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Keywords: *COVID-19 pandemic, tourism and hospitality, bangladesh, india.*

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ASSESSMENTOFTHEIMPACTOFCOVID19PANDEMICONTOURISMANDHOSPITALITYSECTOREVIDENCFROMTHESOUTHASIANCOUNTRIES

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Keywords: COVID-19 pandemic, tourism and hospitality, bangladesh, india.

I. Introduction

a) Background of the Study

The decade 2020 began with an alarming and unfortunate outbreak of a new pandemic, adding to the list of more than 30 novel diseases that the world has seen in the previous 30 years (Nkengasong, 2020). The new severe acute respiratory syndrome (SARS) outbreak was called the novel corona virus (COVID-19) this time.COVID-19 is a respiratory disease mainly caused by SARS-CoV-2(Severe Acute Respiratory Syndrome Corona virus 2) which was initially appeared in Wuhan, China at the end of 2019 (Berlin, Thomas, Le Faou, & Cornuz, 2020; Vardavas & Nikitara, 2020) and on March 11, 2020, and the World Health Organization (WHO) declared COVID-19 as a pandemic (Caponnetto et al., 2020). It is also known as corona virus which was coined on February 11, 2020 and belongs to the family of single stranded RNA viruses. Thus, some of this virus was responsible for the Severe Acute Respiratory Syndrome (SARS) in 2002 and Middle East Respiratory Syndrome (MERS) in 2012 (Alqahtani et al., 2020; Su et al., 2016). Particularly, the symptoms and clinical presentation (e.g. fever, fatigue, dry cough, myalgia, and dyspnea) of COVID-19 is related to SARS and MERS (Alqahtani et al., 2020; Wang et al., 2020). As of 25 March 2020, the total number of 459,419 confirmed cases of COVID-19 have been reported with 20,818 deaths around the world which represents a severe public health threat and risk to the health of the world population (Alqahtani et al., 2020; Grundy, Suddek, Filippidis, Majeed, & Coronini-Cronberg, 2020).

COVID-19 is transmitted mainly by small droplets from the nose or mouth that are ejected when a person with COVID-19 coughs, sneezes, or talks.COVID-19 continues to have an effect on many countries, with long-term impacts on labor-intensive industries like tourism and hospitality. Although tourism researchers and practitioners all over the world seem to be becoming more involved in evaluating destination vulnerabilities to pandemics like COVID-19, few have been able to get important information about tourism and COVID-19 from practitioners working in the area where the initial outbreak occurred (i.e. Wuhan and Hubei Province).Such data does not immediately lead to a theoretical understanding of destination sustainability or resilience, but it may help to underpin theory-building efforts in future studies while also offering practical background, lessons, and solutions for tourism and hospitality businesses dealing with COVID-19 and other pandemics (Knight, Xiong, Lan, & Gong, 2020).

b) Statement of the Problem

The world's economy was almost shut down overnight due to the Covid-19 pandemic (UNWTO, 2020). The pandemic has raised an enormous threat to the tourism and hospitality industry. Community lockdowns, social distancing, stay-at-home orders, travel and mobility limits, and other strategies to flatten the COVID-19 curve have resulted in the temporary closing of several tourism and hospitality businesses and a substantial decrease in demand for businesses that were permitted to continue to operate (Gursoy & Chi, 2020). Almost every restaurant was asked to restrict their business to take-out only. The government's travel

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restrictions and stay-at-home orders resulted in a dramatic drop in hotel occupancy and revenue. However, the reopening process has begun gradually, and authorities have begun to reduce restrictions, such as allowing dine-in restaurants to reopen at a reduced capacity while adhering to strict social distancing guidelines, and gradually removing restrictions on domestic and foreign travel (Gursoy & Chi, 2020).

The tourism and hospitality industry thrives on tourist trends, and policy makers make significant efforts to attract tourists in order to sustain the industry and increase the multiplier impact. However, due to the current situation, national and international travel restrictions remain in place. These travel bans, border closures, events cancellations, quarantine requirements and fear of spread; have placed extreme challenges on tourism and hospitality sectors of every country. Like other countries, tourism and hospitality industry of Bangladesh and India is going to look more shocking situation due to COVID-19 outbreak (Gössling, Scott, & Hall, 2020; Kaushal & Srivastava, 2021). On this note, this research is an endeavor to explore the overall impact of COVID-19 pandemic on the tourism and hospitality sector of the selected south Asian countries like Bangladesh and India.

c) Purpose of the Study

Tourism and hospitality is the most flourishing sector of any country that not only generates economic growth but also creates more employment opportunities and also opens up socio-economic and cultural development. We are living in the age of globalization which has benefited the global economy, foreign trade, and most significantly the tourism and hospitality industry. But unfortunately, COVID-19 pandemic eventually blocked the globalization process as well as paralyzes all potential ways of development where tourism and hospitality sector is the worst victim. Since the beginning of 2020, the whole world has been stopped due to this pandemic. Traveling from one country to another is strictly forbidden for national safety reasons. For this reason, almost all of the countries of the world are shut down and every domestic and international flight has been cancelled. Moreover, there is also restriction over the public transport around the country. So the result of this cancellation is directly impacting the tourism and hospitality sectors across the world. We observed that almost all of the hotels, motels and resorts are totally vacant in Bangladesh, and India. As Bangladesh and India became one of the worst victims of this situation, this present study aims to measure the overall effect of COVID-19 pandemic on the tourism and hospitality sector of these two particular countries.

d) Objectives of the Study

i. *General Objective*

The main objective of this study is to explore the overall impact of COVID-19 pandemic on tourism and hospitality industry of Bangladesh and India.

ii. *Specific Objectives*

To reach out the major objective, some specific objectives are framed as follows –

- To find out the impact of COVID-19 pandemic on tourism sector of Bangladesh and India.
- To explain the impact of COVID-19 pandemic on hotel sector of Bangladesh and India.
- To chalk out the impact of COVID-19 pandemic on employment sector under tourism and hospitality in Bangladesh and India.
- To identify the impact of COVID-19 pandemic on aviation industry of Bangladesh and India.
- To suggest some strategies and measures that will assist and overcome the problems in tourism and hospitality sectors.

e) Research Questions

The research questions, derived and backed-up from a preliminary literature review, as well as in coherence with the research model of this study, are listed as follows:

- How does COVID-19 pandemic affect the tourism and hospitality industry of Bangladesh and India?
- How does COVID-19 pandemic affect the employment sector of tourism and hospitality industry in Bangladesh and India?
- How does COVID-19 pandemic affect the travel and aviation sector of Bangladesh and India?
- What are the recovering strategies to reduce the damage done by COVID-19 pandemic in the tourism and hospitality industry of Bangladesh and India?

f) Major Contributions of the Study

The main objective of this study is to determine the impact of the COVID-19 outbreak on the tourism and hospitality industry of Bangladesh and India. Particularly, the research focuses on Bangladesh and India and determines the challenges they faced in tourism and hospitality sector. Moreover, this study also indicated the strategies to overcome those challenges in the short- and long-term while minimizing the global economic shocks due to the pandemic. Besides, the present study also concentrates of the impact of COVID-19 on the other main sub-services supporting tourism and hospitality sector like hotels, air travel, transport, and people related to this particular industry. So it is important for a country to protect people and maintain a healthy tourism industry. The governments should make strategies to protect the employees and staffs in the tourism and hospitality industry. Moreover, governments should offer financial relief with low-interest loans or grants.

Very little research has been conducted to explore the impact of COVID-19 on the global as well as for the Asian tourism and hospitality industry. So the main contribution of this study to the existing literature is adding new and most significant relationships with the COVID-19 pandemic and the tourism and hospitality sector of the Bangladesh and India which is the least discussed area in literature due to the less availability of data.

g) Conceptual Framework

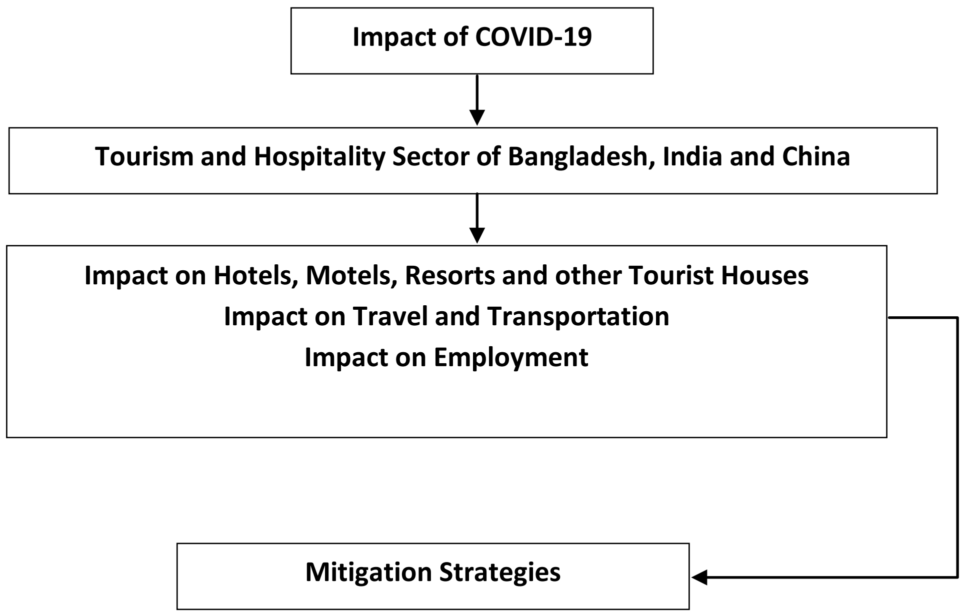

Figure 1: Conceptual Framework of the Study

h) Limitations of the Study

Given the major contributions of this study the researcher also points out a few limitations that could be addressed in future research.

- Due to time and resource constraints, the study addressed only three countries from the Asian continent. Inclusion of more countries and assess the impact of COVID-19 on their tourism and hospitality industry would enable the study to produce more generalizations.
- The study did not address other sub-service stakeholders (travel intermediaries, restaurants at destinations, locals at destinations, other accommodation providers, travel and hospitality students and even different levels of employees' etc.) viewpoint.
- This research is based on the secondary data source. The primary source of data would enable the data reliability and validity.

i) Outline of the Thesis

This thesis is organized into several chapters reflecting the importance and relevance of different concepts throughout the fulfillment of the objectives of this research study. Chapter one explores the study background, problem formulation, research questions, objectives, a framework, purpose, major contributions and limitations of the study. Chapter two presents a review of the literature. Chapter three illustrates methodology which covers all the relevant issues of the secondary research method to be followed in this study. Chapter four presents the results of the study. Chapter five elasticity's the discussion and key findings. To consolidate the answer of the objectives and research questions, this chapter synthesizes the overall findings, which follows the research implications for researchers and practitioners. Lastly, chapter six denotes the summery and further endorsement regarding such study.

II. Literature Review

a) Review of Literature

This section focuses on the empirical findings of the COVID-19 outbreak and its impact on the global tourism and hospitality industry. No doubt, due to the COVID-19 the tourism industry has been identified as of key economic sector that faced more challenges. The present study denotes that tourism and hospitality industry plays a vital role in the economic growth of any nation but COVID-19 put the barrier into it ultimately leading to risks in the economic growth of any nation.

So, the main argument of the present literature review has been developed in the following sections.

The contribution of tourism and hospitality in the global economy as well as in the world's GDP is very much significant (Naradda Gamage, Hewa Kuruppuge, & Haq, 2017). Basically, tourism is the temporary short-term movement of people to destination outside the place where they normally live and work. On the other hand, this tourism is mostly depending on the availability of the accommodation at the destination. This accommodation which is broadly known as hospitality is a core of the tourism industry, and plays a significant role in the development of this industry (Li, Naradda Gamage, Nedelea, & Haq, 2017). Eventually, the tourism and hospitality sector is a labor-intensive industry and creating the employment opportunity around the world. So we can say that tourism and hospitality sector belongs to the service sector of the economy and also provides benefits and creating opportunities for the people of around the world (Haq, Alotaish, Naradda Gamage, & Otamurodov, 2014; Naradda Gamage et al., 2017).

Particularly, main features of tourism and hospitality fall within specific attributes of a service product such as inseparability, heterogeneity, intangibility, and perish ability (Løke, Kovács, & Bacsi, 2018; Ventura-Dias, 2011). In the global economy, the contribution of tourism and hospitality sector is huge. So the betterment of this particular industry may positively influence economic growth. Numerous researchers have considered the considerable task of the tourism and hospitality industry in economic development (Gamage, Illangarathne, Kumudumali, & Nedelia, 2020). On the top of that, United Nations World Tourism Organization (UNWTO) considered tourism and hospitality sector is one of the driving forces for economic development as this sector is creating the highest foreign exchange, employment opportunities, and revenue for a country (Steiner, 2006).

The current COVID-19 pandemic negatively affected the economic development of almost all countries in the world which resulted in the biggest financial crisis in history. Due to the spread of COVID-19 pandemic all over the world, more advanced economies like the USA, UK, Japan, and Europe are also experiencing the downfall of their economies. On this note, UNWTO forecasts that trade activities may drop by 32 percent in the year of 2020. This poor economic performance is attributed to low demand, supply chain disturbances, travel restrictions, and the lockdown strategy, which are all preventative measures to prevent the COVID-19 pandemic from spreading further. Moreover, with the loss of economic activities The International Labor Organization (ILO) estimated the impact of the COVID-19 pandemic which will increase global unemployment between 5.3 million to 24.7 million (Ozili & Arun, 2020).

Among the other sector the tourism and hospitality sector is more likely to get influenced by the COVID-19 pandemic. The World Bank report showed that the global tourism sector accounts for more than 10 percent of the global GDP and 30 percent of the worlds' export services (Aguas et al., 2020). As many governments impose travel restrictions, travel bans, shutting down airports, and mass passenger cancellations, it is estimated that the tourism and hospitality industry will cost with a loss of over US$ 820 billion in revenue globally due to the COVID-19 pandemic (Ozili & Arun, 2020).

China was the first country around the world who have affected by the sudden outbreak of corona virus pandemic. Due to travel bans around the China, tourists have to cancel travel plans and hotel bookings, which has eventually affected the job and income security of tourism and hospitality related employees (Hao, Xiao, & Chon, 2020). Moreover, research found that COVID-19 pandemic significantly affects the Chinese tourism and hospitality industry. Basically, China earns huge profits with this particular industry but this current pandemic situation resulted in postponing most tourist visits to China which creates economic loss for China. Reports showed that foreign exchange earnings from foreign tourism in China were about $127.3 billion. This figure has got lowered as no individuals are traveling to China in this present time (Hoque, Shikha, Hasanat, Arif, & Hamid, 2020). Knight et al. (2020) conducted a study in Hubei Province of China and found that tourism and hospitality businesses throughout Hubei Province faced high levels of economic loss due to COVID-19outbreak, and majority respondents expressed the concerns of bankruptcy by May or June 2020. Moreover, they also estimated that international tours will not resume in the next 2 years. They also mention that their travel agency has not resumed work.

Likewise Hafsa (2020) conducted a study on the impacts of COVID-19 on tourism and hospitality industry in Bangladesh. Here the researcher showed that tourism and hospitality sector has an enormous contribution to the Bangladeshi economy. But due to the current pandemic situation the government imposed lockdown, and people have to maintain social distancing. For this reason, both domestic tourists and international tourists didn't travel around the country. As travel and tourism activities are remain closed, most of the company related to tourism, hospitality and travel are facing economic loss. Already small hotels, motels, restaurants, and travel agencies closed their businesses. As a result, thousands of people working in tourism and hospitality industry have started to become jobless. Similarly, Deb and Nafi (2020) conducted a study on the "Impact of COVID-19 Pandemic on Tourism: Perceptions from Bangladesh". They stated that the COVID-19 outbreak has significantly affected global travel and tourism. In this regards, Bangladesh has also experienced an adverse impact on tourism and hospitality sector. International and domestic tourists have cancelled all their bookings in Bangladesh. Moreover, airlines have cancelled their flights, while hotels are almost completely vacant. In this situation the tourism and hospitality industry of Bangladesh is facing enormous economic loss.

The tourism and hospitality industry of India is also affected by the COVID-19 pandemic. Study showed that the tourism and hospitality sector of India is accounted for 9.2 percent of India's GDP in 2018 and provided 2.67 crore jobs. It is found that due to the current pandemic, bookings for the entire year have decreased by 18-20 percent in 2020, while the average daily fare has come down by 12-14 percent. As corona virus is spreading overnight, the government of India imposed lockdown across the country which eventually broken the back of tourism and hospitality sector. This situation has created employment crisis in front of 38 million people associated with this sector. Notably, crores of people in India are directly or indirectly connected to the tourism and hospitality industry and they are in real crisis at the moment (Kaushal & Srivastava, 2021; A. Kumar, 2020). Besides, research also showed that India's tourism and hospitality industry now brings billions of dollars into the economy every year. Moreover, tourism and hospitality sector is one of the biggest and fastest-growing sectors in India. However, the recent corona virus outbreak causes much economic loss for the Indian tourism and hospitality sector. The Federation of Associations in Indian Tourism & Hospitality (FAITH) said that due to COVID-19 pandemic this sector is staring at a potential job loss of around 38 million, which is 70 percent of the total workforce (Jaipuria, Parida, & Ray, 2020; V. Kumar, 2020).

Koirala and Acharya (2020)conducted a study on the "Impact of Novel Corona Virus (COVID-19 or 2019-nCoV) on Nepalese Economy" and stated that due to current pandemic situation people working in tourism related industry are losing their job which has a negative impact on the socio-economic development of the country. Moreover, cancellation of tourist trips, hotels, declines in retail trade, and decline in remittance has an adverse effect to the economy of Nepal. Likewise, Bas and Sivaprasad (2020) conducted a study on "The Impact of the COVID-19 Pandemic Crisis on the Travel and Tourism Sector: UK Evidence". Here they showed that in the United Kingdom, the hospitality and tourism sector provide employment to 3.2 million people as well as produces £130 billion of economic activity and in terms of taxes, generates £39 billion in taxation for the government. Moreover, UNWTO predicts that due to the COVID-19 pandemic, 75 million jobs are at risk in the tourism and hospitality sector, a 20 percent to 30 percent expected drop in international tourist arrivals and the sustainability risk for 80 percent of small and medium-sized firms. To reduce the spreading of the corona virus the government shut down hotels, restaurants, cruise liners, gyms, sporting facilities, cinemas, amusement, and theme parks.

b) Research Gap

Notably, very few studies are available on the impact of COVID-19 pandemic on tourism and hospitality sector. On this note, the present literature is much needed to review the impact of COVID-19 on the tourism and hospitality industry, as tourism is one of the most significant sectors in both developing and developed economies around the world.

This present study tries to incorporate the overall impact of COVID-19 on tourism and hospitality sector of Bangladesh and India. Moreover, this study includes the literature based on world perspective. All these findings may help in further research.

III. Methodology

a) Research Design

In this present study the researcher adopted secondary research method. Secondary research includes research material published in research reports and similar documents. In this method the researcher analyzed and summarized the existing data to increase the overall effectiveness of research. The justification behind this method is that secondary research is much more cost-effective than primary research, as well as that data has more validity and reliability.

b) Study Setting

This present study was conducted in Bangladesh and India. As these two countries are one of the major tourist destination in south Asia, so the researcher purposefully selected the tourism and hospitality sector of Bangladesh and India.

i. *Major Tourists Places in Bangladesh and India*

Table 1: Major Tourists Places in Bangladesh and India

Tourists Places of Bangladesh	Tourists Places of India
Sundarbans	The Taj Mahal, Agra
Chittagong Hill Tracks	The Holy City of Varanasi
Srimagal	Harmandir Sahib: The Golden Temple of Amritsar
Rangamati	The Golden City: Jaisalmer
Paharpur	The Red Fort, New Delhi

Cox's Bazar	Jammu and Kashmir
Kuakata Sea Beach	Mecca Masjid, Hyderabad
Patenga Sea Beach	Amer Fort, Jaipur
Sajek Valley	The Beaches of Goa
Nijhum Island	Periyar National Park and Wildlife Sanctuary, Madurai
Saint Martin Island	Agra Fort
Chimbuk Hill	The Ellora Caves, Aurangabad

c) Data Collection

There are many ways of collecting data for performing research in the tourism and hospitality management sector. Many researchers in this area are using both quantitative and qualitative research method to collect data for their relevant studies. Moreover, researcher also using secondary research method for collecting data in this field. This present study adopted a secondary research methodology where the researcher collected data from books, journal articles, news articles and web pages.

d) Search Strategy

The researcher conducted this study by using secondary literature which has already published on this topic all around the world. More precisely, we tried to focus on the impact of COVID-19 on tourism and hospitality sector of Bangladesh and India.

The researcher reviewed the literature systematically from those published in English language. The researcher searched through several electronic databases including Pub Med, Science Direct, Scopus, Emerald Insight, EBSCO, JSTOR, and Google Scholar by developing search strategies specific to their subject headings and text word. In this study, searches were conducted by using the keywords including "impact of COVID-19 on tourism and hospitality" or "impact of COVID-19 on tourism and hospitality sector of Bangladesh" or "impact of COVID-19 on tourism and hospitality of India". Searches were carried out with the Boolean operators "OR" and "AND" between the main phrase and the aforesaid keywords. It is noteworthy to mention that, the researcher obtained only those articles that were more likely to meet the objective of our study. Besides, the researcher also went through the reference arrangements of the selected articles which were further screened for important papers.

IV. Findings & Discussion

a) COVID-19 Impacts: Evidence from Tourism and Hospitality Sector of Bangladesh and India

Tourism and hospitality industry is connected with other business industries and also deals with them directly or indirectly. Transportation, aviation, accommodation is one of them. Moreover, there are lots of people who are also directly or indirectly involved with this sector. This current COVID-19 pandemic situation halted all the mentioned sectors. Here how COVID-19 would affect the tourism and hospitality industry of Bangladesh and India is presented below.

b) Evidence from Bangladesh

i. *Impact on Tourism and Hospitality Sector of Bangladesh*

Since the beginning of March, 2020 the tourism and hospitality sector of Bangladesh has been negatively impacted by the COVID-19 outbreak. Eventually, the number of patients in Bangladesh with COVID-19 has continually increased since the beginning of April, 2020. As a result, from the mid-march, the Government of Bangladesh initiated strict bans on visiting tourist spots around the country. On this note, tourism and travel related activities were stagnated. Moreover, all the international flights were cancelled. All these travel restrictions and flight cancellations have led the occupancy rates of luxury hotels to decline by staggering amounts (Rahman, 2020).

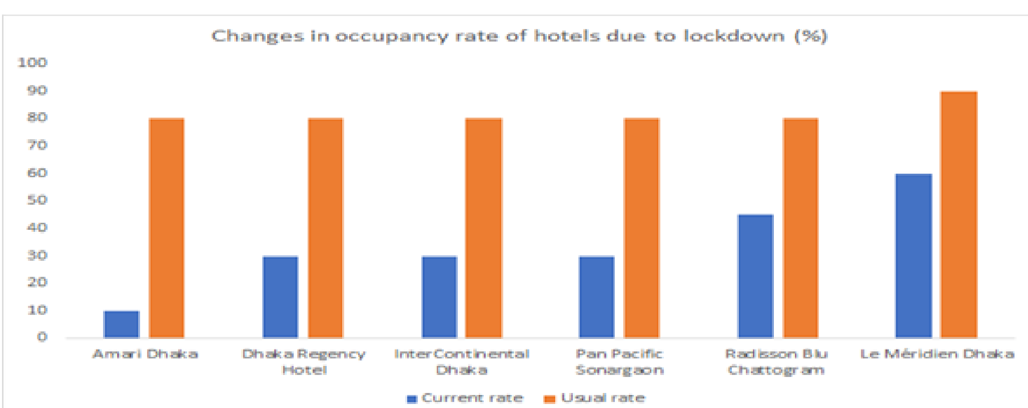

Figure 2: COVID-19 impact on the occupancy rate of luxury hotels [Source: The Daily Star]

The perfect time or peak season for tourism business in Bangladesh is November to June. During this time both local and international tourists visit the most attractive tourist destination of the country. But due to the current pandemic the tourism and hospitality sector of Bangladesh has fallen on really bad times. The effect of COVID-19 has proven so huge that it could take years for the sector to return to its usual form. It fell on the nation like bolt from the blue. People working in the tourism and hospitality industry, like all other industries, have started to sketch out projected losses. The popular spots are abandoned, hotels are closed, and tour operators and other stakeholders must shut down operations. As a result, they could become one of the worst victims of the corona virus outbreak (Hafsa, 2020; Hasan, 2020; Rahman, 2020)

The United Nations World Tourism Organization (UNWTO) mentioned that Bangladesh tourism and hospitality industry will face a loss of about TK 40 billion the year of 2020. As all international flights have been postponed and domestic travelers are unable to travel due to the lockdown, the tourism and hospitality industry is in a more vulnerable position right now. Besides, Tour Operator Association of Bangladesh (TOAB) forecasts that tourism and hospitality sector of Bangladesh will suffer a loss of around TK 5,700 crores due to the outbreak of COVID-19. On the other hand, due to the Corona virus outbreak, hotel occupancy rates are declining and the area appears to be deserted. According to the secretary of the Bangladesh International Hotel Association, this was the peak season, but because of the Corona virus, occupancy rates have dropped by 30 percent (Hafsa, 2020).

According to above figure-2, the occupancy rate of hotel Amari Dhaka sank to just 10 percent, The Six Season Hotel already lost TK 1.5 crore since the outbreak began. Moreover, occupancy rate of La Meridian Dhaka dropped from 90-95 percent to about 60 percent.

ii. *Impact of COVID-19 on Employment in Tourism and Hospitality Sector of Bangladesh*

Civil Aviation Authority of Bangladesh said that because of the current pandemic situation on-arrival visas for all nationalities have been suspended in Bangladesh. Moreover, the tour operators in Bangladesh will struggle to stay alive due to the cancellation of scheduled tour packages from abroad. Besides, domestic tourists are expected to maintain self-isolation. As a consequence, the domestic, inbound and outbound tourism sector in Bangladesh is going to face enormous economic losses and job cuts. According to UNWTO, the Bangladesh tourism industry is projected to face a loss of USD 470 million in 2020 (Deb & Nafi, 2020; Hafsa, 2020).

