Online ISSN: 2249-4588
Print ISSN: 0975-5853
DOI: 10.17406/GJMBR

Global Journal

of Management and Business Research: F

Real estate, Event, Tourism Management & Transporting



Human's Economic Excellence

Cruise Industry: Trends, Challenges

Highlights

Forecasts for the Development

Development of the Cruise Industry

Discovering Thoughts, Inventing Future

VOLUME 24 ISSUE 3 VERSION 1.0

© 2001-2024 by Global Journal of Management and Business Research, USA

Volume 24 Issue 7 was originally issued as F3

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 24 Issue 3 (Ver. 1.0)

Open Association of Research Society

© Global Journal of Management and Business Research. 2024.

All rights reserved.

This is a special issue published in version 1.0 of "Global Journal of Science Frontier Research." By Global Journals Inc.

All articles are open access articles distributed under "Global Journal of Science Frontier Research"

Reading License, which permits restricted use. Entire contents are copyright by of "Global Journal of Science Frontier Research" unless otherwise noted on specific articles.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without written permission.

The opinions and statements made in this book are those of the authors concerned. Ultraculture has not verified and neither confirms nor denies any of the foregoing and no warranty or fitness is implied.

Engage with the contents herein at your own risk.

The use of this journal, and the terms and conditions for our providing information, is governed by our Disclaimer, Terms and Conditions and Privacy Policy given on our website http://globaljournals.us/terms-and-condition/menu-id-1463/

By referring / using / reading / any type of association / referencing this journal, this signifies and you acknowledge that you have read them and that you accept and will be bound by the terms thereof.

All information, journals, this journal, activities undertaken, materials, services and our website, terms and conditions, privacy policy, and this journal is subject to change anytime without any prior notice.

Incorporation No.: 0423089
License No.: 42125/022010/1186
Registration No.: 430374
Import-Export Code: 1109007027
Employer Identification Number (EIN):
USA Tax ID: 98-0673427

Global Journals Inc.

*(A Delaware USA Incorporation with "Good Standing"; **Reg. Number: 0423089**)*

Sponsors: Open Association of Research Society
Open Scientific Standards

Publisher's Headquarters office

Global Journals® Headquarters
945th Concord Streets,
Framingham Massachusetts Pin: 01701,
United States of America
USA Toll Free: +001-888-839-7392
USA Toll Free Fax: +001-888-839-7392

Offset Typesetting

Global Journals Incorporated
2nd, Lansdowne, Lansdowne Rd., Croydon-Surrey,
Pin: CR9 2ER, United Kingdom

Packaging & Continental Dispatching

Global Journals Pvt Ltd
E-3130 Sudama Nagar, Near Gopur Square,
Indore, M.P., Pin:452009, India

Find a correspondence nodal officer near you

To find nodal officer of your country, please email us at *local@globaljournals.org*

eContacts

Press Inquiries: *press@globaljournals.org*
Investor Inquiries: *investors@globaljournals.org*
Technical Support: *technology@globaljournals.org*
Media & Releases: *media@globaljournals.org*

Pricing (Excluding Air Parcel Charges):

Yearly Subscription (Personal & Institutional)
250 USD (B/W) & 350 USD (Color)

Editorial Board

Global Journal of Management and Business Research

Dr. John D. Theodore

American Military University
JDT Management Consultants, President.
D.B.A., Business Economy
University of South Africa
Ph.D. Aristotelian University
Business Administration
Ph.D. Administration, University of Kansas
USA

Prof. Moji Moatamedi

Honorary Vice Chair
Ph.D., at The University of Sheffield,
MBA, Manchester Business School
University of Manchester
UK

Dr. R. Allen Shoaf

B.A., M.A., Ph.D. Cornell University
Cornell University, Teaching Assistant in the English Department,
University of Florida, US

Professor Maura Sheehan

Professor, International Management
Director, International Centre
for Management & Governance Research (ICMGR)
Ph.D. in Economics
UK

Dr. Mehdi Taghian

Senior Lecturer
Faculty of Business and Law
BL Deakin Business School
Melbourne Burwood Campus
Australia

Dr. Carl Freedman

B.A., M.A., Ph.D. in English, Yale University
Professor of English, Louisiana State University, US

Dr. Agni Aliu

Ph.D. in Public Administration,
South East European University, Tetovo, RM
Asociater profesor South East European University,
Tetovo, Macedonia

Dr. Tsutomu Harada

Professor of Industrial Economics
Ph.D., Stanford University, Doctor of Business Administration, Kobe University

Dr. Wing-Keung Won

Ph.D., University of Wisconsin-Madison,
Department of Finance and
Big Data Research Center
Asia University,
Taiwan

Dr. Xiaohong He

Professor of International Business
University of Quinnipiac
BS, Jilin Institute of Technology; MA, MS, Ph.D.,.
(University of Texas-Dallas)

Dr. Carlos García Pont

Associate Professor of Marketing
IESE Business School, University of Navarra
Doctor of Philosophy (Management),
Massachussetts Institute of Technology (MIT)
Master in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering,
Universitat Politècnica de Catalunya
Web: iese.edu/aplicaciones/faculty/facultyDetail.asp

Dr. Söhnke M. Bartram

Department of Accounting and Finance
Lancaster University Management School
Ph.D. (WHU Koblenz)
MBA/BBA (University of Saarbrücken)
Web: lancs.ac.uk/staff/bartras1/

Dr. Bassey Benjamin Esu

B.Sc. Marketing; MBA Marketing; Ph.D Marketing
Lecturer, Department of Marketing, University of Calabar
Tourism Consultant, Cross River State Tourism Development Department
Co-ordinator, Sustainable Tourism Initiative, Calabar, Nigeria

Dr. Dodi Irawanto

Ph.D., M.Com, B.Econ Hons.
Department of Management
Faculty of Economics and Business
Brawijaya University
Malang, Indonesia

Dr. Ivona Vrdoljak Raguz

University of Dubrovnik,
Head, Department of Economics and Business Economics,
Croatia

Dr. Yongbing Jiao

Ph.D. of Marketing
School of Economics & Management
Ningbo University of Technology
Zhejiang Province, P. R. China

Dr. Charles A. Rarick

Ph.D.
Professor of International Business
College of Business
Purdue University Northwest
Hammond, Indiana US

Yue-Jun Zhang

Business School,
Center for Resource and Environmental Management
Hunan University, China

Dr. Albrecht Classen

M.A. (Staatsexamen), Ph.D. University of Virginia, German
Director, Summer Abroad Program, Medieval Europe Travel Course

Dr. Brandon S. Shaw

B.A., M.S., Ph.D., Biokinetics, University of Johannesburg, South Africa
Professor Department of Sport and Movement Studies
University of Johannesburg, South Africa

Contents of the Issue

i. Copyright Notice
ii. Editorial Board Members
iii. Chief Author and Dean
iv. Contents of the Issue

1. Forecasts for the Development of the Cruise Industry: Trends, Challenges and Opportunities. *1-5*
2. Assessment of the Impact of COVID-19 Pandemic on Tourism and Hospitality Sector: Evidence from the South Asian Countries. *7-19*
3. The Ancient 'Khen' People of India and Bangladesh: An Anthropological Study. *21-25*
4. The Mechanism of Assessing Human's Economic Excellenceby using"Kpi" Tools. *27-33*

v. Fellows
vi. Auxiliary Memberships
vii. Preferred Author Guidelines
viii. Index

Volume 24 Issue 7
Originally issued as F3

Global Journal of Management and Business Research: F
Real Estate, Event & Tourism Management
Volume 24 Issue 3 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Forecasts for the Development of the Cruise Industry: Trends, Challenges and Opportunities

Nancy Mucher

Abstract- The article is devoted to the analysis of current trends affecting the global cruise tourism market. The paper examines the key growth factors of the industry, including technological innovations, changes in consumer preferences and the impact of environmental regulations. Special attention is paid to the analysis of the challenges faced by cruise line operators, such as global economic fluctuations, pandemic threats and increased competition. Potential opportunities for sustainable growth are also being discussed, including the development of new routes, infrastructure improvements and the introduction of environmentally friendly technologies. In conclusion, conclusions are drawn about the prospects of the cruise industry in a rapidly changing global landscape and recommendations are offered for stakeholders to adapt to future changes and optimize development strategies.

Keywords: *cruise industry, cruises, recreation, develop-ment of the cruise industry, travel.*

GJMBR-F Classification: *LCC Code: G155.A1*



Strictly as per the compliance and regulations of:

© 2024. Nancy Mucher. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

Forecasts for the Development of the Cruise Industry: Trends, Challenges and Opportunities

Nancy Mucher

Abstract- The article is devoted to the analysis of current trends affecting the global cruise tourism market. The paper examines the key growth factors of the industry, including technological innovations, changes in consumer preferences and the impact of environmental regulations. Special attention is paid to the analysis of the challenges faced by cruise line operators, such as global economic fluctuations, pandemic threats and increased competition. Potential opportunities for sustainable growth are also being discussed, including the development of new routes, infrastructure improvements and the introduction of environmentally friendly technologies. In conclusion, conclusions are drawn about the prospects of the cruise industry in a rapidly changing global landscape and recommendations are offered for stakeholders to adapt to future changes and optimize development strategies.

Keywords: cruise industry, cruises, recreation, development of the cruise industry, travel.

I. Introduction

The world is constantly changing, exerting varying impacts on every industry, and the cruise industry is no exception. There are numerous global trends influencing growth, business operations, and end-customer preferences in this sector.

The cruise industry, as a significant segment of the global tourism market, demonstrates steady growth and substantial contributions to the world economy. The relevance of this topic is driven by the dynamic development of the sector, the influence of global economic and environmental factors, and changing consumer preferences. The research problem lies in the necessity for cruise operators to adapt to new challenges such as increased environmental regulations, pandemic threats, and fluctuations in financial markets. This study analyzes key trends and challenges facing the industry and explores opportunities for sustainable development. The article proposes strategies that can help cruise companies optimize their operational processes and adapt to the changing global context [1].

a) General Characteristics of Cruising

A cruise, in the context of travel and tourism, typically refers to a vacation or journey on a large passenger ship or cruise liner. Cruise liners are luxurious vessels designed for extended journeys that include visits to various destinations. Passengers on cruise liners travel to different locations, often stopping at multiple ports. Cruises can be aimed at leisure, relaxation, and exploration of new places, offering a variety of amenities and entertainment options on board.

The cruise tourism sector is gaining increasing popularity worldwide. Cruise liners offer a wide range of entertainment possibilities, amenities, and attractions aimed at enhancing passenger experiences. The primary focus is on ensuring passengers enjoy their time on board while visiting fascinating places along the way. According to the Cruise Lines International Association (CLIA), Generation Z is one of the largest consumer groups in the cruise industry. This generation seeks unique and memorable experiences during their travels, contributing to the growth of the cruise industry. Older adults are also increasingly choosing cruises, appreciating the comfort and convenience offered by cruise liners. Cruises provide an easy way to explore multiple destinations without the hassle of constant packing and unpacking, making them particularly appealing.

Before the COVID-19 pandemic restrictions, it was projected that the number of passengers would rise to 32 million in 2020. In 2019, the most popular cruise destination was the Caribbean (42% of all cruises), followed by the Mediterranean (16%), Asia and China (14%), and Northern Europe (6%) (see Fig. 1).

Author: Cruise consultant, travel agent, Cruise agent, Founder of Cruise Russ Delray Beach, Florida, USA. e-mail: cruiseruss@gmail.com

© 2024 Global Journals

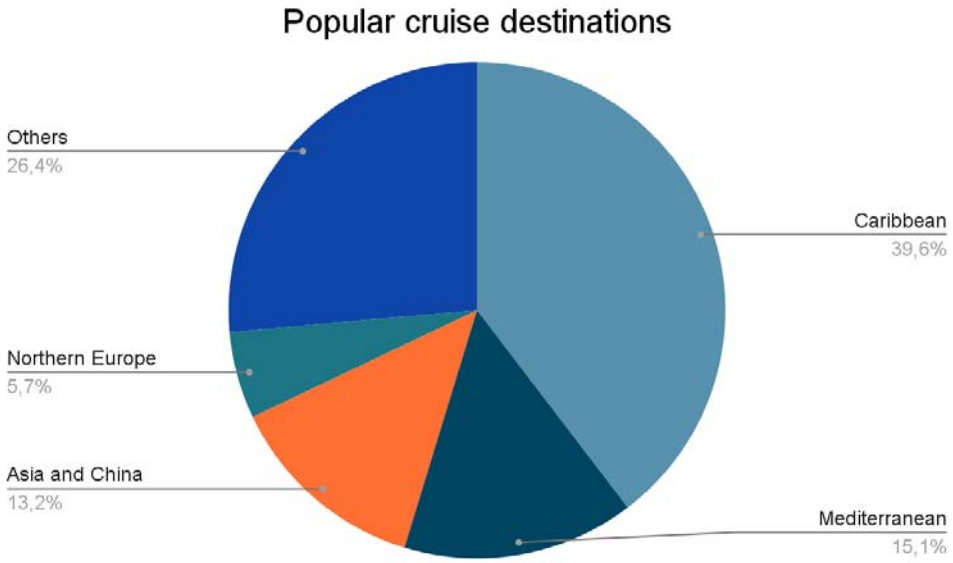

Fig. 1: The Most Popular Destinations for Cruises

Passenger Traffic by Region was Distributed as Follows: 15.41 million passengers from North America, 7.71 million from Europe, and 3.75 million from Asia. The average age of passengers was 46.7 years, but it is expected that this figure will decrease in the coming decades as Generation Z becomes one of the largest demographic groups in the cruise industry (see Fig. 2).

