/content_25814974.htm，2012-07-05/2016-03.26

[5] The 2nd World Tai Chi Tournament Attracted a Large Number of Enthusiasts. http://world.huanqiu.com/GT_European/2016-10/9608025.html

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Origin places, including the Wudang Mountain of Hubei, the Wen County of Henan and the Yongnian County of Hebei pioneered the development of Tai Chi healthcare tourism. These places attract Tai Chi enthusiasts home and abroad due to the enthusiasts' admire to the Tai Chi masters there. In their spare time, these comers pay visit to nearby natural and human scenic areas and scenic spots and get some joyful tourist experiences. It was the earliest Tai Chi healthcare tourism. The author ever went to Chenjiagou, Henan for an enquiry. Take Chenjiagou International Tai Chi House for instance, the Tai Chi enthusiasts from England, the U.S., Germany, Japan and other countries have breaks every 10 days, during which they travel to The Shaolin Temple, Luoyang, Kaifeng and Anyang. It is generally thought that traveling while learning Tai Chi is better than pure sightseeing because mere sightseeing tours bring about at most some pictures and memory whereas traveling while learning Tai Chi brings about some "Kongfu". According to statistics, from 1990s to 2014, the number of foreigners who came to the Wudang Mountain and stayed for more than 3 months reaches 7000, the number of those staying for less than 3 months being even bigger[6]. Statistics also showed that in 2017, the Wudang Mountain received a total of 8.881 million visitors from home and abroad with the tourist revenue of 5.25 billion RMB, year-on-year growth respectively being 16.75% and 22.09%[7].

Together with her students, the author ever did a survey among the Tai Chi practitioners in Kunming, Yunnan with a total of 368 questionnaires. The following is the consumptions of the major Tai Chi projects.

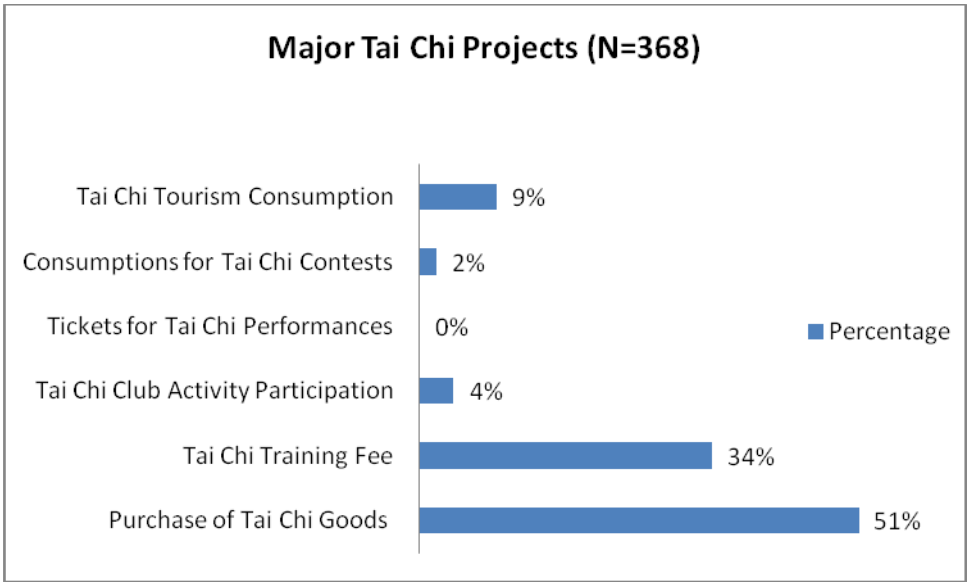


Figure 1

From Figure 1, the purchase of Tai Chi goods accounts for the largest percentage of 51%, the next being 34% of Tai Chi training fee and 9% of the Tai Chi tourism consumption. It can be seen that though it doesn't account for a large percentage, the Tai Chi healthcare tourism ranks the third and displays a growing trend.

Scenic areas also play a role of accelerating the development of Tai Chi healthcare tourism. More and more scenic areas promote Tai Chi healthcare classes and Tai Chi meditation classes. The Tai Chi healthcare tourism program by the Qingcheng Mountain is the best example. Head of the Qingcheng Tai Chi Liu Suibing cooperated with civil and foreign peers to organize many trips for European and American Tai Chi groups, Chinese entrepreneur Tai Chi groups, teenager groups and even world model groups to the Qingcheng Mountain to practice Tai Chi, creating a successful Tai Chi healthcare tourism product and forming a business model and a related industrial chain.

In order to enrich its tourism products, the Luoquan Island in Dali, Yunnan invites the Tai Chi masters Li Xueyou and Huang Zhong to open up the Five Tao Healthcare House to give free Tai Chi classes to tourist who travel to the island. The founder of Thanksgiving Tai Chi Yang Dawei relies on the beautiful scenery on the Fuxian Lake of Chengjiang, Yunnan and Yunnan's climate of "no bitter cold in the winter and no intense heat in the summer" to attract Tai Chi enthusiasts to the Fuxian Lake. Relying on his hometown Shaoxing as a base, Chen-style Tai Chi master Zhu Liyao holds national Chen-style Zhu Liyao Tai Chi training classes every 2 months, his trainees making trips to places of interest in Shaoxing in their leisure time.

[6] Hubei Daily, Jinchu Web, Nov. 25, 2014. http://hb.qq.com/a/20141125/015495.htm

[7] Hubei Web. Jan. 31, 2018. http://news.hbtv.com.cn/p/1140564.html Xinlang Finance and Economics. August 20, 2016. http://finance.sina.com.cn/roll/2016-08-20/doc-ifxvcnrv0447863.shtml

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III. Opportunities for the Development of Tai Chi Healthcare Tourism

a) National Policy Support

From August 19 to 20, 2017, at the National Health and Wellness Congress in Beijing, General Secretary Xi stressed that there is no general well-off without national wellness and people's health should take a strategic position of priority to focus on universalizing healthy life, optimizing healthcare service, perfecting healthcare security, establishing healthcare environment and developing the healthcare industry so as to accelerate the establishment of a healthy China and comprehensively guarantee Chinese people's wellness to make a solid foundation of health for the realization of the objective of "two one-hundred years" and the great Chinese dream of revitalization[8]. Tai Chi, which has an advantage of healthcare and wellness building, is faced with the most prosperous opportunity in its developmental history.

Outline of Civil Leisure Tourism issued by China State Council in 2013 created a good opportunity for the promotion of combining Tai Chi healthcare with leisure tourism. As the second largest economic entity in the world, China's GDP reaches 5000 US dollars and Chinese people's public holidays reach 115 days a year, equaling to the level of secondary developed countries. The tourism industry in China is faced with a transition from sightseeing tourism to leisure and holiday tourism. As a special style of leisure and holiday tourism, Tai Chi healthcare tourism begins to display its vitality.

b) A Big Potential Market Demand

In present China, 70% of the people are in a sub-health status. 15% of the people are in a disease status. According to the Disease Control Department of National Health Planning Commission, 1 out of 5 people is eaten up with chronic disease. The Report of Chinese People's Nutrition and Health Status showed that 160 to 170 million Chinese people are affected by high blood pressure; high blood lipids 100 million; diabetes more than 100 million; overweight or adiposis 260 million[13]. Tai Chi plays an effective role in the rehabilitation of people's sub-health status. Now, there are more than 300 million Tai Chi practitioners in the world, which creates a good foundation for the development of the healthcare industry.

In the first half year of 2017, China's domestic tourists amounted to 2.537 billion with a year-on-year growth of 13.5%. The domestic tourist revenue amounted to 2.17 thousand billion RMB with a year-on-year growth of 15.8%. The inbound tourists amounted to 69500 thousand with a year-on-year growth of 2.4%. Inbound foreign tourists amounted to 14250 thousand with a year-on-year growth of 5.8%, its international tourist revenue being 60.1 billion with a year-on-year growth of 4.3%. The outbound Chinese tourists amounted to 62030 thousand with a year-on-year growth of 5.1%. Moreover, open statistics indicated that domestic and inbound tourists in the year of 2017 were estimated to exceed 5.1 billion, making the tourist revenue exceeding 530 thousand billion[9]. In recent years, Chinese tourism industry is trying to change from sightseeing tourism with a short time of stay to leisure and holiday tourism with a longer time of stay. As a project which involves healthcare, culture and sports, Tai Chi has a brilliant future.

IV. Problems in the Development of Tai Chi Healthcare Tourism

a) Unclear Marketing Positioning and Product Homogenization

Currently, the positioning of the Tai Chi training agencies is not clear. They are positioned on the generality of Tai Chi such as training based on different schools and healthcare products and have no specific target markets of their own, needless to say their brand images, thus characteristics of the agencies not being well displayed and product homogenization being serious. It can be illustrated as follows: most Tai Chi training agencies or Tai Chi houses have no clear criteria for the selection of their customers and do not make surveys on whether they should select medium, high or low markets, what demands these customers have, and what the agencies can provide for them. Besides, they do not refer to what are the agencies' business domains, what effects should be attained and whether new programs can be developed. In the process of positioning, most agencies and enterprises just make divisions of customers between members and non-members, which is too single and is not beneficial to the development and promotion of their products.

b) Unattained Large-scale Operation of Tai Chi Healthcare Tourism

At present, tourist programs based on Tai Chi are undertaken in the following three forms: one is the sightseeing tours accompanied with Tai Chi competitions. Such tourist program organizers are mainly host groups or individuals and groups who apply for the competitions; second is the tourist programs which aim at Tai Chi practice accompanied with seeking winter or summer resorts; third is the Tai Chi

[8] https://a.meipian.me/5vooyl1?from=singlemessage&isappinstalled=0

[9] China Industry Information Web. http://www.chyxx.com/industry/201802/613584.html

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enthusiasts' leaving their residence places for practice for some time due to their admire for certain Tai Chi masters or origin places of Tai Chi, during which they organize some tours. But these individuals or small groups go with the main purpose of visiting Tai Chi masters and having short-term practice. Such tourist programs have not been in large scale.

c) *Lack of Specialized Agencies and Operational Management Talents*

Though many provinces in China have manipulated sports tourism development programs and made proposals to combine Tai Chi and tourism, it is difficult to realize those programs because of the lack of specialized agencies. Take Yunnan province for instance, invited by Yunnan Sports Administration, Prof. Luo Mingyi --- chief expert of tourism in Yunnan and the former president of Yunnan Tourism Administration, guided the compilation of *Planning of Yunnan Sports Tourism Development*, in which Tai Chi is suggested to be integrated into the tourism program development. But it still needs time to be realized.

On the other hand, there is a lack of inter-disciplinary talents who are adept at both Tai Chi healthcare and tourism operation. The current Tai Chi training agencies just play their role in teaching and related travel agencies are not good at Tai Chi healthcare, therefore, the travel agencies cannot integrate Tai Chi healthcare programs into the development of healthcare tourism programs and promote them to the market. In May, 2016, head of the Qingcheng Tai Chi Liu Suibing signed a cooperation agreement with Sichuan Tourism Academy, aiming at exploiting the tourism industry and opening up independent school---Bashu Martial Arts Healthcare School, thus creating a precedent of Chinese martial arts healthcare tourism education and making a good beginning for the cultivation of Tai Chi healthcare tourism talents.

V. Developmental Strategies for Tai Chi Healthcare Tourism

a) *Definite Target Markets*

Tai Chi healthcare tourism is characteristic of healthcare and sightseeing tourism. In other words, the Tai Chi healthcare tourism industry has a customer group of Tai Chi enthusiasts. Since they are tourists, these people have the characteristic of being off-site. That is to say, they leave their residence places, take coaches, trains, high-speed railways, plane, ship or drive to take part in Tai Chi tourist activities. Since they are tourists, they are involved in the six elements of the traditional tourism industry of eating, accommodation, transportation, sightseeing, shopping and recreation. But at the same time, their demands are also involved in the new six elements of the tourism industry of business, healthcare, learning, leisure, feelings and peculiarity. In accordance, healthcare, learning and leisure are the core of the Tai Chi healthcare tourism industry.