Statistics showed that around 4 million people are employed in the tourism and hospitality sector directly or indirectly. Pacific Asia Travel Association's (PATA) Bangladesh Chapter has estimated that more than 0.3 million people working in the travel and tourism sector are currently at risk of losing employment(Deb & Nafi, 2020).

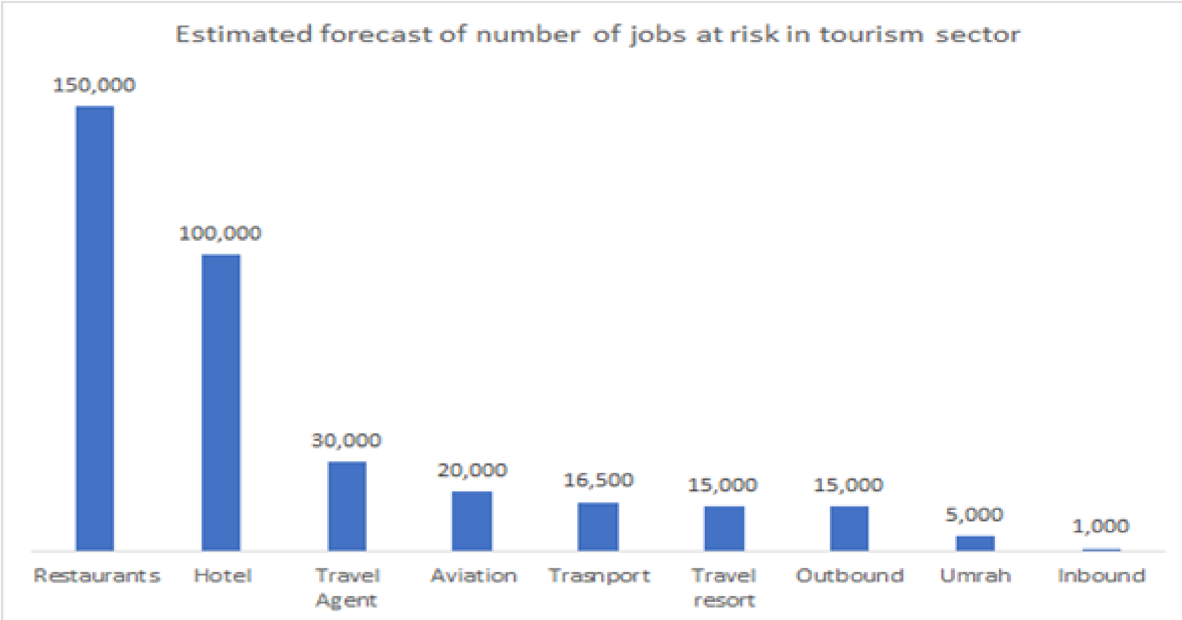

Figure 3: Estimated Forecast of Number of Jobs at Risk in Tourism Sector in Bangladesh

iii. *Impact of COVID-19 on Aviation Industry of Bangladesh*

Air transport and aviation industry is directly associated with the tourism and hospitality industry. The current COVID-19 pandemic outbreak has had severe adverse effects on the global aviation industry. Moreover, it put the airlines in Bangladesh under extreme financial pressure as well. In a chain reaction, other sectors dependent on airlines such as readymade garments, labor market, tourism and hospitality, etc. have been affected. The number of flights has drastically dropped after the lockdown as almost all the flights were suspended.

Besides, reports showed that the local airlines such as Biman Bangladesh, NOVOAIR, US-Bangla combined have incurred losses of BDT 3.5 billion. Biman Bangladesh has cut 70 percent of flights on international routes and the number of passengers on domestic routes fell by 25-30 percent.

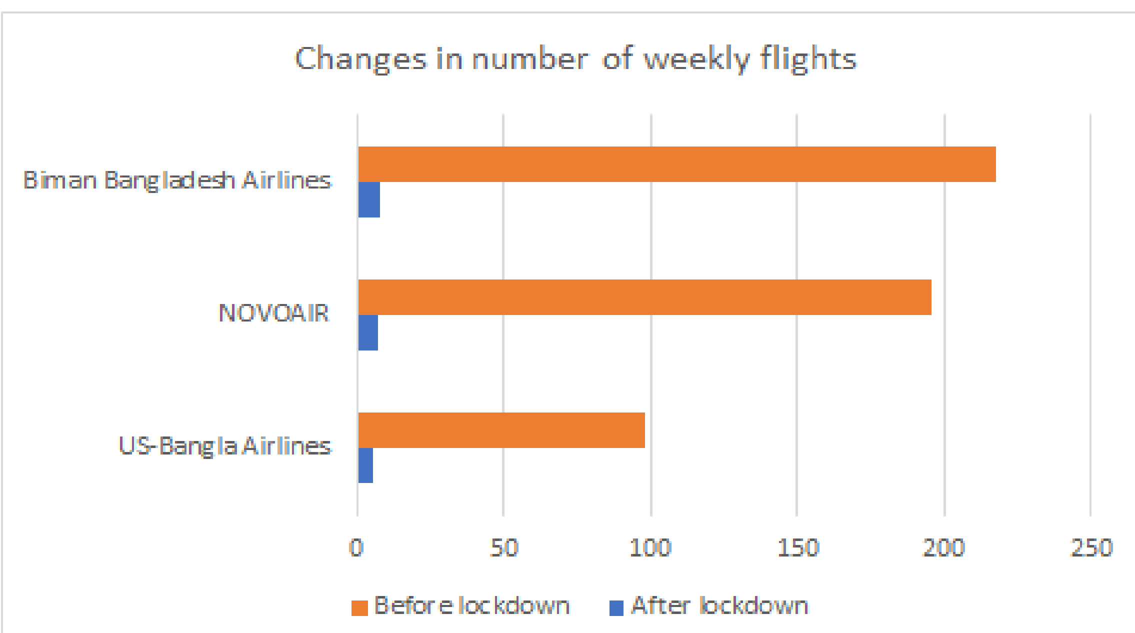

Figure 4: COVID-19 Impact on Weekly Flight Numbers [Source: The Daily Star]

c) Evidence from India

i. *Impact on Tourism and Hospitality Sector of India*

India is a developing country renowned for its distinctive traditions, history, and unmatched hospitality. It is a major destination for many international tourists and creating several employment opportunities and generating enormous taxes for the country. Basically, Indian tourism industry can be divided into three major segments, which are (i) international inbound tourism; (ii) domestic tourism; and (iii) outbound tourism. Reports showed that the Indian tourism and hospitality industry has created about 87.5 million jobs around the country, with 12.75 percent of total employment, which eventually contributing INR 194 billion to India's GDP. Besides that, the sector grew by 3.2 percent in 2019 compared to 2018, with 10.8 million international tourists arriving in India, generating USD 29.9 billion in foreign exchange earnings. In this regard, India ranked 8th in terms of total direct travel and contributed USD 108 billion to tourism and hospitality. The reports also showed that there is a 66.4 percent decline in overseas tourists' arrivals in India in March 2020 compared to the last year (Ahmed & Krohn, 1992; Jaipuria et al., 2020).

It is estimated that COVID-19 pandemic will cost the Indian hospitality industry losses to the tune of 620 crores. Study reports showed that the hotel chain and standalone hotel segment is staring at losses over 130-155 crores, whereas the alternate accommodation segment is likely to make losses of over 420-470 crores (V. Kumar, 2020).

ii. *Impact of COVID-19 on Employment in Tourism and Hospitality Sector of India*

The corona virus pandemic will cripple India's tourism and hospitality industry, with an estimated loss of 5 lakh crores and work losses of 4-5 crore people. Reports presented that of the total losses, the organized sector in the industry like branded hotels, tour operators, travel agencies which are the mainstay of the sector may be hit the hardest with an estimated loss of around 1.58 lakh crore.

iii. *Impact of COVID-19 on Aviation Industry of India*

In 2020, the COVID-19 pandemic had a huge effect on the Indian aviation sector, with major airlines lying off workers, sending them on leave without pay, or cutting their wages due to losses and difficult times. The Airports Authority of India (AAI) stated that Indian airlines will post net losses of about 21,000 crores during the fiscal year (FY) 2021, a result of the travel restrictions and impact on passenger traffic due to the COVID-19 pandemic. Since the COVID-19 pandemic outbreak in India, Ministry of Civil Aviation (MoCA) stopped international travel operations with effect from March 23, 2020 and domestic travel operations with effect from March 25, 2020. For this reason, the Indian aviation industry's capacity and passenger growth have been significantly impacted (Kaushal & Srivastava, 2021; A. Kumar, 2020). Reports showed that the two listed airlines such as IndiGo and SpiceJet Limited have together lost about 31 crores per day during the month between April and September 2020 (Kaushal & Srivastava, 2021).

V. Recommendation

a) Recommendation

While the world is still struggling with the COVID-19 pandemic, the number of confirmed cases and casualty is growing higher in our study area. The findings of this study showed that this pandemic situation has brought lot of negative impacts to the tourism and hospitality sector of Bangladesh and India. In this section the researcher presented some policy recommendations, strategic measures and actions which can pull this sector from current as well as further crisis.

This policy recommendations section is structured with the focus on (1) preparedness, (2) relief and response and (3) recovery and reformation.

i. *Preparedness*

In general, the tourism and hospitality industry, like any other, seemed to be unprepared for the COVID-19 pandemic. Indeed, the pandemic came across like a level five global cyclone. We can also compare it with the earthquake of the highest magnitude. As a result, the tourism industry lacked the required understanding of the COVID-19 pandemic's impact. Moreover, the capacity to deal with disaster risk governance was also insufficient. Besides that, there was no clear evidence from the tourism industry in support of DRR investments for resilience and adaptation. Apart from the 1918 Spanish flu pandemic, COVID-19 put the tourism and hospitality industry by surprise in a way that no other modern pandemic had before. Despite being similar, advances in travel, particularly on airlines and cruise ships, allowed the COVID-19 pandemic to spread around the world within a short period of time.

As COVID-19 can easily spread in confined and crowded spaces, so enhancing preparedness in airlines, cruise ships, and all ports of entry should be a top priority in the future. However, ports of entry failed to detect the corona virus. In the case of the cruise industry, better medical preparedness on board is needed so that it can rely less on ground-based facilities in the event of emergencies or future outbreaks. Besides, improved sanitation procedures on cruise ships are also required, with guests being educated on the importance of good hygiene. Therefore, in the time of recent COVID-19 pandemic, the cruise industry needs to do more work on improving evacuation and quarantine procedures.

Similarly, many tourists must have been saving for a long time in order to take a vacation. This has made travel advice difficult to follow and cancel. On this note, the tourism and hospitality sector should work with the insurance industry on a long-term plan to scale up travel insurance in preparedness for the disasters like COVID-19. Moreover, other measures may include government rehabilitation of unemployment and general health insurance.

Last of all, the tourism and hospitality industry needs to come up with reformed Disaster Risk Reduction (DRR) protocols, mainly revamping preparedness. The Sendai Framework for DRR and management remains the main guideline document for such preparedness. On this note, both small and large companies should develop potential impact scenarios and map how particular tourism and hospitality industries need to prepare for themselves.

ii. *Relief and Response*

Almost all of the global destinations remained subject to some kind of COVID-19 travel restrictions in accordance with the report by the United Nations World Tourism Organization (UNWTO) on 8 May 2020. Moreover, the UNTWO states that 25 percent of all cities around the world had been restricted for at least 3 months and that 40 percent had been restricted for at least 2 months. Approximately 156 destinations had their international travel borders fully closed (57 percent in Africa, 80 percent in America, 70 percent in Asia and the Pacific, 83 percent in Europe and 62 percent in the Middle East). This has resulted in a massive burden on tourism business activities. Although many countries still faced a great challenge when preparing for COVID-19, relief and response measures were heavily dependent on timely warnings by the World Health Organization (WHO). Unfortunately, the WHO, by contrast, relies on timely notifications from member States, which China may not have done allegedly. In general, the economic stimulus package and favorable monetary policies, especially those aimed at bailing out small and medium-sized enterprises, should continue. While some jurisdictions such as Canada, Pakistan and the Philippines have reduced repos rates three times, while others have reduced them twice, more cuts are still possible where repositories continue to be above zero. Where additional rounds of economic stimulus packages are still open, the urgency is crucial in this regard. The social security networks were also triggered, including unemployment benefits and insurance. There are some common COVID-19 economic stimulus packages including relief on income generation constraints and relief from corporate taxes obligations, direct lending, loan guarantees, debt moratorium, grants and subsidies, social security as well as utility measures which must be brought fully on board. These may also be extended in the recovery phase.

iii. *Recovery and Reformation*

The UNWTO developed its "COVID-19 Tourism Recovery Technical Assistance Package" to assist member states in the gradual recovery from COVID-19. On this note, the UNWTO package emphasizes that the new reality in hospitality, travel and tourism must be met by all stakeholders in the tourism sector. The package consists of three pillars: economic recovery, marketing and promotion and institutional strengthening and resilience building. Both the quantitative and qualitative impact of COVID-19, particularly for small and medium-sized enterprises, should be assessed from the economic recovery front, with appropriate economic measures being taken. In terms of marketing, effective promotion strategies are needed, including market identification and targeting, product diversification, and the creation of appealing pricing and packaging guidelines. Finally, institutional strengthening and resilience-building efforts will concentrate on improving working conditions in terms of health, safety, and consumer trust. It will also concentrate on improving skills and developing other related protocols. Some of these matters were picked up by the World Travel and Tourism Council (WTTC). The UNWTO further mapped the SDGs that the COVID-19 Tourism Recovery Technical Assistance Package would impact on.

Here the UNWTO COVID-19 recovery package and impact on SDGs is given below –

Table 2: UNWTO COVID-19 Recovery Package and Impact on Sdgs

COVID-19 Recovery Pillar	Sustainable Development Goal (SDG) Impact
Economic recovery	SDG 1: No poverty
	SDG 8: Decent work and economic growth
	SDG 10: Reduced inequalities
	SDG 12: Responsible consumption and production
	SDG 17: Partnership for the Goals
Marketing and promotion	SDG 9: Industry, innovation and infrastructure
	SDG 11: Sustainable cities and communities
	SDG 10: Reduced inequalities
	SDG 17: Partnership for the Goals
Institutional strengthening and building resilience	SDG 1: No poverty
	SDG 4: Quality education
	SDG 5: Gender equality
	SDG 8: Decent work and economic growth
	SDG 9: Industry innovation and infrastructure

Global Journal of Management and Business Research (F) Volume XXII Issue III Version I Year 2022

	SDG 10: Reduced inequalities SDG 11: Sustainable cities and communities SDG 12: Responsible consumption and production SDG 17: Partnership for the Goals

The WTTC also came up with a supporting initiative to the UNWTO assistance package. The WTTC's "Safe Travels Global Protocols" initiative was designed for the new normal in the tourism and hospitality sector which is given below –

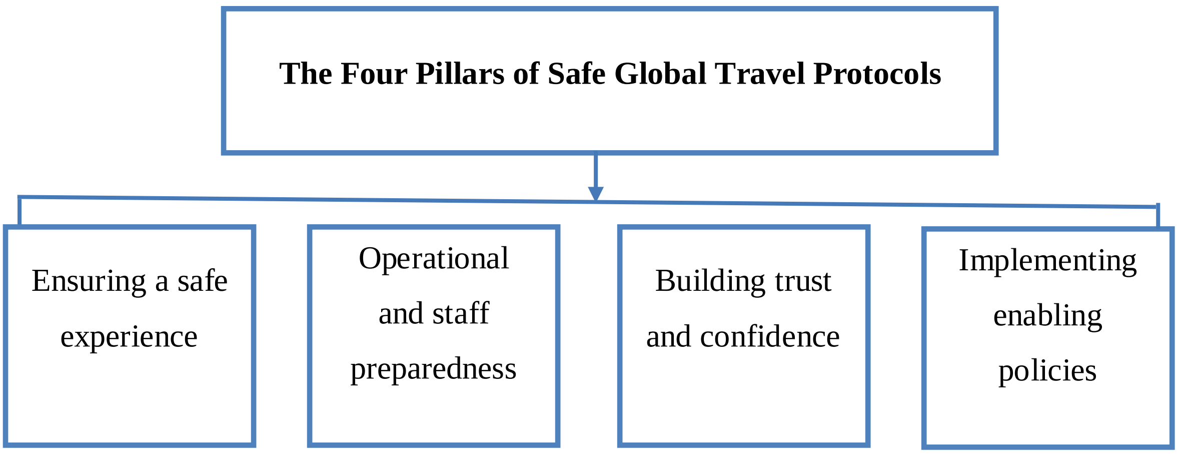

Figure 5: Safe Travel Global Protocols Pillars

VI. Conclusion

a) Conclusion

This present study provides a brief background of the COVID-19 outbreak and examines the overall impact of this pandemic on the tourism and hospitality industry of Bangladesh and India. After conducting the study, we can conclude that COVID-19 has an adverse effect on the tourism and hospitality industry of aforementioned countries. Both domestic and international tourists cancelled their bookings due to the pandemic. However, travel restriction in these countries has led to the cancellation of all air travels. For that reason, businesses are losing their revenue as well as employees are losing their jobs. The UNWTO stated that the 100 percent travel restrictions on global destinations in 2020 had the hardest hit on the tourism and hospitality sector, compared to the other sectors. The present study also found the decline of tourist arrivals and tourist revenue in the study area as well as all over the world in 2020. It also further evaluated a sudden loss in the air travel industry, hotel industry, and employment sector. On this note, it can be concluded that the COVID-19 pandemic era hit hard in the tourism sector. In this situation, special stimulus package from the government is necessary for the travel and tourism industry to survive the current situation and revive after the pandemic.

b) Practical Implications

The findings of the present study hold broader implications for tourism practitioners. The issue of health and hygiene is one of the most important considerations for the tourism and hospitality sector at the moment. Tourism and hospitality management must consider wearing masks mandatory until a sustained solution, for instance the most contemplated solution which is COVID-19 vaccine, is achieved. Irrespective of type of operations, managers must consider creating dedicated task forces among employees to address hygiene issues and related training and awareness creation especially in the hotels. Moreover, the tourism and hospitality organizations should set some standards like mandatory temperature checking and its record keeping at the entry and exit points of work places and institutions.

c) Theoretical Implications

The study's contribution to the theory is in the form of various themes such as Human Resource Management, Health and Hygiene, Continuity, and Concerns that can be studied as valuable factors in future researches. In view of the existing pandemic these should be regarded as crucial to the current theory on hospitality and tourism related study. During this period, there is also an expansion in theoretical contribution which this study will add to the existing epidemiological crisis literature on the context of tourism

Global Journal of Management and Business Research (F) Volume XXII Issue III Version I Year 2022
11

and hospitality. The study also included the perspectives of those who are responsible for preparing manpower and hiring them once they have completed their necessary skills training and education for the tourism and hospitality industries.

The current SARS COVID-19 outbreak will have a greater and longer-lasting effect, particularly in the absence of an immediate vaccine to provide immunity to the general public. The perpetuity of this outbreak is critical for the tourism and hospitality sector. The impact will last longer, and industries that depend on social interactions, such as tourism and hospitality, will need to prepare for turbulent times ahead. Going forward, it will be important for governments and marketing companies to conduct research into the industry's consequences as a result of the current disaster. This study supports the idea of raising consciousness and seeing the pandemic as a wake-up call to plan for the consequences. Other dimensions of the current study that have been illustrated in the future study, such as changes in travel and dining patterns, cautious spending, the need for adaptability, market analysis, leadership positions, and demographic concerns, will be crucial in preparing the industry and stakeholders.

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Abbreviation

COVID-19	Corona virus Disease 2019
SARS	Severe acute respiratory syndrome
UNWTO	United Nations World Tourism Organization
WHO	World Health Organization
USA	United States of America
UK	United Kingdom
TOAB	Tour Operator Association of Bangladesh
PATA	Pacific Asia Travel Association
WTTC	World Travel and Tourism Council
INR	Indian Rupee
GDP	Gross Domestic Product
USD	United States Dollar

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Governance Framework for Farm Tourism in Camarines Sur, Philippines

By Julyven Marta Fridas P. Maniscan

Abstract- This study aims to design a suitable governance framework for the promotion of farm tourism in the province of Camarines Sur. This was done by describing the current state of the industry, profiling farm tourism stakeholders, and determining the existing relationship between stakeholders and the current governance set-up in the province. Different government agencies, Local Government Units (LGUs), academe and farm-owner operators are involved as respondents of the study.

Qualitative method including Key Informant Interviews (KII) and desk review were done to collect data. The findings revealed that the farm tourism industry in Camarines Sur is still young yet developmental. Likewise, the social network analysis illustrates a self-managed type of network governance. This results to limited efforts on farm tourism done in the area. Hence, the study recommends a process framework for its transition to NAO type of governance.

Keywords: *farm tourism, network governance, governance framework, development.*

GJMBR-F Classification: *DDC Code: 338.479172981 LCC Code: G155.C35*

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Strictly as per the compliance and regulations of:

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I. Introduction

Tourism is undeniably one of the most important industries in the world because of its major contributions to the economic growth of different countries. Its role is not limited in achieving economic development goals but also vital in fulfilling social, environmental, and human development goals (Millennium Development Goals). It has been included as targets in SDG Goals 8, 12, and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources respectively.

One sub-set of tourism which is currently emerging in the Philippines is agri-tourism or farm tourism. It is defined as an activity, enterprise or business that combines elements of tourism with elements of agriculture (Tennessee Agritourism, 2003). Moreover, the Farm Tourism Development Act of the Philippines known as RA 10816 explains farm tourism as the practice of attracting visitors and tourists to farm areas for production, educational and recreational purposes. It involves any agricultural and fishery based operation or activity that educates and trains farm visitor and tourists and provides venue for outdoor recreation and accessible family outings. This shows a combination of agriculture, tourism, environmental conservation, and education which could help further boost economic growth and generate additional employment. It is a hybrid concept that can be harnessed as a form of special interest tourism focusing on unique travel experiences and activities that people may enjoy in agricultural settings. Hence, a niche product that has a lot of potentials.

The concept of farm tourism is not a new phenomenon. Since the early twentieth century, it has been recognized worldwide (Busby and Rendle, 2000) and emerged in the 1990s in many countries when sustainable development became one of the recent trends. In a study conducted in 2012 by Xu, et.al in North Carolina, farmers and residents concluded that farm tourism is important for delivering an array of socio-cultural, environmental, and economic benefits to society. Its development can provide an added value to farm lands and different forms of livelihood to the community. It also enables transfer of skills among farmers and people of all ages from all walks of life.

Underscoring the importance of the industry, it is beneficial if the potential of agrifarms in areas where agriculture and tourism are major contributors in local economy will be magnified through stakeholders' engagement. Therefore, this study aimed to design a governance framework which helps to define the roles and functions of each stakeholders necessary for the development of farm tourism in Camarines Sur.

Camarines Sur is one of the provinces in Bicol Region, Philippines. It has a land area of 5,497.03 km2 which is 29.87% of the total regional area. It is considered as the largest in terms of population and land area among the 4 other provinces in the region. It has a lot of strengths in both tourism and agriculture sectors. Its strengths include a very strategic location and fertile soil suited to the growing and production of a wide variety of food and commercial crops. Its locally grown fruits and ornamentals are already gaining popularity in foreign markets, hence, the existence of many farms. In 2015, it was considered as the province which posted positive growth production (DA Annual Report). The province has become one of today's most exciting growth areas in the country's business market because of its natural resources which continue to attract foreign and domestic tourists.

In 2012, Camarines Sur became also the top tourist destination with a record-breaking of 2.5 million visitor arrivals (PSA PR-201502-NS1-01). However, in 2013, it was reported by the Philippine Statistics Authority (PSA) that Camarines Sur has declined in

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terms of tourists' arrival due to the lack of activities in some of its well-known tourist destinations. Because of this, a convergence effort of stakeholders is seen to form a strong foundation to continuously boost the economic growth of the area, make the tourism industry more vibrant, and promote awareness of more products and services that agriculture and tourism could offer. Furthermore, an established governance framework can help encourage more farmers in making their farms a hub for learning and receiving tourists from different places.

Therefore, to attain all of these, it is helpful to describe the state of farm tourism industry in Camarines Sur, examine the relationship of its stakeholders, and determine the governance framework that will harmonize the actors, so that the industry will be developed, thereby, serve as an engine of sustainable and a more inclusive form of development.

II. Literature Review

a) *Farm Tourism as an Engine of Sustainable Development*

Although there are different forms of tourism, Nagar (2013) accounted in his study that tourists are looking for a balance between tourism, nature and culture, conservation and development in every place they visit. In the 1990s there has been a growth of new types of tourists in rural spaces, with behavior patterns clearly different from the homecoming motivation of traditional rural tourism (Brown & Hall, 2000, Perales, 2002). This paves the opportunity for developing non-traditional tourist destination, such as the countryside tourism. This shows that tourists visit destination not only for recreation but for a more meaningful cause. Nowadays, tourists are more attracted to go rural which is developed at a smaller scale than mass tourism. Also, tourist's inclination towards novelty, culture, history, adventure, heritage and interaction with local people, urge policy makers to develop rural tourism, a new trend in tourism which satisfies the current needs of tourists that are unhappy with mass tourism. It constitutes an alternative to traditional mass tourism. Hence, the emergence of farm tourism.