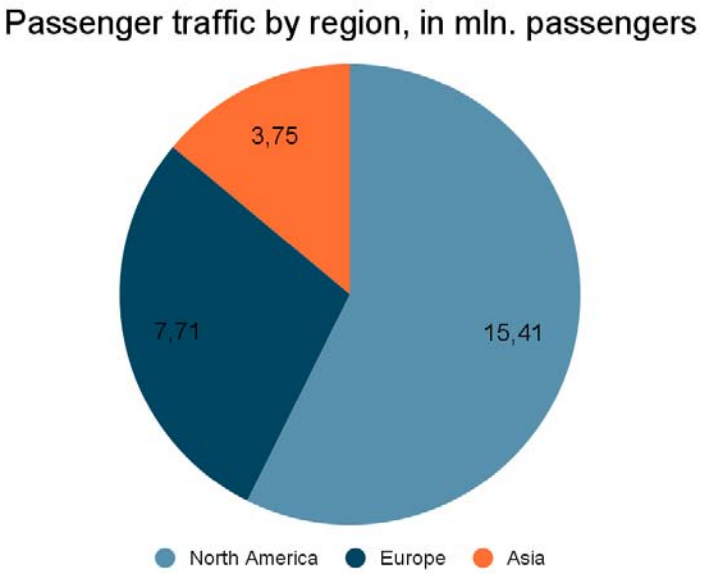

Fig. 2: Passenger Traffic by Region, in Millions of Passengers

The COVID-19 pandemic highlighted the importance of competitive positioning through corporate and operational strategies. The introduction of new protocols to minimize infection risks on board and ensure a high level of service will be a key success factor. Cruise companies must implement measures on two levels: corporate, focused on complying with government and health regulations, and operational, aimed at optimizing onboard operations and ensuring the safety of passengers and crew.

b) Analysis of the Cruise Market

The global cruise market is divided into ocean and river cruises. Regional segments include North America, Europe, the Asia-Pacific region, Latin America, the Middle East, and Africa. A comprehensive report by EMR provides a detailed market assessment based on Porter's Five Forces model and SWOT analysis [2]. The report analyzes the key players in the global cruise market, their competitive environment, and recent developments such as mergers, acquisitions, investments, and expansion plans. Figure 3 shows the

© 2024 Global Journals

change in the number of passengers from 2019 to 2023, considering the impact of the COVID-19 pandemic. Data in Figure 1 indicates that in 2019 there were about 29.7 million passengers, followed by a sharp decline in 2020 and a gradual recovery from 2021 to 2023.

The ocean cruise segment holds a significant share of the global cruise market. This is due to the wide range of routes that provide travelers with access to numerous destinations. Ocean cruises allow for the use of larger ships, which leads to an increase in the number of available activities and amenities, as well as cost reduction due to the larger number of passengers on a single vessel. Additional advantages of ocean cruises include the ability to visit well-known coastal cities and protection from adverse weather conditions [2].

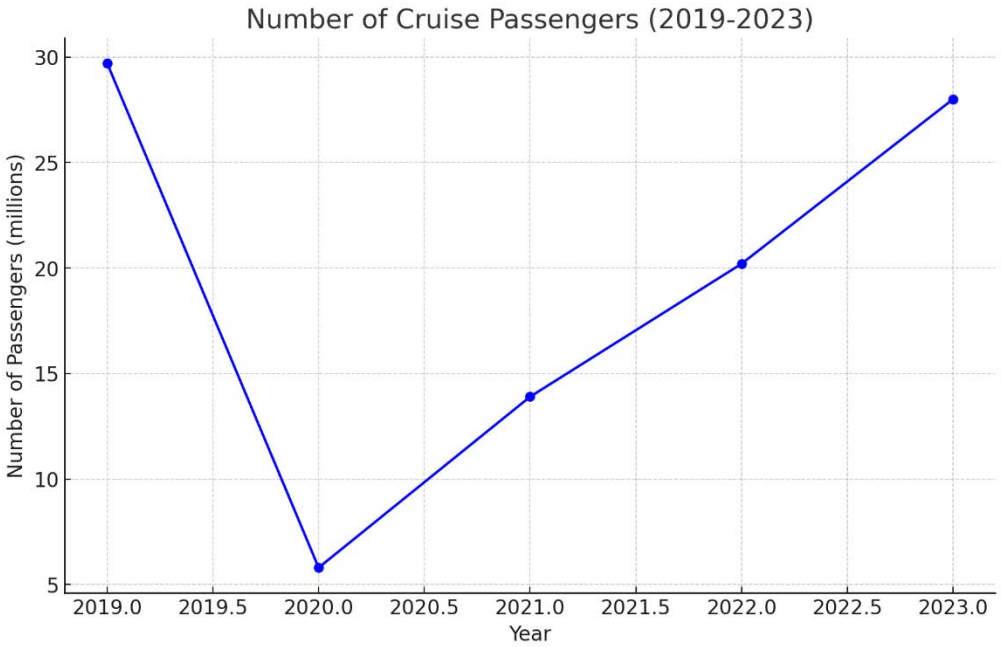

Fig. 3: Passenger Market in the Cruise Industry

The 2024 global cruise market report presents important market information through an analysis of segments and sub-segments [3]. This section provides an in-depth analysis of the key factors influencing the growth of the cruise industry. The cruise market is segmented by type, size, and other criteria, helping to understand the key segments of the industry and their prospects. Information is also provided on the most profitable segments and their projected growth rates.

In 2022, ocean cruises held a leading position with a revenue share of more than 78% of the total cruise market. The large number of companies providing ocean cruise services for intercontinental travel contributes to the development of this segment. The river cruise segment is expected to grow at an average rate of 12.03% during the forecast period, driven by the increasing popularity of river travel (see Fig. 4).

© 2024 Global Journals

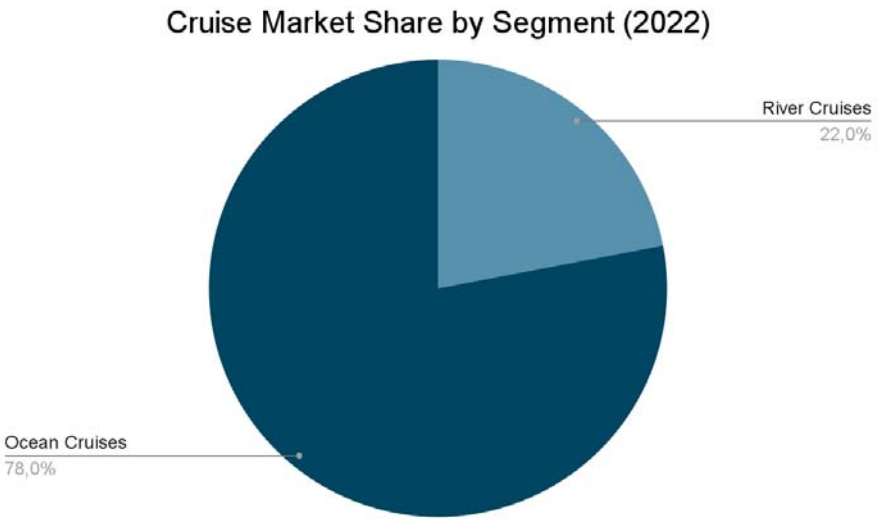

Fig. 4: The Volume of Ocean Cruises in the Total Share of the Industry

North America holds a leading position in the cruise market due to the presence of key players and technological advancements. Increased disposable income, consumer spending, and a well-developed tourism industry also contribute to the region's dominance. The report analyzes the cruise market in five major regions: North America (USA, Canada, Mexico), Europe (UK, France, Germany, and others), Asia-Pacific (China, Japan, and others), South America (Brazil, Argentina, and others), and the Middle East and Africa (Saudi Arabia, Turkey, and others) (see Fig. 5) [3].

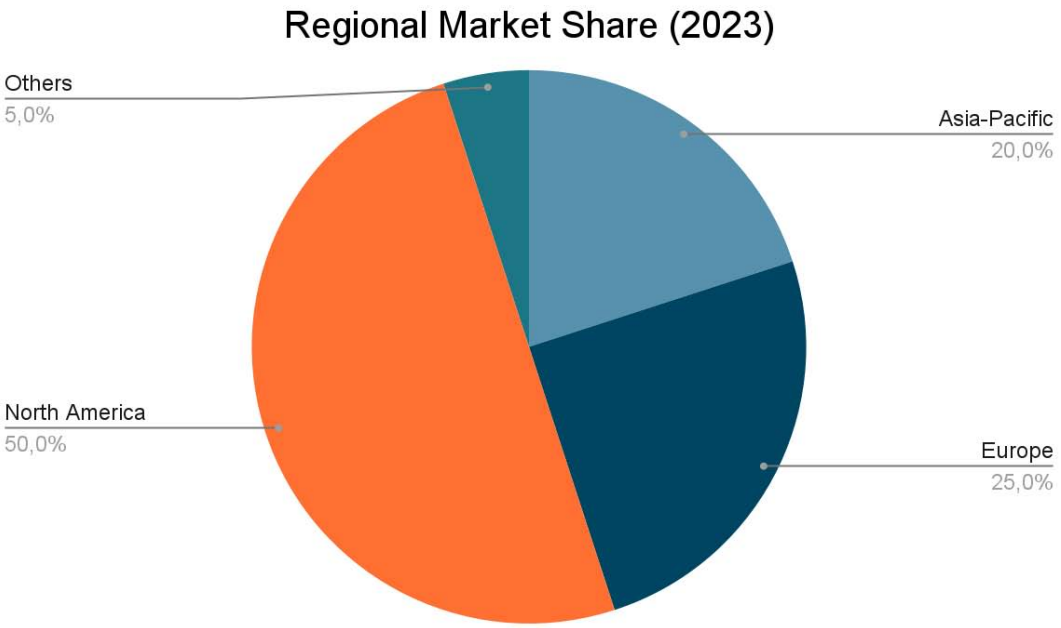

Fig. 5: Segmentation of the Cruise Industry

c) Development Trends

Despite the pandemic, cruise companies continue to expand their fleets and resume suspended projects. In the future, passenger experiences and onboard operations will undergo significant changes. Cruise liners will be marketed as safe spaces free from COVID-19, with a focus on proven safety protocols. In the long term, changes in route planning, ship sizes, and offered services are possible. Highly qualified crew members and efficient onboard operations will remain key elements of successful adaptation to new conditions. Cruise companies aiming to strengthen their positions after the pandemic must systematically analyze changes in passenger behavior caused by the crisis and adapt to new health and safety requirements. Key issues include choosing the right cruise company,

© 2024 Global Journals

passengers' expectations regarding safety and health standards, and preparing for possible future disease outbreaks. Companies must consider these aspects to retain loyal customers and attract a new generation of travelers [4].

Experts from the Cruise Lines International Association (CLIA) have identified 13 major development trends in the cruise industry for the coming years. Among them is the growing popularity of river cruises. Regarding consumer preferences, the demand for luxury will continue to rise, and services such as concierge and personal butler services, gourmet cruises, and yacht tours will become increasingly popular. Since cruises attract affluent passengers, more brands will want to open their stores on board. Cruise companies are also launching more services and entertainment options aimed at family audiences.

According to CLIA, in 2023, the number of overnight stays in port cities will increase, providing passengers with more opportunities to immerse themselves in local environments. The number and variety of excursions will also grow. The "multicultural" trend will continue to develop, featuring national cuisines, restaurants, shops, shows, and other onboard entertainment and services [4].

