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Knowledge and Attitude to Sexual and Reproductive Health Rights among Reproductive-Age Women (RAW) in Malete, Kwara State

By Ajara, Taofiq Abiola & Shuaib, Qoharat Abiola

Kwara State University

Abstract- Sexual and reproductive health rights are essential human rights which are indisputable globally and therefore should be well known and embraced by all individuals. This study was purposely carried out to assess the knowledge and attitude to sexual and reproductive health rights among reproductive-age women (RAW) in Malete, Kwara State. A descriptive cross-sectional study of survey type was employed for the study. The sample for the study was drawn from the 5467 RAW in the study area using a multi-stage sampling technique. Sample size of 360 was determined with the aid of the Research Advisor application. Researcher-developed structured questionnaire which was validated by experts in related fields and tested for reliability using split-half technique was adopted for data collection. Frequency counts and percentages were used to analyse the data collected. This study showed that the knowledge of RAW about sexual and reproductive health rights was very low (17%); knowledge of sexually transmitted infections among RAW was moderate (56%); and knowledge of RAW about the benefits of family planning was low (35%).

Keywords: *knowledge, attitude, sexual and reproductive health rights, reproductive-age women, malete.*

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KNOWLEDGE AND ATTITUDE TO SEXUAL AND REPRODUCTIVE HEALTH RIGHTS AMONG REPRODUCTIVE-AGE WOMEN IN MALETE, KWARA STATE

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Knowledge and Attitude to Sexual and Reproductive Health Rights among Reproductive-Age Women (RAW) in Malete, Kwara State

Ajara, Taofiq Abiola ^α & Shuaib, Qoharat Abiola ^ο

Abstract- Sexual and reproductive health rights are essential human rights which are indisputable globally and therefore should be well known and embraced by all individuals. This study was purposely carried out to assess the knowledge and attitude to sexual and reproductive health rights among reproductive-age women (RAW) in Malete, Kwara State. A descriptive cross-sectional study of survey type was employed for the study. The sample for the study was drawn from the 5467 RAW in the study area using a multi-stage sampling technique. Sample size of 360 was determined with the aid of the Research Advisor application. Researcher-developed structured questionnaire which was validated by experts in related fields and tested for reliability using split-half technique was adopted for data collection. Frequency counts and percentages were used to analyse the data collected. This study showed that the knowledge of RAW about sexual and reproductive health rights was very low (17%); knowledge of sexually transmitted infections among RAW was moderate (56%); and knowledge of RAW about the benefits of family planning was low (35%). It was also revealed that RAW in Malete showed negative attitude to sexual behaviours like socializing with opposite sex, premarital sex etc. Based on these findings, increasing the knowledge of RAW in Malete through intensive awareness and advocacy campaign on sexual and reproductive health rights was recommended.

Keywords: knowledge, attitude, sexual and reproductive health rights, reproductive-age women, malete.

1. INTRODUCTION

Across all cultures, sexual and reproductive health is basically fundamental to individuals, families and their social, spiritual and psychological well-being. This could actually be related to the fact that sexual and reproductive health is strongly perceived to be very important throughout the life course of every individual. According World Health Organisation (WHO) (2015) sexual health is fundamental to the physical and emotional health and well-being of individuals, couples and families, and ultimately to the social and economic development of communities and countries. Mercer (2014) submitted that sexual health is essentially important at every stage of live because sexual health is no longer restricted solely to sexually transmitted

infections (STIs) or prevention of unplanned/unintended of pregnancy but it is increasingly recognised a additionally encompassing elements of broader reproductive health, sexual function and non-volitional sex.

Sexual and reproductive health is a state of complete physical, emotional, mental, and social well-being in all matters relating to sexuality and reproductive system, its functions and processes (United Nations Population Fund, 2016). It indicates that people are able to have a satisfying and safe sex life and that they have the capability to reproduce and the freedom to decide if, when and how often to do so. Cartwright (2008) described sexual and reproductive health as enjoyment of sexual relation without exploitation, oppression or abuse; safe pregnancy and childbirth, and avoidance of unintended pregnancies; and absence and avoidance of STIs, including HIV. This simply means the ability to have informed, consensual, safe, respectful and pleasurable sexual relationships and healthy reproductive life. Sexuality is a central aspect of humanity and encompasses sex, gender identities and roles, sexual orientation, eroticism, pleasure, intimacy, and reproduction (United Nations, 1994).