As for the low and medium markets, price elasticity and channel depth of products need to be paid attention to customize products which fit with the markets. Take the park and community consumption markets for instance, price lowering of the Tai Chi tourism products needs to be taken into account to provide more concessions and discounts so that markets can be occupied with competitive prices. As for the medium and high markets, service quality and consumption experiences of the products need to be paid attention to maximize the experiential satisfaction of the consumers so that images can be set up. As for high-income markets composed of enterprise executives and entrepreneurs, elegant, quiet and unique Tai Chi learning environment and high- quality teaching and service are to be provided.

b) *Development of Characteristic Products*

The development of characteristic products needs to take into account the status of market development. But at the same time, the products also need to be advanced so that they can lead the development of the industry. Tai Chi healthcare tourism is a correlated development of the healthcare industry and the tourism industry, which involves transportation, hotel and food departments. Its products can be embodied into the following forms: Tai Chi competition tourism, Tai Chi holiday tourism, Tai Chi healthcare tourism, Tai Chi rehabilitation tourism, Tai Chi old-age tourism and Tai Chi study tourism, etc. The development of each product needs to be designed carefully to cater for the demands of different customer groups.

c) *The Nurturing of Client Groups*

The client groups of Tai Chi healthcare tourism mainly come from Tai Chi enthusiasts. According to Figure 2, the retired people account for 36% among the investigated Tai Chi enthusiasts, the next being 33% of enterprise employees, students 13%, personnel in public institutions 7%, government clerks 4%, self-employed people and other people 3%. As far as age is concerned for the investigated Tai Chi practitioners in Figure 3, people over 60 accounts for 31%, people from 40 to 59 being 28%, people from 18 to 39 being 27%, and people under 17 being 14%. It can be seen that people over 40 accounts for 59%, indicating that most of the Tai Chi practitioners are middle-aged and old people. As far as the source markets are concerned, middle-aged people and retired people are the major sources of Tai Chi healthcare tourism. These people have leisure time, attach importance to healthcare and wellness and are willing to travel. The operation management of the Tai Chi healthcare tourism programs needs to address at the design of appropriate products to cater for these people's demands, including the perspectives of marketing, transportation,

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accommodation, arrangement of tourist activities, meals and security, etc.

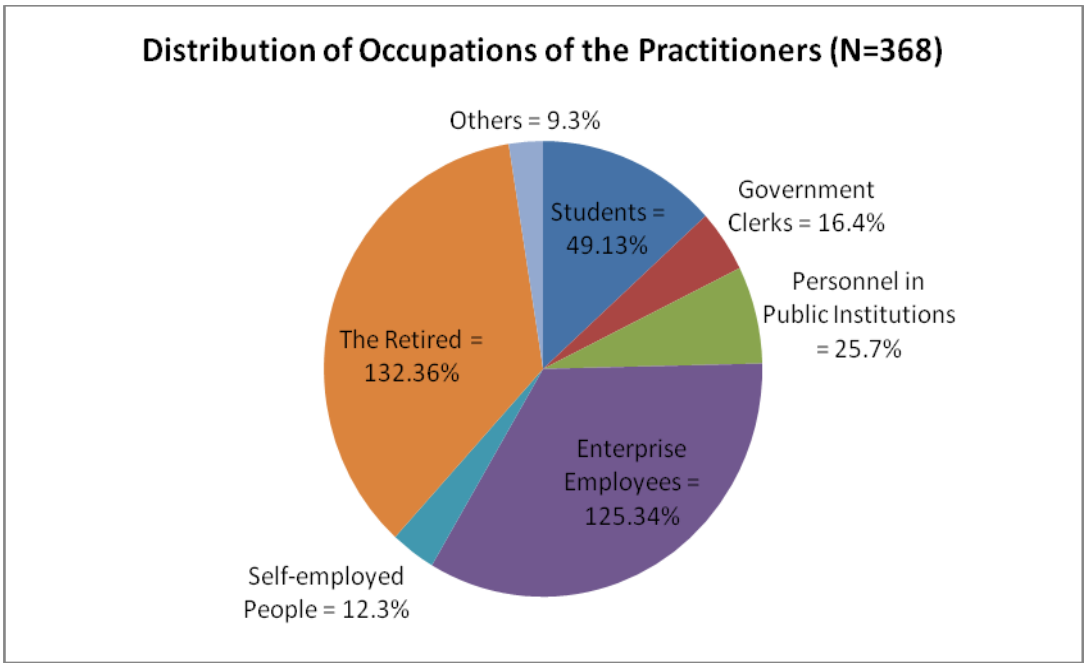


Figure 2

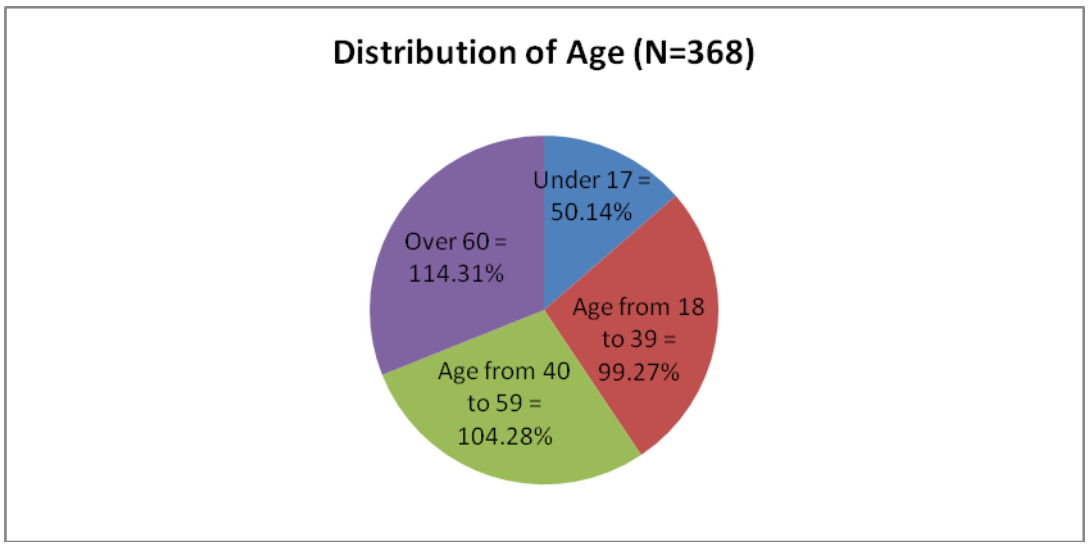


Figure 3

Even though the middle-aged and old people are the major source markets of Tai Chi healthcare tourism, it does not mean that the markets of other age ranges cannot be developed. For example, the winter and summer camps have great potential, the key lying in whether appropriate Tai Chi healthcare tourism products for these age ranges can be designed. The Tai Chi healthcare tourism products for students cannot focus on mere healthcare and leisure and need to be added with cultural courses such as Chinese and Western etiquettes, interpersonal communication and teenager leadership, etc. Also, the teaching of Tai Chi should not be limited to the routines. In order to arouse students' interest, the Tai Chi self-defense and combat can be added. Recently, the author is helping related departments to design winter and summer Tai Chi healthcare tourism products which fit with the demands of teenage students.

The development of teenage group requires publicity and cultivation. Beijing University's making the Tai Chi a required course for students is beneficial to promote the development of the teenage group. In Yunnan University, the author delivers a selective course of Tai Chi and Chinese Culture to undergraduates and a course of Tai Chi and Chinese Management Culture to MBA students as well. In both courses, 2/3 of the class

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time is used for Tai Chi theories and 1/3 of the time for the Tai Chi practice. The mode of teaching of combined theory and practice is cherished by the students.

d) Publicity

Tai Chi healthcare tourism products need to be designed with definite purposes. Without advertisement, markets cannot be attained. To some degree, the Tai Chi industry belongs to the service industry of education and training, therefore, it has no entity products, which indicates the greater importance of publicity. In the process of publicity, it is necessary to seize the characteristics of Tai Chi products and the features of its target clients from the perspectives of the names and the functions of the products.

Under the circumstance of the agencies' with rich resources, the Tai Chi healthcare tourism products can be advertised through "star" endorsement so that the publicity of the product and the enterprise can be enhanced quickly and effectively. For instance, the board director Ma Yun is both a Tai Chi enthusiast and a pusher of the Tai Chi enterprise operation. He is virtually an advocate of the development of the Tai Chi industry, making a "star" effect in the field of business.

Also, the development of Tai Chi healthcare tourism products should make full use of the Internet. It is suggested that distinctive and vivid enterprise websites, We Chat public numbers, enterprise official microblogs be opened to let more people get contact and learn about Tai Chi in a fast and convenient way and help establish interaction between Tai Chi and its enthusiasts.

e) Support from the Government for the Tai Chi healthcare Tourism Industry

The development of a new industry cannot go without the support from the government. Henan province makes a good example. In order to better promote and publicize Tai Chi, Jiaozuo city of Henan province manipulated outlines to put Tai Chi as a priority of the development of its cultural industry. The month of May was made The Month of Tai Chi and Tai Chi was pushed into enterprises and public institutions and schools. From 1992, international Tai Chi Annual Meeting was hosted in Wen County of Jiaozuo City, Henan. As an entry point, Tai Chi set up a bridge for outbound exchanges. Afterwards, competitions held every 2 years attracted more than 100 thousand people each year. The 8th Jiaozuo International Tai Chi Exchange Competition held in 2015 achieved a combination with tourism, in which the Yuntai Moutain Tourism Festival was held at the same time, Tai Chi and the mountains and waters being the medium and Tai Chi Sacred Place and Jiaozuo Mountains and Waters being the theme. During the period of competition, 23 cultural tourism programs were introduced to Jiaozuo City with an investment of 12.97 billion. The 9th Jiaozuo International Tai Chi Exchange Competition held in 2017 was directly named the 9th Jiaozuo International Tai Chi Exchange Competition and 2017 Yuntai Mountain Tourism Festival. It was co-sponsored by the Sports Management Center of National Sports Administration, China Martial Arts Association, Henan Sports Administration, Henan Tourism Administration and Jiaozuo People's Government. More than 3500 athletes from more than 50 countries and areas participated in the competition which included events of routine, arms and pushing hands. During the meeting, a series of tourism-related events, including Jiaozuo Exchange Meeting of International Mountain Tourism Sustainable Development, Expo' Week of International Famous Mountain and "Origin of China"---Henan Tourism Products and Yuntai Mountain International Scenery Photography Exhibition were held.

Hainan province also contributed to the development of Tai Chi healthcare tourism. In April, 2016, the 1st World Tai Chi Cultural Festival was held on the Nanshan Mountain in Sanya. About 2000 official representatives and 10000 observation representatives from more than 30 countries participated in this grand meeting to which Hainan provincial government gave its great support. From June 17 to 19, World Tai Chi Cultural Festival and the 1st Tai Chi healthcare tourism Conference was held in the Nanshan Mountain Scenic Area in Sanya, in which a total of 30 Tai Chi masters, researchers, experts of culture, university professors, experts of tourism and planners and advocates of Tai Chi healthcare tourism took part. The website of World Tai Chi and the Nanshan Mountain Scenic Area, Sanya made great contribution to the conference. Particularly, Yu Gongbao, Yang Qiyuan and Guan Peng became great pusher of the Tai Chi healthcare tourism industry. The Nanshan Scenic Area in Sanya was made the eternal meeting place of World Tai Chi Cultural Festival. On Sept. 23, 2017, the 2nd World Tai Chi Cultural Festival was held there. The 3rd is also going to be held there, too.



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f) Building of the International Tai Chi Healthcare Tourism Base with the Help of Strategy of One Belt and One Road

Tai Chi has been publicized and developed in many Southeast Asian countries. Some media reported that the Tai Chi enthusiasts in Japan reached more than 2 million and there are a large number of Tai Chi houses and groups in the country. North City of Fukushima Prefecture in Japan declared itself to be the City of Tai Chi. President of Vietnamese Martial Arts Association Huang Yongjiang said that Tai Chi is popular in Vietnam and the Tai Chi performances are commonly arranged in their national sports meet and National Day celebration. President of Thailand Martial Arts Association Huang Wu said that Tai Chi can be found both in the Chinese circle, so is it outside the Chinese circle in Thailand. President of Singaporean Martial Arts Association Chen Yuansheng said that Tai Chi in Singapore is developing rapidly in both competition and publicity and there are more than 300 branches all over the country.