Cruise liners will also start using new advanced features and protocols, such as contactless boarding, staggered arrivals, contactless payments, health questionnaires, and occupational safety protocols. These measures aim to enhance passenger safety and convenience. Additionally, most cruise lines have abandoned the buffet system in favor of safer and more hygienic service methods.

Another interesting aspect is the potential for advance bookings. Advance bookings for cruises will become even more accessible in 2024, allowing travelers to reserve tickets in advance, including for 2025 routes or around-the-world cruises. Cruise companies encourage early bookings by offering discounts and special promotions during certain periods. This allows passengers to choose the best cabins and plan their trips well in advance.

In 2024, there is also expected to be a growth in the number of millennials choosing cruise vacations. About 75% of millennials express a desire to cruise again, preferring this type of vacation due to the opportunities to explore the world and maintain a healthy lifestyle on board. Cruise companies offer fitness classes, personal trainers, gyms, and gourmet healthy meals, considering passengers' special dietary requirements. Additionally, in 2024, the cruise industry will face some price increases, but these prices will be comparable to land package deals. For example, Carnival has raised cruise prices due to increased ship capacity. Nevertheless, the market remains competitive, offering a wide range of prices- from $500 to over $25,000.

This trend will also mark the development of cruises on smaller ships, as such cruises offer a unique experience available on river routes and luxurious brand ships like Silversea, Seabourn, and Regent [5].

In recent years, cruise companies have been adding new routes. Destinations such as polar regions are becoming increasingly popular among travelers seeking unusual and thrilling experiences. River cruises and small ships offer a completely different experience compared to large liners. These routes allow travelers to enjoy a cozy atmosphere and explore rivers and cities inaccessible to larger ships [6].

II. Conclusion

In conclusion, the analysis of the cruise industry development has identified several key trends, challenges, and opportunities that shape the future of this sector. Technological innovations and changes in consumer preferences continue to drive market growth despite significant challenges such as economic fluctuations and pandemic threats. Environmental regulations are becoming an increasingly important factor influencing companies' operational strategies. Potential opportunities for sustainable growth include expanding route geography, improving infrastructure, and adopting environmentally friendly technologies. To successfully overcome challenges and maximize opportunities, cruise operators must continue to adapt to changing market conditions and implement innovative solutions. Thus, the future of the cruise industry promises to be dynamic, requiring flexibility and readiness for change from all market participants.

References Références Referencias

1. Trends that Impact the Cruise Industry. [Electronic resource] Access mode: https://www.accesscruiseinc.com/trends-that-impact-the-cruise-industry/ (accessed 05/16/2024).
2. Global Cruise Market Outlook. [Electronic resource] Access mode: https://www.expertmarketresearch.com/reports/cruise-market (accessed 05/16/2024).
3. Cruises Market Report 2024 (Global Edition). [Electronic resource] Access mode: https://www.cognitivemarketresearch.com/cruises-market-report (accessed 05/16/2024).
4. Muher Nehama Features of the cruise market development in modern conditions//Current research. No. 41 (120). 2022. pp. 1-15.
5. Cruise market trends: How to sail through the disruptive landscape? [Electronic resource] Access mode: https://hospitalityinsights.ehl.edu/disruptive-cruise-market-trends (accessed 05/16/2024).
6. Cruise industry seeks to refloat with cruise trends in year 2024. [Electronic resource] Access mode: https://www.cruisebooking.com/articles/cruise-tips-and-tricks/cruise-trends-2021 (accessed 05/16/2024).

© 2024 Global Journals

This page is intentionally left blank

© 2024 Global Journals

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 24 Issue 3 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Assessment of the Impact of COVID-19 Pandemic on Tourism and Hospitality Sector: Evidence from the South Asian Countries

By Mohammed Ziauddin

Abstract- The aim of this study is to explore the overall effect of COVID-19 pandemic on tourism and hospitality industry of Bangladesh and India. This research utilized journals, historical records, newspaper articles, World Health Organization statistics, governmental data, and website materials on COVID-19 incidences in tourism. Secondary research was adopted in which secondary data were collected through a comprehensive literature review. The COVID-19 outbreak has significantly affected global travel and tourism. Bangladesh and India has also experienced an adverse impact on inbound and outbound tourism. International and domestic tourists have cancelled bookings in both country and outbound tourism activities have also been banned. Airlines have cancelled flights, while hotels are almost completely vacant, and as a result, supporting tourism agencies are facing huge economic losses and employment cuts in Bangladesh and India. The intensification of COVD-19 is predicted to cause a long-term adverse impact on tourism both in Bangladesh and India. The government of Bangladesh and India government has declared an incentive package for early economic recovery that is needed for businesses to survive the pandemic.

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

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



Strictly as per the compliance and regulations of:

© 2024. Mohammed Ziauddin. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

Assessment of the Impact of COVID-19 Pandemic on Tourism and Hospitality Sector: Evidence from the South Asian Countries

Mohammed Ziauddin

Abstract- The aim of this study is to explore the overall effect of COVID-19 pandemic on tourism and hospitality industry of Bangladesh and India. This research utilized journals, historical records, newspaper articles, World Health Organization statistics, governmental data, and website materials on COVID-19 incidences in tourism. Secondary research was adopted in which secondary data were collected through a comprehensive literature review. The COVID-19 outbreak has significantly affected global travel and tourism. Bangladesh and India has also experienced an adverse impact on inbound and outbound tourism. International and domestic tourists have cancelled bookings in both country and outbound tourism activities have also been banned. Airlines have cancelled flights, while hotels are almost completely vacant, and as a result, supporting tourism agencies are facing huge economic losses and employment cuts in Bangladesh and India. The intensification of COVD-19 is predicted to cause a long-term adverse impact on tourism both in Bangladesh and India. The government of Bangladesh and India government has declared an incentive package for early economic recovery that is needed for businesses to survive the pandemic.

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

Author: B.Sc in Tourism and Hospitality Management & EMBA (Running). e-mail: noyonzia13@gmail.com

© 2024 Global Journals

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

© 2024 Global Journals

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

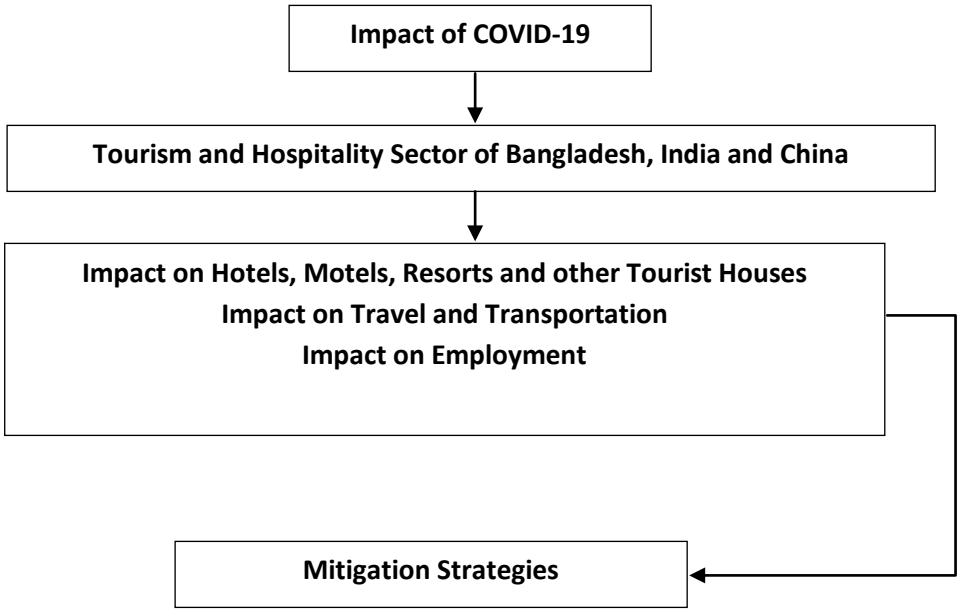

Figure 1: Conceptual Framework of the Study

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.

© 2024 Global Journals

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

© 2024 Global Journals

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

© 2024 Global Journals

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).

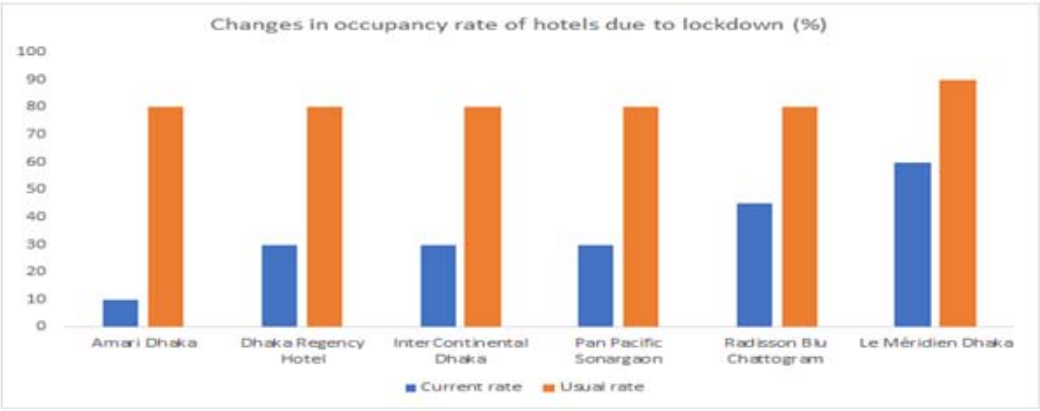

Figure 2: COVID-19 impact on the occupancy rate of luxury hotels [Source: The Daily Star]

© 2024 Global Journals

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).

© 2024 Global Journals

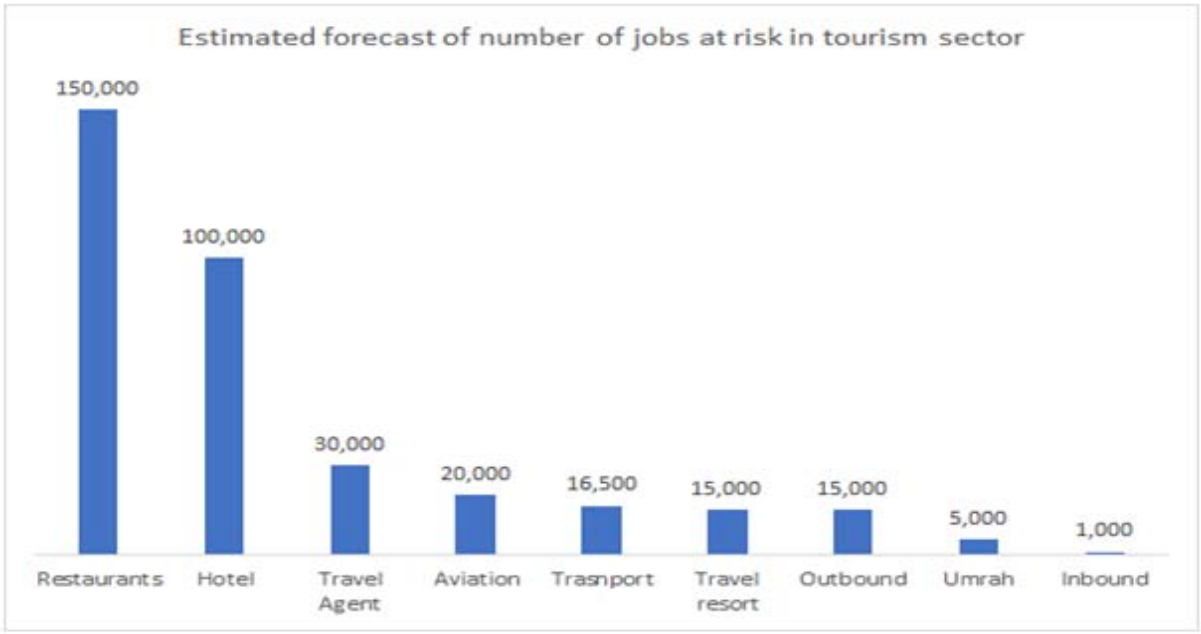

Figure 3: Estimated Forecast of Number of Jobs at Risk in Tourism Sector in Bangladesh

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.