However, Glasier, Gulmezoglu, Schmid, Moreno and Van Look (2006) opined that improving sexual and reproductive health remains an issue of public health importance worldwide. For this reason, attainment and sustainability of sexual and reproductive health entails that the sexual and reproductive health rights of all individuals must be respected, protected, and satisfied. In 2002, a WHO-convened international technical consultation on sexual health submitted that sexual and reproductive health rights include the right of all individuals, free of coercion, discrimination and violence, to: the highest attainable standard of sexual health, including access to sexual and reproductive health care services; seek, receive, and impart information related to sexuality; sexuality education; respect for bodily integrity; choose their partner; decide whether or not to be sexually active; consensual sexual relations; consensual marriage; decide whether or not, and when,

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to have children; and pursue a satisfying, safe and pleasurable sexual life.

Worku and Gebresilassie (2008) defined sexually transmitted infections (STIs) as forms of reproductive tract infections which are caused by organisms that are passed through sexual activity with an infected partner. United Nations Population Fund (UNFPA) (2008) stated that an estimated 340 million new cases of four common sexually transmitted bacterial and protozoal infections are acquired annually and if other STIs are added, the estimates for new infections rise to more than one billion which means that slightly more than one infection among seven adults of reproductive age. Glasier et al.(2006)reported that sexually transmitted infections, excluding HIV/AIDS, are the second most important cause of loss of health in women, especially young women, and are a substantial cause of morbidity in men. Similarly, after pregnancy-related causes, sexually transmitted infections are the second most important cause of healthy life lost in women.

Most often, people perceive sexual and reproductive health services as services related mainly to family planning and treatment of STIs/reproductive tract infections. In an attempt to correct this perception, WHO (2004a) identified the five core components of sexual and reproductive health care which are: improvement of antenatal, perinatal, postpartum, and newborn care; provision of high-quality services for family planning, including infertility services; elimination of unsafe abortions; prevention and treatment of sexually transmitted infections, including HIV, reproductive tract infections cervical cancer, and other gynaecological morbidities; and promotion of healthy sexuality. According to WHO (2010) the ability of individuals to achieve sexual health and wellbeing depends on them having; access to comprehensive information about sexuality; knowledge about the risks they face and their vulnerability to the adverse consequences of sexual activity; access to good quality sexual health care; and an environment that affirms and promotes sexual health.

WHO (2016) opined that promotion of family planning by ensuring access to preferred contraceptive methods for women and couples is essential to securing well-being and autonomy of women, while supporting the health and development of communities. Taylor (2014) contended that family planning gives women the option to wait until they are financially able to take good care for a child and gives them time to pursue educational and employment goals without worrying about the financial implications of unintended/unwanted pregnancy. Collumbien, Gerressu and Cleland (2004) submitted that family planning could prevent up to one-third of all maternal deaths by allowing women to delay motherhood, space births, avoid unintended pregnancies and unsafely performed abortions, and

stop childbearing when they have reached their desired family size.

Furthermore, the use of family planning in preventing unwanted/unplanned pregnancies has been found to be a significantly strategy in saving public expenditures. According to Amaral et al. (2007) the unintended pregnancies prevented by California's family planning demonstration project would have incurred US\$1.1 billion in public expenses within two years, which is significantly more than the US\$403.8 million expended on the project. Stover, Dougherty and Hamilton (2006) found a potential savings of almost US\$25 for every dollar spent on family planning at HIV/AIDS care and treatment facilities. Population Reference Bureau (2009) reported that babies born less than two years after their next oldest brother or sister are twice as likely to die in the first year as those born after an interval of three years. In addition, WHO (2007) argued that experts now recommend that after a live birth, women should wait at least two years before trying to become pregnant again in order to reduce infant health risks/deaths.