Farm tourism as a form of rural tourism is considered as a mechanism for inclusive and sustainable development through capacity development and technology transfer. Lack (1995) cited that in these parts of the world, farm tourism is viewed as a legitimate way to enhance farm income thus contribute to the stability of rural areas (Agricultural Land Commission, 1997). Morais et.al, in his study concluded that farmers and residents of North Carolina recognize that farm tourism is important for delivering an array of socio-cultural, environmental, and economic benefits to society. The widespread recognition of farm tourism as an educational tool and a way to preserve rural heritage (i.e., by educating the public about agriculture, preserving farmland, and sharing rural heritage and lifestyles) suggests that farm tourism farmers and promoters (e.g., local development agencies) need to capture those benefits in their advertisements to further promote the industry.

Dabphet (2006), stated that many researchers involved in the study of tourism have suggested sustainability as conceptualy important. Some researchers (Archer & Cooper, 1998; Ham & Weiler, 2002) have attempted to concentrate on the relationship between economics and the environment. Alternately, Butler through broadly (1999b) defined the concept of sustainable tourism development within three areas of sustainable development (environmental, socio-cultural, economic) and associated it with the idea of carrying capacity. Lane (1994, p.102) suggested that sustainable tourism should aim 'to minimize environmental and cultural damage, optimize visitor satisfaction, and maximize long-term economic growth for the region'. These ideas gave rise to the emergence of several research studies in sustainable tourism, and farm tourism in particular. Schmitz, et.al (2013)conducted a study on the position of farm tourism in Walloon Tourist Market. He emphasized that there is a future in the farm tourism industry if the link to agricultural activities is maintained. Which means, that there should be greater participation from the farmers and the host community.

b) *Farm Tourism and Stakeholders*

Nagar's (2013) study, emphasized that identification of stakeholders' involvement in destination tourism planning and development, as well as the factors that might influence their level of involvement, are not only important for tourism destination planners, but also the host community's support for destination tourism development and competitive strategies. Similarly, in the case of farm tourism development, the role of stakeholders such as regulators, technology provider, communities, and owner-operators are very important. Their interrelationship will determine the positive and negative effects of farm tourism operations to participants. Likewise, it will also pave way to promote the industry.

Section 11 of the *Republic Act 10816* (RA10816) known as an 'Act Providing for the Development and Promotion of Farm Tourism in the Philippines' indicates the different bodies that should initiate and be involved in the promotion of farm tourism in the country. This includes the roles of the Department of Trade and Industry (DTI), Agricultural Training Institute (ATI), Technical Education and Skills Development Authority (TESDA), and other agencies.

Additionally, section 4 of RA 10816 cites that the Farm Tourism Strategic Action Plan in consonance with the National Tourism Development Plan shall likewise define the roles and responsibilities of national

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government agencies, local government units (LGUs), farm tourism operators, tour operators, educational institutions, and other industry stakeholders in its implementation. Also, Republic Act 9593 known as the *'Tourism Act of 2009'* states that the country shall 'strengthen the role of tourism councils and encourage the participation of non-government organizations (NGOs), people's organizations (POs) and the private sector in initiating programs for tourism development and environmental protection' and 'encourage private sector participation and farm tourism for countryside development and preservation of rural life.

Furthermore, it is important to note that these legal frameworks encourage cooperation among, and/or request the assistance of, departments, bureaus, offices, agencies or instrumentalities of the government, farm tourism stakeholders, financial and educational institutions, nongovernment organizations, people's organizations and other like-minded institutions and individuals in the implementation of its functions to effectively attain the promotion and development of farm tourism in the country.

Lastly, Dabphet noted that educational institutions also play important roles in the process of sustainable tourism development. They are seen as the producers of the educational experience and are ultimately responsible for planning, development, and delivery of the tourism knowledge.

c) Governance as Harmonizer of Stakeholders

Governance refers to the management of the country's economic and social resources for development (World Bank, 1987). The United Nations describes it as a complex mechanism, process, relationships, and institutions through which citizens articulate their interests, exercise their rights and obligations and mediate their differences while Kooiman (1993) defines it as 'the pattern or structure that emerges in a socio-political system as a common result or outcome of the interacting intervention efforts of all involved actors'. These definitions show that it involves people, policies, and processes to provide framework to which certain decisions and actions will take place. More so, it includes the identification of roles, responsibilities, capacities, and accountability of each stakeholder and how they interact with one another to attain certain goals.

Governance functions as harmonizer of stakeholders. It balances competing goals between each of them. Bourne (2015) para phrased Cadbury's (2002) definition of governance 'as holding the balance between economic and social goals and between individual and communal goals. The governance framework encourages the efficient use of resources and require accountability for the stewardship of those resources. The aim is to align as nearly as possible the interests of individuals, the organization and society". This is also very much relevant to how the World Development Report (WDR) 2017 defined governance as the process to which state and non-state actors interact to design and implement policies within a givens et of formal and informal rules that shape and are shaped by power, which makes others act in the interests of those groups and individuals and to bring about specific outcomes. In this sense, governance is very much needed in order for the stakeholders to function well and manage themselves well to ensure the responsible use of the resources they have. The practice of a suitable type of governance such as collaborative governance or network governance should take into place.

III. Methodology

a) Methods and Design

This study is an exploratory research. It is also qualitative as it aimed to explore the meaning and understanding of a complex social environment such as the relationship of farm tourism stakeholders and its current governance set-up. Analyses were based on the data gathered from the field and did not employ any statistics to explain the findings.

A combination of secondary and primary data gathering methods are used in the study. Data about the current state of farm tourism (plans, programs, initiatives, projects) were gathered through Key Informant Interviews (KIIs). Mandates of the government agencies were reviewed from their respective websites. Likewise, brochures, pamphlets, and other materials from selected farm tourism sites were also collected and became the sources of other relevant information. Furthermore, a desk review method was also done for the Implementing Rules and Regulations (IRR) of the RA 10816 and other relevant documents.

The researcher analyzed the profile of stakeholders and their perceptions on the current state of farm tourism industry through content analysis. Other methods used are, social network analysis (SNA), power interest analysis and SWOT analysis. The power interest matrix is used to classify stakeholders according to the level of power an interest they have. On the other hand, the SWOT analysis is done to highlight the resources of municipalities on farm tourism and identify areas which needed attention.

IV. Results

a) Status of the Farm Tourism Industry

Table 1 summarizes the data gathered from the KII and desk review. It substantiates that the farm tourism industry in Camarines Sur is not yet well-established. In this case, the key essence of the Republic Act 10816 which is to disseminate the value of agriculture, provide additional income to farmers, and involve the community are not yet realized. At present, farm tourism industry is considered small scale but has potentials given the existence of stakeholders that can help farmers to develop their farms operate as a farm tourism site and lure visitors who can contribute to economic development. The perceptions simply imply that all stakeholders need to play significant roles so that more coordinated farm tourism development can be achieved. The fact that tourism demands a more systematic approach more than any other agencies requires a strong foundation for its development.

b) *Profile of Stakeholders*

i. *Farm Profile*

The results of the study show that the seven (7) farms included in the study offer diverse crops (Table 2). They offer unique farm tourism experience given the variety of activities that tourists can enjoy. Out of the seven (7) farms, there are two which can be considered as 'Gem Farms', farms planted with a specific crop which serves as its banner product. These are the Bicol Strawberry Farm known for its high-quality strawberry production and the MikeLiz Integrated Farm known for its dragon fruit plantation. Most of the farms show a very good fusion of agriculture and tourism. Another notable feature is the farms' product innovation which shows a great potential in attracting tourists and visitors. The MikeLiz Integrated Farm based on its profile, offers unique products from its farm produce. This displays good characteristics of a farm tourism site by making use of what is inside the farm and turn them into unique and profitable products.

Considering the accreditation status of farms, it is noteworthy that currently, only Sonrisa Farm was granted an accreditation by the Department of Tourism (DOT) as a farm tourism site. Nonetheless, some are already certified in Good Agricultural Practices (GAP), Organic Agriculture, recognized as Learning Sites of the Agricultural Training Institute (ATI) and Farm School of the Technical Education and Skills Development Authority (TESDA). These are indications that farms are either integrated or diversified, specialized farm producing a specific commodity, or it demonstrates a special technology.

In addition, only the Iriga City Organic Agrciulture Learning Farm (ICOALF) is owned and funded by the government and the rest are small family farms which affirm the statement in the previous part that most of farm tourism sites in the Philippines are still privately owned and operated. Thus, collaboration of stakeholders is much needed, otherwise, farms will just be operating independently without the participation of other stakeholders.

c) *Profile of the Government Agencies*

Cited in Section 8 of the Implementing Rules and Regulations (IRR) of the Farm Tourism Development Act of the Philippines, is the creation of a Farm Tourism Development Board composed of the Department of Tourism (DOT), Department of Agriculture (DA), Department of Trade and Industry (DTI), and the Academe. These agencies are expected to take the lead in crafting and in the implementation of policies, projects, and activities toward the development and promotion of the industry. Table 3 shows its mandate as a government institution and their plans and current initiatives.

In general, it is good to affirm that each of the major agencies has taken initial steps to at least help the farmers appreciate the value of farm tourism, expand partnerships, and develop the industry in general. However, from the profile, there is no stated activities and projects which show collaborative effort between the four of them. This implies that there is a need for a comprehensive strategic action plan which will involve stakeholders and other line agencies and can guide them address their needs, share resources, expand network, and explore possible options to develop the industry in Camarines Sur.

Governance among stakeholders is an important element to consider in the development of the industry. It is important to note that sustainable tourism development cannot be achieved without governance because of its nature; that of fostering common goal by collective action (Zeijl-Rozema, Cörvers, Kemp, & Martens, 2008). Table 5 shows the summary of the functions and roles of each stakeholder or national agencies as stated in the Implementing Rules and Regulations (IRR) of the RA 101816.

d) *Profile of the Local Government Units (LGUs)*

Topcu (2017), underscored the importance of farm tourism industry as a sector for the development of the locals who are dependent on farming. Thus, it requires initiatives from the LGUs.

Table 4 shows the profile of two offices which are the Tourism Office and Municipal Agriculture Office (MAO) in seven municipalities where selected farm tourism sites are located. They were profiled since they are two important pillars of the Local Government Units (LGUs) because of their mandates on tourism and agriculture development.

The findings show that efforts of the LGUs on farm tourism, do not focus much on farm tourism. Nonetheless, there are plans for implementations. The data show that there is still a need for collaboration between the two offices at the local level and a comprehensive understanding of their roles and functions being the pillars off arm tourism development at the LGU level.

e) *SWOT Analysis of Municipalities*

Table 5 shows the SWOT analysis of each municipality included in the study. It highlights the resources of the municipality which they can capitalize and areas which needed attention. Strengths include the existing industries such as ecotourism and faith tourism which can complement the farm tourism industry. Aside from hospitable people, other municipalities cited community participation, accessibility, good water and electricity supply, and their farmers as strengths. These characteristics can strengthen farm tourism and enable them to sell unique rural experience to visitors.

Moreover, the municipalities also cited weaknesses which can limit farm tourism development in their areas. Both are cognizant about the limited budget, lack of support from other stakeholders, and lack of capital of small farmers to develop farm tourism sites. These weaknesses can be the bases of the LGU for future initiatives. The identification of needs suggests that farm tourism development should be prioritized.

In general, the strengths and opportunities identified by the Local Government Units (LGUs) affirm the statement that Camarines Sur has an edge over other provinces in the Bicol Region. This implies that the farm tourism industry can be further developed by capitalizing on each municipality's resources. The strengths of the municipalities indicate that tourism and agriculture are both major industries. However, interventions from the government are needed to address the weaknesses cited. The interventions should come from the concerned agencies through careful analyses and validation.

f) Stakeholders' Relationship

This study applied the Social Network Analysis to determine the existing relationship of stakeholders. However, only the degree of centrality is determined. *Degree Centrality* is an attribute of individual actors as a consequence of their position. The sizes of nodes (stakeholders) shown in the network map indicate who are the central actors among all stakeholders considering the number of ties they have. Here, the in and out degree centrality are examined. In-degree centrality is the total number of ties the node (stakeholder) has, as a result of referral from other nodes (stakeholders) while the out-degree centrality indicates the number of stakeholders that the node has referred to. Freeman's approach was used in determining the degree centrality.

The SNA was done through a network map which was drawn from the responses of the Key Informants (KIs) of the different agencies. Each of the respondents identified agencies or entities (not limited to the ones included in the study) which they consider as farm tourism stakeholders. There was no limit as to the number of stakeholders they referred to.

The network map generated (Figure 1) shows that the DOT is the most central stakeholder as it has the biggest size of node. It has also the highest number of ties for in and out-degree centrality. Considering the in-degree centrality, the DOT and DA-ATI are the central actors. This implies that these agencies are the ones seen by other stakeholders prominent in the farm tourism development. According to the Freeman's approach, if the actor receives many ties, they are often said to be prominent, or to have high prestige. That is, many others seek to direct ties with them, and this may indicate their importance. This is because that they received the most number of arrows from other stakeholders. For the out-degree centrality, the DOT followed by the CBSUA display highest level of awareness of the stakeholders who need to be involved in the farm tourism industry in Camarines Sur. This implies that these agencies are willing to have a tie or coordination with the stakeholders they referred to

Anchoring on the social network analysis, the stakeholders are also analyzed through a power and interest matrix. According to Mayers (2005), stakeholder power can be understood as the extent to which stakeholders are able to persuade or coerce others into making decisions, and following certain courses of action. Power may be derived from the nature of a stakeholder's organization, or their position in relation to other stakeholders (for example, line ministries which control budgets and other departments) while interest is how actors respond and get involved in different farm tourism activities. In this case, the Department of Tourism (DOT), Department of Trade and Industry (DTI), Central Bicol State University of Agriculture (CBSUA), and Agricultural Training Institute (ATI) are classified as stakeholders with high power and interest. Their power is derived from their position as government agencies. In terms of relation to other organizations, the DOT and DA-ATI as shown in the stakeholder's analysis are central actors considering the in-degree centrality. They are seen as prominent stakeholders. Meanwhile, the DOT and CBSUA are considered actors with the highest level of awareness in terms of stakeholders with crucial role in the farm tourism industry. These characteristics of stakeholders are manifestations of their high interest while their position as government agencies is a manifestation of their high power. On one hand, the Local Government Units (LGUs) are classified as stakeholders with high power but low interest in farm tourism. This is supported by the social network analysis wherein LGUs are seen as an important stakeholder by government agencies as well as farm owner-operators. However, a very limited number of LGUs are functional in the farm tourism industry. None of them has incorporated farm tourism initiatives in their Tourism Development Plans and functions of the Tourism Office as well as the Agriculture office. Lack of personnel to handle farm tourism projects is also a challenge to the LGUs. All of these are manifestations of low interest on farm tourism despite having direct contact with the community and has the full responsibility over the resources in their locality.

Meanwhile, farm tourism site owners are seen to be the stakeholders with high interest but low in power. They posed very high interest on farm tourism by their commitment in farm development and engaging in farm tourism operations. However, the lack of farm tourism association which can be a medium for their concerns make them less empowered to access technical and financial support from the government. Nonetheless, the government agencies recognize them as crucial in farm tourism development as shown in the social network analysis. Lastly, the community is viewed as the stakeholder with low interest and power because of their lack of knowledge on farm tourism and less involvement in farm tourism operation which need to be given attention because of their vital role in the industry.

Generally, the stakeholders which are high in power and interest should be kept satisfied while those classified as low in power but with high interest should be monitored. On the other hand, those with low interest but high in power should be managed closely and the stakeholders which are low in power and interest should be kept informed.

g) Governance Framework for Farm Tourism in Camarines Sur

This part of the study combines the network analytical and ''governance'' perspectives. Thus, network governance is discussed in this section. Network as a form of governance is viewed as a mechanism of coordination, or network governance (Kenis and Provan, 2008). It promotes interdependency and coordination for mutual benefit (Arganoff, 2001). Sectors and actors (state, market, and civil society) come together in a policy cycle through joint interest in a specific activity and outcome that no one party can address without the contributions of the other.

As cited by Huppe, et.al (2012) in the "Frontiers of Networked Governance", governance networks do not merely aggregate resources, but are structured to take advantage that each participating sector brings different resources to the fore; they combine the voluntary energy and legitimacy of the civil-society sector with the financial muscle and interest of businesses and the enforcement and rule-making power and coordination and capacity–building skills of states and international organizations (Börzel, 1998; Creech, 2008; Goldsmith & Eggers 2004; Reinicke & Deng, 2000). These networks create bridges that enable various participants use the advantage the synergies between the resources that they contribute, allowing for the pooling of knowledge, the exchange of experience, and for the generation of a feasible institutional framework for fruitful collaboration. Because they span socioeconomic, political, and cultural differences, networks can transform what might otherwise degenerate into counterproductive confrontations across public, private and civil society sectors into constructive, collaborative relationships (Reinicke & Deng, 2000). Additionally, governance networks allow part of societal steering and problem solving to be accomplished by a wide variety of actors that agree to create problem solving spaces outside the government, to address all or some of the stages of strategy formation: (1) problem analysis (2) goal formulation stage, and (3) strategy development and implementation.

Kenis and Provan (2008) categorized network governance into three modes(Table 8), the self-managed or participant-governed network, lead organization-governed network, and the network administration organization (NAO). Each of these has different structures and characteristics which may be considered in adopting the type of network governance in farm tourism.

By examining the stakeholders' profile and the network map of stakeholders using the characteristics of the three modes of network governance, two main factors were noted:

- There is no separate entity which facilitates the operation.
- There are very limited networks between stakeholders.

The current farm tourism governance can still be improved by adopting a form of governance which will mold more functional stakeholders. Therefore, this study considered the four contingency conditions proposed by Kenis and Provan (2008) that are likely to affect the successful adoption of any of the three forms of network governance. According to them, these factors (*trust, number of participants, goal consensus, need for network-level competencies)* are important and can explain considerable variance in the choice of one form or another. In general, they argue that as trust becomes less densely distributed throughout the network, and as the number of participants gets larger, as network goal consensus declines, and as the need for network-level competencies increases, brokered forms of network governance, like lead organization and NAO, are likely to become more effective than shared-governance networks.

The characteristics of the farm tourism industry in Camarines Sur show that the network administrative organization (NAO) form of network governance is suitable to be adopted in Camarines Sur. This means that the industry should evolve from self-managed to network administrative organization type (NAO) of network governance. This considers the diversity of the stakeholders which come from the different sectors, the number of industry actors, and the need to centralize the processes so that a certain entity would be able to manage and sustain the network. It should be noted, however, that movement from either shared governance or a lead organization to an NAO involves strategic choice. That is, evolution is not simply a natural process that occurs as contingency components. Hence, a separate entity or NAO should be created first to make the framework functional. In creating the NAO, an organization should take the initiative to capacitate the stakeholders which will be involved. During this process, the industry may adopt the lead organization type of governance. Through this, decisions and activities are coordinated to the DOT-RO V as the lead organization.

NAOs typically have board structures that include all or subsets of network members (Evan and Olk 1990; Provan, Isett, Milward. 2004). Hence, the DOT is selected as it has the capacity and resources to organize the stakeholders and capacitate actors in the provincial level (based from the SNA). The process of forming the NAO should be included in the initial steps of shifting the industry from a self-managed to a brokered-type of governance (Figure 7). Table 9details how the industry could shift from a self-managed to a network administrative organization (NAO) type of governance.

h) NAO Structure

In creating the structure of the NAO, this study proposes to pattern it to the composition of the Farm Tourism Board in the national level. The National Farm Tourism Board is included in the IRR of the RA 101816. This is to ensure that the operations of the industry will be facilitated and all stakeholders from the different sectors are well-represented. The structure which is based on the national level also ensures that accountability and responsiveness are considered.

Figure 3shows the proposed organizational structure for the PFTDB. It illustrates the governance framework for farm tourism stakeholders in Camarines Sur adopting the network administrative organization type of network governance. Figure 4 shows that each stakeholder has a two-way arrow indicating interdependency between networks. All of them should create and strengthen network with the identified actors/agencies to make the governance framework functional. The Provincial Farm Tourism Farm Board is situated at the center being the lead agency or the entity which is responsible for managing and sustaining the stakeholders' network. The NAO which needs to be functional serves as a broker among stakeholders within the province and initiator of programs on farm tourism.

The framework acknowledges that public - private tourism partnership represent pooling of knowledge, expertise, capital and other resources from various stakeholders (Bramwell and lane 2000). However, it should always be considered that the NAO or any type of governance does not guarantee a perfect and smooth operations. Hence, the coordination between stakeholders, willingness/commitment to contribute to the desired goal, and cooperation are three important institutional functions which facilitate the development of the industry. Kenis and Provan (2008) further clarified that a particular governance has practical implications. From a policy perspective, it should be clear that selection of governance form, whether through mandate or funding incentives, can have critical implications for overall network effectiveness. From a management perspective, effective network management requires the need to recognize and respond to both internal and external network demands, both when selecting a governance form and when managing tensions that arise as part of that form.

V. Conclusion

This study generally aimed to design a governance framework suitable for the farm tourism industry in Camarines Sur. The objectives of the study focused on the current status of farm tourism in Camarines Sur and the relationship of stakeholders. Several stakeholders were identified based on the Implementing Rules and Regulations (IRR) of the Farm Tourism Development Act otherwise known as RA 10816. The agencies included are the Department of Tourism-Regional Office V, Agricultural Training institute-Regional Office V, Department of Trade and Industry-Camarines Sur Provincial Office, and the Central Bicol State University of Agriculture as the representative for the academe sector. These stakeholders were chosen as they were identified by the govergnment to comprise the Farm Tourism Development Board. Likewise, there were seven (7) farm tourism sites chosen to be a part of the study. These farms are practicum- partners of Central Bicol State University of Agriculture and have satisfied the pre-requisites of a farm tourism site. Interviews were also conducted among Tourism Officers and Municipal/City Agriculturists of municipalities where selected farms are located. Secondary data were also obtained from secondary sources such as brochures from farms, Tourism Development Plans (TDPs) of municipalities, and other relevant documents from the agencies. The mandates of government agencies were also taken from their official websites.

The study was qualitatively interpreted. The current status of farm tourism industry was analyzed and described based on the perceptions of the major agencies. The researcher used content analysis in interpreting the data gathered. Other data were analyzed using the social network analysis through the use of the UCINET software, power interest analysis and case study which highlights one of the farms which applies best practices in farm tourism and SWOT analysis.

Results of the study revealed that the farm tourism industry in Camarines Sur is still young, and developmental. The profile of the farms also revealed that farm tourism sites in Camarines Sur are diverse in terms of activities, crops produced, as well as services offered. Lack of policy orientation and in-depth

Global Journal of Management and Business Research (F) Volume XXII Issue III Version I Year 2022

understanding on farm tourism are posed as challenges of government agencies in initiating farm tourism-related programs. Meanwhile, the profile of the Local Government Units (LGUs) shows that there is a need for understanding and appreciation of farm tourism concepts among the tourism office and agricultural office in the municipal level. Lack of designated personnel to handle programs on farm tourism is also a problem. Although some municipalities are exerting effort to assist farmers, the coordination between the two offices (tourism and agriculture) still needs to be strengthened.

The roles, strengths, weaknesses, as well as the stakeholders' implications in involving them in governance were also assessed based on their profile and the current relationship that they have. In terms of the current relationship that the stakeholders have, the DOT is considered as the most central actor. The network map shows that the DOT and the DA-ATI are the most prominent entities in the industry while the DOT and CBSUA are the one with high level of awareness as to the stakeholders with important roles in farm tourism industry. This also implies their willingness to have a network with greater number of stakeholders.

Overall, the study concluded that network administrative organization (NAO) type of network governance is the suitable mode of governance for the development of farm tourism industry in Camarines Sur. In establishing this, the industry should evolved from a self-managed to a NAO type of governance through different strategies. This way, stakeholders can build networks and promote convergence effort. This form of governance also enhances learning between network actors, and may result in strategic alignment towards common goals and collective outcomes, thus enhance the ability of the network to create shared value. The NAO type of governance can be attained by capacitating the Provincial Government of Camarines Sur through the effort of the Department of Tourism-Regional Office V (DOT-RO V0 which is considered as the most prominent actor among the stakeholders.

Further, the study recommends the conduct of research studies focusing on community participation on farm tourism and the acceptability of NAO as a governance framework for the industry in Camarines Sur.

Statement of Contribution

- What is the Contribution to Knowledge, Theory, Policy or Practice Offered by the Paper?

This research introduces concepts and ideas necessary in understanding the basic principles of farm tourism as an industry. It is an exploratory study which considers the current status of the farm tourism industry, relationship of stakeholders, and current governance set-up as bases in determining the ideal governance framework.

More so, the study is anchored on the concept that governanceserves as harmonizer of stakeholders. Thus, study contributes to the knowledge building of network governance and its application to the development of an emerging industry such as farm tourism.

The output of the study aims to serve as basis in developing strategies and policies on farm tourism and provide better understanding of the importance of the elements of public governance such as such as institutions, systems and processes, and actors of development.

- How does the Paper Offer a Social Science Perspective/Approach?

The study encompasses the fields of governance, development management, and farm tourism.

It covers concepts on network governance as a mechanism to promote interdependency and collaboration for mutual benefit. Hence, the researcher included state and non-state actors as respondents of the study.

It also highlights the roles and importance of stakeholders from various sectors which is anchored on the very aim of Development Management - to capacitate the government, private sector, and civil society as major development actors.

Lastly, the paper highlights farm tourism not just as a subset of tourism but a tool in achieving a more inclusive and sustainable form of development.

Research Highlights

- The farm tourism industry in Camarines Sur, Philippines is young, yet, developmental.
- The stakeholders of the industry exhibit a self-managed mode of governance.
- Harmonizing and limiting factors are identified and considered for a functional governance framework.
- The farm tourism industry in Camarines Sur has to evolve from a self-managed to a network administrative organization (NAO) mode of network governance.