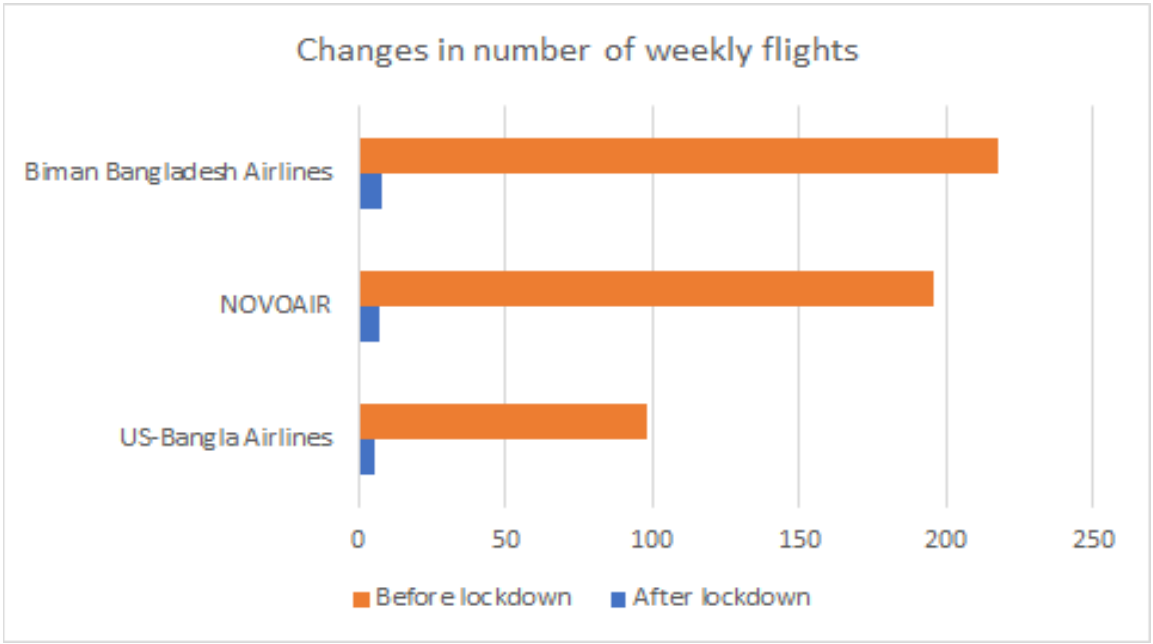

Figure 4: COVID-19 Impact on Weekly Flight Numbers [Source: The Daily Star]

© 2024 Global Journals

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 8thin 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

© 2024 Global Journals

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

© 2024 Global Journals

	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 –

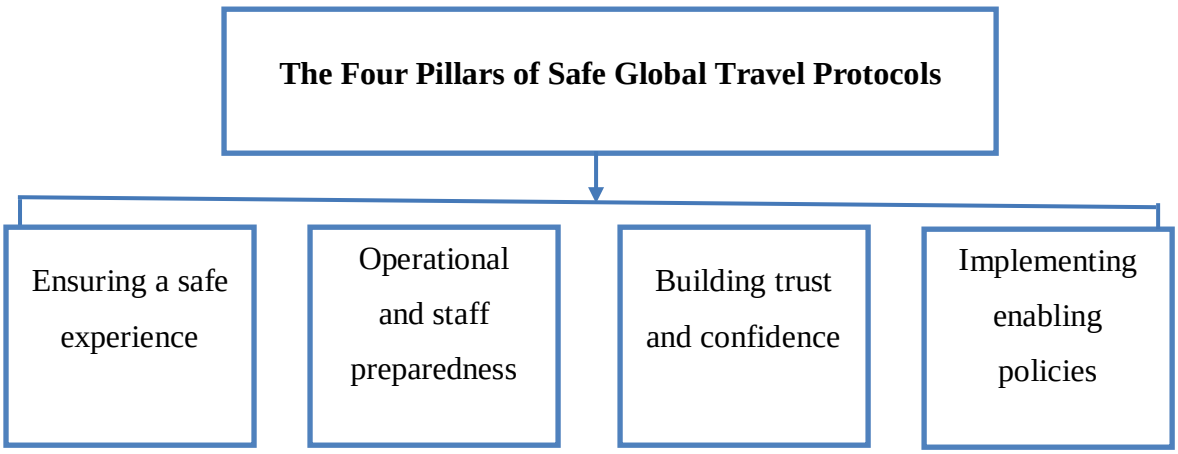

Figure 5: Safe Travel Global Protocols Pillars

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

© 2024 Global Journals

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.

Acknowledgement

I would like to express my best gratitude to the Almighty, who is most merciful and benevolent enough to enable me to complete my thesis paper properly.

I wish to play on records of my heartfelt and sincere thanks to my honorable supervisor (Md Zaker Hossin) for providing me an opportunity to complete my thesis paper. I appreciate his contributions of ideas to make my work productive and stimulating. His valuable suggestions, comments, and guidance encourage me to learn more day by day. Moreover, his deep insights helped me at various stages of my research.

Finally, I am extremely grateful to my beloved family and friends who encouraged me a lot on my research work.

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

References Références Referencias

1. Aguas, R., White, L., Hupert, N., Shretta, R., Pan-Ngum, W., Celhay, O., . . . Coutinho, R. (2020). Modelling the COVID-19 pandemic in context: an international participatory approach. BMJ Glob Health, 5(12). doi:10.1136/bmjgh-2020-003126
2. Ahmed, Z. U., & Krohn, F. B. (1992). Marketing India as a tourist destination in North America—challenges and opportunities. International journal of hospitality management, 11(2), 89-98.
3. Alqahtani, J. S., Oyelade, T., Aldhahir, A. M., Alghamdi, S. M., Almehmadi, M., Alqahtani, A. S., . . Hurst, J. R. (2020). Prevalence, severity and mortality associated with COPD and smoking in patients with COVID-19: A rapid systematic review and meta-analysis. PLOS ONE, 15(5), e0233147. doi:10.1371/journal.pone.0233147
4. Bas, T., & Sivaprasad, S. (2020). The impact of the COVID-19 pandemic crisis on the travel and tourism sector: UK evidence. Available at SSRN 3623404.
5. Berlin, I., Thomas, D., Le Faou, A.-L., & Cornuz, J. (2020). COVID-19 and Smoking. Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco, 22(9), 1650-1652. doi:10.1093/ntr/ntaa059
6. Caponnetto, P., Inguscio, L., Saitta, C., Maglia, M., Benfatto, F., & Polosa, R. (2020). Smoking behavior and psychological dynamics during COVID-19 social distancing and stay-at-home policies: A survey. Health psychology research, 8(1), 9124-9124. doi:10.4081/hpr.2020.9124
7. Deb, S. K., & Nafi, S. M. (2020). Impact of COVID-19 pandemic on tourism: Perceptions from Bangladesh. SSRN. doi:10.2139/ssrn.3632798
8. Gamage, S. K., Illangarathne, S., Kumudumali, S., & Nedelia, A.-M. (2020). Terrorism and Tourism: A Systematic Review of Empirical Literature. Revista de turism-studii si cercetari in turism(29).
9. Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. Journal of Sustainable Tourism, 29(1), 1-20.
10. Grundy, E. J., Suddek, T., Filippidis, F. T., Majeed, A., & Coronini-Cronberg, S. (2020). Smoking, SARS-CoV-2 and COVID-19: A review of reviews considering implications for public health policy and practice. Tobacco Induced Diseases, 18, 58-58. doi:10.18332/tid/124788
11. Gursoy, D., & Chi, C. G. (2020). Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda. Journal of Hospitality Marketing & Management, 29(5), 527-529. doi:10.1080/19368623.2020.1788231
12. Hafsa, S. (2020). Impacts of COVID-19 Pandemic on Tourism & Hospitality Industry in Bangladesh. SSRN Electronic Journal. doi:10.2139/ssrn.3659196

© 2024 Global Journals

13. Hao, F., Xiao, Q., & Chon, K. (2020). COVID-19 and China's Hotel Industry: Impacts, a Disaster Management Framework, and Post-Pandemic Agenda. International journal of hospitality management, 90, 102636-102636. doi:10.1016/j.ijhm.2020.102636
14. Haq, I., Alotaish, M., Naradda Gamage, S. K., & Otamurodov, S. (2014). Revisiting The Romer's Hypothesis: Time Series Evidence from Small Open Economy. Pakistan Journal of Applied Economics, Vol. 24 No. 1, (1-15), Summer 2014, 24, 1-15.
15. Hasan, A. (2020, May 13). The impact of COVID-19 in tourism and hospitality industry of Bangladesh. New Age. Retrieved from https://www.newagebd.net/article/106347/the-impact-of-covid-19-in-tourism-and-hospitality-industry-of-bangladesh
16. Hoque, A., Shikha, F. A., Hasanat, M. W., Arif, I., & Hamid, A. B. A. (2020). The effect of Coronavirus (COVID-19) in the tourism industry in China. Asian Journal of Multidisciplinary Studies, 3(1), 52-58.
17. Jaipuria, S., Parida, R., & Ray, P. (2020). The impact of COVID-19 on tourism sector in India. Tourism Recreation Research, 1-16. Retrieved from https://doi.org/10.1080/02508281.2020.1846971. doi:10.1080/02508281.2020.1846971
18. Kaushal, V., & Srivastava, S. (2021). Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India. International journal of hospitality management, 92, 102707-102707. doi:10.1016/j.ijhm.2020.102707
19. Knight, D. W., Xiong, L., Lan, W., & Gong, J. (2020). Impact of COVID-19: research note on tourism and hospitality sectors in the epicenter of Wuhan and Hubei Province, China. International Journal of Contemporary Hospitality Management, 32(12), 3705-3719. doi:10.1108/IJCHM-04-2020-0278
20. Koirala, J., & Acharya, S. (2020). Impact of novel corona virus (COVID-19 or 2019-nCoV) on Nepalese economy. SSRN. doi:10.2139/ssrn.3560638
21. Kumar, A. (2020). Disastrous impact of Coronavirus (COVID 19) on Tourism and Hospitality Industry in India. J. Xi'an Univ. Archit. Technol, 1-15.
22. Kumar, V. (2020). Indian tourism Industry and COVID-19: Present scenario. Journal of Tourism and Hospitality Education, 10, 179-185.
23. Li, L., Naradda Gamage, S. K., Nedelea, A., & Haq, I. (2017). Does Social Capital Influence Resident's Attitudes Towards Tourism Development in Sri Lanka? Journal of Tourism - Studies and Research in Tourism, 8-18.
24. Løke, Z., Kovács, E., & Bacsi, Z. (2018). Assessment Of Service Quality And Consumer Satisfaction In A Hungarian Spa. DETUROPE, 10, 124-146.
25. Naradda Gamage, S. K., Hewa Kuruppuge, R., & Haq, I. u. (2017). Energy consumption, tourism development, and environmental degradation in Sri Lanka. Energy Sources, Part B: Economics, Planning, and Policy, 12(10), 910-916. doi:10.1080/15567249.2017.1324533
26. Nkengasong, J. (2020). China's response to a novel coronavirus stands in stark contrast to the 2002 SARS outbreak response. Nat Med, 26(3), 310-311. doi:10.1038/s41591-020-0771-1
27. Ozili, P., & Arun, T. (2020). Spillover of COVID-19: impact on the Global Economy. SSRN Electronic Journal. doi:10.2139/ssrn.3562570
28. Rahman, M. (2020, April 25). COVID-19 and its impact on tourism sector of BD. The Daily Observer. Retrieved from https://www.observerbd.com/details.php?id=254717
29. Steiner, C. (2006). Tourism, Poverty Reduction and the Political Economy: Egyptian Perspectives on Tourism's Economic Benefits in a Semi-Rentier State. Tourism and Hospitality Planning & Development, 3(3), 161-177. doi:10.1080/14790530601132286
30. Su, S., Wong, G., Shi, W., Liu, J., Lai, A. C. K., Zhou, J., . . . Gao, G. F. (2016). Epidemiology, genetic recombination, and pathogenesis of coronaviruses. Trends Microbiol, 24(6), 490-502. doi:10.1016/j.tim.2016.03.003
31. UNWTO. (2020). UNWTO world tourism barometer (Vol. 5): World Tourism Organization.
32. Vardavas, C. I., & Nikitara, K. (2020). COVID-19 and smoking: A systematic review of the evidence. Tobacco Induced Diseases, 18(March). doi:10.18332/tid/119324
33. Ventura-Dias, V. (2011). Service-based economy: where do we stand?; notes on structural change and economic development.
34. Wang, D., Hu, B., Hu, C., Zhu, F., Liu, X., Zhang, J., . . . Peng, Z. (2020). Clinical characteristics of 138 hospitalized patients with 2019 novel coronavirus-infected pneumonia in Wuhan, China. Jama, 323(11), 1061-1069. doi:10.1001/jama.2020.1585

© 2024 Global Journals

This page is intentionally left blank

© 2024 Global Journals

Global Journal of Management and Business Research: F
Real Estate, Event & Tourism Management
Volume 24 Issue 3 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

The Ancient 'Khen' People of India and Bangladesh: An Anthropological Study

Zinatun Nesa

Abstract- The Coch' `Mech' and Tharu' were the ancient People of North-Bengal of India and Bangladesh, next important traibal people were the Khen in this territory. We are well known about the Rajbansis, Mech and coch people but we have not suffccient evidences regarding origin, migration and habitation of the Khen community. We have informations only about Khen kings and their administration, their religious and archaeological activities. History almost silent about its common people. In North-Bengal of India (Cochbihar district) and Bangladesh (District of Rangpur and Dinajpur) Khen are a remarkable shedule caste till today. We conducted a short anothropological survey on common khen people in this article. Our survey mostly based on kurigran district of Rangpur in Bangladesh.and secondary data collected from Indian sources.