It is estimated that in the middle of the next century, a Tai Chi web will be developed with China as its core with Japan, Korea, Southeast Asia, Australia, the U.S., England, France, Mexico, Sweden and Finland as its centers, radiating to countries and areas such as Africa, Central America, the Middle East, Central Asia. When the time comes, the Tai Chi practitioners will reach 500 million.

With the international Tai Chi practitioners' rapid increase, the internationalization of the Tai Chi healthcare tourism industry has been laid with a solid foundation.

The tourism industry has been called civil diplomatic industry. Peoples conduct friendly communication in transnational tourist activities and tourism plays an essential role in the national strategy of One Belt One Road. However, both Chinese outbound tourism and inbound tourism are still in the phase of sightseeing, which results in short time of stay and low tourist expenses. when it helps carry forward the Chinese Tai Chi culture and serves for the physical and mental health of the people in the world, the development of the Tai Chi healthcare tourism programs will attract international tourists stay longer and bring about more tourist revenues for the tourist destinations. For instance, current health checkup bases can be rebuilt or upgraded and Tai Chi and disease prevention and afterward treatments can be connected to be an important part of Tai Chi healthcare tourism. Yunnan National People's Congress and Yunnan People's Political Consultative Conference ever received proposal that Yunnan be built as the health checkup and rehabilitation center to South Asia and Southeast Asia. If the Tai Chi rehabilitation and leisure tourism programs can be added to these health checkup and rehabilitation centers, it will be liked by the clients. Another way is to integrate the Chinese cultural courses into Tai Chi and open up summer and winter camps for the international students.

VI. Conclusion

The Tai Chi healthcare tourism is a new and integrated industry which involves the sports industry, the wellness industry and the tourism industry. Experiencing the Tai Chi healthcare culture and touring beautiful scenery so as to enhance the quality of life will become a new fashion, thus promoting the common development of health, leisure and tourism.

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Utilization of Stakeholders' Satisfaction Results of Maritime University in South East Asia

By Jasper J. Victoriano & Rolando A. Alimen

Abstract- This study determined the level of satisfaction of the different stakeholders of Maritime University (JBLFMU-Molo) in South East Asia in the last five years (SY 2014-2015 to SY 2018-2019). The researchers employed mixed-method by Bogdan & Biklen (2003) and Creswell (2013). The researchers also included the comments, suggestions, remarks of the shipping companies to enhance and improve the teachinglearning situation in maritime education (ME). Qualitative inputs and views were subjected to "thematic analysis" according to different areas as the following: discipline, communication skills (oral and written), BMI (Body Mass Index), conceptual skills in Mathematics and Sciences, commitment and loyalty, behavioral concerns as related to homosexuality, development of soft skills, values, competencies of instructors, medical and health problems, and psychological issues. Results reveal that in the last five years, the different stakeholders were "satisfied" of the services rendered by the maritime university as an entire group and when grouped according to different categories such as students, parents, alumni, faculty and staff, and shipping manning companies.

Keywords: utilization, stakeholders, satisfaction results, maritime university, and education.

GJMBR-F Classification: JEL Code: R39



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Utilization of Stakeholders' Satisfaction Results of Maritime University in South East Asia

Jasper J. Victoriano [α] & Rolando A. Alimen [σ]

Abstract- This study determined the level of satisfaction of the different stakeholders of Maritime University (JBLFMU-Molo) in South East Asia in the last five years (SY 2014-2015 to SY 2018-2019). The researchers employed mixed-method by Bogdan & Biklen (2003) and Creswell (2013). The researchers also included the comments, suggestions, remarks of the shipping companies to enhance and improve the teaching-learning situation in maritime education (ME). Qualitative inputs and views were subjected to "thematic analysis" according to different areas as the following: discipline, communication skills (oral and written), BMI (Body Mass Index), conceptual skills in Mathematics and Sciences, commitment and loyalty, behavioral concerns as related to homosexuality, development of soft skills, values, competencies of instructors, medical and health problems, and psychological issues. Results reveal that in the last five years, the different stakeholders were "satisfied" of the services rendered by the maritime university as an entire group and when grouped according to different categories such as students, parents, alumni, faculty and staff, and shipping manning companies.The shipping companies' suggestions for were also included in the study.

Keywords: utilization, stakeholders, satisfaction results, maritime university, and education.

I. Introduction

Studies on stakeholders' satisfaction, according to Pador et al. (2010),Rowley, and Moldoveanu (2003), Newstrom (2007), Brooks (2002), and Bayley (2001) are often employed to determine the views and feedback of certain groups. The approach is to obtain measurement on the concept of "satisfaction" either as an exogenous variable or a construct based on various attributes and indicators of satisfaction. The authors likewise mentioned in their studies about the "critical investigation of experiences and views of sets of people" who have vested interests in the products and services delivered by any organization. Stakeholders' studies are considered as concepts that organizations must be concerned about the demands of different-multiple constituents and customers. Stakeholders' results enable the organizations to apply the "principle of fairness" on the notion of the reciprocity and obligation accrued to partners, collaborators, and stakeholders in a cooperative scheme. The conduct of stakeholders' studies entails the sharing of information, ideas, and on-going discussion, meeting, and active participation that would generate better understanding, partnership, cooperation, and sharing that would have pro-active discussion, better understanding, and sharing to ensure effective implementation of improvement, changes, and development.

In the studies conducted by Singh & Singla (2018), Kaur & Bhalla (2015), Kettunen (2015), Chopra, et al. (2014), Jager & Gbadamosi (2013), Khosaravi, Poushaneh, & Roozegar, & Sohrabifard (2013), Ravindram & Klapana (2012), Palli & Mamilla (2012), Singh & Khatri (2011), that to achieve customer satisfaction, organizations should understand the importance of customer expectations and try to deliver the quality of services expected. Stakeholder satisfaction varies from sector to sector because of their dynamic needs and wants. If expectations are met correctly, then equity, customer will increase. Thus, organizations attract more customers because of desired results. Analyzing and understanding of desired services are the contributing aspects in delivering outputs. This is essential and considered as key factors of success.

Moreover, this study was conducted to analyze the gap between the theoretical and practical (skills-based) knowledge of the graduates of the maritime university to address the demands of the shipping industry. Proposed activities/programs can be devised by the administration to address the gap and deficiencies of the graduates. These may help the graduates to be competent and qualified seafarers onboard international ships.

II. Statement of the Study

The study aimed to determine the stakeholders' satisfaction among the different stakeholders of the maritime university (JBLFMU-Molo) in South East Asia. This study advanced the following specific questions:

1) What is the level of satisfaction of the different stakeholders as an entire group and when the stakeholders grouped according to the following such as (a) students, (b) parents, (c) alumni, (d) faculty and staff, and (e) shipping manning companies?
2) What is the level of satisfaction of stakeholders when classified according to (a) SY 2014-2015, (b)

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SY 2015-2016, (c) SY 2016-2017, (d) SY 2017-2018, and (e) SY 2018-2019?

3) What are the suggestions, comments, and remarks of the shipping manning companies about the quality of maritime education?
4) What are the courses of action conducted by the institution to address the issues of maritime education in South East Asia?

III. Theoretical Framework of the Study

The present study was anchored on the "Stakeholder Theory" as cited in the study "Satisfaction and Contribution of Stakeholders from the Performance Prism Model" by Severgnini, de Oliveira Moraes, Galdamez (2017) and "Stakeholders' Satisfaction: Response to Global Excellence" by Pador et al. (2010). It asserts that for the organization to become successful in the long term, it should have a clear perspective of "who their stakeholders are" and "what they want." The theory dwells on the "interrelationships among the different stakeholders." It suggests that "performance-quality" as a key to planning and delivering feedback. This theory is also considered as a basis for scientific observation and performance evaluation. It uses to assess and define the role of stakeholders in the process of identifying who is the organization's stakeholders and what the owners expect from them. The stakeholder theory broadens the organization's vision to the external environment and to verify the relationship with the external communities and to identify several actors that consider in the account for decision-making and elaboration of strategies. This process leads to a change, with the stakeholders' inputs towards the integration in the organizational planning and management to attain the strategic vision.

IV. Method

This research employed a mixed method by Bogdan & Biklen (2003) and Creswell (2013). For the quantitative research design, the researchers employed descriptive statistics such as frequency count and percentage only. The researchers used the data and quantitative information from the study of Magramo et al. (2018), including previous studies on stakeholders' satisfaction conducted by the Research Office of JBLFMU-Molo, Iloilo City, Philippines as the only maritime university in South East Asia.

In terms of qualitative data, the researcher used the narratives of the crewing managers, training officers, general managers, and human resource officers of the different shipping manning companies in the last five years, which enhance the quality of maritime education (ME) in South East Asia. The issues and concerns were analyzed using "themes" based on the major concerns and given to the departments concerned to draw action and strategic plans to improve the maritime education and training (MET) at maritime university, specifically, JBLFMU-Molo, Iloilo City, Philippines.

V. Results and Discussion

This section of the study presents the quantitative and qualitative results and qualitative themes that were drawn from the respondents to determine the following: (a) the level of satisfaction of the different stakeholders as an entire group and when the stakeholders group according to students, parents, alumni, faculty and staff, and shipping manning companies, (b) level of satisfaction of stakeholders when classified according to SY 2014-2015, SY 2015-2016, SY 2016-2017, SY 2017-2018, and SY 2018-2019, (c) suggestions, comments, and remarks of the shipping manning companies about quality maritime education, and (d) courses of action.

Level of Satisfaction of Different Stakeholders of Maritime University in South East Asia for the Last Five Years

The level of satisfaction of different stakeholders is "satisfied," as indicated by their mean score of 7.44 as an entire group. The shipping manning companies has the highest mean score, which is 7.88, followed by alumni, with a mean score of 7.78, faculty and staff who have mean scores of 7.73, parents have 7.22, and the last is the students with a mean score of 6.56. Whe it comes to the satisfaction of the services given by the university, the shipping companies are the first group of respondents who are satisfied and the last group are satisfied are the students. The satisfaction of these shipping manning companies implies that the competencies and performances exhibited by the graduates of the maritime university are excellent. On the other hand, although students are also satisfied, their satisfaction leaves enough room for improvement in the services they get from the university.

Table 1: Shows the data

Table 1: Level of Satisfaction of Different Stakeholders of Maritime University in South East Asia for the Last Five Years

Category	Mean	Description	Rank
A. Entire Group	7.44	Satisfied	
B. Students	6.56	Satisfied	5
C. Parents	7.22	Satisfied	4
D. Alumni	7.78	Satisfied	2

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E. Faculty & Staff	7.73	Satisfied	3
E. Shipping Manning Companies	7.88	Satisfied	1

Legend:8.21-10.00 Highly Satisfied6.41-8.20 Satisfied 4.61-6.40 Uncertain2.81-4.60 Poorly Satisfied1.00-2.80 Very Poorly Satisfied

Level of Satisfaction of Different Stakeholders of Maritime University as Classified according to School Year

As an entire group, the result on SY 2018-2019 is the highest with the average mean of 7.69, followed by SY 2016-2017 with 7.66, next is the SY 2017-2018 obtaining 7.46, SY 2015-2016 has 7.30, and the last is SY 2014-2015, which has 7.07. The results indicate that the issues and problems raised by the different stakeholders are addressed properly. Monitoring is a regular exercise through the years and improvement indicates increase of the satisfaction of the respondents. The satisfactions of students, parents, alumni, faculty, staff, and shipping companies are concerned priorities of the university.