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The Mechanism of Assessing Human's Economic Excellence by using "KPI" Tools

By Navruz-Zoda Bakhtiyor Negmatovich
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Abstract- The article describes the concept of "human economic excellence". An algorithm for the calculation of the "multiplier of human economic excelence" is recommended in five stages. "Significant skill indicators" for evaluating a person's economic excellence by using the KPI tool has been produced. On the basis of these assessment indicators, four quality levels were determined: "a person with economic excellence", "a person with economic maturity", "a person with economic potential" and "a person without economic excellence" based on the author's method of evaluating the real economic excellence of 500 employed people in the Bukhara region of the Republic of Uzbekistan.

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THEMECHANISMOFASSESSINGHUMANSECONOMICEXCELLENCEBYUSINGKPITOOLS

Strictly as per the compliance and regulations of:

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I. Introduction

The concept of "perfect man" has been interpreted differently in different periods. According to N.Komilov, "a unique moral code of a perfect person was developed, and having these qualities was considered as a dream of every person. It is also clear from this that the notions of good morals and the perfect person in the Middle Ages have a relative nature - on the one hand, the concept of an abstract being, which is considered to be the totality of spiritual and spiritual power, intelligence, and good qualities, and on the other hand, a person who aspired to this peak and achieved certain positions was also considered a perfect person" [1]. These and other interpretations have mainly expressed the three-dimensional image of a perfect person: physical, spiritual and mental.

In the conditions of the market economy, the concept of a perfect person is based on the expansion of the "economic excellence" component [2] along with the physically healthy, spiritually mature and intellectual components. The fact is that today it is not enough to be a healthy, polite and intelligent person. He must also have the ability to earn enough money to meet the needs of himself and his family members who are not able to work, and to cover household expenses. Therefore, when evaluating a person economically, it is important to determine his economic excellence.

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It is appropriate to distinguish two abilities that describe the economic excellence of a perfect person: 1. Human ability to work consists of specific and abstract types of physical and mental work, arising in the process of using labor force in practice. A person makes a living by receiving wages as a result of work. 2. Human entrepreneurial ability is a form of realization of the entrepreneurial qualities of each person in active and independent entrepreneurial work, effective use of the connection of production factors, making consistent management decisions, mastering technological and organizational-management innovations, is the economic ability of a person related to assimilation of innovations, risk-taking and provision of profitable work [3].

People with economic excellence is matured in the process of labor and entrepreneurial activity in the business system in the following four stages: formation of human ability as capital; education of a person capable of working as a labor force; creating an entrepreneur with developed entrepreneurial skills; to reach the level of a business person in the status of a company manager.

In the article, the task of developing Key Performance Indicator (KPI) that allows to quantitatively determine these skills with the aim of evaluating the development of human economic excellence and the development of labor and entrepreneurial skills in the economy was set.

II. Analysis of Literature on the Topic

Instrumental skills, interpersonal skills, imaginative skills and systemic skills [4] are of great importance in determining the qualities that describe a person's economic excellence.

Also, the psychological approach to determining economic excellence is worthy of attention, according to which the personal qualities that determine the inclination to entrepreneurial activity and psychological readiness are divided into the following three groups [5]: 1. "Qualities describing the characteristics of the nervous system and thinking" group. 2. "Characteristics of the motivational field" group. 3. "Leadership phenomenon" group.

3 areas of competence ("ideas and opportunities", "resources", "actions") as a tool aimed at increasing the entrepreneurial potential of European

citizens and organizations in the scientific research conducted by the European Commission on the issue of the structure of competence in the field of entrepreneurship (EntreComp - Entrepreneurship Competence Framework) 15 with basic competencies [6], they play an important role in describing the economic excellence of a person.

The model "Business Excellence" created in cooperation with leading European companies with the support of the European Foundation for Quality Management (EFQM) serves as an effective tool for assessing the entrepreneurial ability in relation to both opportunities (qualities) and results (partial and final). According to Dmitriy Maslov, a member of the expert group of the European Foundation for Quality Management on the revision of the EFQM-2006 model, Aleksandr Shestakov, an expert of the jury for the award of the Government of the Russian Federation for quality, and Derek Midhurst, director of the UK company "D&D Excellence Limited": "The philosophy of Total Quality Management (TQM) As a European interpretation, the concept of EFQM, in turn, is also a practical tool (model) intended to be used for quality improvement" [7]. The EFQM "Business Excellence" model can serve as a methodological basis for evaluating human economic excellence.

The Key Performance Indicators (KPI) approach [8], developed by dividing entrepreneurial skills into hard skills, soft skills, and digital skills, serves as a basis for the scientific justification of the mechanism for evaluating a person's economic excellence by using the KPI tool.

III. Research Methodology

In the study, using the method of systematic analysis, human economic excellence was divided into two levels - labor and entrepreneurial skills. Key Performance Indicators (KPIs) describing 7 main and 40 sub-criteria for evaluating human economic excellence was developed using the method of logical analysis. Using the grouping method, the achieved state of a person's economic excellence was divided into high, moderate, medium and low level of economic excellence. By using the comparative method, based on the comparison of real and standard levels of economic ability, 4 quality authorities of a person: "skilled", "mature", "competent" and "unskilled" were recommended.

IV. Analysis and Results

In order to evaluate the economic excellence of a person, we recommend that the calculation of the "Multiplier of the economic excellence of a person" be carried out in the following five steps (Figure 1):

The first stage. Forming a standard determinant of a person's economic excellence. We recommend the phrase "economic excellence" as a benchmark for a person's level of economic perfection. In this case, we understand "economic excellence" as a set of economic skills that allow a person to skillfully perform labor and business activities.

Economic skills depend on the economic roles performed by a person. A person shows his abilities and potential in the economic sphere in the process of performing various economic roles.

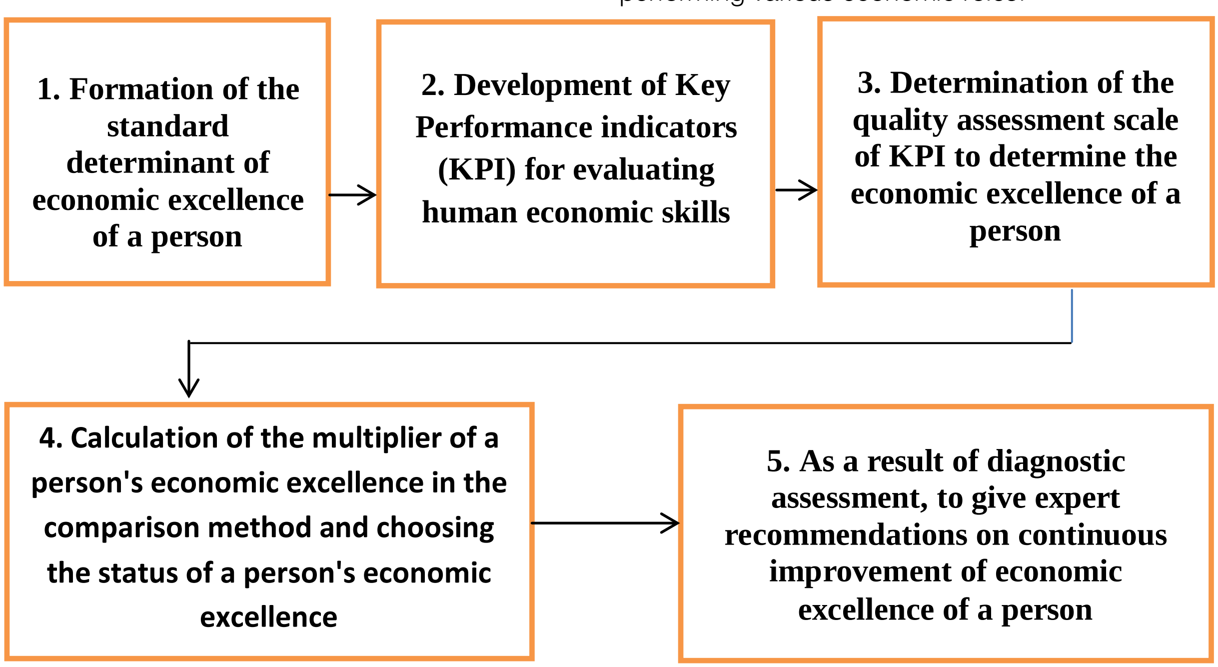

Figure 1: Stages of Assessing the Economic Excellence of A Person

[1] Author's work

"Economic role, - according to A.P. Vyatkin, - is considered as a unit of measurement of economic behavior, and it is defined as "functions, instructions and guidelines and behavior that an individual is obliged to perform in order to satisfy his consumer and economic needs in various economic structures reaction complex" [9, 75]. Russian psychologist A.D. Karnyshev connects special economic excellence with economic roles. He distinguishes the following six economic roles of man [9,77; 10]:

1. *Consumer* (consumer of the benefits created in society for living).
2. *client*(purchaser of goods and services for the purpose of consumption and use).
3. *Producer* (producer of benefits needed for himself and others).
4. *Entrepreneur* (a person who uses his own funds to produce goods and provide services and realizes entrepreneurial skills).
5. *Vendor* (seller of goods and services created by him and produced by others).
6. *Payer* (payer of tax, duty, utility and other fees determined by the state and competent authorities).

It should be noted that among the above-mentioned human economic roles, there is one more important economic activity characteristic of people, which was identified by A.D. Karnyshev was not taken into account. This, in our opinion, is the economic benefit of man. In this case, by "economic usefulness of a person" we mean the ability of a person to satisfy his needs at the expense of the income he receives as a result of the realization of his work and entrepreneurial abilities for the benefit of society.

Based on these opinions, we came to the conclusion that "economic excellence" as a standard determinant of a person's level of economic perfection is manifested in a harmonious unity of the following seven qualities (Fig. 2).

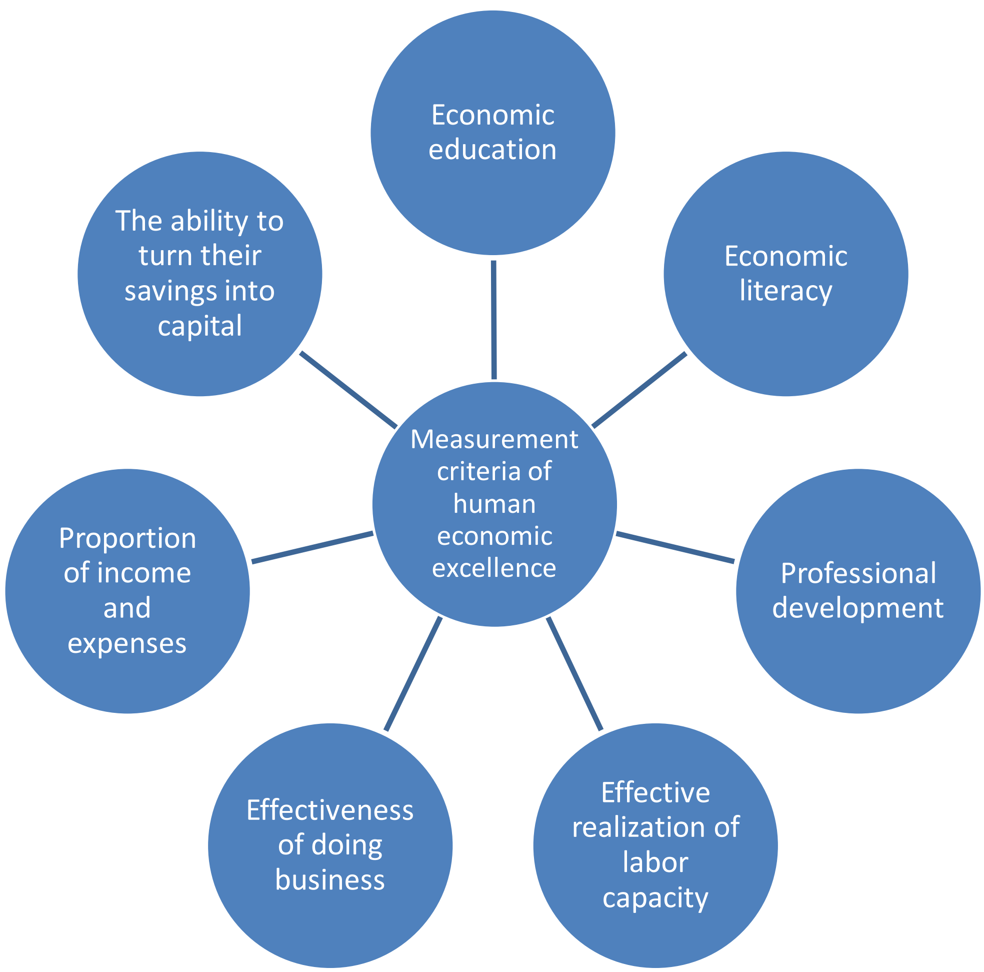

Figure 2: Qualities Describing the Economic Excellence of a Person[2]

[2] Source: author's work

The second stage: Development of Key Performance indicators (KPI) for evaluating human economic excellence. KPI (Key Performance Indicators) - "these are quantitative indicators of activity, especially effectiveness and efficiency, which help to measure the level of achievement of goals or the optimality of the process" [11]. In our opinion, the algorithm for the development of key performance indicators (KPIs) describing the economic skills of a person can consist of the following processes:

1. Entering the qualities describing the economic skills of a person into the KPI system using *Latin letters*:

❖ KPI(**E**) - Economic education is the main criterion;
❖ KPI(**K**) - Economic knowledge is the main criterion;
❖ KPI(**P**) - Professional skills are the main criteria.
❖ KPI(**L**) - The main criterion is the effective realization of labor capacity.
❖ KPI(**B**) -The main criterion for the effectiveness of doing business.
❖ KPI(**I**) -The main criterion is the ratio of income and expenses.
❖ KPI(**S**) -Investment skill is the main criterion.

2. Expressing the sub-criteria describing the main criteria for evaluating a person's economic skills to the KPI system by means of numbers:

– KPI(E) - Economic education: KPI (**E1**). Hard work; KPI (E2). Economy; KPI(E3). Live by calculation; KPI(E4). The ability to conduct economic affairs; KPI(E5). The ability to control one's ego. KPI(E6). Figurative description of money; KPI(E7). Preservation of property.
– KPI(K) - Economic literacy: KPI(**K1**). Knowing the calculations of all utility bills and ensuring timely payment; KPI(K2). To know the income from the salary and the net income; KPI(K3). The level of imagination about the prices of daily consumer goods and services; KPI(K4). Ability to create and maintain a family budget; KPI (K5). The skill of conducting price negotiations and buying experience when buying things from the market and stores; KPI(K6). Knowledge of taxes and their social importance; KPI(K7). Knowing the reasons for frequent changes in the prices of goods and services in the market economy.
– KPI(P) - Professional skills: KPI(**P1**). High career and professional skills in the position; KPI(P2). The career and professional skills in the position are average; KPI(P3). The career and professional skills in the position are low.
– KPI(L) - Effective realization of labor capacity: KPI(**L1**). There is no income from work, the income is only from entrepreneurship or other financial sources; KPI(L2). As a hired or independent worker, he earns little, just enough to cover his expenses; KPI(L3). The average income he receives as a hired or self-employed worker is enough to fully cover his expenses and partially cover his family's expenses; KPI(L4). The income he receives as a hired or independent worker is not bad, enough to cover his and his family's expenses; KPI(L5). The income from both hired labor and self-employment is high, fully sufficient to cover the expenses of himself and his family; KPI(L6). His income from wage labor and self-employment is high, more than covering his and his family's expenses.
– KPI(B) - Effectiveness of doing business activities: KPI(**B1**). There is no income from entrepreneurship, the income is only from hired labor or self-employment; KPI(B2). Entrepreneurial income is up to 25% more than the income from labor (the sum of wage and self-employment); KPI(B3). Entrepreneurial income is 26% to 50% more than the income from work; KPI(B4). Entrepreneurial income is 51% to 75% more than the income from labor; KPI(B5). Entrepreneurial income is 76% to 100% more than the income from work; KPI(B6). Business income is more than 100% of income from labor.
– KPI(I) - Proportion of income and expenses: KPI(**I1**). Consumers do not save all of their monthly (annual) income by spending it on expenses; KPI(I2). Spends 99% to 95% of monthly (annual) income and saves 1% to 5%; KPI(I3). Spends 94% to 90% of my monthly (annual) income and saves 6% to 10%; KPI(I4). Spends 89% to 85% of my monthly (annual) income and saves 11% to 15%; KPI(I5). . According to the "80/20" golden rule of wealth, 80% or less of monthly (annual) income is spent on consumer spending and 20% or more is saved.
– KPI(S) - Investment skills: KPI (**S1**). Does not have a fund or keeps the funds at home and does not receive income from them; KPI(S2). By using (investing in) their savings, they receive additional profit of up to 25% of their total income per month (year); KPI(S3). Using their savings, they receive additional profit from 26% to 50% of their total income per month (year); KPI(S4). Using their savings, they receive additional benefits from 51% to 75% of their total monthly (annual) income; KPI(S5). Using their savings, they receive additional benefits from 76% to 99% of their total income per month (year); KPI(S6). Using their savings, they receive additional profit of 100% of their total income per month (year) and more.

3. Create a special test to determine the level of development of people's economic skills based on the main and sub-criteria of evaluating human economic skills.

The Third Stage: Determination of the quality status assessment scale of Key Performance Indicators (KPI) to determine the economic skills of a person. In the diagnostic process, it is recommended to evaluate the economic skills of people with a 100-point system according to KPI. In this case, the points are distributed in each main criteria section as follows:

- For economic education - 15 points.
- For economic knowledge – 15 points.
- For professional skills - 14 points.
- For effective realization of working capacity – 14 points.
- For the effectiveness of doing business – 14 points.
- For the ratio of income and expenses - 14 points.
- For investment skills - 14 points.

The assessment points divided by the main criteria are distributed proportionally in the sub-criteria section, depending on the number of important skill indicators and their quality level.

The Fourth Stage: Calculating the multiplier of a person's economic exellence in the comparative method and choosing the status of a person's economic excellence. It is recommended to calculate the multiplier of the person's economic excellence by the following formula, in exchange for comparing the total points collected by the expert method in the KPI system of the person being studied for his economic excellence with the benchmark score:

$$Hee = \frac{KPI(E) + KPI(K) + KPI(P) + KPI(L) + KPI(B) + KPI(I) + KPI(S)}{Eee},$$

Here:

Hee is a multiplier of the economic skill of a person (this indicator is measured in the range of 0.0 to 1.0 in the coefficient scale);

KPI(E), KPI(K), KPI(P), KPI(L), KPI(B), KPI(I), KPI(S) are the values of 7 main criteria for evaluating a person's economic skills (these criteria are the result of diagnosis of KPI determined during the quality assessment process);

Eee is a benchmark indicator of a person's economic excellence (Eee is quantified by equating to a total of 100 points the best state of key skill indicators (KPIs) describing 7 main and 40 sub-criteria).

Based on the coefficient of the multiplier of economic excellence of a person (Hee), it is selected that his state of economic skill corresponds to one of the following four quality levels and corresponding skill status:

1. From 0.0 to 0.49 - "Man with no economic excellence" based on a low level of economic excellence.
2. From 0.50 to 0.69 - "Man with economic potential" who is determined in his economic excellence at a moderate level.
3. From 0.79 to 0.85 - "Economically mature person" who has achieved a moderate level of economic excellence;
4. From 0.86 to 1.0 - "Economically skilled person" who has achieved a high level of economic excellence.

The fifth stage: As a result of diagnostic assessment, providing expert recommendations on continuous improvement of economic excellence of a person. A "Roadmap" will be drawn up for improving the economic skills of people based on the coefficient of the multiplier of the economic skill of a person. Based on the results of the diagnosis of the economic skills of a person, measures related to the promotion of people with economic potential to the status of people with economic potential and from maturity to the level of economic maturity, and from maturity to the status of people with economic excellence are developed.

In order to practically calculate the multiplier of the economic excellence of a person, we conducted a diagnosis of the economic skill of 500 people employed in the Bukhara region of the Republic of Uzbekistan. In this, the diagnostic study was carried out in 4 stages (Fig. 3).

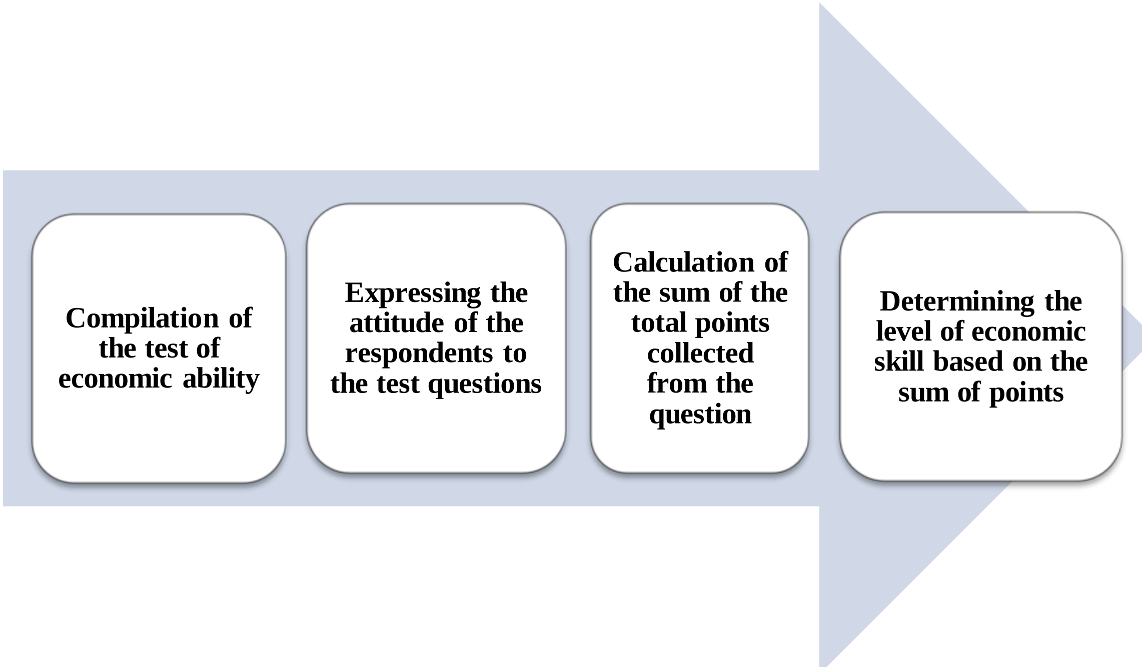

Figure 3: Stages of Diagnosing Human Economic Excellence

In order to diagnose a person's economic skills, we developed the "test of economic ability" and calculated the economic skills of respondents by expert method (on a 100-point scale) using it (Table 4).

Table 1: Results of Economic Skills Assessment of 500 Respondents[3]

N	Multiplier value of human economic excellence (Hee).	The level of economic excellence of a person	Human economy Excellence status	Number of respondents	Theirs percentage, %
1	From 0.0 to 0.49	Low	"A person without economic excellence"	65	13,0
2	From 0.50 to 0.69	Medium	"A person with economic potential"	372	74,4
3	From 0.70 to 0.85	In moderation	"Economicmatureperson"	53	11,6
4	From 0.86 to 1.0	High	"A person with economic skills"	5	1,0
Total:				100	100%

The results of the research show that there are very few people with "high" level of economic excellence, only 5 people, and 1.0% of the respondents have the status of "Economically skilled person". 53 of the respondents have developed their economic excellence at the "standard" level, and 11.6 percent have the status of "Economically mature person". The largest number of respondents - 372 people - had their economic skills at the "medium" level, and the share of those with the status of "Economic potential person" made 74.4%. Finally, there are 65 people with "low" level of economic skills, and 13.0 percent of the respondents belong to the category of employed people with the status of "Person without economic excellence".

[3] Source: based on the author's "Economic Aptitude Test" survey.

V. Summary

Based on the research results, we came to the following conclusions:

1. In the conditions of the market economy, along with the traditional three-dimensional qualities of a perfect person, we recommend taking into account and evaluating his "economic excellence" as a fourth-dimensional criterion describing his economic aspect.
2. "Human economic excellence" is understood as a set of economic skills that enable a person to skillfully perform labor and business activities.
3. Calculation of the "multiplier of human economic excellence" to form the standard determinant of economic excellence; development of key performance indicators (KPIs); determining the rating scale; calculating the multiplier in the comparison method and choosing the status of the person's economic skill; as a result of diagnostic evaluation, it is carried out in stages such as providing expert recommendations on continuous improvement of economic excellence.
4. "Key performance indicators" (KPI) will be developed, which will allow to evaluate the labor and entrepreneurial ability of people by expressing the main criteria of human economic skills through Latin letters and sub-criteria through numbers into the KPI system.
5. By means of 40 key performance indicators (KPIs) developed on the basis of 7 main criteria, determination of the "high", "moderate", "medium" and "low" levels of the real achievement of human economic skills and the "skilled" of employed people, gives the opportunity to determine the quality status of "mature", "competent" and "unskilled".

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Le Voyage Des Personnages Principaux Comme Symbole D'une Quête

By Docteur Agnès Kouassi
Université Alassane Ouattara Bouaké

Summary- In common understanding, traveling is the fact of leaving one place to another. It is a change of residence, housing. A trip has, in itself, causes, goals and the different qualifiers from the other. Also, can we distinguish the tourist, study tour and escape. The last cited is a phenomenon that suffered the majority of the characters in the works of Ivorian novelists. Whether Johanne, Sarah, Alice, Nafiassou, Natou, Sonanfê, Valérie, Akissi, Amoin and Malimouna, all at a time where to another, leave their original places for one elsewhere more or less uncertai At the difference of the Europeans who explain their presence on African soil, by the needs and requirements of cooperation Africans consider Europe as the Eldorado. Their presence on this continent is best to be research-based and of material goods that they must at all costs to acquire and return improve their lives at home. Others are as political exiles. The finding that emerges here is that the different displacements have not the same causes or the same goals. Some travels have cause poverty or political persecution, other causes of aid, but all have lucrative purposes. The reasons are, often, financial, social or human.