Keywords: *khen, kamrup-kamta, ritual, proto-australoid, mongoloid.*

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



Strictly as per the compliance and regulations of:

© 2024. Zinatun Nesa. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

The Ancient 'Khen' People of India and Bangladesh: An Anthropological Study

Zinatun Nesa

Abstract- The Coch' `Mech' and Tharu' were the ancient People of North-Bengal of India and Bangladesh, next important traibal people were the Khen in this territory. We are well known about the Rajbansis, Mech and coch people but we have not suffccient evidences regarding origin, migration and habitation of the Khen community. We have informations only about Khen kings and their administration, their religious and archaeological activities. History almost silent about its common people. In North-Bengal of India (Cochbihar district) and Bangladesh (District of Rangpur and Dinajpur) Khen are a remarkable shedule caste till today. We conducted a short anothropological survey on common khen people in this article. Our survey mostly based on kurigran district of Rangpur in Bangladesh.and secondary data collected from indian sources.

Keywords: khen, kamrup-kamta, ritual, proto-australoid, mongoloid.

I. Origin of the Khen

The Word Khen' itself have many complexive and opposite meaning. In Assamees language Khun' or Khen' are paralal term, it means King' `Great' `Excellent' etc. We found Khen Kamta' or Khen `Kamteshwar. word in greatbook `Ahomburunjee'. It is most possible that the clarification of this Khen people derived from Khun' or Khen'[1] words. Another source informed that, it originated from Khen'[2]. Acoording to Kamrupburunigee'- The first king of Khen dynesty Nildhoj were derived from coch People. His father had Khastriya origin but his mother was a fallen woman. For that reason he called as Khen'[3]. According to ananother source, the Khen or Kanteshwar Nildhoj was a mixed racial identity. Kh' for `Khastriya' and on for nati' (fallen woman)[4]. The British Historian Montogomeri Martin has said in his book that, the Khen were feel comfort to introduce themselves as Khastriya' and Rajbansi' - although the Rajbansis agreed to absorved the Kings of khen with their community and to use title `Khastriya',but they did not agree to taken common Khen People among their caste. The Rajbansis thinks that,common Khen people were a group of slaves to khen king[5].

The first Khen King Nildhoj stablished the Goddes kamda 'or Gosany' as a family Goddes and named her Kamateshwary'. He upgraded Khen dynesty as a real Hindu-dynesty from lower caste sudra'.[6] The Khen people had bear sudra' identity before Nildhoj becoming as a king. In Assam, they were familier as `kolita'. According to Dr.Hamilton Bucanan`s opinion, the Khens only the people of Kamrup caste. Sociologist and Historiam J A Vas described in his book ÔEastern Bengal and Assam District Gazetteer, Rangpur' that the Khen`s occupation was cultivation and household works[7].

At Present time, some Khen people of Rangpur claims that they are originated from king Ballal Sen of Sen dynesty and they received ÔKhen' title from ÔSen'[8]. Almost all Khen people in Bangladesh identifies themselves as ÔRajbansi-Khastriya' instead of ÔKhen' although they do not regrates their Khen identity. They are follows all the rituals, religious activities and beliefs like Rajbansi people.

About the origin of Khen, another opinion was that, once upon a time they were the ÔPre-Ahom'indigenous sub-group.They came to the plain land of Cochbihar-Rangpur territory through Garo hills. Khens also claims that they were the ÔHero' or ÔKhastriya' in ancient time. In 15th Century, Khens were established Kamta state under the leadership of Nildhoj[9]. Dr. B. Chettergee described his book ÔA Cultural History of Bhutan' that, Khen People were inhabited in Khen Province of Bhutan. They have relation with Tibetan cityzens. B. Chetterjee chaimed that, Khens were migrated to Tibet from Bhutan[10]. On the otherside, the British Administrator and Anthropologist Martin said, the Khens were the inhabitant of Tripura hilly-forest area of eastern India[11].They spreated out to this north-west land (Cochbihar-Rangpur) from Tripura region.

Aceording to another Anthropologis Dr. W.W. Hunter, the ÔKhen' and Rajbansis were the same category of People. He classified Khens next to Rajbansis in his book `Statistical Account of Bengal'.Aceording to his ethnic study (in 1872) the number of Khens were in Rangpur 20,013 Dinajpur 2714, Jalpaiguri 2380 and in Cochbihar 1901[12].

We did not found present official statistics on Khens of Bangladesh. But educated people of Kurigram district in Bangladesh claimed to us that, at present (2013) there almost 20 thousand of Khen lives in greater Rangpur and Dinajpur district[13]. Dr. Bucanon Hamilton came to Rangpur region in early part of 19th century. He said, he had seen many many Khen family in this territory but the later part of 19th century, Dr. W.W. Hunter did not seen so many Khens. It means, the

Author: Researcher Feculty of Humanity Begum Rokeya University, Rangpur, Bangladesh. e-mail: nesabn23@gmail.com

© 2024 Global Journals

Khens became a small community after 50 years.It causes for taking re-name of their title or caste[14]. Ratan Biswas, an indigenous Researcher of Indian north-bangal claimed in 2001 that, 7 thousand Khens are residing in Cochbihar district of India[15].

II. Racial Identity of the Khen

The Khen people claims, they are same racial clarity like Rajbonsis but truth is that they were a mixed-ethrie tribe. Physically they looks like Rajbansis but Rajbonsis derived from monogoloid race. On the otherhand, Khen's physical colour are not same to Rajbansis or Mongoloid People : their hair is straight and blackish, eye is slightly brown and round, nose is flattened, eye-leaf is bent down, body without hair, height about 5 fit, mouth is almost round.

In our Investigation, we have not found same racial charaeteristics of Khen with Rajbansis. They are more different from mongoloid race by colour and other physical clarity. Ruther, we refer them to Proto-Australoid identity. The Proto-Australoid people are short to passable by height, skulp is long to middle in size, nose is wide, slightly hairy body, colour is black, wavy hair[16]. We have seen these ethnic type of men among the Khen. Physical characteristics of the Coch people are almost same with the khen[17].

From our study in kurigram district, we can say that, physical similarity of khen are very near to Bodo, Coch and Mech people. A notable number of Khen and Mech were inhabited in ancient Prag-Joytishpur' (Assam) state.The admixture of Khen and Mech was an important factor to making a new sub-race.It causes for origin of Khen people.

In Cochbihar district of India, at present time Khen are mostly introducing themselves as ÔRajbansis' and have exchanged their title[18]. In kurigram district of Bangladesh, Khen people choosen their title like ÔModak' ÔMandal' ÔKhen' ÔSen' ÔKundu' ÔDas' ÔRoy' ÔBarman'ÔAdhikary' ÔKaibarlo' etc.Otherside, the Muslim uses ÔNatso sheikh' title.It is to be said here that the muslim Khen do not aware about there title, they uses only a common name.

With this study, we may come to this dissission that, in ancient time the Coch, Meeh, Tharu, Rajbansi and khen people settled in Jalpaiguri and Cochbihar in North Bengal of India and at the same time, they also migrated in greater Rangpur and Dinajpur District of Bangladesh. After residing for a long time as neighour, these people received same racial and physical characteristics.

The Bodo and Mech people migrated from Prag-Jyotishpur and the Khen people also came from same region.This migration have been completed before establishing coch dynesty in 16th century. In khens blood and physical structure there had a great admixture with Bodo, Coch and Mech people. Religious, ritual, cultural and folk-beliefs were same or very close among these people.

III. The Khen Dynesty

The ancient Prag-Joytishpur and Kamrup-Kamta Kingdom were spreated from north Darjeeling of India to south-east Mymensing of Bangladesh and plan land of Assam. These territory was dominated by three dynesty till 16th century, those were-`The Narok dynesty' ÔThe Palas dynesty' and'The Khen dynesty'[19].

Nildhoj was the first king of khen dynesty.He was probably a provincial emperor ÔBhuiyan'.His period was from 1440 to 1460 A.D.His title was ÔKhen' or ÔKhan'[23]. According to Kamrupburunjee, Nildhoj was a coch-ancestor and he established independent Kamta state.He was a great follower of Goddes ÔKamda'.Nildhoj introduced the name ÔKamta' state and capital ÔKamtapur' aceording to his ÔKamda' Goddes[20].

Another source said that, Nildhoj defeated a king of Palas of kamrup and established kamta state.He exchanged his capital from Guahati of Assam to Gosanimari (Kamtapur) of Cochbihar. King Nildhoj made opportunity for a big number of ÔBrahman' from Mithila to his state by inhabiting them in his capital.He upgreated Khen caste from lower class to high level and made his religious identity as real Hinduism[21]. Nildhoj constructed a big Fort at his capital kamtapur.The fort situated 22 k.m South west from modern cochbihar district town.Nildhoj established historic Kamteshwary temple in the fort.This fort was familier as one of the great fort in north-east India[22].

Second Khen king Chakradhoj ruled kamtapur state from 1460 to 1480.He made his state secured from the attaced of ÔGaura kings'.[23]

Nilambar, the third king of Khen dynesty was greatest king among the khen kings.He built many roads and forts in his kingdom.Nilambar widen his state from west of Jalpaiguri to Borak river velly of Assam.All of the territory of Rangpur was occopied by him[24].At last, in 1498-99, the muslim king of Gaura Hussain Shah defeated king Nilambar and occopied kamrup-kamta state[25].

IV. Social Status

Society: There are no separate administration or social structur in Khens community like tribal or indigenous people. They takes shelter or seek administrative help for any family trouble or social crime or complexity to local member and chaiman.If local administration failed to solve problem, then they goes to lower court but khen people usually do not create any abnormal or criminal situation and most of them do not try to relate with unlawfull activities. They like to live peaceful and unitedly.The khen leads Patrilineal family structure.In early days, they leaded joint family but presently lives in

© 2024 Global Journals

a single unit.But they keeps their father and mother with them.The khens do not take part directly in local politics, yet they closely take part in local election and offen they win.

There can be many differences in socio-economic context between cochbihar's khen with Kurigram and Dinajpur district's khen in Bangladesh but their physical and racial structure are same.After dividation of India in 1947.so many khen people crossed the Bangladesh border and went to cochbihar of India. At the same time, so many Khen came to Kurigram and Dinajpur in Bangladesh.The dividation of India created a great change in their caste and social system. In India, they used prestigious title ÔPatranabish' `khandakar' `Pramanik' `Chowdhuri' etc.But at present these are treated as a simple clarity.These titles are not uses among the khens of Bangladesh. Tthe muslim title ÔNatso Shekh' are not found today in Kurigram or Dinajpur.

Mr. Protul Chandra Sen, a khen leader of kurigram, said to us, before independence of India, the khens were used title `Sen khastriya'.He shown us a registered deed of land where we saw this title, We collected series of informations about khen community from 62 years old school teacher Dhireadranath Sen, 60 years old khagendranath Sirker and others of Phulbari upozila in Kurigram[26]. Among the people we found 2 with Ôsen' one Ôsirker' and other 5 with `Barman' title. Many of khens of our survey area told us that, although they follows all religious, ritual and social customs of ÔRajbansi khastriya' but they do not uses Rajbansi title.

In India, the khen uses both- ÔKhen' or ÔSen' title but Bangladeshi khens uses the tittes, like Sen, Sirkar, Roy, Barman and Mandal. Another worthmentioning point is that, yet the khen feels similarity with Rajbansis but Rajbansis do not agree them as their own people.