Table 2: Indicates the results of the satisfaction levels of different stakeholders

Level of Satisfaction of Different Stakeholders of Maritime University as Classified according to School Year

Category	SY 2014-2015	SY 2015-2016	SY 2016-2017	SY 2017-2018	SY 2018-2019
A. Entire Group	7.07	7.30	7.66	7.46	7.69
B. Students	6.09	6.12	6.78	6.75	7.06
C. Parents	6.32	6.73	8.03	7.22	7.79
D. Alumni	7.76	8.00	7.64	7.71	7.79
E. Faculty & Staff	7.51	7.64	7.89	7.70	7.90
E. Shipping Manning Companies	7.66	7.99	7.94	7.90	7.92

VI. Qualitative Data and Interpretation

The comments, remarks, and suggestions of the personnel of different shipping companies during the stakeholders' survey for School Year 2015-2016 to School Year 2017-2018, as categorized according to five (5) areas, which are the following: (1) discipline, knowledge, and training, (2) right attitude, (3) loyalty to the company. (4) gender identity, and (5) passion on the seafaring profession.

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Figure 2: Shows the qualitative data

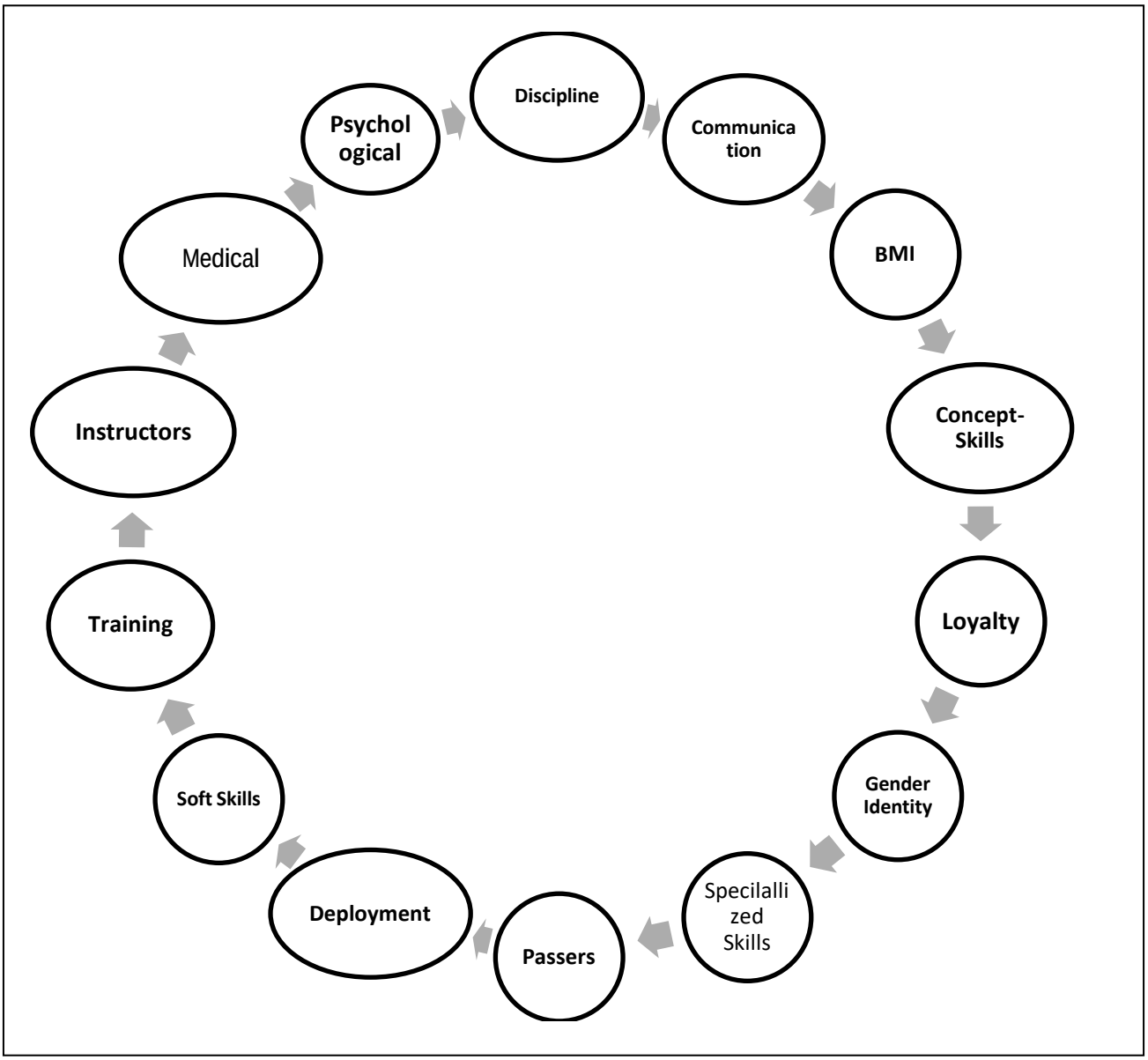


Figure 1: Comments and suggestions of the company about the graduates of a maritime university (JBLFMU-Molo)

Different Themes emerged from the feedback of Shipping Manning Companies

The suggestions and comments of the shipping companies were categorized based on "themes" by the researchers who were identified based on the concept of Creswell (2013).

These are the following: 1) discipline, 2) communication, 3) BMI (Body Mass Index), 4) conceptual skills, 5) loyalty to the company, 6) gender identity, 7) specialized skills, 8) a number of passers, 9) deployment, 10) soft skills, 11) training, 12) instructors, 13) medical, and 14) psychological.

Table 3 shows the suggestions and comments of shipping companies.

Responses to the Stakeholders' Survey through Strategies by the Department Concerned

After collecting and collating the different comments and suggestions of the crewing and training officers of Bouvet Shipping, these were classified according to "themes" and submitted to the concerned departments of the university to make their plans, course of action, and strategies of addressing the problems and issues as shown in the table below.

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Table 3: Different Themes and the Actions/Responses/Strategies employed by the maritime university

Comments and Suggestions (Themes) *This summary was culled from the actual comments and suggestions of the stakeholders.	Dedpartment (s)/Areas Responsible *Departments to which the feedback was referre	Strategies (Action to take) SY 2017-2018
Deterioration of Discipline	Dean/Head of Discipline/Discipline Officer	• Instructors should be more strict in the implementation of proper wearing of uniform and haircut • Rendering of salute when entering classrooms and offices should be strictly implemented by people concern • Include in the talk the importance of discipline during flag ceremony • Senior students should be encouraged to be a role model.
Inadequate communication skills (oral and written)	Subject Area Head Languages	• Intensify classroom activities to develop students communication skills
Undesirable Body Mass Index (BMI)	Subject Area Head PE/School Nurse/SAC/SAS	
Poor conceptual skills especially in mathematics and sciences	Subject Area Heads Math/Allied/Applied Sciences	• Mathematics teachers encounter various problems in the classroom. Aside from classroom conditions and class size, the most difficult is the attitude ofstudents towards the subject. Lots of students dislike or even fear Mathematics. They do not want to be involved in the class. This attitude can be traced back in their younger years. They got bad experience with the subject or even with their teacher and this result to negative attitude towards the subject. Furthermore, to get away with this negative perception with the subject, the following were suggested. First, is to erase the impression that Mathematics is difficult. Students are required to master the basic numerical skills to strengthen their foundation in Math. If their basic skills were improved, then their self-confidence also improves thus; will decrease theirfear of Math. This could also be done by providing regular exercises and games so that they will be challenged and be more motivated in learning. Second, the teacher should present the lesson in a step by step approach in a manner that is easier to understand especially in dealing with Mathematical problems. In this way, the students would realize that Mathematics is not as difficult as they thoughtbefore but rather a subject they enjoy. Lastly, teachers who are teaching Math should be approachable and welcome questions for further understanding. They should let the students feel that Math is fun by providing activities and exercises that would tickle their minds.
Issues on commitment and loyalty with the company	SAS/Dean/Head of Discipline/Discipline Officer/Dorm Master	Discussion is On-going
Behavioral concerns related to homosexual students	SAS/Guidance/ QA	Discussion is On-going
Inadequate conceptual knowledge in Navigation and Seamanship	Dean Maritime Program/Program Head Deck	Not Applicable to Marine Engineering Students
Lack of specialized skills in Cruise Ship Management	Dean Business Department/Pro	Matrix Program For

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	gram Heads/Academic Coordinator	Bachelor of Science in Cruise Ship Management
Failure to meet the required number of passers in company screenings	Placement Officer/STO/Deans	Discussion is On-going
Concerns on deployment/dissemination/cascading of communications to the persons concerned	Placement/Administrator's Staff/Clerk/Secretary	Discussion is On-going
Navigation Trip concerns on JBLFMU-Arevalo (re:2-1-1 curriculum)	Dean/Subject Area Head Deck/Academic Coordinator/STO	Not Applicable to Marine Engineering Students
Development of soft skills such as values, attitude, behavior, character and other interpersonal skills	Dean/SAS/Subject Area Heads	• Training workshop should be given to students on the different soft skills • Reinforce the value orientation and value clarification activities
Aspects/values must be given emphasis in training the students: personality development, discipline, courtesy, commitment, loyalty, initiative, strong self-esteem, leadership skills and self-confidence must be strengthened among students/cadets.	STO Research Student Affairs Services	• Training workshop on Personality Development • Strengthen the Classroom guidance activities • To develop the self-confidence expose the students on classroom activities in Public Speaking (enrich classroom recitation)
Instructors must be competent in their delivery of instruction and must be updated in terms of their education and training.	HR & Academics	• To include in the training plan internal and external trainings that would improve teacher's pedagogical skills. • To send teachers to relevant and available trainings to keep them updated of the latest trends and updates in delivering their lessons in their respective subject areas.
Medical Concerns/Health Problems/Physical Conditions/Reports on HIV cases	SAS, Clinic, Health Officer, SAH	• Symposium /seminars shall be conducted • To incorporate in classroom instructions the different topics especially in their PE and social sciences subjects. • Referral system with accredited health clinics should be established
Behavioral and Psychological Issues	SAS, Clinic, Health Officer, SAH	Referral system with medical professionals should be established

After collecting all the comments, suggestions, and remarks during the stakeholders' survey, the following actions/strategies/course of actions, which were initiated by each department to address the concerns and issues about the enhancement of maritime curriculum and improvement of skills of the graduates of John B. Lacson Foundation Maritime University-Molo, Iloilo City, Philippines were advanced. These strategies were also given back to the different manning and shipping companies to inform them that the university was doing its responsibility to address the graduates' problems and issues.

VII. Conclusions

The conclusions of this study are the following: This study indicates the levels of satisfaction of the different stakeholders which were addressed by the institution. The studies of Pador et al. (2010), Rowley, & Moldoveanu, (2003), Newstrom (2007), Brooks (2002), and Bayley (2001), which stated that "views and feedback" of certain groups, obtain measurement on the concept of "satisfaction" either as an exogenous variable or as a construct based on various attributes and indicators of satisfaction, of those who are interested in the products and services delivered by any organization. Through this study, stakeholders' demands were addressed and given action. The favorable results of this study indicate that there is a sharing of ideas, and on-going discussion, meeting, and active participation between the university and the different stakeholders. Shipping manning companies which are considered partners of the university in the maritime-seafaring industry are satisfied with the development, innovations, and improvement exerted by the maritime university in South East Asia.

The comments, remarks, and suggestions of the personnel of Bouvet Shipping Company during the stakeholders' survey were categorized according to

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different areas such as the following: 1) discipline, 2) communication, 3) BMI (Body Mass Index), 4) conceptual skills, 5) loyalty to the company, 6) gender identity, 7) specialized skills, 8)a number of passers, 9) deployment, 10) soft skills, 11) training, 12) instructors, 13) medical, and 14) psychological factors were addressed appropriately. Obando & Shisanya (2013), Diamante & Sanchez (2013), & Patton & McMahon (2014) supported the results of this study, because through this investigation, the curriculum and the other areas can be improved. It can also be used as a basis to develop new programs to improve and enhance students' communication, human relation skills, and critical thinking skills.