Keywords: *ivorian novelists, postcolonial literature, travel, quest, principal's characters, leak.*

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LEVOYAGEDESPERSONNAGESPRINCIPAUXCOMMESYMBOLEDUNEQUETE

Strictly as per the compliance and regulations of:

Le Voyage Des Personnages Principaux Comme Symbole D'une Quête

El Viaje De Los Personajes Principales Como Símbolo De Una Búsqueda

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Résumé- Dans la compréhension commune, voyager c'est le fait de quitter un lieu pour un autre. C'est effectuer un changement de résidence, d'habitation. Un voyage a, en lui-même, des causes, des buts et des qualificatifs différents les uns des autres. Aussi, distinguons-nous le voyage touristique, d'étude et celui d'évasion, de fuite. Le dernier cité est un phénomène que subit la majorité des personnages dans les œuvres des romancières ivoiriennes. Que ce soient Johanne, Sarah, Alice, Nafiassou, Natou, Sonanfê, Valérie, Akissi, Amoin et Malimouna, tous, à un moment où à un autre, quittent leurs lieux initiaux pour un ailleurs plus ou moins incertain. A la différence des Européens qui expliquent leur présence sur le sol africain par les besoins et les exigences de la coopération, les africains considèrent l'Europe comme l'eldorado. Leur présence sur ce continent est fondée sur la recherche du mieux être et de biens matériels qu'ils se doivent coûte que coûte d'acquérir et retourner améliorer leurs existences chez eux. D'autres y sont en tant qu'exilés politiques. Le constat qui se dégage ici c'est que les différents déplacements n'ont pas les mêmes causes ni les mêmes buts. Certains voyagent ont des causes soit de pauvreté ou de persécutions politiques, d'autres des causes d'aide, mais tous ont des buts lucratifs. Les raisons sont, souvent, d'ordre financier, social ou humain.

Motsclés: romancières ivoiriennes, littérature postcoloniale, voyage, quête, personnages principaux, fuite.

Resumen- Comprensión en común, es el hecho de dejar un lugar a otro. Es un cambio de residencia, vivienda. Un viaje tiene, en sí mismo, causas, objetivos y las diferentes eliminatorias del otro. También, podemos distinguir al turista, estudio tour y escape, escape. La última cita es un fenómeno que sufrió la mayoría de los personajes de las obras de novelistas de Côte d ' Ivoire. Si Juana, Sarah, Alice, Nafiassou, Marx, Sonanfe, Valérie, Akissi, f. y Malimouna, todos en un momento donde a otro, dejan sus lugares originales para uno en otros lugares más o menos incierto. A diferencia de los europeos que explican su presencia en suelo africano, por las necesidades y requerimientos de la cooperación africanos consideran a Europa como el eldorado. Su presencia en este continente es mejor estar basado en la investigación y del material de las mercancías que deben a toda costa adquirir y volver mejoran sus vidas en casa. Otros son como exiliados políticos. El hallazgo que surge aquí es que los desplazamientos diferentes tienen las mismas causas ni las mismas metas. Algunos viajes que causa la pobreza o persecución política, otras causas de ayuda, pero todos tienen fines lucrativos. Las razones son, a menudo, financiera, social o humano.

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Palabras clave: novelistas Côte d'Ivoire literatura poscolonial, recorrido, búsqueda, personajes, fuga

Summary- In common understanding, traveling is the fact of leaving one place to another. It is a change of residence, housing. A trip has, in itself, causes, goals and the different qualifiers from the other. Also, can we distinguish the tourist, study tour and escape. The last cited is a phenomenon that suffered the majority of the characters in the works of Ivorian novelists. Whether Johanne, Sarah, Alice, Nafiassou, Natou, Sonanfê, Valérie, Akissi, Amoin and Malimouna, all at a time where to another, leave their original places for one elsewhere more or less uncertai At the difference of the Europeans who explain their presence on African soil, by the needs and requirements of cooperation Africans consider Europe as the Eldorado. Their presence on this continent is best to be research-based and of material goods that they must at all costs to acquire and return improve their lives at home. Others are as political exiles. The finding that emerges here is that the different displacements have not the same causes or the same goals. Some travels have cause poverty or political persecution, other causes of aid, but all have lucrative purposes. The reasons are, often, financial, social or human.

Keywords: ivorian novelists, postcolonial literature, travel, quest, principal's characters, leak.

I. Introduction

L'homme de tout temps a toujours été mû par le désir de découvrir d'autres contrées, d'autres hommes et de témoigner de ce qu'il a vu. Selon le dictionnaire, le voyage est défini comme « *une action de se rendre dans un lieu relativement lointain ou étranger* ». Une « *exploration, découverte, description de quelque chose qu'on suit comme un parcours* »[1]. Un voyage est donc un déplacement dans l'espace, volontaire ou contraint, effectué vers un point plus ou moins éloigné dans un but personnel, touristique, professionnel ou forcé tel les exilés politique et/ou climatique, déplacements motivés par des activités sportives ou socio-culturelles ou de grands événements. Selon l'anthropologue Michel Franck le voyage revêt plusieurs motivations plus ou moins fondées[2], A travers son

[1] Oswald Ducrot et Jean-Marie Schaeffer, *Nouveau dictionnaires encyclopédique des sciences du langage,* Paris, Seuil, 1995

[2] Michel Franck, *Désir d'ailleurs, essai d'anthropologie du voyage*, Québec, Les presses de l'Université de Laval, 2004

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œuvre, l'auteur fait référence au voyage en tant que concept évoquant le dépaysement, l'exotisme et la liberté. Pour lui donc, le voyage est un déplacement entrepris dans le but d'explorer, de connaitre ou de se rendre dans de nouveau lieux. Le voyage répondrait à un désir non exprimé d'aller se rendre compte « que l'on n'est pas si mal chez soi »[3]. L'autre argument serait « « le ras le bol d'ici »[4]. Une autre cause abonderait dans le désir de sortir de la solitude et de pouvoir réaliser ses fantasmes. Ces différentes causes de voyages ne sont pas partagées par les romancières ivoiriennes. Les voyages, dans leurs œuvres ont pour fondement commun la fuite. Fuite de la de l'abus du pouvoir politique, fuite de la déchéance morale, fuite de la dégénérescence sociale humaines. Comment s'y prennent-elles pour faire du voyage un prétexte de dénonciation de la misère sociétale humaine ? Pourquoi préconisent-elles la fuite comme solution à ces différentes tares politico sociales ?

II. Littérature Et Voyage

Literatura Y Viajes

Bien avant que l'accolement des substantifs « écrivains » et « voyageur » tende à catégoriser des auteurs pratiquant une multiplicité de genres récits d'explorateurs, carnets de voyageurs, comptes rendus de scientifiques, reportages au long cours, romans de haute mer ou de désert, les écrivains ont entretenu avec le voyage une relation complexe. Ce qui fait que les récits de voyage et la littérature de voyage ont constitué un genre littéraire important qui interpelle. Les sédentaires et les « casaniers » ont besoin de rêver et sont curieux du mode de vie et de la culture des autres. Le voyage déplace l'esprit tout autant que le corps, et cette double mise en jeu permet à l'écrivain d'atteindre, au-delà de l'étrangeté qu'il traverse, une autre dimension de lui-même. Elle transforme le retour en expérience nouvelle et l'arrivée non pas aussi insensible, mais aussi profonde qu'on peut.

Un récit de voyage ou relation de voyage est un genre littéraire dans lequel l'auteur rend compte d'un ou des voyages, des peuples rencontrés, des émotions ressenties, des choses vues et entendues. Contrairement au roman, le récit de voyage privilégie le réel à la fiction. Pour mériter le titre de récit littéraire, la narration doit être structurée et aller au-delà de la simple énumération des dates et des lieux comme dans un journal intime ou un livre de bord d'un navire. Cette littérature doit rendre compte d'impressions, d'aventures, de l'exploration ou de la conquête de pays lointains. Le récit de voyage peut être aussi cinématographique.

[3] Michel Franck, *Désir d'ailleurs, essai d'anthropologie du voyage*, op. cit, p.45
[4] Ibidem, p.339

Pour l'historien, le récit de voyage est également une source historique qu'il convient de conceptualiser et d'analyser. Les récits de voyage apportent des éléments précieux pour éclairer l'histoire des relations internationales, l'histoire sociale et politique de régions traversées par le voyageur, voire l'histoire des cultures matérielles, de l'alimentation, des religions etc. Depuis les années 1980, les relations de voyage en Afrique produites par des Européens dès le XV^{e} siècle ont fait l'objet d'essais d'analyse historique, et des publications scientifiques comprenant un appareil critique développé ont été produites. Soumis à une analyse historique rigoureuse, ces récits de voyage s'avèrent précieux pour reconstituer des fragments de l'histoire de l'Afrique durant les cinq cent dernières années

Certains auteurs, au travers des récits de voyage, critiquent et satirisent la société concourant ainsi à l'humanisation de la vie sociétale.

III. Voyage Et Décrépitude Morale

Viajes Y Decadencia Moral

Le voyage qu'effectue Johanne est comparable à une fuite. En effet, excédée par moult obstacles, et par le comportement machiavélique de son père, Eric FAVIER, qui lui rend la vie impossible[5], elle choisit d'abandonner les siens pour un ailleurs qui lui est inconnu. C'est Le narrateur extradiégédique qui nous relate cette fuite : « *Trois jours que tu as fui la Grenadière. Seule. Avec ta douleur pour tout bagage. Tu as pris la lune à témoin et tu t'en es allée, à pas feutrés, loin du théâtre de tes désillusions. Tu as choisi de t'abandonner à cette vie qui te haïssait tant déjà. Partir pour ne plus revenir. Et tu n'as même pas pleuré* »[6]. En réalité, Johanne est en perpétuelle fuite: fuite de la ville pour le village, fuite du village pour la ville et enfin fuite de la vie humaine pour la vie céleste. Cette opinion est confortée au regard de ce qui suit :

« *Quand j'ai fui Kokoma cette nuit-là, je ne voulais plus être Ehita que dans mes souvenirs (…) J'ai marché longtemps avant d'atteindre, folle de joie la grande route de Bassam. (…) Que ferai-je dans une vie où ma propre famille m'a abandonné sans avoir cherché à comprendre ? Laisser faire les choses, mon père ; la peine de mort est sans doute ce qui peut m'arriver de mieux* »[7].

Dans la même veine que Johanne, Alice dans *Appelez-moi Bijou* fuit par dépit amoureux. Elle fuit pour exprimer sa désapprobation à son fiancé Aristide qui, au procès, veut assurer la défense de son amante Diane:

[5] Marie-Gisèle Aka, *Les haillons de l'amour*, Abidjan, C.E.D.A., 1994, pp. 93-99
[6] Ibidem, p. 102
[7] Assamala Amoi, *Appelez-moi Bijou*, Abidjan, C.E.D.A., 1997, pp. 118-124

« *Tu veux dire que tu iras au tribunal plaider la cause de cette ! De cette femme ? … Toute la Côte d'Ivoire dira que tu la défends parce que vous êtes des amants. Je serai la risée de tout le pays protesta Alice, (…) Tu n'as ni besoin de moi, ni de mes conseils. Je refuse d'être un bibelot dans ta maison. Je partirai dès que possible* »[8].

Ce voyage est le second qu'entreprend Alice. Après avoir découvert l'infidélité d'Aristide, elle choisit de partir : « *Elle n'entrevoyait pas les conséquences de sa décision, mais une chose pour l'instant lui parut claire: il lui fallait partir* »[9]. Partir pour oublier, pour ne plus se rappeler. Partir pour se protéger, se réfugier loin du procès de l'infidèle. Partir pour sauver son mariage, sa vie de couple. Alice espère ainsi, que son départ servira de leçon à Aristide, laquelle lui permettra de prendre conscience de la notion de fidélité, elle voulait par la même occasion éviter: « *d'être sa femme à n'importe quel prix* »[10].

A la différence d'Alice qui entreprend son voyage au vu et au su de son entourage, Nafiassou se voit obliger de voyager nuitamment, voire dans la clandestinité. Elle n'informa personne, pas même celles en qui elle avait une entière confiance. Ce qui augure de l'immensité de son chagrin et de son amertume:

« *Elle rassembla quelques effets vestimentaires, en faisant le moins de bruits possibles, prit ses petites économies réalisées grâce à la vente des légumes (…) sortit. Elle se demandait si elle reviendrait encore un jour dans ce petit village. Peut-être plus tard. Pour le moment, partir était la seule chose qui lui restait à faire. Elle emprunta le petit sentier qui menait à la grande route. Et Nafiassou marchait sans se retourner* »[11].

La quête de Nafiassou se situe à deux niveaux. Elle part pour échapper à l'humiliation, à la honte, et surtout pour garder secret l'acte incestueux qu'elle vient de subir. Même sa grand-mère, en qui elle voue une entière confiance, ne doit pas savoir ce qu'elle vient de subir. Ne pas lui dire la préservera, car celle-ci souffrira énormément si elle apprend que Nafiassou a été violée par son propre père. La seule alternative demeure donc la fuite. Car,

« *Elle n'aurait pas supporté de voir quelqu'un d'autre souffrir à cause d'elle. Elle imaginait déjà les rires moqueurs des autres. Le dégoût qu'elle lirait sur le visage de sa mère Ahou, une fois que la complicité entre mère et fille aurait laissé la place à l'animosité. Elle prit la première décision qui vint en tête : la fuite c'était signe de lâcheté, mais elle préférait cela à autre chose* »[12].

En second lieu, le départ de Nafiassou est guidé par ses ascendances maternelles sa mère était une étrangère, une nomade. Ce sont les personnes qui sont en perpétuels déplacements. Elle avait achevé son périple vers l'inconnu dans le village de Kouao qui, contre l'avis de sa mère Amoin, l'épousa.

Nafiassou, de part sa mère, faisait partie de la tribu des gens sans attaches réelles. Ces nomades qui se laissent guidés par la physionomie du temps. Elles se lèvent en même temps que le vent et s'arrêtent quand il est paisible. Cette instabilité constitue une des raisons fondamentales de l'opposition de la mère de Kouao à leur union. Celle-ci, estimant que son sang est supérieur à celui de Nadia, la mère de Nafiassou, refuse le mélange.

Kouao est passé outre l'interdiction de sa mère en s'unissant à Nadia. Face donc à cette transgression, Amoin profère des malédictions. Elle fait le serment qu'il n'y aura aucune naissance de cette union si, d'aventure, le contraire se produisait, cet enfant sera maudit. L'inceste entre Nafiassou et son père Kouao pourrait être la résultante de ces imprécations. En définitive, nous retenons que l'inceste et l'infidélité ont été les fondements des départs de Nafiassou et d'Alice. Par contre, Malimouna a quitté les siens pour fuir l'excision et le mariage forcé. Elle quitte son village pour un ailleurs incertain et inconnu:

« *Sur la pointe des pieds, elle se dirigea vers la porte d'entrée (…) elle ouvrit la porte et la referma aussitôt une fois dehors. (…) Elle courut aussi loin que ses jambes purent la porter. Il faisait nuit noire. Elle ne savait même pas dans quelle direction elle avançait, mais elle avançait. (…) Bientôt Malimouna atteignit la grande route. Si seulement une voiture passait, pensa-t-elle, elle pourrait l'arrêter et s'enfuir plus vite* »[13].

Le deuxième voyage de Malimouna a été possible grâce à Philippe. Il voulait, par ce voyage, permettre à Malimouna de revoir son pays qui lui manquait tant: Il voulait connaître le pays natal de Malimouna. Cette envie est due au fait que cette dernière ne faisait jamais cas de ses origines quoiqu'il sût que son pays lui manquait beaucoup. C'est pour palier à ces désirs enfouis qu'il décide de l'accompagner chez elle. Pour Philippe donc, permettre à Malimouna de

« *retourner chez elle lui ferait certainement du bien et effacerait la tristesse qu'il lisait souvent dans son regard. Elle lui a expliqué que, suite à une grave dispute familiale, elle avait dû quitter son village en y abandonnant sa mère. Il s'agissait d'un secret de famille qu'elle ne pouvait révéler. Philippe respectait son désir de se taire mais rien n'empêchait Malimouna de revoir*

[8] Ibidem, pp. 184-185
[9] Ibidem, p. 144
[10] Assamala Amoi, *Appelez-moi Bijou*, op. cit, p. 147
[11] Angèle Caroline Yao, *Nafiassou*, Abidjan, N.E.I, 1998, pp. 80-92
[12] Ibidem, pp. 79-80
[13] Fatou Keïta, *Rebelle*, N.E.I/ Présence africaine, 1998, pp. 40-41

son pays. Et puis le temps effaçant parfois les rancœurs, il ne fallait pas désespérer »[14].

Si la quête de ce voyage qui est de permettre à Malimouna de retrouver les siens peut être classée comme une action bénéfique pour elle, celui que son mari Karim la fit entreprendre est par contre punitif, brusque et brutal. La raison est la suivante, Malimouna ayant refusé la polygamie que lui propose Karim, exprime le désir de dire à la face de tous qu'elle n'est pas excisée. En représailles, celui-ci la menace de la ramener de gré ou de force à Boritouni; « *tu ne rentres pas chez moi, mais c'est à Boritouni que tu retourneras. Tu n'aurais d'ailleurs jamais dû en partir* »[15].

Malimouna maintint sa position et Karim mit sa menace à exécution. C'est ainsi qu'il la fit enlever pour la ramener de force dans son village natal. Il la ramener de force dans son village afin de la livrer à la vindicte des parents du vieux Sando, celui qu'elle a refusé d'épouser. Elle a préféré fuir son village plutôt que d'être la conjointe de Sando. Malgré le temps passé, la famille de Sando a toujours gardé la rancœur c'est la raison pour laquelle elle a accepté de venir enlever Malimouna. Cette dernière, sachant l'état d'esprit de ses ravisseurs

« *N'essaya même pas de résister. Ses oreilles bourdonnaient, son cœur battait à se rompre. (…) Le véhicule s'ébranla et Malimouna aperçu la voiture de Karim sous un arbre. Lorsqu'ils arrivèrent à son niveau, le regard de Karim croisa celui de Malimouna. Elle ferma les yeux en se tenant le ventre. Elle sentait le bébé bouger sans doute percevait-il son anxiété* »[16].

Une des causes d'un départ, et non des moindres, est la fuite de la misère. Nombre de causes de l'exode rural, de l'immigration, trouvent leurs fondements dans la quête obstinée d'un mieux être. Natou, dans *Le silence des déshérités* n'est pas en reste. Ainsi, pour échapper à la sordide misère des Bas-fonds et accéder à la Cité des Elites, Natou n'hésite devant aucun obstacle. De l'infidélité à la prostitution en passant par le harcèlement sexuel, l'avortement, elle s'y adonne. Tant « *la tentative de sortir des Bas-fonds et de ses ténèbres, pour se dorer à la lumière de la colline qui abritait la Cité-des-Elites* »[17] était forte et pressante.

Les raisons qui sous-tendent la fuite de Natou sont similaires à celles d'Amoin dans *La grande dévoreuse*[18]. En effet, cette dernière part de son village pour se soustraire à la vie difficile, mais surtout aux pénibles travaux champêtres. Amoin a, pendant de longues années, travaillé la terre avec l'espoir qu'elle pourrait en tirer profit pour un bien-être, mais en vain. Le sol semblait être sourd à ses efforts. Elle a pris soin de sa famille, en aidant sa mère dans les travaux ménagers, en s'occupant de ses frères et sœurs, en se privant pour eux, en respectant son père malgré ses violentes colères quand il a un peu trop bu. Toutes ces tâches ne la rendaient pas heureuse. Il lui faut donc trouver une autre occupation qui pourrait lui permettre d'accéder au bonheur auquel elle aspire. Les nouvelles qu'elle obtenait des citadins l'on amené à opter pour la ville. Un univers dont elle entendait tant dire de biens par ceux qui en venaient:

« *Parfois, arrivaient, au village, des gens qui venaient de là-bas… La ville, disaient-ils. Elle écoutait leurs récits, émerveillée. Le lendemain il lui fallait retourner au champ. Alors, un jour, bien avant l'aube, profitant de ce que le ciel fût sans étoiles ni lune, elle avait serré dans un pagne ses maigres effets, le peu de monnaie qu'elle avait réussi à mettre de côté, et elle s'était enfuie vers ce lieu où l'on disait tout possible* »[19].

Il est donc évident, dans l'entendement d'Amoin, que la ville est un lieu de réussite et selon cette conception elle doit se rendre en milieu citadin pour annihiler la misère qui semble être la sienne.

Le cas de Sonanfê est similaire à celui d'Amoin à cette différence près que Sonanfê ne fuyait pas la misère mais plutôt la méchanceté, la haine et l'indifférence de ses concitoyens : « *Tu voulais donc mourir ? En tout cas, si tu tiens à la vie, dès ce soir même, il faut quitter définitivement ce village et ne plus y revenir* »[20]. C'est le conseil que Sonanfê reçoit. Mal lui en prit de ne pas le prendre en considération. Car, le lendemain, Anoh Bolié vient le réveiller avec le fusil et exige qu'il s'en aille, nu, du village en l'avertissant que: « *Cela ne vaut pas la peine de se souiller du sang impur, trancha Anoh Bolié. Je veux seulement qu'il s'en aille d'ici, ainsi le village sera plus aéré* »[21].

Toute cette haine vient du fait que Sonanfê, orphelin, maudit, ait osé enceinter Alika, la fille unique d'Anoh Bolié. Cet acte, courant au village, n'est pas un crime ni une réelle entorse à la tradition, c'est un comportement que la coutume tolère. Mais, que Sonanfê en soit l'auteur dépasse l'entendement de certains habitants de Bédinan. Il y fut donc banni et « *prit le chemin qui menait droit devant lui, suivi des regards, d'aucun haineux, d'autres pitoyables. Il comprit le bien fondé des conseils de la vieille femme et se dépêcha de se lancer dans l'aventure dans les minutes qui suivirent. Pour toujours, il quittait son village natal* »[22].

Pour préserver sa vie, Sonanfê est contraint de poser l'acte, le plus douloureux qu'un homme puisse connaître: quitter la vie paisible de son village natal pour

[14] Ibidem, p. 129

[15] Fatou Keïta, *Rebelle*, op. cit, pp. 214-215

[16] Ibidem, p. 224

[17] Marie-Danielle Aka, *Le silence des déshérités*, Abidjan, NEI, 1998, p. 90

[18] Isabelle Boni Claverie, *La grande dévoreuse,* Abidjan, N.E.I, 1999

[19] Isabelle Boni Claverie, *La grande dévoreuse,* op. cit., p. 9

[20] Anne-Marie Adiaffi, *La ligne brisée,* Abidjan, N.E.A, 1989, p. 99

[21] Ibidem, p. 104

[22] Ibidem, p. 104

aller dans l'inconnu. Un ailleurs qui lui sera davantage défavorable. Sonanfê se trouve dans l'obligation de fuir à nouveau. Ce second départ a pour corollaires l'abandon de son refuge, de son lieu d'exil pour l'aventure :

« *Le poids de l'avanie pesait trop lourd sur ses épaules. Sa vie dans sa nouvelle famille n'était plus la même. Un matin, (…)* Sonanfê *sortit de la même manière mais ne prit pas la même direction. Sous d'autres cieux, il était parti traîner son bloc de malheurs (…) En prenant la grave décision de quitter la famille qui l'avait adopté,* Sonanfê *prenait-là un risque énorme. N'est-ce pas le bonheur qu'il fuyait pour l'éternité* »[23].

Kacou Oklomin, abondant dans le même registre, révèle le cas de Valérie Boa: une femme mariée qui, depuis des années, cherche obstinément à enfanter. Après maintes analyses, elle prit une grossesse. Tout à son bonheur, la jeune femme a oublié de suivre certaines précautions inhérentes à son état. Comme celle de ne pas se hisser sur une chaise haute au risque de tomber et se faire mal. Suite à une chute, elle perd l'enfant. Sa détresse fut telle qu'il lui: « *fallut six mois de courage, de lutte incessante pour combattre la vaque de torpeur qui (la) dévorait* »[24]. C'est seulement dans le voyage qu'elle trouve un semblant de réconfort:

« *J'avais dû partir, quitter ma maison, mon mari, mes parents, mes amis, pour rompre la digue monstrueuse qui s'était dressée la vie et moi. L'annonce de ce voyage avait déchaîné une vague de controverses énormes, quant au lieu où devait s'opérer le miracle de mon rétablissement (…) Au fond de moi, je souhaitais formellement m'en aller, m'éloigner un peu* »[25].

Ce souhait est aussi celui d'Akissi qui envisage de quitter le royaume de son père, sa majesté Ato VI, roi du royaume des aveugles[26]. Elle veut fuir son pays pour échapper à la dérive de ce royaume, pour s'échapper du chaos dans lequel son père mène le pays. Celui-ci régnait dans la corruption, l'avidité, le gaspillage et la répression violente et aveugle de toute désapprobation. Rester au palais serait néfaste pour Akissi. Convaincue de ce fait, elle se confie en son ami Karim qui se propose de l'aider à s'en fuir :

« *Elle lui avoua ses peurs et ses désirs de changements. Elle lui raconta son envie de partir (…) Or "Ce n'est pas en fuyant ton pays que tu comprendras mieux les choses. C'est ici que tu trouveras les réponses aux questions que tu te poses. Va dans le grand Nord. Je sais où tu pourras te cacher". En entendant ces paroles, le sourire d'Akissi réapparut et tout en elle redevint calme et serein* »[27].

[23] Anne-Marie Adiaffi, *La ligne brisée,* op. cit, pp. 114-115

[24] Oklomin Kacou, *Okouossai ou le mal de mère*, Abidjan, C.E.D.A, 1984, pp. 99-100

[25] Ibidem, p. 100

[26] Cf, Véronique Tadjo, *Le royaume des aveugles,* op. cit.