The khens are more undeveloped community than other local people, even about literacy.In Bangladesh, Ministry of Education introduced many schoarships and opportunities to increase Literacy rate for students. For this opportunities, khens also showing interest to take education in recent time. The ratio of education of khens almost 40 percent where as total country ratio is 90 percent.In middle and higher level, the ratio of education of khens is not more than 3 to 5 Percent[27].Juvenile crime, robbery, riot and ediction in khens community are very few.

V. Professions

Cultivation is the main occupation of khen people.They depents mostly on agriculture but they have no sufficient land for agriculture like other local inhabitant. The number of landless khens were not so big before some decades but in present time, the ratio of landholder Khens not more than 10 percent, ofcourse, they have own small house only.so that, it was not possible to live only depends on cultivation. For that, some people takes land from local big farmer as lon in condition of that, khen people will give two-third portion of corn to land holder. This system also continued among other land[ess local people.

In very recent time, the local landholder introduced modern equipment to cultivation land.For this changing system, landless khen fermers lost opportunity to receive land as lon.Now they involved on fishing, farming, labouring in land, in industries, business place, farmhouse, horticulture, poltry-farm etc.A small number of middle and higher level educated Khen doing service in NGOs, Schools and working as medical representative. Some young people of khen earns mony by giving rent motor bike, some of them are rikshow-van puller.In recent present, a little number of young khen girls began working in Garments Industries. Recrntly,a few young khen boys going abroad as unskilled labour.

In another observation, we have seen that NGOs are working among khen people.Specially women khens are deeply associated with NGOs micro-credit programs. Khen people told us that, although they do not feeling much poverty but they could not earn suffient money for deposit.The khen women now a days almost self-dependent. They do not depend on their men for every crisis,They are almost on a same truck like their men.They recieving honour from their men like indigenous people. In fine, we may comment that, khen are strongly trying to overcome Poverty line.

VI. Rituals and Customs

Religious and social customs and rituals in khens community are tradional and successive.They shows respect on former customs and brings it on their every-day life very sincierly.

The khens practices many many rituals like Rajbamsis and other schedule caste not only on occasion or festive days but they followes it every moment in their life. The Gods and Goddes figure keeps at a small worship cottage (own temple) inside or near of their home.Some picture of deity Hanuman, kali, Parbati, Siva, Duraga, Lasmi, Ram-Sita-Lasman and Radha-Krishna obviously Kept on their thrashed wall.A small earthen figure of Hanuman or Lasmi or Siva Kept on a high place. All man and woman.specially women strats their days and at dawn with showing respect to them very humbly.Honuman is most preferable house-deity among other God and Goddes. They offer prayer upon related deity just after sunset.At this time they offer evening light (sandhabati) without fail. In every home has a separate but respectful small high place where they keeps a holly tree- ÔTulsi'.At sunset, they offer light (Prodip) under it.

In khens family, there must be a home-deity (griho-debota). They believe that, home deity is

© 2024 Global Journals

responsible for all welfare or bedness of their lives.They have many other Goddes like- Ôshitala' Ôsubachani' ÔBishohori', ÔMashan' ÔChauni' ÔKali' ÔHabangkali' ÔBhutkali'ÔShasthi'ÔShaitol'ÔMashan'ÔTistaburi'ÔMad anThakur'ÔMechenideo' ÔGanga devi ÔBuri Thakurari'etc.The khens offer workshop (Puja) on these women deity on the eve of related festive.They draws picture (alpona) on their floor with white colour and figure during offering puja.They draws mostly Impression of trees leaf and household things- like jar (kolosi),pot, even picture of animals. It indicates their minds are deeply close with natural beings.The khen women keeps fasting at that time.

Khen women follows a series of rituals during birth of a child, The pregnant women of khen community get extra fever and importance from her family and relatives.Her red-lead of forehead withdraws during pregnancy. Close ralatives feed her special food on 7th, 8th and 9th month of pregnancy.This called `Sadh Bhakshan' (expected fooding). The pregnant mother went to a newly built small and separate room only for her child delivery-called ÔAturghar'(child-birth room). Many many customs are follows in this small room for the time being.At present day, although this ÔAturghar' system does not continues commonly but khen women performed it in a short ways.Ofcourse they takes modern medical facilities but do not regret the customs.They also takes treatment from magician (ojha). After birth of a baby, they exercises other unavoidable rituals like ÔNari chedon' (dividation of vane from mother), worship of ÔNandimukh' ÔSholomatrika'(16 mothers puja).first feeding ceremony (Annaprashon), hair cutting (Mastak mundan) etc.

Khen men and women also perform so many rituals during marriage ceremony. Khens are followes two type of customs - religious and social.Some of the rituals are like that : turmeric ceremony, last un-married food (Aaiburo vat).water playing (Jalvaran),lighting five lamp (Panchapradip), Daraha (first seleetion), ÔKhudani'(blessing from bridal Party), exchanged of garland, bestowing of daughter (Kannadaan), welcoming son of law (Jamaibaran),taking oath with fire (ognishapoth), looking to the sun and make agree him to be a witeness of marriage.

In Khens marriage rituals, some natural things are uses as beliefs, like- banana, raw turmeric, rice grain, betel-leaf, fish, grass, stone, curds and milk, fried grain, virmilion, betel-nut, earthen water-jar, mango-leaf, cow-dug, flower, beam (cowrie), slice of iron, bronze coin etc. Khen people belive that, iron, stone and fire protect them from ominous and unfortune power, Rice, banana tree, mother fish, mango leaf are symbol of fertility and related to bride-grooms much Progeny.In khens marital rituals, there have a lot of magical and supernatural beliefs which derived from indigenous people. Caste system in khens marriage are followes.Although Rajbansi- Khen mixed marriage was not allowed in previous time but at present it is acceptable in their society. Widow re-marriage is a normal custom in khens community. ÔBride-price'and `dawry' system was followed in their community in past but at present it is not mandatory.

After death, Khen people are exercises many rituals.They performs funeral like Rajbansis.Their deadbody brings under a Ôtulshi' tree.Its head keeps north. Here it takes bath.Than,turmeric-mixed mustard oil-massage given to deadbody.Its eyes keep closes by tulshi leaf. After that, the deadbody covers with a white new cloth. Than it keeps on a bamboo cot. Here sandal paste (chandan) given on deadbody`s forehead.After that, relalives of deadbody takes it to the gravierd for burning.At that time and after burning the deadbody, many other rituals are exercises like obsequial. un-purity, un-oil boiled fooding etc.

Khen people celebrates ÔJonmastamy broto' (festive on birth of krishna) in September.`Durga puja' and `Lasmi puja' also celebrated in October with Hindu community.They performs `Dipannita' puja (happy light-night) in November.This is very important festive of the khens.They also exerises Ôshanti-shastayon' (peace desire). ÔBastu puja' (homested worship).`Home Jaggo' (fire ritual).`Guru mantra' (charms of pious man) etc.`Shitala'is very powerful and effective goddess of khen community.

Following the most popular goddess among the Khens: Mashan kali-Habang kali-Bhut kali (furious woman deity), ÔShosthi' ÔSubachani'(against illness) ÔTista buri'(godess for river) etc. `Charak', `Mecheni' and ÔBamboo worshop' are very desirable festive amog them. Goddess ÔShitala' `Subachani' and ÔBishohori'are the essential part of their everyday life. Khen people pray for help and family Peace from them against danger, illness and unfortunate situations.They offer ÔShaitol' puja for desire of a son, ÔBishohori' Puja performs for family welfaire.`Mashan' offering for facing troble.They offer Ô Bashanti' and `Chaity' puja for a happy new year.

It is worthmentiorable here that. almost all rituals and customs are prepared and performed by khen women,They uses some material for offering puja, such as:earthen or bronze pot and figure, green leaf of banana and mango tree,red lead, rice grain, raw betel-nut, oil, sieve etc. Betel-leaf and betel-nut is the main instrument during every offering and puja.

ÔMecheni' and `Hudma deo' ritual are the important customs for raining and fertility. In Mecheni khela, khen women goes to every houses of the village with an umbrella, a bronze pot with water, a winnowing-fan with some boiled rice grain. At a house, they stand by round and starts singing and dancing.They finish their performance with throwing rice-grain and water from pot. After that, they goes to another house by one straight line.

© 2024 Global Journals

The worship of `Hudma deo' (a dressless deity) is a very rare ritual for calling rain and fertility.Khen women only performs this ritual in deep nitght without having any dress or cloths . This causes, Hudma deo is a dressless deity, so that women also without having dress goes to a silent field where they performs dances and songs to Hudma. This ritual related with concept of sexual behavior of deities. Men are Keeps themselves in home during whole formalities.

VII. Everyday life of Khen People

Everyday life of khen people are very simple.They lives in a single home with their wife and children.They uses only one or two separate room but there must have a homestead deity room. Men wears dhuti, fatua, shirt and half guensey.In recent past khen, women were uses only one part of cloth upto breast-this called `Bukuri' and `Patani' and men were uses a very small part of cloth for covering only his middle part of body-this called `Nengti'-but at present these are not using. Women wears shari and men using pant, shirt, lungi.Khen people habituated to sleep on earthen floor generaly, although some of them slecps on bamboo-stool and a few are on cot. They uses a jute-made cloth, named `dhakora' as bed-sheet and for Protection from winter days.

VIII. Conclusion

In our survey.we found that, at present the khen are not an Indigennous group of people, not a tribal one, even they are not like traditional local Bengali people.Their social trends, rituals, customs, religion and beliefs almost similar with Rajbansi traditions, although they have clearly separate racial identity. The khens are gradually changing and developing their overall socio-economic conditions. We are sure that, there will not be any differences between Rajbansi and Khen People in near future.

References Références Referencias

1. Samar Pal : *Folk-Culturer in Northern Territory,* Shova Publications,Dhaka, 2007, p-90
2. Muhammad Munirujjaman,Dr. *History of Rangpur,* Gotidhara, Dhaka,2012,p-54
3. Ibid,p-55
4. Sujan Barman: *History and Culture of North Bengal,* Vol-Editor, Binoy Barman, Chaya Publications, Kolkata,2012, P-107
5. Martin, Montogomary: *History, Antiquities and Topography of Eastern India* Vol-5, Cosmo Publications (reprint), New Delhi, 1976, P- 409
6. Ibid, p-409
7. *Banglasesh District Gazetteers, Rangpur*, Government Publications, Dhaka,1990, P-65
8. Interview from Anantopur (khen para),Phulbari upozila of Kurigram in Rangpur, Bangladesh, jast opposite to Dinhata Sub-Division of Cochbihar District, India. J A Vas told his book- *Eastern Bengal and Assam District Gazetteer, Rangpur*- .In 1911-almost half of the khens of Rangpur region were residing in Kurigram.
9. Samar Pal :Ibid, P-89
10. Ibid, P- 90-91
11. Martin: Ibid, P-408
12. Samar Pal :Ibid, P-91
13. Khagendranath Sirkar, a school teacher and Dhirendranath Sen a social worker of khen community of Anantapur (khen para), Phulbari upozila in Kurigram gave us this statistcs. We agree with them.
14. Taposkumar Bandopaddhay: *Society and Culture of Coch and Toto* Protivas,Kolkata,2008. P-17
15. Ratan Biswas: *Race anc Caste of North Bengal,* Punashcho, Kolkata,2001,P-299
16. Atul Sur: *Anthropological identity of Indian people,* Sahittolok, Kolkata,1998, P-54-55
17. Nazmul Haque: *Antropological and Sociological Study of North-BengalFolk-Literature,* Bangla Academy,Dhaka, 2007, P-37
18. Ratan Biswas: Ibid,P-157-162
19. Nripendranath Pal: *Cochbihar: on the eye`s of Campbell,* Anima Publications,Kolkata,1997, P-19
20. Biswanath Das: *Archaeological sites of North-Bengal,* Nath Brothers, Kolkata,1985, P-114
21. Martin: Ibid, P-409
22. Biswanath Das: Ibid, P-109-1145
23. *Banglasesh District Gazetteers, Rangpur*, Government Publications, Dhaka,1990, P-30-31
24. Martin: Ibid, P-410
25. Ibid:P-75
26. Interview at village Anantapur of Phulbari upozila, District Kurigram, Rangpur on July 5-7, 2013
27. Percentage counted according to total population (2o Thausand).

© 2024 Global Journals

This page is intentionally left blank

© 2024 Global Journals

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 24 Issue 3 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

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

By Navruz-Zoda Bakhtiyor Negmatovich
Bukhara State University

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.