After the stakeholders' survey, the comments and suggestions of the different stakeholders were given actions by designing strategies and course of monitoring initiated by each department to address the concerns and issues about the enhancement of maritime curriculum and improvement of skills of the graduates of John B. Lacson Foundation Maritime University-Molo, Iloilo City, Philippines. These strategies were also given back to the different shipping companies and other stakeholders of the university to inform them that the university was doing its responsibility to address the graduates' problems and issues. These were in coherence with the study conducted by studies conducted by Singh &Singla (2018), Kaur & Bhalla (2015), Kettunen (2015), Chopra et al. (2014), Jager & Gbadamosi (2013), Khosaravi, Poushaneh, & Roozegar, & Sohrabifard (2013), S. Ravindram & Klapana (2012), Palli & Mamilla (2012), Singh & Khatri (2011) agreed that to achieve customer satisfaction, organizations should understand the importance of customer expectations and try to deliver the quality of services expected if expectations are meet correctly the equity of satisfied customer will increase. Thus organizations attract more customers because of desired results, and these factors are essential factors of the university's success.

VIII. Recommendations

The researchers would like to present the following suggestions based on the results and conclusions of this particular study:

1) The administration of JBLFMU-Molo shall continue the conduct of studies on the utilization and impacts of the feedback given by the different stakeholders of maritime institution.
2) Regular visits with the shipping manning companies shall sustain to build good relationships and partnerships in the maritime-shipping industry.
3) Monitoring of the feedback and suggestions of the stakeholders shall be done regularly towards the improvement and enhancement of maritime education and training (MET).
4) Conduct more studies to determine other factors that would draw plans and development out of the feedback of the stakeholders of maritime institutions towards the global competitiveness of the graduates in the international maritime arena.

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Changing in the use of Buildings; Building use Change, Critical Examinations along some Major Roads in Ikorodu Metropolis, Lagos Megacity

By Ogungbemi, Abel Olayinka
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Abstract- This paper examines the change in the use of buildings along some major roads in Ikorodu metropolis, this was achieved through random sampling administration of a questionnaire to ninety-six (96) respondents. The study found that 79,2% of respondents indicate that there was a change in the use of their building, 47.9% of this changed were based on economic reasons. the study further study that those changes were only towards one direction i.e. commercial uses. Based on the study concludes that town planners should actively monitor growth and development to ensure sustainable built human livable environment.

Keywords: buildings, change in use, building use change, critical examinations metropolis, lagos megacity.

GJMBR-F Classification: JEL Code: R30



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I. Introduction

The speedy rate of urbanization in the third world-countries worldwide has specifically brought an unregulated change of use and values of buildings globally (Ezema, Ediae, & Ekhaese, 2016). This has led to physical development related characterized by haphazard development and physical expansion of cities manifesting both within and outside its administrative jurisdiction and regulated change of use and un-regulated change of use((DCLG) Department for Communities and Local Government, 2011).Changing the use of a property (e.g. from a beauty salon to a restaurant, or from a shop to a commercial school or from residential apartment to a commercial building (Esteban, 2003).

Ogungbemi, (2012) see, change of use, as the use of land or buildings thereon for a purpose which is different from that for which the land or building was originally zoned and intended for. malfunctioning of any of the city elements lead to overwhelming and increasing pressure, imbalances and other disastrous consequences on the growth of the city. Man, the creator and a major recipient of the growth will not be left out from the magnitudes of any of its actions that could be harmful to its biological organism (Adedire, 2017; Oduwaye, 2009; Onokerhoraye & Omuta, 1986).This has led to several factors, which can broadly be group into two, those originating from natural factors and human factors, the size and growth of the human population play a large, but it is not the only underlying human cause of change in the use of a building.

A particular building use can change into another use as a piece of land can change from its natural use as a forest to being used as farmland before it becomes space to build residential uses thus having a regime of a succession of building uses (Barlowe, 1978). The theory of invasion succession is based on the principle of which a particular building use invades an area and dominates it, thereby succeeding the existing building use. Olusina, (2008) affirmed that conversation of one use to another is due to non-proper enforcement of the existing planning regulations. it could be said that development is in the realization of the principle of highest and best use thus, ascertaining the relevance of the theory (Louise, 2017).

The existing planning laws have struggled to survive in the face of soaring demand for economic activities but because of the inevitable factor of obsolescence of existing buildings which have about the stagnation or depreciation, invading prospective economic activities with higher returns succeed existing use and the influence of planning laws thus resulting in property conversion (Barau & Bashayi, 2013; Oduwaye, 2009). It is only by though property conversion will lead to a sound economic adjustment that seeks to allocate building to its highest and best use and which identifies issues of rents and property management as reasons for such conversion, it should be regarded as an illegal activity (Ukor, Ogbole, & Alaga, 2016).

The analysis of change in the use of buildings has been the focus of numerous studies and scholars (for example, Louise, 2017; Adedire et al, 2017; Ukor, et al, 2016; Enaruvbe, 2015; Akintunde, 2012; Ogungbemi, 2012; Owei et al, 2010; Lubowski et al, 2007; Braimoh, 2006; Esteban, 2004). Some of the earlier studies returned positive relationship between change in use and property values while others showed a negative relationship. Ogungbemi (2012), examining the factors influencing change in use and its attendant problems; Yaya Abatan Ogba, Lagos, the result of the finding

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revealed that finding was that the property owners responded mainly to demand but the effects of this trend are far-reaching and recommend that government should be more proactive in ensuring strict compliance with planning codes. This study will, therefore, analyze the change in the use of buildings along some major roads in Ikorodu.

II. Methods and Data

Data sources for this study were categorized into two primary sources and secondary. The sampling frame for this study consist of resident, house owner and occupier whose houses or property were within the selected major roads. A pilot survey to the study area as shown on table 2.1 gives further classifications of houses per road within the studies area. It is from these 382 buildings that the sample was selected for further processes.

Table 3.1: Questionnaire Distribution along each major road in the Study Area

S/N	Name	No. Buildings	Questionnaire (25% of Building)
1	Lagos-Ikorodu road (Agric B/S to Roundabout)	191	48
2	Ikorodu-Sagamu road	152	38
3	Ikorodu-Itoikin road	39	10
	Total	382	96

Source: Field Survey, January 2020

Purposive sampling method was used to identify buildings by selecting at randomly administered questionnaires among the respondents in the study area. The result was analysed and presented with a chart and table.

III. Major Findings

This section presents the result of finding carried out in January 2020. All chart and table in the section were resulting from the fieldwork, 2020, except otherwise stated. The study on figure 3.1 established that 79.2% of respondents' sampled indicated that change in the use of a building, while 20.8% % of the respondents disclaimed any change in residential use.

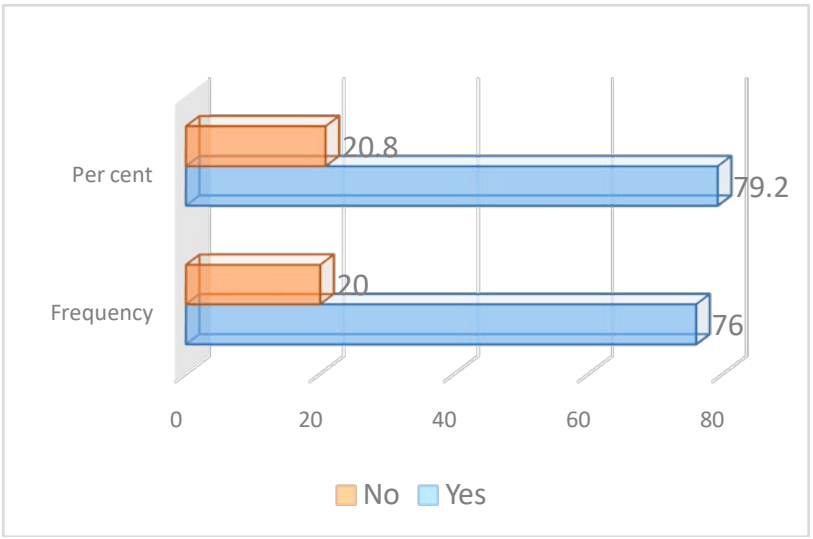


Figure 3.1: Change in the use of Building

The study reviewed that 47.9% of the respondents' confirmed that change in the use of the building was driven by demand for commercial buildings, 21.9% confirmed that the changing was done to meet up with the latest trend in the study area. 18.8% of respondents confirmed that changing was due to returned in investment, 9.4% were as a result of increased in family size, 2.1% were due to upgrade the property.

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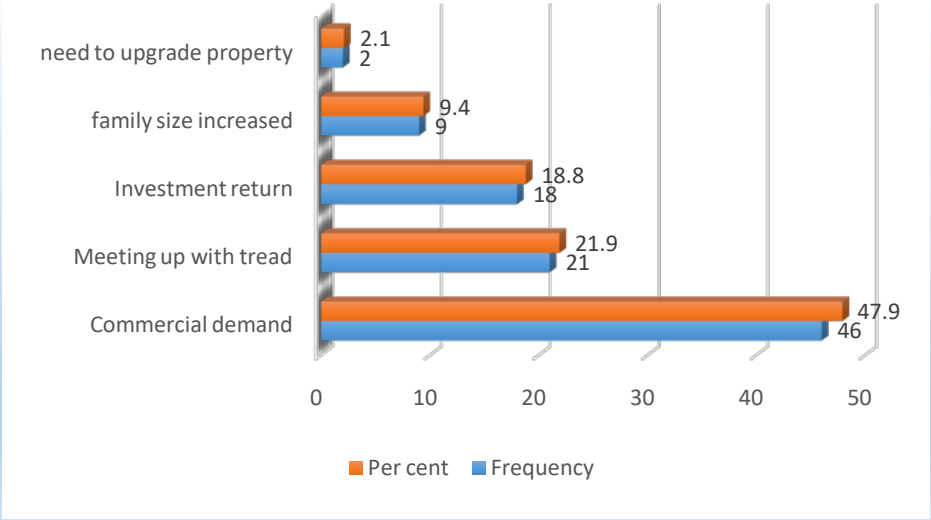


Figure 3.2: Factors Responsible for Change in Use

Study on figure 3.3 shows that 84% of the change in use that occurs within the study area to change to commercial uses e.g. shops, 6% of the change were to residential uses, 1% of the change in use were recreational uses, 4% were to institutional uses, while the remaining 1% were agricultural uses.

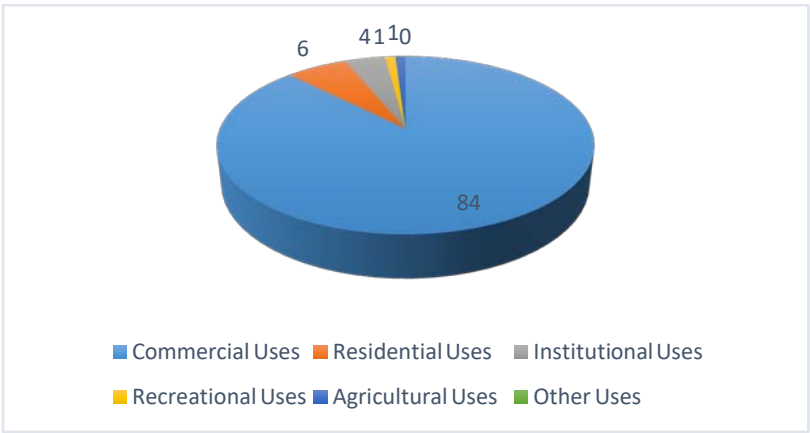


Figure 3.3: Directions of Change

IV. Conclusion

Due to the level of unregulated change of use without considering physical planning laws and regulation, in terms of its aesthetics, balance and the proportionality effects on the built environment and general health and safety of the people. The change of use of a building is common within the activity core, central business district and along the transportation corridors route. The study had established that this was fueled by the highest and best use (Owei, Obinna, & Ede, 2010). This is needs for active participation of physical planning and planners in different government parastatals to come up with means of regulating the positive and negatives consequences change in use without adequate Planning provisions and planners should implement various zoning ordinances and regulations within their prerogative for a sustainable built human livable environment.

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The Impact of Covid 19 on Event Management Industry in India

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Abstract- Event management is a dynamic territory combining conventional project management concepts with technological innovation. It requires constant up-gradation and uniqueness to organize successful events. Industries and brands usually go for events to provide interactive experiences to the customers and to gain popularity; Whereas the big-budget and big-scale events are organized to form an image of brand/product/organizations and reputation too. If we compare the Event Management Industry earlier (one or two decades ago) now then the Event Management Industry has evolved on a big scale. As per one report generally, corporate sector spends around 20% of its revenues on meetings, seminars, and other events. As per the ongoing trend, it's being seen that MICE and wedding planning is the emerging branch of event management in India.