[27] Ibidem, pp. 56-57

IV. Voyage Et Exil Politique

Viajes Y Exilio Político

A l'instar de Véronique Tadjo, Kouamé Adjoua Flore, dans *La Valse des tourments*, aborde le thème de la fuite. Son apport se situe au niveau de la fuite des cerveaux occasionnée par une politique répressive. La note variante est introduite à travers la fuite occasionnée par la déception amoureuse. Ces différents départs ont pour acteurs Sarah et sa famille. Celle-ci (la famille) a été obligée de fuir son pays natal afin d'échapper à la dictature qui y sévissait. Elle cherche donc un abri pour y vivre en toute sécurité:

« *Sarah vit arriver Djouka; accompagné de deux hommes, leurs guides. Ils s'embarquèrent aussitôt, et moins d'une heure plus tard, Monsieur Kouloussa Bourima, son fils Séky, sa fille Sarah, et Djouka, le garçon de maison de son frère, traversaient la frontière, laissant derrière eux leur pays bien-aimé, dépravé à cause de l'aveuglement dément d'une race de dirigeants qui malheureusement, ne s'éteindrait pas de sitôt* »[28].

Si l'exil de Sarah est un cas livresque, donc susceptible d'échapper à la réalité, celui de Myriam Makeba, artiste Sud-africaine est le témoignage d'un fait vécu. Ainsi, si Sarah part en exil de façon, dirons-nous, volontaire, Myriam Makeba est quant à elle mise en exil forcé par le régime de l'apartheid. C'est lors du renouvellement de son passeport que le consulat sud africain l'informe de ce qu'elle ne peut plus rentrer dans son pays:

« *Je suis nerveuse quand je rentre au consulat sud-africain. Là, je ne suis rien d'autre qu'une simple indigène qui n'a aucun droit (…). L'employé du comptoir prend mon passeport. (…) Il prend un tampon et l'écrase sur mon passeport. Je ramasse mon passeport. Il est marqué "PLUS VALABLE" quand je réalise ce qui s'est passé, je ne peux plus respirer pendant un instant. Ils m'ont exilée* »[29].

Comme seule alternative, elle doit choisir entre l'exil ou la prison. Le droit de circuler librement lui est désormais dénié. La faute commise est, selon elle, celle d'avoir dénoncer la mauvaise condition de vie des Noirs en Afrique du Sud. C'est la raison pour laquelle Myriam Makeba doit vivre hors de son pays. Elle n'a pas obtenu la permission pour rentrer chez elle. Elle ne pourra peut-être jamais revoir sa famille, son foyer. Car, l'exil peut durer toute une vie. L'exilé peut mourir et être enseveli dans sa terre d'accueil. Le réfugié se sent ainsi perdu, il n'a plus de liens:

« *Tout ce qui à contribuer à me faire, a disparu. Je fuis l'immeuble. Je n'ose pas poser de questions*

[28] Adjoua Flore Kouamé, *La valse des tourments*, Abidjan, NEI, 1998. p. 131

[29] Myriam Makeba et James Hall, *Myriam Makeba, une voie pour l'Afrique,* Abidjan, N.E.A, 1988, p. 129

parce que je connais la réponse. Si je rentre maintenant, c'est la prison qui m'attend. C'est la même chose pour quiconque est jugé indésirable par les autorités. Je leur aie déplu. Je suis allée trop loin. J'ai pris trop d'importance (…) et maintenant, d'un coup de tampon, on m'a exilée. Moi et ma fille seules dans un monde occidental (…) qui nous est étranger »[30].

L'allusion faite à l'expulsion de Myriam Makeba est une parenthèse pour mettre en exergue la réalité des thèmes abordés par les romancières ivoiriennes. Pour revenir à Sarah, nous retenons que le tourment amoureux que Tanko lui a imposé l'a conduit à l'incarcération. Au sortir du monde carcéral, elle perd son emploi et même ses amis: « *Bien entendu, ses employeurs l'avaient rayée de leurs effectifs. Ils lui précisèrent même qu'elle devrait s'estimer heureuse de ne pas être poursuivie pour le préjudice moral causé à la compagnie. Ses collègues lui tournèrent le dos et tous ceux qu'elle considérait comme ses amis l'évitaient* »[31].

L'adage populaire dit que c'est "dans les moments les plus difficiles de sa vie que l'on reconnaît ses vrais amis". Cette découverte peut être fatale. Car, s'apercevoir que ceux sur qui on a bâti sa confiance nous rejette dans de tels moments est difficilement supportable voire impossible pour certains. D'où le désespoir profond qui conduit soit à la folie ou au suicide des personnes qui en sont victimes.

Sarah a vécu la même situation. Ses amis et collègues l'on rejeté. Au sortir de prison, elle a perdu son emploi. Toutes ces épreuves l'ont conduite dans une grande détresse. La solution pour elle est de se suicider. Se donner la mort est donc le seul remède à son mal.

« *Avec la réalité qui venait de s'imposer à elle et qui la tourmentait davantage. Elle ruminait sans cesse son désespoir et sombrait progressivement dans la dépression. En fait, elle avait perdu goût de vivre et envisageait souvent de se suicider. C'est alors qu'elle avait entendu parler du monastère et qu'elle s'y était rendue. Comme poussée par une force irrésistible, une nuit où le désespoir était à son paroxysme* »[32].

Sarah se réfugie alors dans un univers monacal où elle bénéficie de réconfort, de paix et de soutient. Elle passe du désespoir à l'espoir, de l'envie de suicide à celle de vivre et d'aimer, car elle sait dorénavant que Dieu l'aime et qu'il ne l'abandonnerait jamais. Le monastère est un établissement où vivent des religieuses. Nous appuyant sur la dédicace de l'œuvre, nous pouvons dire qu'il s'agit ici du monastère Sainte Claire d'Abidjan-Abobo. La vie dans un monastère est faite de prière, de jeûne, de méditation de la parole de Dieu, et de contemplations. Ces occupations d'ordre spirituel ne sont pas les seules activités des religieuses. Elles s'adonnent à de nombreuses autres tâches telles la culture maraîchère, la production de produits laitiers, de vin cuit et des activités artistiques, culturelles et éducatives. Sarah trouve, dans ce lieu, le repos et la quiétude. Cette reconnaissance qu'elle adresse à Mère Odile l'atteste : « *Vous m'avez redonnez goût à la vie qui m'avez soutenue par votre tendresse et vos conseils. Vous qui en quelques mois, avez réussi à me consoler de mes parents trop tôt arrachés à mon affection* »[33].

V. Conclusion

La démarche des personnages principaux des œuvres des romancières ivoiriennes participe à la quête du bonheur. De ce fait, le voyage de ces personnages assimilable à une fuite ne doit pas être associé à un abandon, à une défaite mais plutôt à une victoire. Aller voir ailleurs pour acquérir les moyens requis et venir mettre fin à tous ces méfaits, ces abus et méchancetés sont une démarche de bravoure et non d'abandon, ni de peur. Pour un changement potable et profitable il faut agir dans le temps et l'espace. Cette option s'accorde à celle de Frantz Fanon, pour qui: « *Tout problème humain demande à être considéré à partir du temps* »[34]. Un temps qui ne fait pas obstruction à l'espace. En effet, L'investigation sur l'espace dans le corpus révèle son importance. Les modes de représentation adoptés par les romancières ivoiriennes permettent de déduire qu'avec des mots, des phrases, le récit conduit son espace en utilisant les lieux parfois réels, mais en leur donnant des significations internes. Kwabena Britwum dans son sous-titre, montre bien cet état de fait: « *A tout récit correspond un espace où l'action du récit est censée se dérouler. Pour assurer sa crédibilité ou vraisemblance, le texte crée, au cours de son récit, son espace social* »[35]. Se référant à cette citation, l'étude déduit que le voyage dans l'espace du corpus ne reflète pas des perceptions brutes, il est un langage. Son utilisation dépasse la simple indication d'un cadre spatial. Elle participe de l'économie du récit. Il peut s'établir une correspondance entre le paysage, le lieu de destination et l'état d'âme des personnages. C'est le cas de Johanne qui, malheureuse en ville se métamorphose en une fille pleinement heureuse au village[36].

[30] Myriam Makeba et James Hall, *Myriam Makeba, une voie pour l'Afrique, op. cit*, p. 129

[31] Adjoua Flore Kouamé, *La valse des tourments,* op. cit., pp. 149-150

[32] Ibedem, p. 150

[33] Adjoua Flore Kouamé, *La valse des tourments,* op. cit, pp. 197-198

[34] Frantz Fanon, *Peau noire, masques blancs,* Paris, Seuil, 1975, p. 70

[35] Britwum Kwabena, "La socialité du texte et/ou le texte du réel : pour une sociocritique du roman africain" in *African perspective N°1,* 1977, p. 137

[36] Marie-Gisèle Aka, *Les haillons de l'amour,* op. cit., pp. 81-121

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A Market based Approach of Sustainable and Inclusive Growth of Tourism: A Case Study of Mwanza Tanzania

By Delphine Kessy
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Abstract- The future growth of sustainable tourism and its contribution to the Tanzanian economy depends to a large extent on the entrepreneurs with knowledge and ability to supply tourists with the quality services and or products which favor inclusiveness. Entrepreneurs face a challenge of understanding the customer and serve them in a sustainable way. While sustainable tourism development has a close link to the environment, inclusiveness literally means opening more opportunities for people to participate in tourism and results to a more fairly economic distribution of the tourism benefits across the society. While it often includes people with disabilities inclusive tourism also, has no clear boundaries but the services and products offered to enable enjoyment for all is what may shape the boundary, define the degree of inclusivity and benefits. This case examines the characteristics of visitors to Mwanza for effective and successful development and management of a regional tourism for inclusive growth. The case adopts both qualitative and quantitative techniques for data collection. A total of 84 respondents informed this study. For quantitative data a google form was prepared and circulated around and received a total of 74 respondents (80% non-residents and 20% residents).

Keywords: natural resource, business, sustainability, inclusiveness, market based, mwanza.

GJMBR-F Classification: L82

AMARKETBASEDAPPROACHOFSUSTAINABLEANDINCLUSIVEGROWTHOFTOURISMACASESTUDYOFMWANZATANZANIA

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Delphine Kessy

Abstract- The future growth of sustainable tourism and its contribution to the Tanzanian economy depends to a large extent on the entrepreneurs with knowledge and ability to supply tourists with quality services and or products that favor inclusiveness. Entrepreneurs face the challenge of understanding the customer and sustainably serving them. While sustainable tourism development has a close link to the environment, inclusiveness means opening more opportunities for people to participate in tourism and results in a more reasonably economic distribution of the tourism benefits across society. Although it often includes people with disabilities, inclusive tourism also has no clear boundaries. Thus, services and products that are offered are what may shape the boundary, define the degree of inclusivity and benefits. This case examines the characteristics of visitors to Mwanza for effective and successful development and management of regional tourism for inclusive growth. The case adopts both qualitative and quantitative techniques for data collection. A total of 84 respondents informed this study. For quantitative data, a google form was prepared and circulated around and received a total of 74 respondents (80% non-residents and 20% residents). For qualitative, an interview was employed to collect data from 10 tour operators in Mwanza between March and May 2022. The findings indicate that there is a need to create and market more tourists' products for inclusive sustainable tourism. The study also recommends a shift from overreliance on the resource to a market-based approach of tourism marketing because it was found that many visitors who visited the destination were either influenced by business or "other" reasons and to less extent, leisure which is commonly associated with nature-based tourism. Also, because natural resources are limited and the stiff competition that is in raise, the study recommends continuation in the analysis of markets to supply tourists with quality services and foster more sustainable, inclusive tourism.

Keywords: natural resource, business, sustainability, inclusiveness, market based, mwanza.

I. Introduction

The two concepts of sustainable development and sustainable tourism are widely advocated in association to activities that affect environment and climate as a result of human and industrial development (Cosbey, 2009). Development that meets the needs of the present generation without jeopardizing the future, the inclusion of the private sector, the inclusion of Small Island Development States (SIDS), the gaining of the mutual benefits, increasing the earnings of the poor people living in the rural communities, ecotourism, green tourism, pro-poor tourism, and responsible tourism are some of the major concepts that one would learn as far as the sustainable development, and tourism is concerned (Spillane, 2020; Raderbauer, 2011; Cosbey, 2009; Swarbrooke, 1999; Inskeep, 1998 & WCED, 1987). Nevertheless, inclusive, sustainable tourism is often viewed as tourism that should offer its services by responding to the different needs of people especially, by designing solutions to cover as many groups as possible. It is argued that sustainable development will remain a dream without the involvement of the diverse sectors and all the people thus, the authors advocate for a participatory approach to tourism development destinations.

The tourism sector is potential because it contributes to economic development and reduction of poverty while contributing to the quality of life and happiness of people despite the many challenges associated with its development (Ashley, C., & Goodwin, H. 2007; Anderson, 2013; Kessy, 2019 and Rademakers 2011). Opportunities for tourism development are myriad, as tourism is a multisectoral and diversified sector (Jafaris, 1977). By definition, tourism is consumed away from the consumer's home environment, and therefore, access to tourists' places is critical to thriving tourism development (Moschin, 2020; Spillane, 2020; Kessy, 2019; Gössling, Hall, and Scott, 2009;). Moschin 2020 and Rademakers, 2011 uphold that adequate infrastructure, well-formulated policies, and touristic attractions are some of the factors that may attract and enhance visitors' satisfaction. Thus, the sustainable and inclusive growth of tourism requires multiple criteria, including the study of market demand for tourism products.

II. Problem Statement

For many years tourism has been considered a sector that contributed to economic development with a contribution of over Tanzanian shillings 6,138.6 billion or around USD 2.6128 billion in 2019, apart from the creation of over 1,550,000 job opportunities in Tanzania (WTTC, 2020). It has been acknowledged as a high-

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impact sector for accelerating sustainability, significantly when investing in people and nature. That means increasing sustainable consumption and production. Tanzania tourism has for a long time been marketed based on its natural resources, which is the main attraction for tourism. Despite high chances of community socialization and inclusion, other products such as cultural tourism, marine, and sports tourism have had little attention due to lack of education and innovation (Busagara, 2021; Kessy, 2017). Another essential but little-stated reason is market. Overreliance on almost one type of product and little utilization of other resources is thought to have been attributed not only to the kind of tourists the country target and receive but also because of the knowledge gap that exists between the supply and demand characteristics of the touristic product (Kessy, 2016). Tanzania has always targeted nature wildlife-based "leisure high-end tourists" with the High-Value Low-Volume (HVLV) Strategy. This type of tourism has contributed a lot to scientific tourism mainly research on biodiversity control, wild animals (wildlife), and forests, resulting in the concepts such as ecotourism, green tourism, and pro-poor concepts, all to protect wildlife and bring benefits to the communities. Product lines such as beach and other aquatic tourism, emerged as a product of the measures put in Zanzibar about 60 years ago just as an alternative to the clove economy, which was failing (Kessy, 2016). However, since the adoption of the Structural Adjustment Programs (SAPs) in the early 1990s, Tanzania has experienced an increasing number of private business enterprises in tourism. Such enterprises are competing for the same resources and relying on the same (traditional) way of developing tourism. How easy could the use of traditional approaches to markets assist Tanzania in reaching its ambitious target of five million tourists in the year 2025? While the expansion to other types of tourism requires an understanding of the customer and, therefore good planning, what are the characteristics of customers visiting less visited destinations such as Mwanza? The findings of this study are also geared to close the scant gap of literature that exist in regional tourism development (Hall et al., 2007).

III. Literature Review

a) *Conceptualizing Sustainable Tourism and Inclusive Ecohnomic Growth*

The concept of sustainable development received much attention in the 1980s as scientists continued to worry about environmental resources and social justice. The idea appeared for the first time in a strategy paper for the International Union for Conservation and Nature (IUCN) in the same year (Klarin, 2018; Kessy, 2022), although sustainability was not a new concept to many (Moschin, 2020). Tourism has been acknowledged as a driving force in accelerating the implementation of sustainable development goals. Moschin (2020) gives a great summary of the evolution of the term sustainability and sustainable tourism development. The author recalls the world-changing reports such as the Club of Rome's 'Limits to growth' report and the famous UN report 'Our Common future', which is also known as the 'Brundtland Report of 1987. The former had concerns about population growth and resource scarcity while the latter brought the environmental and development issues to the political domain and resulted to the widely known definition of sustainable development commonly used today (Meadows and Meadows, 1972; WCED, 1987; Moschin, 2020). In the 1980s also, as a result of SAPs, Asian countries laid down export-led growth strategies that promoted trade as a potential engine for economic growth (Cosbey, 2009). The exports were thought to ignite the industrial revolution and contribute to global warming. The strategies increased concerns about how human development and the associated activities would affect climate. It was assumed that by adopting the SAPs many organizations would practice unsustainable economic development models therefore the need to increase consciousness to the environment and society. The Brundtland report contains the three pillars of sustainability focused on the economic, social, and environment. Those formed the sustainability triangle which was later added with "institution" as an important factor in attaining sustainability. The 1992 Rio Convention on Climate Change and Biodiversity Protection which comprised 173 nations, approved the famous Agenda 21 as a global program for Sustainable Development (SD). The main aim was to enhance the quality of planning and management of tourism (ICLEI, 2000). However, that initiative has been criticized for the lack of proper funding resulting in little or no implementation of the designed strategies. All those deliberations were later followed by the Millennium Development Goals (MDGs) in 2000 before the Rio +20 UN Conference of 2012, which produced the "Future We Want" document. The "Future We Want" focuses on the three key dimensions of sustainable development, which are poverty reduction, promotion of sustainable patterns of consumption and production, and protection of the natural resources base for social, economic development (Cosbey, 2009). The importance of working "together to promote sustained and inclusive economic growth, social development and environmental protection and thereby to benefit all in the promotion of the world which is just, equitable and inclusive" is also emphasized (United Nations, 1992). It was the Rio +20 summit which was followed by the UN Member States in adopting agenda 2030 in 2015 whereby the 17 Sustainable Development Goals and 169 targets to serve the purposes of sustainable growth are identified. The guiding principles of Local Agenda 21 were reestablished in a more related documents in that new world agenda. However, the most notable difference between MDGs and SDGs is that with the SDGs, the UN requires even the private sector to support the agenda of 2030 through their marketing strategies (Pizzi et al.,2020). Sustainability as a subject and as a tool for measuring success was then widely adopted across society. For example, while making a bibliometric analysis (Pizzi et al.,2021) revealed around 5,000 authors and five (5) journals related to sustainable tourism and its management, which emerged between 2015 -2021. The authors claim that sustainability has direct impact to natural systems and general livelihood.

According to Goldsmith and Allen (1972) ssustainability also, has its roots in forests. Their publication "Blueprint for Survival" raised a lot of attention in the context of man's future and his relation to growth, resource use, and pressure on the environment and for the first time, it was used by the United Nations (UN) in 1978. Broadly speaking therefore, sustainability is about ensuring everlasting and probably unmeasured prosperity due to human development. It remains an ambiguous and unclear term. Nevertheless, (Klarin, 2018) questions the achievement of sustainability because the three dimensions of social, economic and environment compete each other.

b) The Inclusive Economic Growth

The term inclusive cannot be perceived as generic as it may be thought. According to Heng (2019), the Global Sustainable Tourism Council (GSTC) views inclusive as making tourism accessible for travelers with impairment and inaccessibility. Also, the term means making tourism gains more fairly distributed across societies while creating opportunities for all. On one the hand, making tourism accessible for all is backed by the rapidly aging population and around 15 percent (one billion people) of the world population living with disabilities (Ivers, 2022). To serve them well emphasis is placed on designing and implementing solutions that considers access needs, especially for the sites and facilities that are not accessible to all. Impaired traveler explains Heng (2019) have spending power with higher multiplier effect since they are likely to travel with other people (they influence purchases for different people of their party). The market segment makes USD 70 billion market in the US and Europe. 15% of the world's population living with some form of disability include visual impairment, hearing loss, intellectual disability, and those who need a wheel-chair. The latter (fair distribution of tourism gains) received much attention in most developing countries where little knowledge of the earlier exists. Ardika (2019) contends that equitable distribution of the benefits of resource cannot be achieved if the communities are not empowered enough. The author describes community empowerment in terms of having their needs taken care of by different institutions or tourism organizations as well as having full right to approve or disapprove policy issues. In the end, for a tourism business to remain competitive, Heng (2019) suggests the application of the Universal Design for tourism products development and management. By definition, the universal design "*is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability. An environment (or any building, product, or service in that environment) should be designed to meet the needs of all people who wish to use it. Such a requirement is not special only for the benefit of minority of the population. It is a fundamental condition of good design. If an environment is accessible, usable, convenient, and a pleasure to use, everyone benefits"* (Heng, 2019). Despite that fact, one of the significant barriers that hinder many businesses from being inclusive is the lack of sufficient understanding of the diverse needs of the customers. Customers are different; thus, companies have to get prepared to offer diversified products. Inclusive sustainable development has been emphasized in the Local Agenda 21 which emphasizes economic development as a tool for poverty alleviation (United Nations, 1992).

c) The Resource-Based Approach Against Market-Based Approach

Tourism development in Tanzania can be traced back to colonial times although, much emphasis is seen from the early 1990s. The benefits of environmental conservation were received through ecotourism principles although the multipliers of tourism were not very well distributed (Kessy, 2018). Despite the focus on nature-based kind of tourism development, responsible travel to the natural areas improved the quality of life. Nevertheless, Tanzania has been acknowledged to have very diverse tourism resources although a synergy is lacking in in its development. The resource-based approach proposes that above average returns for any firm are primarily determined by the characteristics inside that firm. That strategic approach works very well with natural resources base and dynamic capabilities theories which result in the principles of valuable, rare, inimitable and non-substitutable (VRIN) (Barney, 1991), which Tanzania uses as its approaches for tourism promotion and marketing. It is argued that such a method may, in the long run, not enable the country to continue to receive what is thought as the "high benefits of tourism" as it is today, because nature is limited and non-renewable (Ardika, 2019). Also, there are a number of new destinations which have been discovered, and many other destinations have already copycatted what was term as VRIN regardless of naturality. As a result, while considering the limited quantity of natural resources Ardika, (2019) advocates for rational resource

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use while also considering the existing competition. Consequently, the market-based approach aims at studying the needs which may result to new approach for developing tourism. Also, that approach strengthens competitiveness as it focuses on market demand. The method forces firms to develop and market their products with their wide-open eyes and hands ready for competition. The market-based approach was popularized by Michael Porter (1980) when he introduced the five forces for creating a competitive strategy for a business. Porter states that a competitive advantage exists when a firm has a product or service that is perceived by its target markets or customers as better than that of its competitors. Tanzania's tourism industry has to compete with other similar and dissimilar destinations in East Africa, Africa and the Globe. Spillane (2020) contends that to implement a market-based approach could have a significant positive impact on Tanzania's efforts to achieve an even higher level of rapid, sustained, and equitable economic growth. The author cites examples of Mozambique, Rwanda, and the members of the Intergovernmental Authority on Development (IGAD) – Djibouti, Eritrea, Somalia, Kenya, Uganda, Ethiopia, South Sudan, and Sudan which are transforming their tourism industry by formulating and implementing well-formed strategic plans, regulatory reforms and the easing of visa restrictions. He underscores that a narrow tourism product cannot fulfill the very diverse demands of the markets nor create enough employment opportunities. For example, it is stated that in Tanzania tourism contribution to employment is only 8.2% which is very close to Rwanda (8%), while in Kenya, it contributes 9% of the total employment. Tanzania does not receive as many business tourists as compared to its counter East African States. While it only receives 6% of the business tourists, Rwanda and Uganda are the leading destinations, with 29 and 27 per cent respectively. Nevertheless, it is thought that Tanzania receives more leisure tourists compared to other East African countries. For example, regardless to environmental stability, in 2017 Tanzania and Kenya's natural resources were the underlying factors for the performance of the tourism sector in which each country scored 4.9 and 4.7 out of 7 respectively (World Economic Forum Travel and Tourism Competitiveness Index, 2017).

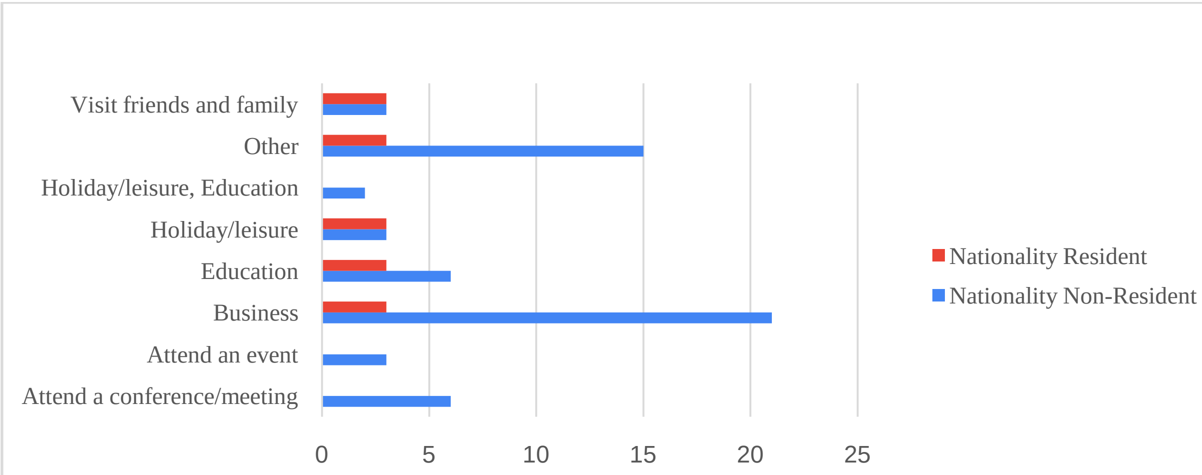
d) The Market-Based Approach for Tourism Development a Case Study of Mwanza

The research aimed to study the characteristics of tourists visiting tourism developing areas like Mwanza to find if destinations goals are addressing concerns on sustainability and inclusiveness. In this study, it was thought that the demand for sustainable and inclusive growth of tourism reflects the growing global trend for sustainable and inclusive tourism among customers and other stakeholders. Although the study identifies and analyzes visitor satisfaction with the tourism resources available in the region, it also looks at the types of visitors the destination receives and how the service providers supply them with necessary services, given the growing competition in the tourism sector. The study also considered the industry understanding of inclusiveness and whether they possessed the necessary infrastructures in case of any demand. The results enable any tourism business firm to reorganize and develop competencies needed to satisfy the needs of different types of customers as described below.

e) Social Demographic Characteristics of the Respondents

Demographic characteristics of respondents are explained in terms of analysis of age, gender, education level, occupation, and nationality of the visitor. It was found that many visitors were above the age of 55 (37%), followed by the age between 25 – 34 (28%), and the age between 35- 44 (24%). The rest were below the age of 25 but not below 18. All the visitors were educated at least at the level of either high schools, technical or vocational education. However, 85% of the respondents were university graduates at the level of either undergraduate or postgraduate degree. The majority of the respondents were male (68%), while the rest were female. Although many respondents were either employed (53%), retiree (20%), and self-employed (16%), many respondents were not Tanzanians (80%). The absence of many domestic tourism respondents to this study does not mean that Mwanza does not receive domestic tourists. Sustainable tourism concepts and the improvement of the quality of life put emphasize to the development of domestic tourism. For example, Hall et al. (2007) contend that domestic tourism is important to regional tourism development because it contribute to the improvement of facilities and public amenities. The authors further elaborate that domestic tourism support small businesses and local tour operators. Such effort efforts have been also applied to Mwanza. For example, due to different campaigns geared to build and strengthen domestic tourism, the region received more than 2,635 domestic tourists between 2015 and 2019 in Saanane Island (MNRT, 2020).