Keywords: economically perfect person, work ability, entrepreneurial ability, economic excellence, economically skilled person, key performance indicators (KPI), economic aptitude test.

GJMBR-F Classification: JEL Code: A10



Strictly as per the compliance and regulations of:

© 2024. Navruz-Zoda Bakhtiyor Negmatovich. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

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

Navruz-Zoda Bakhtiyor Negmatovich

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.

Keywords: economically perfect person, work ability, entrepreneurial ability, economic excellence, economically skilled person, key performance indicators (KPI), economic aptitude test.

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.

Author: Professor, Doctor of Economics, Bukhara State University, Uzbekistan. e-mail: bnzoda@mail.ru

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

© 2024 Global Journals

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.

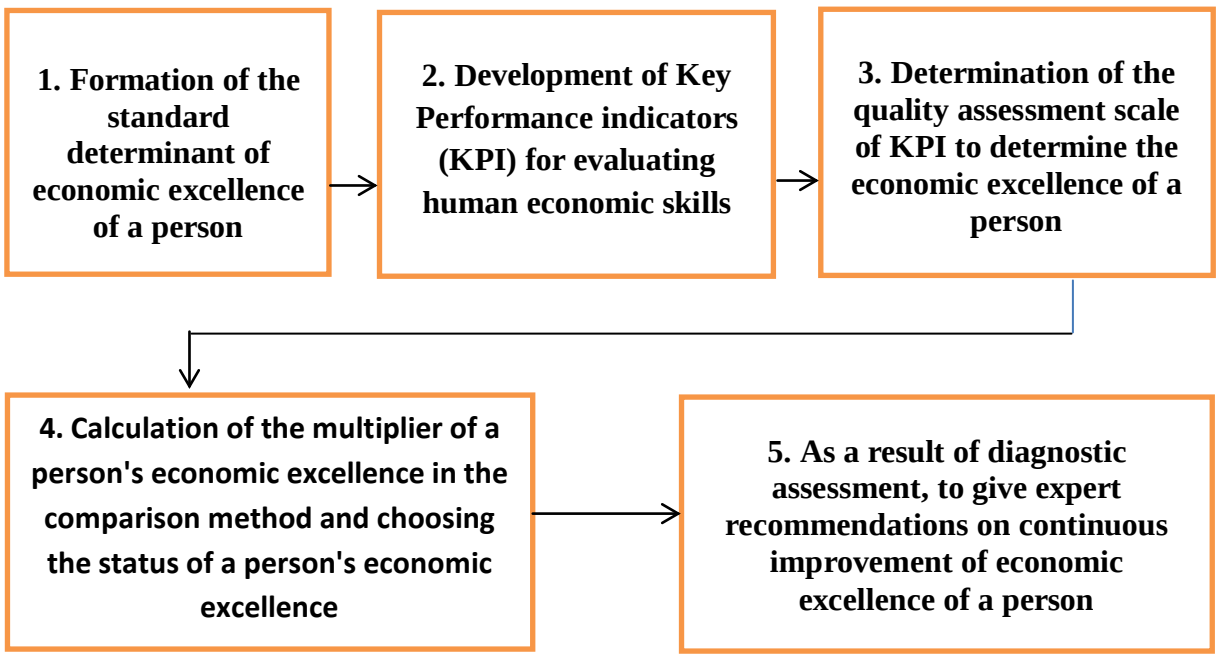

Figure 1: Stages of Assessing the Economic Excellence of A Person

[1] Author's work

© 2024 Global Journals

"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).

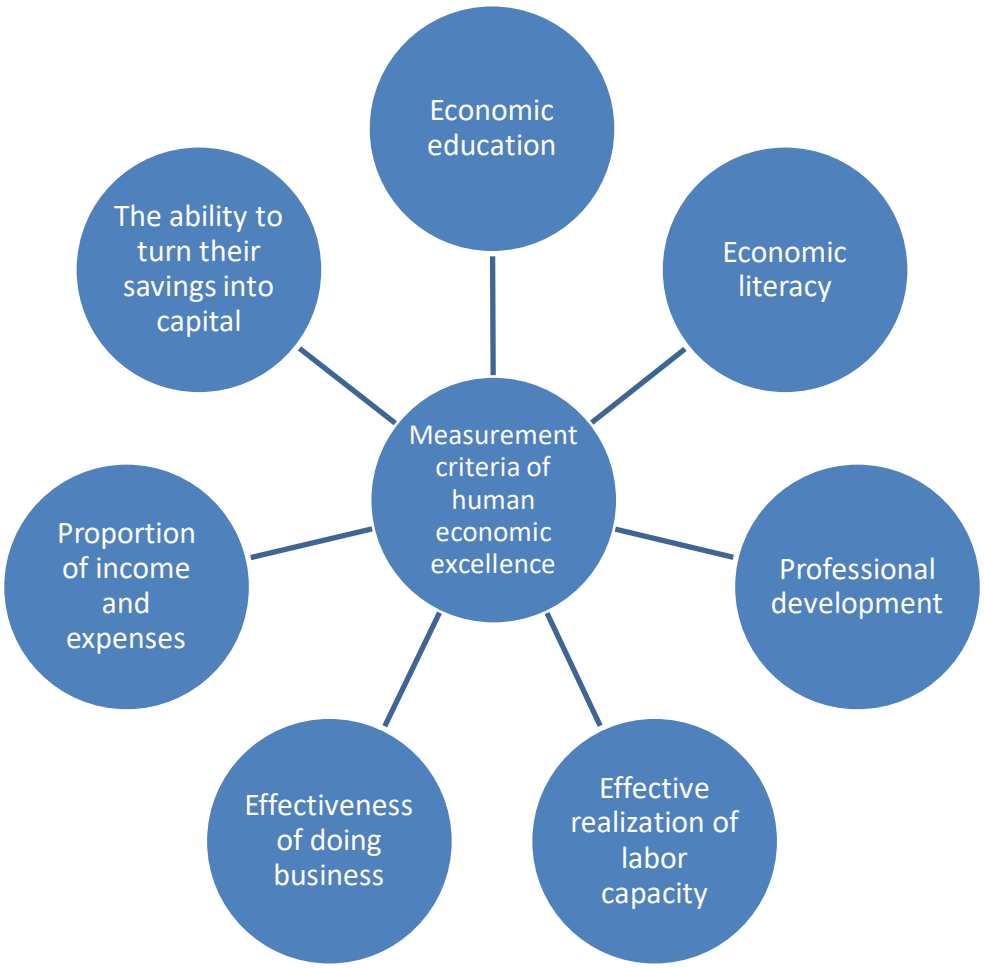

Figure 2: Qualities Describing the Economic Excellence of a Person[2]

[2] Source: author's work

© 2024 Global Journals

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

© 2024 Global Journals

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).

© 2024 Global Journals

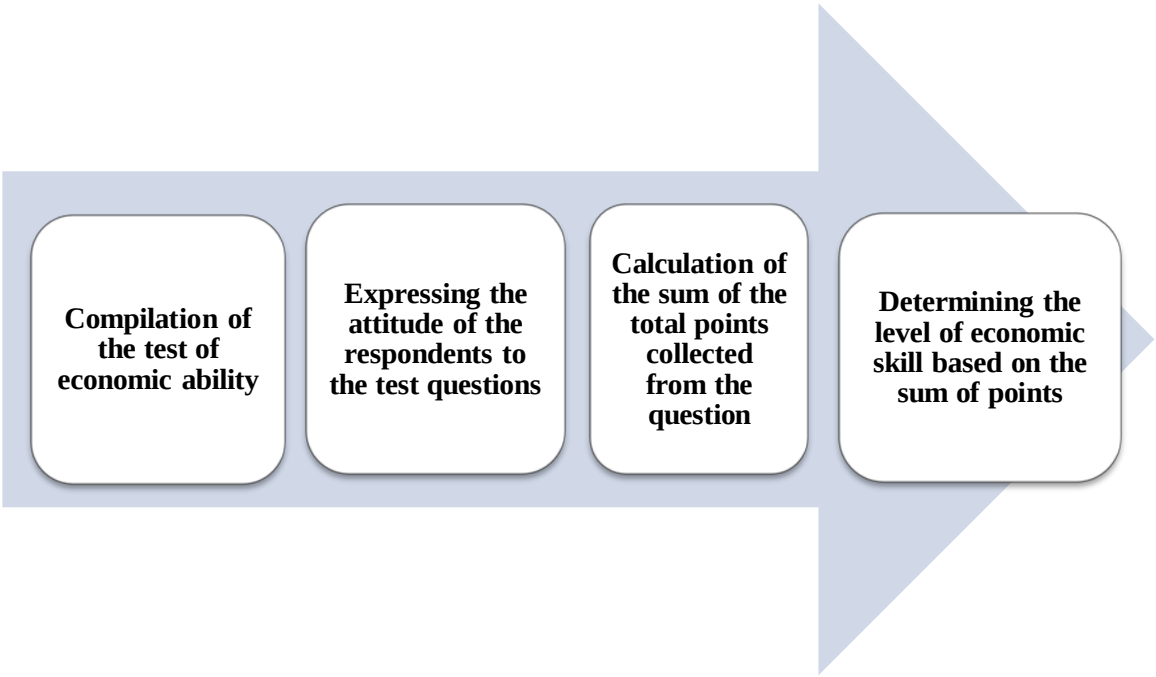

Figure 3: Stages of Diagnosing Human Economic Excellence

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.

© 2024 Global Journals

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".

List of used Literature

1. Komilov N. Sufism. The first book. - T.: Writer, 1996. -P. 153.
2. Navruz-Zoda B.N. Four-dimensional human figure. Scientific Journal of Psychology, Issue 4, 2011. 8-12 p.
3. Navruz-Zoda B.N. Measurement criteria of economic abilities. Scientific Journal of Psychology, Issue 3, 2014. 1-6 Pp.
4. Hall, B. P. (1994). Values Shift: A Guide to Personal & Organizational Transformation. California: Twin Lights Publishing. 288 P.
5. Fotekova T. A., Mitrukhina S. V., Vlasova E. N. I dr. Issledovanie professionalnyx sklonnostey k predprinimatelskoy deyatelnosti u molodeji Republic of Khakassia. Journal Psychology. Series: Poznanie #11 November 2020. 107-113 p.
6. Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). EntreComp: The Entrepreneurship Competence Framework. Luxembourg: Publication Office of the European Union; EUR 27939 EN; 39 r doi:10.2791/593884. https://ec.europa.eu/jrc/entrecomp.
7. Maslov D., Shestakov A., Midhurst D. Useful model EFQM: preventive system management\Electronic resource. https://quality.eup.ru/MATERIALY14/model_efqm.htm (data processing: 01.05.2022).
8. Navruz-zoda L.B. The mechanism of evaluating the entrepreneurial ability of business entities using the KPI tool//Scientific electronic magazine "Economics and Innovative Technologies". - P., 2022. - No. 3, pp. 203-214.
9. Vyatkin A.P. Economic abilities: ponyatie, suschnost, structure. Izvestia Irkutsk State Economic Academy (IGEA), 2003, No. 3-4 (36-37). P.75-81. Electronic resource.http://cyber-leninka.ru/article/n/ekonomicheskie-sposonosti-ponyatie-suschnost-struktura (28.02.2014).
10. Karnyshev A.D., Vinokurov M. A. Ethnocultural traditions and innovations and economic psychology. - M.: Izd-vo "Institute of Psychology RAN", 2010. - 480 p.
11. Vishnyakova M. V. Mifyipravda o KPI / Khudoj. A. Vasileva. — M.: Letopis, 2017. — 274 p.

© 2024 Global Journals

Global Journals Guidelines Handbook 2024

www.GlobalJournals.org

Memberships

Fellows/Associates of Management and Business Research Council

FMBRC/AMBRC Memberships



Introduction

FMBRC/AMBRC is the most prestigious membership of Global Journals accredited by Open Association of Research Society, U.S.A (OARS). The credentials of Fellow and Associate designations signify that the researcher has gained the knowledge of the fundamental and high-level concepts, and is a subject matter expert, proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice. The credentials are designated only to the researchers, scientists, and professionals that have been selected by a rigorous process by our Editorial Board and Management Board.

Associates of FMBRC/AMBRC are scientists and researchers from around the world are working on projects/researches that have huge potentials. Members support Global Journals' mission to advance technology for humanity and the profession.

FMBRC

Fellow of Management and Business Research Council

FELLOW OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL is the most prestigious membership of Global Journals. It is an award and membership granted to individuals that the Open Association of Research Society judges to have made a 'substantial contribution to the improvement of computer science, technology, and electronics engineering.