This paper is an attempt to describe how Covid-19 (Corona Virus Disease -2019)- a global pandemic affects the Event Management Industry in India as Event Management plays a significant role in the socio-economic development of any country. It is one of the foremost sources to generate employment for urban as well as the rural public

Keywords: *event management, covid-19, event management industry.*

GJMBR-F Classification: *JEL Code: L80*



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The Impact of Covid 19 on Event Management Industry in India

Mr. Anup M Gajjar [α] & Dr. Bhaveshkumar J Parmar [σ]

Abstract- Event management is a dynamic territory combining conventional project management concepts with technological innovation. It requires constant up-gradation and uniqueness to organize successful events. Industries and brands usually go for events to provide interactive experiences to the customers and to gain popularity; Whereas the big-budget and big-scale events are organized to form an image of brand/product/organizations and reputation too. If we compare the Event Management Industry earlier (one or two decades ago) now then the Event Management Industry has evolved on a big scale. As per one report generally, corporate sector spends around 20% of its revenues on meetings, seminars, and other events. As per the ongoing trend, it's being seen that MICE and wedding planning is the emerging branch of event management in India.

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I. Introduction

The Event Management industry has emerged as one of the fastest-growing sectors contributing significantly to Indian economic growth and development. In a globally preferred emerging destination for Event Management, India has significant potential to become one of them. Due to diverse cultural heritage, abundant natural resources, and biodiversity, it helps to gain the attraction of foreign travelers to organize the event and to visit the country.

In the past decade; The Indian event management industry underwent a dramatic change. Earlier it was considered as a business of managing wedding décor and catering, but Still, nowadays it has redefined and a business that takes care of every 'happening,' be it private or public. Now people want every occasion to be done on a big scale, hence individuals and Event organizations need to hire professionals to handle the events. Various Event companies offer vast services like managing, designing, execution, vendor management, product launches, etc. To manage private activities or public events or any other special occasion, everything needs management. The event management sector in India is the fastest growing industry in India. To manage private activities or public events or any special occasion, everything needs management. "Social media" the emergence has significantly contributed to this sector. Many events such as large-scale the event, award shows, etc. easily gets highlighted not only in newspapers or T.V but also on multi-dimensional social media platforms through concern individuals.

If we take a look at the statistics, As far as the size of the event management industry is concerned; the Indian economy has witnessed remarkable growth. As per the expert's belief, It is just the commencement of a new era; as it has grown significantly. As per the report, it is expected that the industry will cross Rs 10,000 crore by 2020-21 as per reports. In 2016-2017 the growth of the industry stood at Rs 5,631 crore and grew at 16% CAGR (Compound Annual Growth Rate). Digital activation, Exhibitions, Trade shows, rural expansion, product launches, personal events, government initiatives, etc. can betaken into consideration to be the key growth drivers for the industry.

Events classification

It can be classified into Commercial Events and Non-Commercial Events mainly; however, it may be classified in various categories.

i. Social events,
ii. Corporate events,
iii. Entertainment events,
iv. Educational events,
v. Exhibitions and
vi. Fairs and special events for clients.

Social events include wedding planning event, sundowners event, kitty parties for women, anniversaries, birthday parties celebration, flea market, fundraising events for charitable trusts for the special organization or non-commercial events, social gathering, get together, etc.

Corporate covers meetings, off-sites, team building activities, seminars, webinars, conferences, award functions, brainstorming, and annual picnics, etc.

Events like movie promotions, concerts, Sunburn music events, award nights, celebrity nights, DJ Nights, music/video album releases, etc. is

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considered in the entertainment events type. Educational events include science fairs, start-up meet, technical fests, college events, annual sports event etc.

Weddings are one of the emerging event categories and quite expensive in India nowadays. Pre-wedding photo shoot and video shoots are also getting acceptance in India widely. Wedding Planners are even using the most current or latest techniques (like drones, slo-mo, fast forward, emotions, etc.) to shoot promo videos, images in innovative ways. In India; Indian people spend an average amount of $31,213 for his/her wedding, the result is as per the survey taken sometime back. The situation has changed nowadays, and anyone who has the willingness to spend finance in the event can have the wedding ritual of his/her dreams. The condition is also not far different when it comes to birthday parties and anniversary parties, corporate events.

a) The economic aspect of Event Management

The EEMA [Event and Entertainment Management Association] reveled a report in September 2017. Some of its crucial findings were, The Indian Events industry is expected to cross the 10,000- crore by Financial Year 2021. The record was based on organized events in the country, which is only 50% of the entire event industry. The figure is excluding induced revenues, direct benefits such as telecast rights. It had a value of 1 billion US dollars in FY 2017-2018. The report also states that it has been growing at the rate of a 16% CAGR (Compound Annual Growth Rate) overpowering the Entertainment and Media industry growing at an 11-13% CAGR. In a few years, it is expected to grow at a rate of 20%.

b) Segment-wise revenue contribution

Digital Events are one of the most widespread and are earning substantial returns for organizers nowadays. This is expected to contribute around 8% of the total industry revenue. Activations or Product Launches have the second-highest the potential at 22%. The Managed Events sector has the potential to make 53% of the total revenue in the coming few years. Property shows account for only 2% of the total number of events. They contribute, including exhibitions 17% of the industry's total revenue. Mostly if we talk about the clients, then 75% of clients of event firms are from corporates, mainly 36 % are Indian companies and, 19% are from global or international. The Government Events and Public Sector Events contribute around 11% of the total Industry Revenue. High Net Worth individuals contribute 9% and associations establish the remaining 5% clients.

c) Latest trends in Event Management

A mixed combination of the virtual and real-world is becoming continuous in today's events market. Modern technology makes it effortlessly available and affordable for the masses and the public. Artificial Intelligent has played a role from the time of conceptualization of any events until the organizers collect feedback or event finishes. Crowd finding is a standard today in concerts, flea markets, exhibitions, etc. Venues are no longer stadiums and fixed; People are expecting to have brainstorm activities in natural places rather than convention centers. Wedding events are taking place at the fort, forest, spiritual spaces, and no longer in party plot or banquets. Real-time data is being used for determining the form and development of events. Event safety is one of the importance of event organizers for any event.

II. About Covid-19

A novel corona virus is an infectious disease that has not been identified in humans ever before. Corona viruses (CoV) have an enormous family of viruses that spread between animals and people that most people who got infected with the COVID-19 viruses have experienced slight to modest respiratory illness and recovered without requiring special treatment in most cases. Commonly observed symptoms of COVID-19 include fever, cough, shortness of breath, sore throat, and breathing difficulties. In more serious cases, the infection can results in pneumonia or severe acute respiratory syndrome, particularly in Old age people, and those who are suffering from or had agonised medical problems like heart problems, diabetes, any chronic respiratory disease, and cancer, etc. and even death.

Concerning public health globally, the World Health Organization (WHO) has declared the outbreak an health emergency on 30 January 2020 and documented it as a pandemic on 11 March 2020. As per the Health ministry's reports; till date (29 April 2020) more than 3.10 million cases of COVID-19 have been testified in more than 175 countries and territories, resulting in more than 2,10,000 deaths. More than 900,000; people have recovered, although there may be a possibility of relapse or reinfection.

The virus is mainly spreading between persons through close contact, often via minor droplets produced by sneezing, handshaking, talking or coughing. While these droplets are producing when breathing out, they ordinarily drop to the ground or onto clean surfaces rather than stay in the air over long distances. Individuals may also become infected by touching the unclean surfaces and then touching their nose, mouth, or eyes. The life of a virus is; it can live on surfaces for up to 72 hours or more.

The best way to stop spreading and to slow down the transmission is to provide adequate information to the people about the COVID-19 virus, the disease it causes, and how it spreads. To protect yourself and others around you from infection is to wash

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your hands often using soap and water/using an alcohol-based sanitizer, rub frequently and not touching your face. To maintain a safe distance from everyone who has symptoms of cough and sneezes, to cover your nose and mouth with handkerchief/tissue/mask, when you cough or sneeze, avoid unnecessary visits to the public or crowded area or medical facilities. to follow the directions of health care authority. Currently, there are no specific vaccines or medicines or treatments for COVID-19 are available, However, many laboratories and researchers are working on It, and a few have successfully started the trial on the animal. There are many clinics/hospitals doing primary treatment which is symptomatic therapy, and helpful in most cases.

Suggested defensive measures many countries have taken, which includes hand washing, covering one's mouth when coughing, maintaining social distance from other people around you, and monitoring and self-isolation for people who doubtful they are infected. Authorities worldwide have responded by implementing travel quarantines, workplace hazard controls, restrictions, curfews, and stay-at-home orders, and facility closures, sanitizing places.

The pandemic has produced severe global socioeconomic disturbance, including one of the biggest global recessions in history. It has triggered Event Organisers to rescheduling or canceling sports, political, religious, and cultural events. Schools, universities, colleges, and other educational institutes have closed either on a nationwide in 196 countries, affecting approximately 98.4 percent of the world's student population.

a) Coronavirus-2019 pandemic in India

In India; The first case of the coronavirus pandemic 2019 was reported on 30 January 2020. Till date (29th April 2020), the Ministry of Health and Family Welfare department of the Indian Government has confirmed a total of 31332 cases, 7695 recoveries and 1008 deaths in the country. As per the expert's review, the number of infectious cases could be much higher because the testing rate in India is low in the world. The infection rate of Coronavirus 2019 in India is testified to be 1.7, considerably lower than in the worst most affected countries.

More than 20+ states of India and Union, Territories have confirmed positive cases of coronavirus; where provisions of the Epidemic Diseases Act 1897, has been invoked, and it results in the shutdown of businesses like; educational institutions, farming, fisheries, industries, and many commercial establishments etc. India has suspended all types of tourist visas, to prevent the spread of the virus. Indian Government started lifting the Indian nationals from different countries.

The Indian government stopped issuing new visas on 3rd March 2020.

On 4 March 2020, Dr. Harsh Vardhan (Hon'ble Minister of Health and Family Welfare- India) announced an essential screening of all international passengers arriving at the airport from various airports in India. More than lakhs people have been screened at airports, borders, and many of them were under isolation and surveillance he mentioned.

On 13 March, the Government of India (GoI) closed all passenger traffic (airway, seaway, roadway, railway) from all neighboring countries. All visas were suspended, except for diplomatic and another official visa, the visa-free travel for Overseas Citizens of India too. All foreign travelers returning to India from COVID-affected countries were asked to be compulsorily quarantined for 14 days. It helped to some extent spreading the COVID-19.

On 14 March, the union government stated the pandemic as a "notified disaster" under the Disaster Management Act, 2005, allowing states to devote a larger part of funds from the State Disaster Response Fund to fight the coronavirus and to save the lives of people.

On 19 March, Indian Prime Minister Narendra Modi appealed all to join for 'Janata Curfew' (people's curfew) from 7 am to 9 pm on 22 March during a 30-minute nationwide live telecast. Through this curfew, he appealed everyone, except those involved in essential services, to stay at home.

On 24 March, A nationwide lockdown for 21 days has been imposed, which was ordered by the prime minister of India Narendra Modi; which directly affects the entire 1.3 billion population of India.

Michael Ryan, the chief executive director of the World Health Organisation (WHO)'s health emergencies program, said that India had "tremendous capacity" to treat with the coronavirus outbreak and, as the second-most populous country, It will have a massive impact on the world's capacity to deal with it. Other reporters worried about the economic destruction caused by the lockdown, which has enormous special effects on daily wagers, informal workers, micro and small enterprises, farmers and the self-employed, who are left with no livelihood in the nonappearance of transportation and access to markets.

On 23 March, Coronavirus positive cases had been reported in some district hence union and state governments announced the lockdown of 75 districts. On 24 March, the Prime Minister of India declared a complete nationwide lockdown, starting from midnight for 21 days.