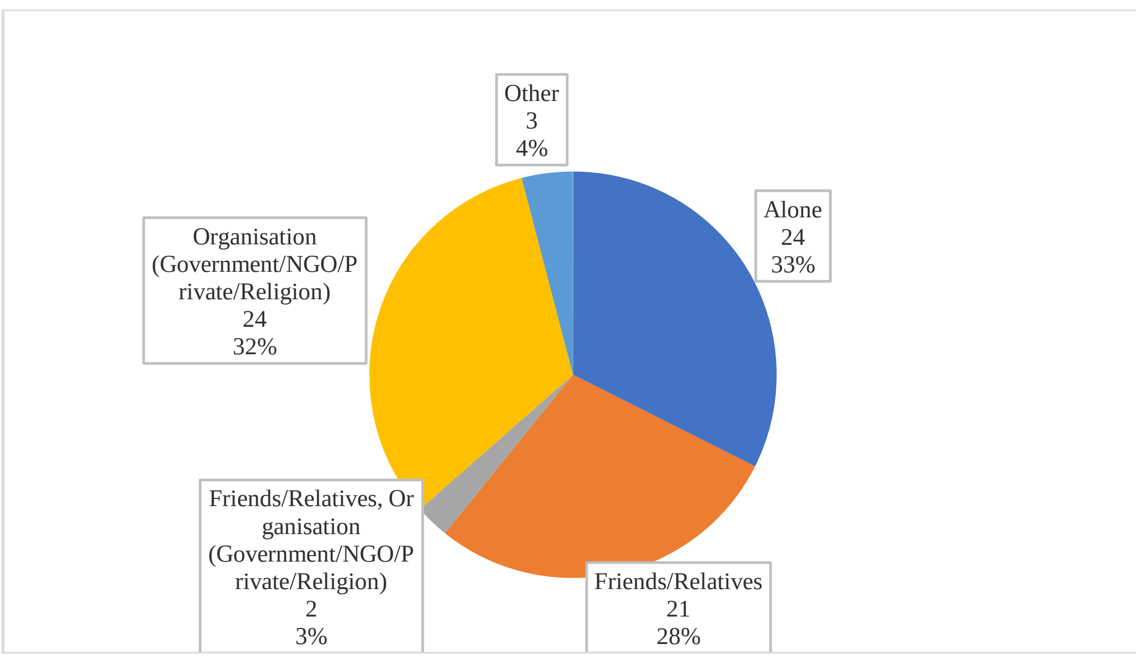
The purpose of the visit to Mwanza also varied, as shown by the following figure 1. It is argued that developing tourism in regional or periphery areas is always confronted by the lack of motivational factors that can activate demand especially because such destinations are considered small with little or no touristic activities (Hall et al., 2007). Such a situation was in Mwanza especially before 2015 but this study found that the area looks appealing to tourist as 66 (84%) of the respondents were paying it a second or a third visit. It was only 8 (16%) of the respondents who were visiting for the first time. Probably the situation has overturned because the myriad micro markets operators like hotels, events planners, cultural and philanthropists and many other segments which compliments tourists' service provision were actively seeking involvement and participation. Such segments were also found growing to become important stakeholders in tourism development decision making. Finally, it was revealed that the respondents stayed in Mwanza for more than six (6) days. It is assumed that the visitation and the time spent in Mwanza generated spillover effects (externalities) that increased local income multiplier effect to sustain both businesses and community's life.



Source: Field Data, 2022

Figure 1: Main Purpose of Visit to Mwanza by Nationality

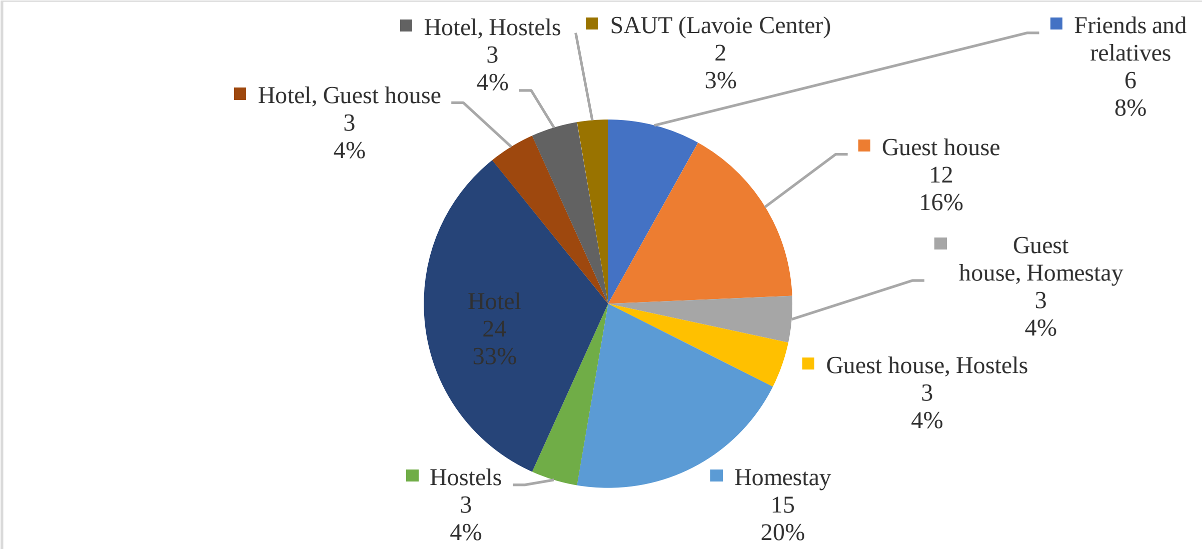
When asked about how they traveled to Mwanza, 33% of respondents said they traveled alone, while 32% were influenced by either their jobs in the different organizations such as NGOs, Government employment and religion. Others were visiting friends and relatives, 28%, as shown in figure 2.



Source: Field Data, 2022

Figure 2: What was your Travel Party? (I.E. Did you Visit Alone or as a Group/Organization)

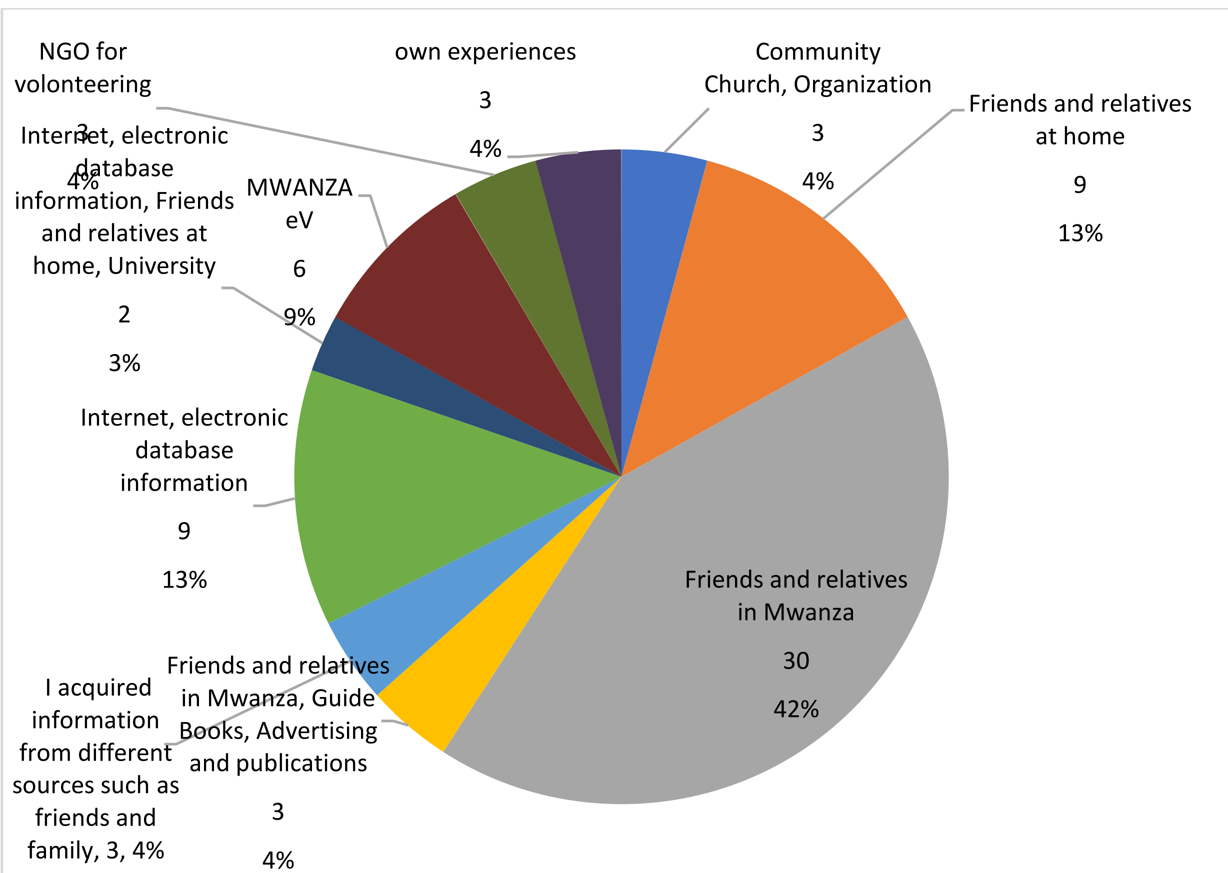
In Mwanza most of the visitors stayed in hotels (33%), homestays (20%) followed by the guest houses (16%). Other places of stay included friends' and relatives' places, 8%, guest house or homestay, 4%, guest house or hostel 4%, hotel or guest house 4 %, hotel or hostel 4%. Some stayed at the university guest center. Figure 3 illustrates the type of accommodation used by visitors.



Source: Field Data, 2022

Figure 3: Type of Accommodation used by the Respondents

The visitors gathered information about Mwanza through different organizations such as churches, NGOs, Internet, friends and relatives at home or in Mwanza, University, guide books and other publications.



Source: Field Data, 2022

Figure 4: Sources of Information About Mwanza

The travel arrangements for the visitors were either done by self (49%), friends or family (38%) and by different programs to which the visitors were attached (4%). The rest (9%) of the respondents did not understand this question. Motivation or reasons for visits included volunteer work, culture, friendly people, sports activities, and *safari* to the Serengeti. Hence, visitors participated in different activities such as attending conferences/meetings (22%), volunteering (40%), cultural events (18%) and sightseeing (20%). Almost all visitors had a chance to visit natural attractions such as Saanane and Serengeti or Rubondo National Park. Sightseeing in Mwanza included the beaches and boat riding across Lake Victoria 18% (n=69), a city tour 35% (n=69), hiking, walking and visiting friends, visit to the Museum of Bujora 31% (n=69) and the Gunzert house. Visitors also did some shopping at the Rock City Mall and paid a visit to Saanane National Park. The *safari* tour through the Serengeti, Ngorongoro, Manyara and later to Arusha was added with the trekking of Mount Meru or Kilimanjaro. Visitors used transport such as private cars, including tour vehicles, taxis, public (buses) and ships to other places like Ukerewe and or Bukoba. Other such as min buses (*daladala*) and motorcycle (*bodaboda*) were common means of transport within the city. When studying the amount of money spent by the visitors while in Mwanza, 30 (41%) of the respondent had spent less than US dollar 2,000; 29 (39%) less than 1,000; 12 (16%) spent between 2000 but less than 5,000 while it was only 3(4%) visitors who spent more than 5,000. The following figure 5 shows expenditure per visitor

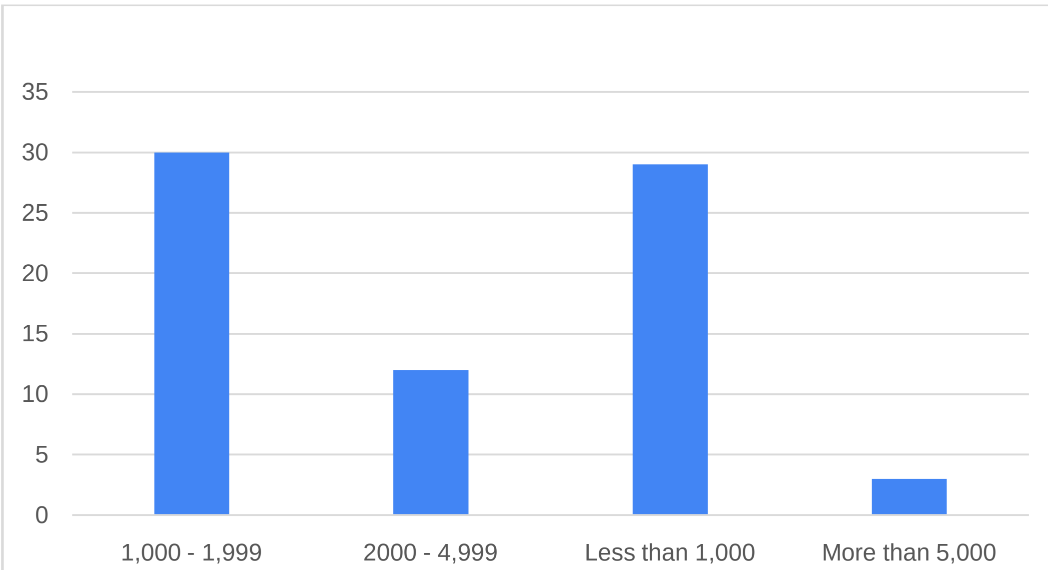


Figure 5: Total Expenditure by Visitor within Mwanza

While studying the understanding of inclusive tourism, the findings indicated little knowledge of the term and how it is perceived. While many respondents comprehend that it is tourism that must include local communities and all in the tourism system the understanding was limited to economic gains (56%, n=25) and left away vital component of visitors with a disability or special needs. The knowledge of sustainable tourism in Mwanza was established by Moschin (2020) who shows that many local people understand it and they can give their own comprehension of the term which includes better utilization of resources for today and future generations. Although 44% of the respondents have a broader understanding of the term inclusive, a significant number of the service facilities do not support inclusiveness (51%). When asked about any soon possible change in the way they provided services all the respondents agreed to incorporate tools that allow services accessibility to all their clients as soon as possible. Respondent I2 said special needs facilities vary among individuals. Thus, it is not easy to have one item that can suit all the clients. Regardless, every one individual gets served to the satisfaction even if it might entail hiring a facility, said respondent I6. Also, it was found that tourism firms did not invest much in terms of new product development resulting in overreliance on only wildlife-based tourism. One reason that contributes to that is when customers come while focused on their planned activities. Nevertheless, MICE tourism has been supported mainly by facilities such as hotels.

IV. Discussion, Conclusion and Recommendation

Trade liberalization has created an environment that enhanced many private businesses to participate in tourism development and the reaping of the benefits. But the products, services and experience have remained to a large extent, unchanged, especially in Tanzania and some areas like Mwanza being claimed to lack attractions. That perception is thought to be attributed by overreliance on a narrow tourism product even though tourism exists in different categories. There is a need to carefully develop sustainable tourism that must continue to keep the environment clean, which calls for inclusion, and, therefore, increase social gains in the tourism business field. As a result, many tourism destinations have now increased efforts to capacitate their people and aggressively look for investments in the tourism sector. Efforts to develop domestic tourism has increased the knowledge that tourism exist in many different forms and type. The promotion of domestic tourism has also improved the quality of hospitality services while increasing business sustainability as observed by Hall, et al., 2007. The understanding of the markets also, help tourism business operators and destinations to formulate their tourism serving capacity and have a defined maximum number of visitors a tourism business is able to serve without causing service disconfirmation. For example, the primary purposes of visitors to Mwanza were business and other undefined activities but not to a significant extent, holiday, leisure or visiting friends and family. Thus, knowing the business in which the visitors are engaged to allowed expansion of such a business apart from creating a good environment (such as the build of infrastructure) for them to do their businesses well. Knowing the characteristics of the visitors as well allows for expansion to other types of tourism, as was depicted in the case study of Mwanza. That, not only adds to the efforts of conserving the natural beauty of the country but also increases the earnings and employment opportunities which eventually result in improved individual life and increased earnings of a destination, proving that tourism can reduce poverty. The study did not find any visitor who was accompanied by other parties. It was fortunately found that the visitors' travels were either influenced individually or by their jobs in the different organizations they were employed. There were no visits influenced by other party as a result of special needs of the primary visitor. This does not mean that the destination does not receive impaired persons or people with special needs. Thus, it is advised that firms and destinations must continue to study markets to create products and offer services according to the wants and demand of such markets.

The case study has found that developing destinations receive different types of tourists, such as business travelers, in additional to recreational tourists. This type of tourism is argued to contribute a lot in terms of earnings, and in most cases, it goes with a wide range of expenditure patterns such as shopping and recreation itself. Business tourism has been a significant contributor in earnings in America. In Africa, South Africa holds number one for business tourism while Tanzania receives only 6 percent of this type of tourism as compared to other East African countries such as Rwanda which is the lead. Although, generally, many meetings take place in Europe worldwide, Tanzania and Mwanza, in particular, stand a chance to receive more of this type of tourists. Another very significant finding is that Mwanza receives well-educated and or working (69%) or retired (20%) non-citizen tourists. Also, visitors were making a second or a third visit (84%). That, depicts that the destination stands not only a chance of gaining knowledge and experience from the visitors but also a quality of interaction between tourists and host communities. In the tourism industry, there exist a paradigm shift of experiences and benefit. For example, Hall, et al., (2007) contemplate that the benchmark for success in the tourism field is based on quality of services and cultural interactions between tourists and the host community rather than the number of tourists and expenditures. The quality of services and cultural interactions are parts of benefits to consumers whereas to producers are a source of competitive advantage. Tourism sectors are now emphasizing more on economic growth and the building of mutual understanding between visitors and the host communities to expand recreational spaces and later increase repetitive purchases. In this study (35%) of the visitors walked through the city to learn about the daily life of the people of Mwanza although spending per day did not exceed $200. Also, recreational sightseeing activities such as those associated with the existence of Lake Victoria were only consumed by only 18% of the visitors.

Although the sources of information for Mwanza varied, such information did not affect visitors' places of stay. The most notable sources of information were friends and relatives both in Mwanza (42%) and the visitor's home (13%), followed by the internet (13%). Many visitors stayed in either hotels (33%), homestays (20%), or guest house (16%). Tourism enterprises use social media tools such as Instagram, Facebook, Twitter and Youtube to market tourism at a rate of 36%, 29%, 21% and 14% respectively. The 13% use of internet as a source of information depicts the low use of Information and Communication Technologies (ICT) by the tourism business stakeholders for innovations and marketing of tourism worldwide, and therefore, suggest improvements. Nevertheless, Mwanza was found to have a few attractions put on the social media, which is thought to have contributed to the invisibility of the destination.

The literature has revealed that resources are limited, and their sustainability is emphasized. Thus, to maximize the number of visitors to a destination and for Tanzania to reach the 5 million tourists it targets, there should be further diversification of the marketing strategies as well as increasing research in the natural resources. The case study shows that the tourism sector in Tanzania is expanding although still following the VRIN principle. It is nature-based (wildlife, mountaineering and beach tourism) that has earned Tanzania much benefits of tourism to date primarily through ecotourism. Hence, to maintain sustainability it is advised to utilize other opportunities for tourism development. In Mwanza for example, it is assumed that the presence of Lake Victoria, history and culture could be a good source of tourism products that could complement the wildlife-based tourism in the Serengeti (Serengeti is only two and half hours from Mwanza), Rubondo and Saanane National Parks.

In conclusion the study reveals that there is a high need to raise more awareness of sustainable development goals and especially on specific topics to increase more of their understanding and adaptability. For example, it was found that only 44% of the respondents had knowledge of the term inclusive tourism in its broad definition of including people with special needs or impaired. The majority (56%) were confined to the traditional definition which means to include the marginalized community in terms of income and decision-making. Thus, enabling accessibility to tourists' areas for physically or visually impaired persons or a person who cannot hear or on wheel-chair is often mixed with enabling the marginalized community to access the economic gains of tourism. As a result, the little knowledge of the term "inclusive" might have contributed to how the facilities were designed for service provision. However, it is well understood that special needs vary among customers and sometimes among suppliers. Nevertheless, in the context of the use of the term inclusive tourism, the study did not find any travelers who were not satisfied with the services provided by their suppliers although many visitors traveled alone (33%) and or with friends and relatives (28%).

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River Tourism in Bangladesh: Present Status and Future Prospects

By Nora Islam

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Abstract- River tourism is quite different from the conventional tourism concept which is based on rivers. Bangladesh has great potential to flourish in this sector. Bangladesh is already famed as a riverine country. A good number of tourists are interested in river tourism in Bangladesh. Though there is huge potential for Bangladesh to become a prominent destination for river tourism but still it is untapped due to various challenges. This study analyzed the existing river tourism sector of Bangladesh to explore the potentialities and challenges of this sector. The study revealed that there are some challenges to gaining success in the development of river tourism. Lack of skilled manpower, safety and security issues, lack of tourism infrastructure, and inadequate funding are some remarkable challenges. Based on the findings, the paper suggested several recommendations for the development of river tourism in Bangladesh.

Keywords: river tourism, major challenges, economic development, tourism growth.

GJMBR-F Classification: JEL codes: L83, Z32

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I. Introduction

Rivers are major spatial elements in the landscape of Bangladesh. Historically Bangladesh is known as the "Land of Rivers". The rivers of Bangladesh are one of the greatest forms of self-identification for the country and the most important geographical feature of Bangladesh. The rivers of Bangladesh also played an important role in the history, growth, and development of the country. The livelihood of countless rural Bangladeshis depends on the rivers. The country has 700 rivers including tributaries and a total length of almost 24,140 km. They consist of rivers, hilly streams, winding seasonal creeks, and canals together constituting about 7% of the country's total surface areas and they link most parts of the country by anintricate network of waterways (Banglapedia).

River tourism is one of the most popular forms of tourism worldwide. It offers an opportunity to travel inland waterways and rivers. It provides a unique experience to explore a country differently. River tourism is very flexible, comfortable, and pleasant to travelers and serves the tourism purpose mostly in an enjoyable way. Foreign tourists are interested in exploring the local people's livelihood, their unique culture and traditional way of life, nature, picturesque pristine countryside, and the serene beauty of the rivers, hilly rivers, and wetlands like *haor* (wetland ecosystem). The serenity and touch of a river may vary for tourists. Some found it in a dramatic and romantic way, permeating a sense of pleasantness to the beholders. Tourists are also interested in exploring the people's life of *Char* (River Bar). Their struggling and survival ways are really different from others. Foreign tourists also love to visit inland and coastal islands like Hatia, Bhola, Swandeep, and so on. Tourists are also interested to travel in paddle steamers because of its antique appeal, heritage, and convenience.

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Each river in the country is full of opportunities for the tourism sector and waiting to be utilized. River tourism also can work as the savior from demise of rivers. River tourism is the best way to see the real beauty of Bangladesh. Unfortunately, Bangladesh is still far behind from developing river tourism for improper tourism infrastructure.

II. Literaturer Review

The tourism sector is playing an important role in the economic development of developing countries. In Bangladesh tourism is one of the most profitable sectors (Elena et al., 2012). River tourism is a unique sub-sector of the tourism industry in Bangladesh. River tourism is closely related to the natural environment and living being on the bank of river livelihoods which are deeply rooted in rivers and water. The history of river tourism started with Herodotus. In ancient times he described his journey to Egypt in 450 BC when the Nile overflows on Egypt. People used boats to move and sail right by the pyramids for going Naucratis to Memphis (Carson, 1994, p. 22).

In primeval times people in this South Asia region only use waterways because the river was the main route then. Moving one place to another for personal reasons and carrying goods for business purposes people were using rivers as only of way movement. At present, still, the people of Bangladesh are giving importance to our river ways for both passenger and commodities transportation. River tourism has become popular and taken a particular place besides ocean and overland traveling. Hulme and Youngs (2002) stated that writing and traveling have been intimately connected. Writers open an imagination field for us and give us the enjoyment of traveling through their writing. Such peaceful traveling like River tourism gives this kind of scope to armchair travelers.