The primary objective is to recognize the leaders in research and scientific fields of the current era with a global perspective and to create a channel between them and other researchers for better exposure and knowledge sharing. Members are most eminent scientists, engineers, and technologists from all across the world. Fellows are elected for life through a peer review process on the basis of excellence in the respective domain. There is no limit on the number of new nominations made in any year. Each year, the Open Association of Research Society elect up to 12 new Fellow Members.

Benefits

To the institution

Get letter of appreciation

Global Journals sends a letter of appreciation of author to the Dean or CEO of the University or Company of which author is a part, signed by editor in chief or chief author.



Exclusive Network

Get access to a closed network

A FMBRC member gets access to a closed network of Tier 1 researchers and scientists with direct communication channel through our website. Fellows can reach out to other members or researchers directly. They should also be open to reaching out by other.

Career | Credibility | Exclusive | Reputation



Certificate

Certificate, LoR and Laser-Momento

Fellows receive a printed copy of a certificate signed by our Chief Author that may be used for academic purposes and a personal recommendation letter to the dean of member's university.

Career | Credibility | Exclusive | Reputation



Designation

Get honored title of membership

Fellows can use the honored title of membership. The “FMBRC” is an honored title which is accorded to a person’s name viz. Dr. John E. Hall, Ph.D., FMBRC or William Walldroff, M.S., FMBRC.

Career | Credibility | Exclusive | Reputation

Recognition on the Platform

Better visibility and citation

All the Fellow members of FMBRC get a badge of "Leading Member of Global Journals" on the Research Community that distinguishes them from others. Additionally, the profile is also partially maintained by our team for better visibility and citation. All fellows get a dedicated page on the website with their biography.

Career | Credibility | Reputation

© Copyright by Global Journals | Guidelines Handbook

Future Work

Get discounts on the future publications

Fellows receive discounts on future publications with Global Journals up to 60%. Through our recommendation programs, members also receive discounts on publications made with OARS affiliated organizations.

Career | Financial



GJ Account

Unlimited forward of Emails

Fellows get secure and fast GJ work emails with unlimited forward of emails that they may use them as their primary email. For example,
john [AT] globaljournals [DOT] org.

Career | Credibility | Reputation



Premium Tools

Access to all the premium tools

To take future researches to the zenith, fellows receive access to all the premium tools that Global Journals have to offer along with the partnership with some of the best marketing leading tools out there.

Financial

Conferences & Events

Organize seminar/conference

Fellows are authorized to organize symposium/seminar/conference on behalf of Global Journal Incorporation (USA). They can also participate in the same organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent. Additionally, they get free research conferences (and others) alerts.

Career | Credibility | Financial

Early Invitations

Early invitations to all the symposiums, seminars, conferences

All fellows receive the early invitations to all the symposiums, seminars, conferences and webinars hosted by Global Journals in their subject.

Exclusive



Publishing Articles & Books

Earn 60% of sales proceeds

Fellows can publish articles (limited) without any fees. Also, they can earn up to 70% of sales proceeds from the sale of reference/review books/literature/publishing of research paper. The FMBRC member can decide its price and we can help in making the right decision.

Exclusive | Financial

Reviewers

Get a remuneration of 15% of author fees

Fellow members are eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get a remuneration of 15% of author fees, taken from the author of a respective paper.

Financial

Access to Editorial Board

Become a member of the Editorial Board

Fellows may join as a member of the Editorial Board of Global Journals Incorporation (USA) after successful completion of three years as Fellow and as Peer Reviewer. Additionally, Fellows get a chance to nominate other members for Editorial Board.

Career | Credibility | Exclusive | Reputation

And Much More

Get access to scientific museums and observatories across the globe

All members get access to 5 selected scientific museums and observatories across the globe. All researches published with Global Journals will be kept under deep archival facilities across regions for future protections and disaster recovery. They get 10 GB free secure cloud access for storing research files.

ASSOCIATE OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL

ASSOCIATE OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL is the membership of Global Journals awarded to individuals that the Open Association of Research Society judges to have made a 'substantial contribution to the improvement of computer science, technology, and electronics engineering.

The primary objective is to recognize the leaders in research and scientific fields of the current era with a global perspective and to create a channel between them and other researchers for better exposure and knowledge sharing. Members are most eminent scientists, engineers, and technologists from all across the world. Associate membership can later be promoted to Fellow Membership. Associates are elected for life through a peer review process on the basis of excellence in the respective domain. There is no limit on the number of new nominations made in any year. Each year, the Open Association of Research Society elect up to 12 new Associate Members.

© Copyright by Global Journals | Guidelines Handbook

Benefits

To the institution

Get letter of appreciation

Global Journals sends a letter of appreciation of author to the Dean or CEO of the University or Company of which author is a part, signed by editor in chief or chief author.



Exclusive Network

Get access to a closed network

A AMBRC member gets access to a closed network of Tier 2 researchers and scientists with direct communication channel through our website. Associates can reach out to other members or researchers directly. They should also be open to reaching out by other.

Career | Credibility | Exclusive | Reputation



Certificate

Certificate, LoR and Laser-Momento

Associates receive a printed copy of a certificate signed by our Chief Author that may be used for academic purposes and a personal recommendation letter to the dean of member's university.

Career | Credibility | Exclusive | Reputation



Designation

Get honored title of membership

Associates can use the honored title of membership. The “AMBRC” is an honored title which is accorded to a person’s name viz. Dr. John E. Hall, Ph.D., AMBRC or William Walldroff, M.S., AMBRC.

Career | Credibility | Exclusive | Reputation

Recognition on the Platform

Better visibility and citation

All the Associate members of ASFRC get a badge of "Leading Member of Global Journals" on the Research Community that distinguishes them from others. Additionally, the profile is also partially maintained by our team for better visibility and citation. All associates get a dedicated page on the website with their biography.

Career | Credibility | Reputation

© Copyright by Global Journals | Guidelines Handbook

Future Work

Get discounts on the future publications

Associates receive discounts on the future publications with Global Journals up to 60%. Through our recommendation programs, members also receive discounts on publications made with OARS affiliated organizations.

Career | Financial



GJ Account

Unlimited forward of Emails

Associates get secure and fast GJ work emails with 5GB forward of emails that they may use them as their primary email. For example,
john [AT] globaljournals [DOT] org..

Career | Credibility | Reputation



Premium Tools

Access to all the premium tools

To take future researches to the zenith, fellows receive access to almost all the premium tools that Global Journals have to offer along with the partnership with some of the best marketing leading tools out there.

Financial

Conferences & Events

Organize seminar/conference

Associates are authorized to organize symposium/seminar/conference on behalf of Global Journal Incorporation (USA). They can also participate in the same organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent. Additionally, they get free research conferences (and others) alerts.

Career | Credibility | Financial

Early Invitations

Early invitations to all the symposiums, seminars, conferences

All associates receive the early invitations to all the symposiums, seminars, conferences and webinars hosted by Global Journals in their subjec.

Exclusive



Publishing Articles & Books

Earn 60% of sales proceeds

Associates can publish articles (limited) without any fees. Also, they can earn up to 30-40% of sales proceeds from the sale of reference/review books/literature/publishing of research paper.

Exclusive | Financial

Reviewers

Get a remuneration of 15% of author fees

Fellow members are eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get a remuneration of 15% of author fees, taken from the author of a respective paper.

Financial

And Much More

Get access to scientific museums and observatories across the globe

All members get access to 2 selected scientific museums and observatories across the globe. All researches published with Global Journals will be kept under deep archival facilities across regions for future protections and disaster recovery. They get 5 GB free secure cloud access for storing research files.

© Copyright by Global Journals | Guidelines Handbook

Associate	Fellow	Research Group	Basic
$4800 **lifetime designation**	$6800 **lifetime designation**	$12500.00 **organizational**	APC **per article**
Certificate, LoR and Momento **2** discounted publishing/year **Gradation** of Research **10** research contacts/day **1 GB** Cloud Storage **GJ** Community Access	**Certificate,** LoR and Momento **Unlimited** discounted publishing/year **Gradation** of Research **Unlimited** research contacts/day **5 GB** Cloud Storage **Online Presense** Assistance **GJ** Community Access	**Certificates,** LoRs and Momentos **Unlimited** free publishing/year **Gradation** of Research **Unlimited** research contacts/day **Unlimited** Cloud Storage **Online Presense** Assistance **GJ** Community Access	**GJ** Community Access

Preferred Author Guidelines

We accept the manuscript submissions in any standard (generic) format.

We typeset manuscripts using advanced typesetting tools like Adobe In Design, CorelDraw, TeXnicCenter, and TeXStudio. We usually recommend authors submit their research using any standard format they are comfortable with, and let Global Journals do the rest.

Alternatively, you can download our basic template from https://globaljournals.org/Template.zip

Authors should submit their complete paper/article, including text illustrations, graphics, conclusions, artwork, and tables. Authors who are not able to submit manuscript using the form above can email the manuscript department at submit@globaljournals.org or get in touch with chiefeditor@globaljournals.org if they wish to send the abstract before submission.

Before and during Submission

Authors must ensure the information provided during the submission of a paper is authentic. Please go through the following checklist before submitting:

1. Authors must go through the complete author guideline and understand and *agree to Global Journals' ethics and code of conduct,* along with author responsibilities.
2. Authors must accept the privacy policy, terms, and conditions of Global Journals.
3. Ensure corresponding author's email address and postal address are accurate and reachable.
4. Manuscript to be submitted must include keywords, an abstract, a paper title, co-author(s') names and details (email address, name, phone number, and institution), figures and illustrations in vector format including appropriate captions, tables, including titles and footnotes, a conclusion, results, acknowledgments and references.
5. Authors should submit paper in a ZIP archive if any supplementary files are required along with the paper.
6. Proper permissions must be acquired for the use of any copyrighted material.
7. Manuscript submitted *must not have been submitted or published elsewhere* and all authors must be aware of the submission.

Declaration of Conflicts of Interest

It is required for authors to declare all financial, institutional, and personal relationships with other individuals and organizations that could influence (bias) their research.

Policy on Plagiarism

Plagiarism is not acceptable in Global Journals submissions at all.

Plagiarized content will not be considered for publication. We reserve the right to inform authors' institutions about plagiarism detected either before or after publication. If plagiarism is identified, we will follow COPE guidelines:

Authors are solely responsible for all the plagiarism that is found. The author must not fabricate, falsify or plagiarize existing research data. The following, if copied, will be considered plagiarism:

- Words (language)
- Ideas
- Findings
- Writings
- Diagrams
- Graphs
- Illustrations
- Lectures

- Printed material
- Graphic representations
- Computer programs
- Electronic material
- Any other original work

Authorship Policies

Global Journals follows the definition of authorship set up by the Open Association of Research Society, USA. According to its guidelines, authorship criteria must be based on:

1. Substantial contributions to the conception and acquisition of data, analysis, and interpretation of findings.
2. Drafting the paper and revising it critically regarding important academic content.
3. Final approval of the version of the paper to be published.

Changes in Authorship

The corresponding author should mention the name and complete details of all co-authors during submission and in manuscript. We support addition, rearrangement, manipulation, and deletions in authors list till the early view publication of the journal. We expect that corresponding author will notify all co-authors of submission. We follow COPE guidelines for changes in authorship.

Copyright

During submission of the manuscript, the author is confirming an exclusive license agreement with Global Journals which gives Global Journals the authority to reproduce, reuse, and republish authors' research. We also believe in flexible copyright terms where copyright may remain with authors/employers/institutions as well. Contact your editor after acceptance to choose your copyright policy. You may follow this form for copyright transfers.

Appealing Decisions

Unless specified in the notification, the Editorial Board's decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

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.



© Copyright by Global Journals | Guidelines Handbook

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.



© Copyright by Global Journals | Guidelines Handbook

- 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:

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

Introduction:

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

The following approach can create a valuable beginning:

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

Approach:

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

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.



© Copyright by Global Journals | Guidelines Handbook

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

A

Abandoned · II
Amenities · 1, 2

C

Concierge · II
Cozy · II
Cruise · 1, 2, 1, II, III
Cuisines, · II

D

Demonstrates · 1

G

Gourmet · II

I

Immerse · II

L

Leisure · 1





Global Journal of Management and Business Research

Visit us on the Web at www.GlobalJournals.org | www.JournalofBusiness.Org
or email us at helpdesk@globaljournals.org



ISSN 9755853

© Global Journals