On 14 April, Considering the growth rate of the pandemic; PM Narendra Modi has overextended nationwide lockdown till 3 May, with a provisional relaxation from 20 April for the green zone area. A United Nations report projected a trade impact of US$348 million on India due to the COVID-19 the outbreak, creating India one of the 15 worst affected

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economies across the world. India's economy is expected that the pandemic could cause losses of up to US$29.9 billion as per the Asian Development Bank. The coronavirus lockdown in India left high chances of unemployment; considering that PM had to add, "Do not terminate any employees."

III. Effect of Covid -19 on Event Management Industry in India

As per the Event and Entertainment Management Association (EEMA); All large scale events across all categories have been postponed or canceled due to coronavirus (COVID-19) outbreak and due to the nationwide lockdown which is expected to take a ₹1 trillion hit by Sanjoy K Roy, president of Event and Entertainment Management Association (EEMA).

This comprises both formal sector and informal sector, events and trade exhibitions, entertainment events (IIFA film awards, movie promotion, music concerts, stand-up comedy shows), Sports Events (T20 cricket tournament IPL, Football events, other private and government sports events), MICE and hospitality, food and beverages, wedding events, other social events.

Currently, It is difficult to calculate the exact loss. While shootings have been suspended and promotional events have been put on hold also television shooting gets postponed, it has also affected the release of new Bollywood-dholywood movies. Several National – International sports events have been either postponed or canceled, and this carries huge losses for the sports the industry as well. For instance, the cancellation of IPL matches alone could mean a loss of Rs 10,000 crore itself for the industry.

Joseph, co-founder, and director, Wiz craft International, said that major effect would be on Small and medium enterprises, as are high chances for them to wipe out as it would be very problematic for them to survive in the hard-hitting market the situation for long. From all the segments; hospitality sector, MICE (Meetings, Incentives, Conferences, and Exhibitions) — have been hit the most due to several cancellation events across the country during this time as well as in the next few months too. Considering the impact on Travel, it directly affects foreign participation in events.

The size of an Indian Event Market is Rs. 10,000 crore; as per the Event and Entertainment Management Association (EEMA)'s the report. This excludes weddings, trade fairs, and exhibitions. If the latter is added, the overall market touches Rs 40,000 crore, said Sabbas Joseph. Now due to complete lockdown; all big scale events are being canceled or indefinitely postponed which means they are looking at 100% revenue loss as there are no chances of gathering public or crowd even National level exhibitions or trade shows have been postponed. While some event companies have adopted digital platforms but not all events can be planned, and online doesn't have a sustainable financial model, said Roy. Around 90% of daily wagers and appx. Ten million jobs under the event industry is at stake.

Mr. Roy added that In this sector, due to lockdown. there is no incoming money in April month, and the venue which is carrying huge inventory, are also facing the heat. The payments which were pending for the government (state and central) events that have been completed; the body has also requested to release that at the earliest.

The Event and Entertainment Management Association (EEMA) is straight performing with Confederation of Indian Industry (CII) and Federation of Indian Chambers of Commerce and Industry (FICCI). EEMA has requested in written and urged the government to cover the cost of salaries of daily wagers, sops for the industry, tax refund, loan facilities for the MSME sector, workers, affected by COVID-19 pandemic, and they are unable to resume the work, statutory dues, and a moratorium of paybacks on loans, interest-free for a few months.

Globally impact and aid to the Event Industry; Germany announced $50 billion into the art economy, Similarly; the United Kingdom has released 150 million pound in art segment, To Counter the impact of novel virus; Singapore, Dubai and Australia have also released funds on the events, exhibition, and creative arts industry In India; Unfortunately, in India, we can't map that How much creative arts sector contributes to the GDP of the country, as we don't come under one ministry or one department because for that, data is required, and without data, it would be very challenging to map the overall impact In this sector, Roy added.

IV. Review of Literature

a) KPMG (2020)

The pandemic novel coronavirus (COVID-19) has infected more than 150 countries and more than 28 lakh people in the world, The situation has now been aggravated by the demand, supply, and liquidity shocks that COVID 19 has imposed. Three scenarios have been explained to understand the economic effects,

1. Quick reaction across the globe including India by end April to May 2020; as china has started its manufacturing a sector where the first case has been identified; they expect GDP between 5.3-5.7percent for FY2020-2021.
2. While India can control COVID-19 spread, there is an important global recession- where India's integration with the global economy, in this case, India's growth will be lower and expected from 4-4.5 percent.

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3. I lockdown gets extended domestic and global demand will destruct and India's growth is expected to fall below 3 percent.
4. Mahendra Dev and Rajeswari Sengupta (2020)

The economy was already in a dangerous state before Covid-19 struckCovid-19 has posed an unparalleled challenge for India. With the lengthy nation-wide lockdown, global economic disruption of supply-demand chains, the economy is possible to face a prolonged period of slowdown Given the large size of the population, the unwanted situation of the economy, specifically of the financial sector in the pre-COVID-19 period, and the economy's dependence on labor, daily wagers, lockdowns, and other social distancing measures would be immensely disruptive. Policymakers need to be prepared to scale up the response to diminish the impact of the shock on both the formal and informal divisions and cover the way for a V-shaped retrieval.

b) FICCI (2020)

Federation of Indian Chambers of Commerce & Industry has mentioned the in its March 2020 edition that; India's growth the level will be slow as compared to previous years, they have involved the impact of COVID-19 on the Indian economy, Projections given by different credit giver firms like S&P Global 5.2%, Fitch Ratings 4.9%, Moodys 5.4%, OECD 5.1%. Different sectoral impact and losses have also been covered, and the suggestions have also been made which shields the industry like; Aviation, Tourism-Hospitality, Medical, Capital Market, Ecommerce, MSME, Entertainment/ Events/ Sports.

Similarly, the International Monetary Fund projected a GDP growth of 1.9 percent for India in year 2020, as the global economy hits the worst recession since the Great Depression in the 1930s recently assessed by the World Bank.

Sweety Jamgade (2018)

In tourism, MICE tourism (Meetings, Incentives, Conference/Conventions, and Exhibitions/ Events) this niche tourism segment- MICE in India is booming nowadays. With the help of this paper, it is easy to found that the growth of MICE tourism in Bangalore is 21-40%overall. It has been found that multicultural cities of India like New Delhi, Bangalore, Mumbai, Cochin, Chennai, Hyderabad and Kolkata are the advanced business centers in the nation.

c) Sustain your event Business amid COVID-19

The events industry has been badly hit by the Coronavirus Pandemic. Most of the events are getting canceled or postponed, and it has been marked as the biggest crisis in the event industry evet.

It's a confusing situation for event organizer or event planner. On the one hand, they must follow the guidelines of public health officials and the directions of government to stop the spread of the COVID-19; on the other hand, they have to sustain their event business after lockdown gets over.

1) Safety of the event attendees

To make sure the attendees are very safe by providing them with safety kits- using sanitizers, sanitization of the venue, safe travel, taking a registration-travel history, on-call doctor, temperature measure, availability of the medical facility, food quality, service staff's safety and to follow the guidelines provided by the Government,

2) Communication

An Organizer should be responsible enough for adequate announcements and passing necessary information regarding the precautions to take before attending the event to all the participants/attendees via using different platforms like posting on social media, sending and emails, etc.

3) Financial Planning

In an uncertain time, it plays a vital role in maintaining regular cash flow. It is the fact that you can no longer organize events (only physical) in this period. To sustain your business long run, you should cut down or minimize your operational costs and marketing budget.

4) Encouragement

In this tough time, it does not mean you have to stop all of your business activities due to cancellation/Postponement of events. Work from Home is the concept that should be used at the most in this time, so the tasks should be defined in such a way that can be done remotely. Even after the market starts practically for the planning of an event can be done from home until and unless the physical meeting is required.

5) Future Planning

Using the lockdown period wisely, and instead of cribbing over the situation, you can make strategies for future events that are to be organized or can be organized. An Organizer should think about the different ideas and implement them in an effective manner to serve their customers/attendees. You can utilize the time wisely for idea generation or for creative ways that lead to survival in the future.

Considering Lockdown Event and Activation Industry had a webinar using the available software technology used. EEMA, EMF (Event Management Federation-Ahmedabad) had organized WEBINAR using ZOOM application to address the queries from all over India; let me summarise;

Advising clients to plan for possible scenarios, like keep up to date with the latest information –avoid fake news, take reasonable steps to increase hygiene standards. Once you have this in place you then Communication plays an important role - with your team

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and your audience, pre-event, during the event, and post-event.

If your core business is not events, but suppose you organize corporate events, conferences, staff parties, or let say MICE segment, the risks presented by Coronavirus essential to be considered up against the outcomes of the event. This is understandable, and clients or organizers will make decisions based on their situations.

- Stay current – To deploy someone from your team to understand the situation and to keep up to date with government advice and related information.
- Design – An important part of event management "Design" spaces to reduce crowd stupidities, create virtual participation opportunities as and when available.
- Communicate – Have a clear acceleration plan for how to deal with COVID-19 during events.
- Plan – To develop a strong action plan for finance from vendors to staff, and to support the short term fututre too.
- Make hand-washing more accessible. Warm running water, soap, and sanitized napkins should be readily available. Using social media messaging, physical signages, staff awareness, and communicating this message to attendees on arrival.

If we talk about the Wedding Event the biggest market in India; People may switch their wedding venues, or maybe big fat weddings have more impacts due to the fear of traveling, fear of gathering more people from different places. If a venue shifting option is feasible then, from scratch to final everything has to be reworked and rearranged i.e. decoration, Food and beverages, including flights, hotel accommodations, and local transportation.

d) Research Methodology

The main objective of this paper is to outline the impact of COVID-19 on the fastest-growing and emerging Industry of Event Management in India. Given the nature of the study, the most opportune approach was the documentary research, oriented in two directions: one, based on the observations and discussions of Event Management Professionals review - Online Webinar organized by various Event Management bodies and professionals like; Event and Entertainment Management Association of India (EEMA), Event Management Federation (EMF) the other one based on secondary data.

e) The Objective of the Study

The purpose of this section is to provide a critical overview of the impact of pandemic Coronavirus disease -2019 on Event Management & Convention Industry in India.

V. Conclusion

Concluding remarks for the past 20+ years, it has been acknowledged that Event & The activation Industry has significantly increased exponentially. Weddings are a major business in India-can be considered under the social events was expected to $40–50 billion in size; the second largest wedding market after the USA. It can be said that Event including MICE tourism is largely associated with business travel and is rapidly expanding all over in India, which was expected to cross Rs. 10000 crore by 2021. Which got tremendous hurdle and as per the Leading Association and Experts it is expected to take Rs. 1 Lakh trillion hit. But due to the Global pandemic novel, Corona Virus Disease 2019 has heavily affected the economy globally. Federation of Indian Chambers of Commerce & Industry and international cooperative audit body has projected the growth of the Indian Economy as very low. Which directly or indirectly affect the Event Industry which is the biggest crisis the Event Industry is to be witnessed, to bring up the industry on up the Government, local bodies support is expected. The pandemic effect has left a strong impression on individuals' mindset in terms of travel fear, public gathering fear which will directly or indirectly affect the future of the Event Industry on an extensive scale; As event industry allies and working with and under different departments and bodies like Tourism, Transportation, Hospitality, Entertainment, Marketing, MICE, F&B, etc. Hence it is not possible to identify the loss adequately.

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Challenges and Prospectus of Ethiopian Tourism Industry

By Jember Belete Engda
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Abstract- Tourism is a circulation of people who travel to or stay in places outside their home country. It has being believed as a major ingredient in the economic development strategy. Ethiopia possesses numerous natural, religious, historical, non-natural and cultural tourism attractions; economic contribution and its potential are incomparable. However, various external and internal factors have been affecting the sustainable development of the tourism industry in Ethiopia. Shortage of tourist facilities, lack of skillful human resources, weak promotion, lack of integration and political will are the major negatively contributing forces. Although Ethiopia possesses massive tourism development potentials with its unique biodiversity and spectacular topographic features, its economic contribution to the country is unmatched. A solution could be the implementation of a tourism tax; these taxes can be used to fund the continuous development and improvement of its tourism markets. Thus, relieving the country of the stigma relying on foreign money to help its own industry and giving full of tourist facilities, skillful human resources, promotion, socio-cultural and political will for the tourists.