The great river Amazon was first traveled by European travelers. They followed Amazon from the Andes between 1541 and 1542 and showed interest in other travel and discovers more from Amazon. River tourism is also highlighted in the writing of Travel Guide of the River from Chongqing to Wuhan by Shaw (2007). In 2000 a study of tourism was done in the Yunnan Great Rivers, National Park in China. The Salween, Mekong, and Yangtze Rivers have a variety of tourism activities like logging, fish hunting, water-based agriculture, etc. that attract tourists from all over the world, as observed by Cater (2000)

A river constitutes a major tourism resource, providing spectacular settings, recreation facilities, means of transport, a sense of heritage and adventure, and links with the environment and the natural world. Tourists, researchers, and investors are mostly interested in ocean cruising (Dowling, 2006) although some scholars are shown interest in the study of river tourism, and have demonstrated that river tourism can be a good source of outdoor recreation as well as it will attract eco-tourists (McKean et al., 2005)

People are very much fond of river cruising for enjoying colorful natural beauties and different ways of living on the bank of the river. Moreover, it offers a more relaxing and slower travel experience than other forms of tourism. River tourism allows travelers for creating a personal adventure. River tourism has become a major tourist attraction, giving a boost to the tourism industry. River ship provides a traveler with an intimate atmosphere with close interaction with our culture as the river was the sole means of transport in the past.

III. Methodology of the Study

This research is carried out by using the qualitative research approach. Qualitative methods have become increasingly appropriate to researchers of tourism as they being to explore personal feelings, perceptions, and attitudes, particularly of host communities, and the impact of tourism on them (Walle, 1997:534).

This study was based on the synthesis of primary data and secondary data. Primary data had been collected from the interviews of different stakeholders, field observation, and questionnaire analysis. Secondary data had been collected from published research articles, journal articles, conference papers, seminar proceedings, dissertations, books, reports, newspaper, articles, magazines, brochures, government websites, and open-access materials. As the data on river tourism is inadequate, so to collect more data an intensive literature review related to river tourism and resources, their management issues, and constraints in the Bangladesh context was conducted through an online search.

IV. Objective of the Study

a) Primary objectives

The primary objective of this study is to identify the potentiality of river tourism in Bangladesh.

b) Secondary objectives

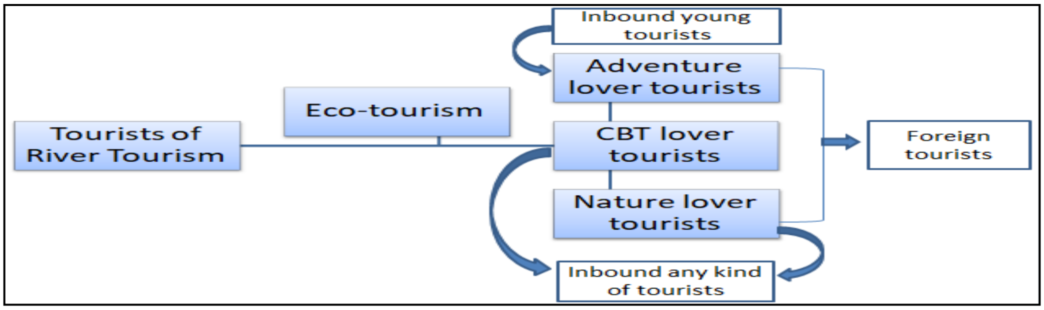
- To identify the scope of river tourism in Bangladesh.
- To identify the benefits and economic contribution of river tourism in Bangladesh.
- To identify the barrier and challenges in the development of river tourism in Bangladesh.
- To find out some recommendations that will help the growth of river tourism in Bangladesh.

V. Prospects of River Tourism in Bangladesh

Generally, the use of the river for travel and recreational activities is known as river tourism. River tourism is an alternative type of tourism that includes trips to natural areas and walks on the bank of the river and muddy roads, swimming, and sports activities, for example, fishing, rafting, canoeing, river kayaking, etc. Rivers are very important for the economy of Bangladesh historically. Once upon a time, people depend on the river for their livelihood. People are used to fishing, boating, and many more as a means of income source. Our agricultural sector depends on the mercy of river water for irrigation.

The Water Development Board, Bangladesh (WDB, 2019) has published documents with the names of 406 rivers. This number varies from source to source as some rivers have already vanished with time and some have taken different names at different places. There are 57 international rivers in Bangladesh of which 53 flow from India and 3 from Myanmar. Bangladesh has predominantly four major river systems (1) the Brahmaputra- Jamuna, (2) the Ganges-Padma, (3) the Surma-Meghna, and (4) the Chittagong Region river system. However, the Brahmaputra is the 22nd longest (2,850 km) and the Ganges is the 30th longest (2,510 km) river in the world (Banglapedia 2004).

River tourism may become one of the main unique selling points in the tourism industry of Bangladesh. The volume of river tourism in Bangladesh is at its initial state compared with the vastness of the river networks. Nowadays, many private companies are mainly engaged in river tourism which facilitates organized various river cruising packages. Though Bangladesh has numerous rivers but all the rivers are not suitable for river tourism because of not having a proper depth from the surface, heavy river wave, muddy canals, improper infrastructure, and so on. Bangladesh has a huge tourist market segment for river tourism. Shown below-



Source Deloped by Author, 2022

Figure: Targeted Tourists Segment for River Tourism

This segmentation is done through a distinct field survey. Around 50 people of different ages were taking part in this survey. It is notified that adventure lover tourists, Community-based tourism lover tourists, and nature lover tourists are interested in river tourism. Adventure lover tourists are mostly coming from young age people. Moreover, tourists from different countries are also interested to take part in river tourism in Bangladesh. They want to explore the scenic natural beauty of Bangladesh through river tourism. Overall river tourism can support eco-tourism that is environment friendly.

a) Unique Characteristics of River Tourism in Bangladesh

Historically, people in Bangladesh traveled by boat because the river was the main route for both passenger transportation and carrying goods. Rivers are also major spatial elements of the landscape and constitute a significant tourism resource. River tourism in Bangladesh contains some unique characteristics.

a. River tourism is nature-based tourism.
b. Attract visitors through the serenity and adventure of mighty rivers.
c. River tourism can offer both relaxing and leisure-based tourism activities as well as adventure-based tourism activities.
d. Rivers in the countryside are most appealing as they retain much of their natural beauty.
e. River tourism can offer various water-based activities, such as fishing, boating, swimming, and so on.

Source: Developed by Author, 2022

b) Scopes of River Tourism in Bangladesh

The rivers of Bangladesh have several scopes that lead to sustainable river tourism. A good number of direct and indirect facilities are provided by the rivers of Bangladesh that create scopes for river tourism. Direct facilities include:

- Riverside areas which are full of natural attraction.
- Transport including different types of river vehicles, especially for river cruising.
- Providing recreational activities (water sports, swimming, fishing, boat race, and so on).
- Direct food supply (fish, drinking water, water-based agriculture for other food sources).

The rapid growth of the population in Bangladesh increases the use of river water for human and industrial purposes. Rivers provide some indirect facilities including jetty of water transport, Disposal of human waste, Support industrial activities and waste disposal, Source of hydroelectricity, and so on.

c) Major River Tourism activities in Bangladesh

River offers an extensive variety of opportunities for recreational and tourist activities. River tourism offers great water adventures experience as well as it provides the most scenic views, diverse wildlife, and flora along the route. River tourism is combined with exciting water-based activities. Major river tourism activities are water rafting, river cruise, fishing, river exploration, boating, kayaking, and leisure activities.

Though Bangladesh is the biggest river delta in the world but lacks the necessary river cruising product, river tourism in Bangladesh is still underdeveloped. There are very few river cruising products are available now. River cruises on the Sundarban for a 3 to 4 days night stay is very popular among tourists.

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Name of Cruise Transport	Capacity	River Circuits	No. of Units
Day Cruising Ship	100-500 seating	Cox's Bazar, Dhaka	13
Day Cruising Vessel	40-100 seating	Dhaka	10
Overnight Cruising Vessel	20-70 sleeping	Sundarbans, Dhaka	50
Engine Boat for short destination cruise	10-30 seating	Mongla, Rangamati, Bandarban, Cox's Bazar, Kuakata, Sylhet, Jhalokathi	1200
Speed Boat for destination transfer	6-10 seating	Cox's Bazar, Rangamati, Mongla, Dhaka	300

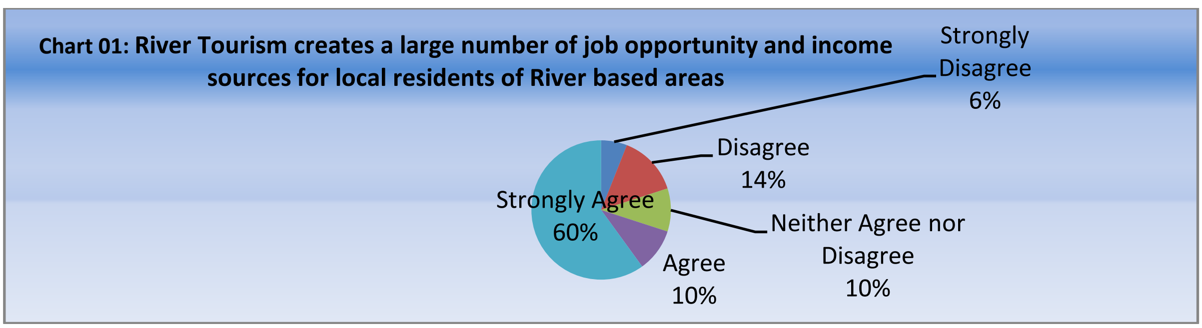
Source: Cruise transport in river circuits, (Helal, 2020)

Figure: Different Trips in River Ways

There are also some other river cruising products available. These are the 'Dhaka Dinner Cruise' offering on the river Shitalakhawa, Padma River Cruise, Jamuna River Cruise, Chittagong Boat Cruise offerings on the river Kornofuli, etc.

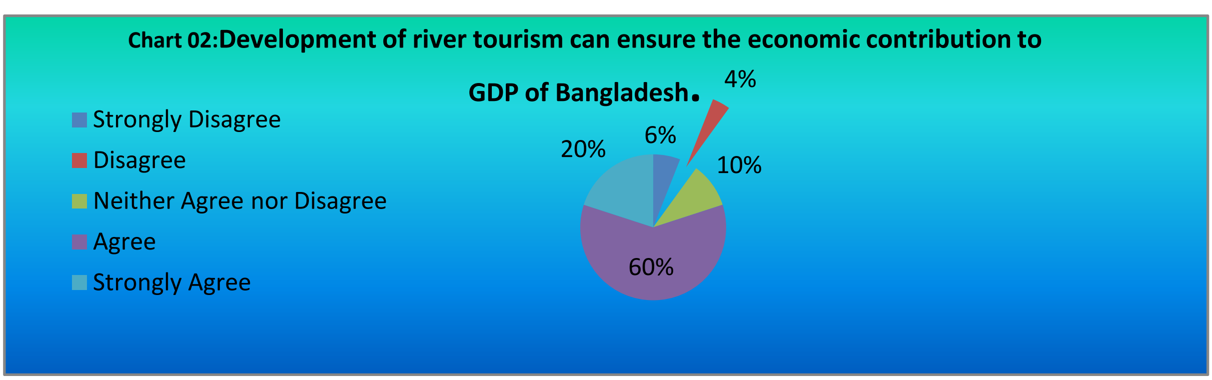
VI. Benefits of River Tourism Development in Bangladesh

The tourism industry offers many jobs for unemployed people. President and CEO of WTTC stated that "Travel & Tourism, which already supports one in every 10 jobs on the planet, is a dynamic engine of employment opportunity" (2018). The development of River tourism also can create extensive employment opportunities for local people. River cruise ships, restaurants, retailers, travel agents, leisure industries, airlines, and other transportation services can create a huge number of new job opportunities. It also helps to alleviate poverty.



The data of Chart 01 shows that 6% of tourists strongly disagree that River Tourism creates a large number of job opportunities and income sources for local residents of River based areas.14% of tourists disagree with this statement. 10% of tourists neither agree nor disagree. 10% of tourists believe that rivers can create jobs for unemployed people. 60% of tourists strongly agree with this statement. So we can see most of the participants agree with this statement.

The development of river tourism can ensure the contribution to the GDP of Bangladesh. River tourism activities are connected with different products and services (e.g. foods, entertainment equipment, recreational equipment, accommodation, transport, etc) which can directly contribute to GDP. Private investment and government funding in this sector can contribute indirectly to GDP.



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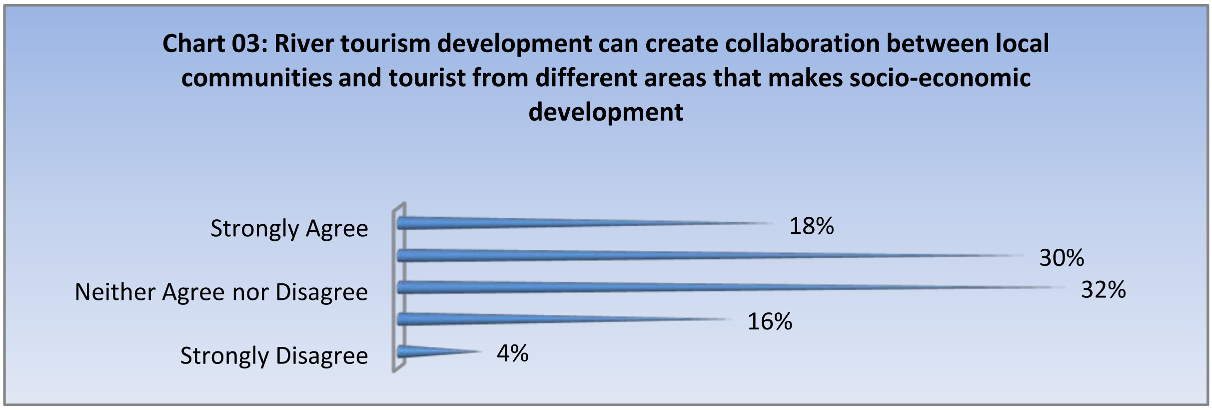
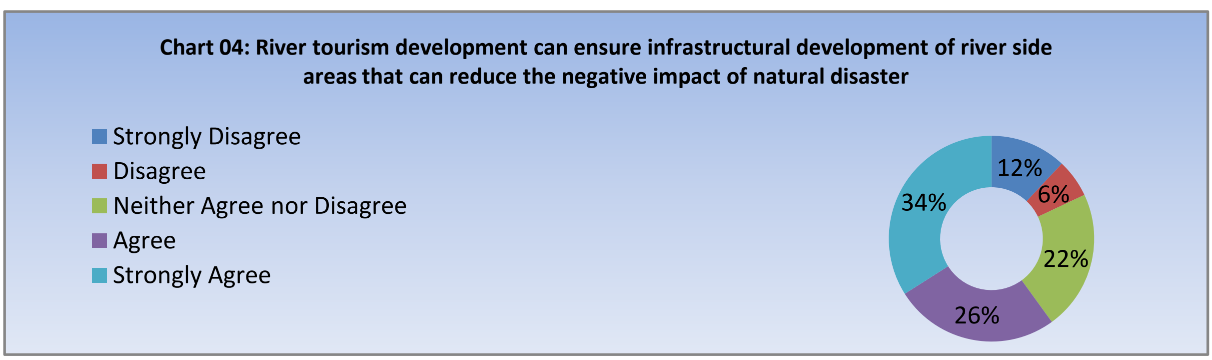
The data of Chart 02 shows that 6% of tourists strongly disagree that river tourism can ensure the economic contribution to the GDP of Bangladesh. 4% of tourists disagree with this statement. 10% of tourists neither agree nor disagree. 60% of tourists believe that river tourism can ensure the economic contribution to the GDP of Bangladesh. 20% of tourists strongly agree with this statement. So we can see most of the participants agree with this statement.

Sustainable river tourism can ensure and promote peace by fostering understanding between local people and tourists. It also promotes and preserves the local cultural and historical traditions.



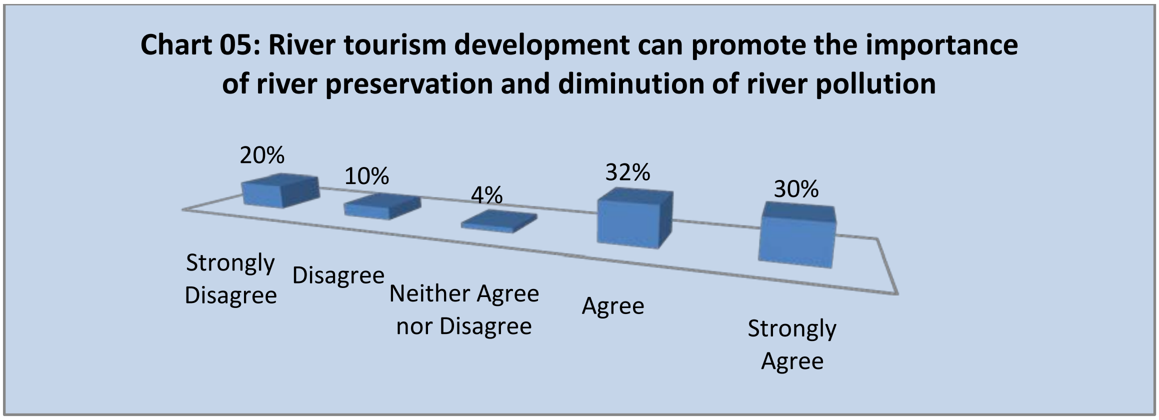
The data of Chart 03 shows that 4% of tourists strongly disagree, that River tourism development can create collaboration between local communities and tourists from different areas that makes socio-economic development.16% of tourists disagree with this statement. 32% of tourists neither agree nor disagree. 30% of tourists agree and 18% of tourists strongly agree with this statement. So we can see almost 50% of the participants agree with this statement.

River tourism development can ensure infrastructural development of riverside areas that can reduce the negative impact of natural disasters. Natural disasters can cause land erosion of riverside areas. People lost their homes and being shelter less. It also slows down the pace of economic growth.



The data of Chart 04 shows that 12% of tourists strongly disagree, that River tourism development can ensure infrastructural development of riverside areas that can reduce the negative impact of natural disaster. 5% of tourists disagree with this statement. 22% of tourists neither agree nor disagree. 26% of tourists agree and 34% of tourists strongly agree with this statement. So we can see most of the participants agree with this statement.

River tourism development can raise awareness among local residents about the importance of river and river-side tourism spots. Overall all these things can work as a contributor to protecting the environment, river preservation, and diminution of river pollution.



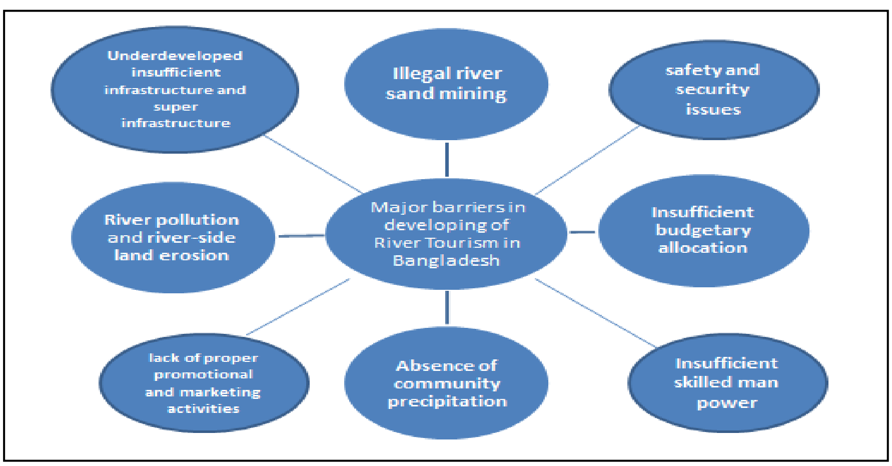
The data of Chart 05 shows that 20% of tourists strongly disagree, that River tourism development can promote the importance of river preservation and diminution of river pollution. 10% of tourists disagree with this statement. 4% of tourists neither agree nor disagree. 32% of tourists agree and 30% of tourists strongly agree with this statement. So we can see almost 62% of the participants agree with this statement.

VII. Major Barriers in Developing River Tourism in Bangladesh

River tourism activities are addressing the opportunities of tourism which can directly contribute to our GDP. There are some challenges that hinder to activate the river tourism in Bangladesh that's given below:

Illegal river sand mining is very common in our country. For unplanned sand mining in river destroys both side of river area. It also negatively impacted on agricultural land besides the river. Every year people are losing land to river erosion caused by illegal dredging.

Insufficient budgetary allocation slows down the development of river tourism development. So sufficient budgetary allocation needs for proper river tourism infrastructure development, marketing and promotional activities, training for operating river tourism activities tools, and so on.



Source: Developed by Author, 2022

The absence of community preciptiation (people who live beside the riverine areas) in river tourism decelerates the development of river tourism as they are not aware of it. There is a huge opportunity to make the community involved and develop river tourism as well as develop the entire community of riverside.

River pollution is posed a serious challenge to river-based tourism in Bangladesh. The main reason behind river pollution is the unawareness of river health and sustainability of the river ecosystem, throwing dirty garbage in the river while traveling, oil spills from tourist's vessels, leak of chemicals from industrial containers, etc.

Underdeveloped insufficient infrastructure and super infrastructure (jetties, vessels, well-designed and equipped ships) for river tourism make it difficult to flourish this tourism sector.

In river tourism, tourists have to stay in boats or ships. It creates some *safety and security issues* like natural disasters, robbery, tidal surges, thieves, pickpockets, and mobile networks not found in the middle of the river, etc.

Many tourist spots across the country are yet to gain popularity among tourists both from home and abroad due to *a lack of proper promotional and marketing activities.* To attract tourists from home and abroad, we need to give importance to promotional activities.

In every year thousands of hectares of *river-side land erosion* happened in rainy season. This is one of the biggest challenges to grow this specific tourism sub-sector.

Sufficient skilled man power needed for developing and operating river tourism. Otherwise *insufficient skilled man power* may cause this sector collapsed before booming.

VIII. Recommendations for Sustainable Development of River Tourism

1. Ensuring local community involvement in the process of river tourism development makes tourism sustainable and everlasting.
2. Need to promote local heritage, festivals, and culture of river areas for attracting local and foreign tourists.
3. Public awareness should be increased among both local people and tourists to control environmental pollution.
4. Infrastructural and super- infrastructural development needs to be carried out to the river tourism spots.
5. Foreign tour operators can be used as another way to promote river tourism in Bangladesh across the world. It will help to reach more foreign tourists. Moreover, this can boost our tourism sector rapidly.
6. The development of sustainable river tourism is a long-term phenomenon. Development planning for the short-term will help to gain long-term achievement.
7. Many countries are promoting tourism through on-arrival visas. So Bangladesh could implement on arrival visa service for foreign tourists to promote river tourism.
8. Safety and security arrangement is inadequate in river area for tourism. Proper security needs to be ensured and a one-stop information system can be introduced for tourist's safety.
9. Proper marketing approaches should be taken to reach the maximum number of tourists for river tourism.
10. Specialized academic and training centers are needed to create skilled manpower for the river tourism sector. Special rescue teams and lifeguards should be prepared to avoid any kind of accidents.
11. Laws should be imposed to rescue river areas which are abused. Special campaigning, seminar, and conference can be arranged for raising awareness to protect rivers and riverside areas.

IX. Conclusion

As a riverine country, river tourism has tremendous potential in Bangladesh. River tourism in Bangladesh is expanding gradually. Local and foreign tourists are very much interested to take part in river tourism. By improving the existing river tourism spots and activities, also developing new ones, the country can attract a significant number of local and international tourists. Also, this sector has great potential to reduce the unemployment rate by generating new job opportunities. Though there are lots of challenges in developing river tourism which includes fewer river tourism scopes and activities, safety issues, lack of infrastructure, lack of efficient human resources, lack of environmental awareness, insufficient promotional work, etc. The development of the river tourism sector depends on how efficiently and effectively these challenges can be overcome. Several strategies are discussed to mitigate these challenges in this report. Proper planning and implementation should be ensured for the development of river tourism. In this way, this particular tourism sector may bring economic prosperity to the national economy.

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Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

Declaration of funding sources

Global Journals is in partnership with various universities, laboratories, and other institutions worldwide in the research domain. Authors are requested to disclose their source of funding during every stage of their research, such as making analysis, performing laboratory operations, computing data, and using institutional resources, from writing an article to its submission. This will also help authors to get reimbursements by requesting an open access publication letter from Global Journals and submitting to the respective funding source.

Preparing your Manuscript

Authors can submit papers and articles in an acceptable file format: MS Word (doc, docx), LaTeX (.tex, .zip or .rar including all of your files), Adobe PDF (.pdf), rich text format (.rtf), simple text document (.txt), Open Document Text (.odt), and Apple Pages (.pages). Our professional layout editors will format the entire paper according to our official guidelines. This is one of the highlights of publishing with Global Journals—authors should not be concerned about the formatting of their paper. Global Journals accepts articles and manuscripts in every major language, be it Spanish, Chinese, Japanese, Portuguese, Russian, French, German, Dutch, Italian, Greek, or any other national language, but the title, subtitle, and abstract should be in English. This will facilitate indexing and the pre-peer review process.

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.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

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

Format Structure

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

All manuscripts submitted to Global Journals should include:

Title

The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

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.

Figures

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.

Preparation of Eletronic Figures for Publication

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).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

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.

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.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

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.

General style:

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.
- Separating a table, chart, or figure—confine each to a single page.
- 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.

- 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.

Title page:

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:

- o Single section and succinct.
- o An outline of the job done is always written in past tense.
- o Concentrate on shortening results—limit background information to a verdict or two.
- o 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:

- o Explain the value (significance) of the study.
- o 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.
- o Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- o 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.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

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.

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:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

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."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- 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:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

Segment draft and final research paper: You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

CRITERION FOR GRADING A RESEARCH PAPER (COMPILATION) BY GLOBAL JOURNALS

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
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

INDEX

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