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Challenges and Prospectus of Ethiopian Tourism Industry

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Abstract- Tourism is a circulation of people who travel to or stay in places outside their home country. It has being believed as a major ingredient in the economic development strategy. Ethiopia possesses numerous natural, religious, historical, non-natural and cultural tourism attractions; economic contribution and its potential are incomparable. However, various external and internal factors have been affecting the sustainable development of the tourism industry in Ethiopia. Shortage of tourist facilities, lack of skillful human resources, weak promotion, lack of integration and political will are the major negatively contributing forces. Although Ethiopia possesses massive tourism development potentials with its unique biodiversity and spectacular topographic features, its economic contribution to the country is unmatched. A solution could be the implementation of a tourism tax; these taxes can be used to fund the continuous development and improvement of its tourism markets. Thus, relieving the country of the stigma relying on foreign money to help its own industry and giving full of tourist facilities, skillful human resources, promotion, socio-cultural and political will for the tourists.

I. Introduction

Tourism is the process where people from one place to another go for enjoyment and spend the time. It play great role for the development of a country. Through tourism demand of different commodities increasing and different cultures of the world are homogenized in one culture. On one side development occurred but on the other side different diseases are transferred from one country to another in the world. In real sense the tourism industry is link with every sector of the economy in the world. This positively and negatively affects the GDP of the country. Through tourism industry many employments were generated which play great role in poverty reduction and socioeconomic improvement of the world.

According to Chris (1990) tourism is one of the best ever rising industries that provide services and facilities for visitors who came from outside to the destination area for a period of more than 24 hours and less than one year and also it is strategically important industry that is directly and indirectly linked to the long term prosperity of a country.

Tourism is a social phenomenon that promotes the movement of visitors to a destination with certain natural or artificial features aimed at leisure, business, education, and vacation objectives (Gonzalez Fonseca, 2012). Currently, tourism is the world's largest industry and is valued at somewhere between USD$3 to $3.5 trillion, and it accounts for more than 10% of total employment, and 11% of global GDP (WWF International, 2001). Similarly, the direct contribution of travel and tourism to Ethiopian GDP was 4.1% of the total GDP and accounts for 8.4% of the total employment (creating 2,326,500 jobs), and 2.9% in the total investment of the country in 2015 (WWTC, 2017). However, the rapid growth of tourism and how to manage it sustainably is a Challenge for many destinations (Weber, et al. 2017).

According to Tekabe (2016) the tourism industry in Ethiopia has a number of challenges and opportunities. He distinguished that lack of promotion, lack of physical infrastructure, misperceptions the images of Ethiopia and shortage of trained human power as major challenges of tourism industry in Ethiopia. Vellas (2011) stated that it is newly emerging industries and became an increasingly important source of income, employment and wealth in many countries. On the other hand, various factors have been affecting sustainable development of the tourism industry worldwide. According to Philip (2017) factors affecting tourism industry development may be either internal or external. External factors like weather, safety, access to amenities, peace, and security may affect the development of the tourism industry (Becken, 2010). Likewise, internal factors like inadequate infrastructures, weak human resources, low marketing and promotion strategies (Mekonen, 2016; Selemon and Chiranjib, 2018), and weak linkage with international organizations can hinder the development of tourism industry in a given place (Tadesse, 2015; Yimer, 2016).

UNWTO forecasts international arrivals to increase by 4% to 4.5% in 2014, again above its long-term forecast of +3.8% per year between 2010 and 2020. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years. “The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism. Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth”, added Mr. Rifai. 2014 regional prospects are strongest for Asia and the Pacific (+5% to

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+6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

Though noted for its tourism potential, Africa's underdeveloped tourism sector is attracting only little number as a service sector, tourism services are playing special importance's in boosting up the image of a nation and also in facilitating the economic growth and development of a nation (Mckercher, R,1995).

Ethiopia is one of the gifted countries in the world with tremendous tourism potentials as it stands at the top position in Africa with nine world heritages sites and three intangible heritages registered in UNESCO as world heritage. Regarding tourism potentials the country is able to compete with other countries of the world, while from the point of using this potential for the benefit of the community as well as the country is not well development (MoCT, 2016).

Ethiopia's tourism sector is booming in tandem with its fast economic growth. It is also basking under stable peace and security as compared with other African countries. And that is why Ethiopia enjoyed the limelight as this year's ' Top Destination In The World For Tourists' by the European Council on Tourism and Trade (ECTT) because Observably in most developed countries, the smokeless industry has the lion's share in the overall economic growth and development of a country.

Addis Ababa, December 12/2018 – "13 Months of Sunshine." This was the inspiring slogan that defined Ethiopia for the past 50 years. In 2016, a new tagline – "Land of Origins" – was introduced by the Ethiopian Tourism Organization (ETO), recently re-flagged as Tourism Ethiopia, to revitalize the nation's struggling tourism industry.

Ethiopia welcomed over 933,000 travelers in 2017, a slight increase on the 870,000 recorded in 2016. Data from the Ministry of Culture and Tourism shows that in 2017. on a positive note, there has been a visible increase in the number of tourists in Addis Ababa after PM Abiy Ahmed's rapid reforms following years of unrest throughout the country. But these increments are not sufficient to fuel Ethiopia's ambition to become a powerhouse tourist destination in Africa.

Ethiopia deserves to be higher on the list of key African markets due to its nine UNESCO World Heritage sites. Addis Ababa is the diplomatic capital of Africa and Bole International Airport recently overtook Dubai as the major transit hub to Africa, thanks to Ethiopian Airlines – the continent's leading airliner. Unfortunately, Ethiopia is still a relatively unknown tourist destination to the traveling public and it needs to create a sense of place on travelers' minds.

II. Challenges of Ethiopian Tourism Industry

For Ethiopia, there are many challenges that need to be addressed. Some of them include the lack of effective marketing, limited access to financing, and the inadequate development and implementation of strategies. Some stakeholders have gone as far as criticizing the failures and limitations of Tourism Ethiopia (formerly ETO) for its inability to create any significant change.

Plagued by operational inefficiencies, lackluster bureaucracy, internal conflicts, and non-existent leadership, the organization has struggled to make progress on its goal of making Ethiopia a premier destination in Africa, despite having many of the tools within its arsenal.

Now a day, Tourism sector is getting attention by developing countries since it is becoming a backup for their economy stability with the fact that their economic background mainly depends on exporting Agricultural products which has little contribution for earning hard currency (Usman A. Raheem, 2008).

Teshale Biazen 2010, also support that the above problems and based on his research political uncertainty or disruption of infrastructure has a major influence of the tourism sector of Ethiopia. Essential wages in the tourism sector tend to be low in comparison to others sectors (although agriculture in many cases is an exceptional). This mostly happen as this sector income is seasonal and lost confidence of many professional experts with high salary. In return such kind of insecurity may discourage people to join this institution or to stay in for long period of time. (Bull, 1995) or employment problem is one of the bottleneck of Ethiopian tourism. According to (Gezachew Andarege, 2013), on his finding of the study mentioned that lack infrastructure, problems of securities, lack of museum, lack of service and facilities, lack of preservation and protections of heritage, financial constraints are the major challenges of tourism development in Ethiopia.

In 2016, ETO released a marketing strategy that was meant to act as a blueprint for the development of the national tourism industry. One section prioritized the development of the meetings industry (MICE) and observes the potential of transit tourism. To date little has come to fruition, besides the easing of visa restrictions for travelers and introduction of several ET-Holiday packages.

In regards to MICE, the sector continues to be led by stakeholders in the private industry. To exacerbate this, the idea of creating a much-needed convention bureau for Ethiopia was completely overlooked by ETO during a meeting organized by the

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Addis Ababa Hotel Owners Association in September 2018. This event was attended by key local stakeholders, such as, Ethiopian Airlines and the Ethiopian Events & Exhibition Organizers Association.

Another noteworthy concern is the limited access to finance. Ethiopia has the potential to support a growing tourism sector, but if the capital is not available to invest in improving both tangible and intangible assets, little progress will be made. For example, a tangible asset would be the development of tourist centers and facilities at popular sites. Intangible assets would be the effective marketing mediums and promotions to connect with travelers.

Ethiopia's government has long supported the development of hospitality assets going as far as providing tax incentives and duty-free privileges for new hotels. However, given the unappealing financing market, it has been difficult for most of these properties to open their doors. Some of the challenges facing developers are expensive borrowing rates and access to hard currency.

Furthermore, there isn't a concrete budget for developing and preserving tourist sites throughout the country. The federal government and regional states seem to rely on international financing instead of using their own budgets for these projects. For example, the government does not have the adequate funds for the restoration of the Lalibela churches. This unfortunately applies to the national parks, museums, and heritage sites.

A short-term solution to improving tourism would be to target domestic tourists and the diaspora. With targeted marketing efforts and promotions, unique destinations in Bale, Simien, Omo, and Danakil can be experienced by locals. Without properly incentivizing people on what is available, it will be impossible to show them what they are missing. Domestic tourism can be developed as a complement to the international one and offer a well-rounded tourism economy.

As it is known, the slogan of directives to be set by the government is to supervise, consult and regulate the tourism market, thereby boosting up trends in the growth of tourism services and ensuring the realization of the national economic growth and development policy set by the existing government. As cited by World Bank (2006), ups and downs in licensing of tourism service operators, inconsistent and weak supervision of such organizations by the government, little awareness as to the benefits of tourism services by the local communities, shortages of reservation software indicating tourism sites to visitors and number of registered local and foreign visitors, who got the services and image of the nation by itself are among some of the key factors that not only determine the growth and trends of the tourism sector in Ethiopia but also make the tourism sector to be at its early stage, there by further limiting the demand of local and foreign tourists towards the Ethiopian tourism sector. One reason why the study about tourism services is important is that the government cannot ensure consistent economic growth and development only from the manufacturing sector. Another reason is that currently, the government is pursuing free economic system there by allowing local privately owned organizations to take part in the delivery of tourism services in the Ethiopian tourism industry. The third reason is that provision of tourism services be it directly or indirectly are expected to contribute a lot towards the increment in the gross national product, economic growth, economic development and other policies, or objectives set by the government. The last reason is that, delivery of tourism services has its own contribution in building and sustaining the good image of a nation.

III. Recommendation

On the top of this issue, in fastest growing countries like Ethiopia, where the tourism sector is at its early stage and tourism tour operators are not plenty to meet the demand of their customers, it has become mandatory for government of a nation is to pay special attention for such sector–including thorough and periodic analysis over the trends in the growth of this sector, supplying this sector with the required skilled man power, furnishing this sector with the required infrastructure, and allocating financial resources, and also setting and practicing policies on how to deliver services in the tourism sector. (Nabil dabour, 2003). As indicated in the stock of literatures, though the tourism sector is one of the sectors contributing a lot towards the growth of the per capital income and cash inflow of a nation, provision of tourism services in Ethiopia is facing many constraints, and hence its trends become unattractive for those who want to run and offer tourism services to the local community and foreigners as well. For instance the official website of the Ethiopian culture and tourism minister provided the statics on the tourism service tour operators to various group of tourists' ratio in Ethiopia to be low, there by indicating the fact that much has to be done in the Ethiopian tourism sector. The official website of the Ethiopian culture and tourism minister exist one state owned organization, and currently there are privately owned organizations which are delivering services in the Ethiopian tourism sector.

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Acknowledgments

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The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.

Manuscript Style Instruction (Optional)

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

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The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



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It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

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Author details

The full postal address of any related author(s) must be specified.

Abstract

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Keywords

A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

Numerical Methods

Numerical methods used should be transparent and, where appropriate, supported by references.

Abbreviations

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

Formulas and equations

Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

Tables, Figures, and Figure Legends

Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.

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Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

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Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

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Tips for writing a good quality Management Research Paper

Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



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6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

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22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

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Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
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- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

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Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

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This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

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Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

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- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

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Describe generally acknowledged facts and main beliefs in present tense.

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Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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