Sexual behaviour as contended by Mercer et al. (2013) is a key component of well-being which is often influenced by social norms, attitudes and health. According to Gebhard (2017) sexual behaviour is any activity (solitary, between two persons or in a group) that involves sexual arousal. Omeje, Ekwueme, Ugwu (2013) submitted that sexual behaviour means all sexual actions and responses demonstrated to seek sexual pleasure. Sexual behaviour has also been described as a broad spectrum of behaviours, ranging from the solitary (such as masturbation, and autoerotic stimulation) to partnered sex (intercourse, oral sex, non-penetrative sex), through which humans display their sexuality (sexual behaviour, n.d).According to Eyo (2004) sexual behaviour refers to the total action of individuals in handling their sexual impulses, which actually implies the notion of expressing it as a male or female and how to live with it.

In addition, it has been established through various literature that sexual behaviour could be categorized as healthy and risky sexual behaviour. Omeje et al. (2013) argued that healthy sexual behaviour is any sexual behaviour that is planned or intended, done with caution and respect such as the one acted out between life partners or married couples. Centres for Disease Control and Prevention (2010) argued explained that risky sexual behaviour is generally described as behaviour (such as early sexual debut, having multiple sexual partners, having sex while under the influence of alcohol or drug) that increases one's susceptibility of contracting STIs/HIV and experiencing unplanned pregnancies.

Sexual and reproductive health rights are essential human rights which are indisputable globally and therefore should be well known and embraced by all individuals, especially the RAW. RAW, in the context

of this study, are described as a group of women between the age of 15 – 49 years regardless of their marital status. This study was particularly targeted at the group in order to find out their knowledge and attitude to sexual and reproductive health rights. However, to the best knowledge of the researcher, no study has been conducted among RAW in Malete, Kwara State investigating their knowledge and attitude to sexual and reproductive health rights. Upon this premise, the researcher was prompted to investigate the knowledge and attitude of RAW to sexual and reproductive health rights so as to make practical and relevant recommendations based on the findings of the study.

II. STATEMENT OF THE PROBLEM

The researcher's experience revealed that women in the study area are often regarded as third parties in issues that are strongly connected to their sexual and reproductive health care because of the unequal power relation between women and men which reduces their power of decision making over their sexual and reproductive health. Similarly, the researcher's informal conversation with some female members of the community showed that their sexual and reproductive health rights concerning child birth and spacing, consensual sex life among others are usually violated probably due to their inadequate knowledge about these rights. Hence, the researcher conducted this study to actually investigate the knowledge and attitude to sexual and reproductive health rights among RAW in Malete, Kwara State.

III. OBJECTIVES OF THE STUDY

The general objective of the study was to assess the knowledge and attitude to sexual and reproductive health rights among reproductive-age women (RAW) in Malete, Kwara State.

The specific objectives were to:

1. Determine the knowledge of sexual and reproductive health rights among RAW in Malete, Kwara State.
2. Ascertain the knowledge of STIs/HIV among RAW in Malete, Kwara State.
3. Investigate the knowledge of the benefits of family planning among RAW in Malete, Kwara State.
4. Find out the attitude to sexual behaviour among RAW in Malete, Kwara State.

IV. RESEARCH QUESTIONS

In order to guide the conduct of this study, the following corresponding research questions were raised and answered:

1. What is the knowledge of sexual and reproductive health rights among RAW in Malete, Kwara State?

2. What is the knowledge of STIs/HIV among RAW in Malete, Kwara State?
3. What is the knowledge of the benefits of family planning among RAW in Malete, Kwara State?
4. What is the attitude to sexual behaviour among RAW in Malete, Kwara State?

V. METHODOLOGY

A descriptive cross-sectional study of the survey type was employed to assess the knowledge and attitude to sexual and reproductive health rights among RAW in Malete, Kwara State. The study population comprised all the RAW in the study area, estimated to be 5467. The sample size of 359 (approximated to 360) was determined with the aid Research Advisor application. The sample for the study was then selected using a multi-stage sampling technique. At the first stage, cluster sampling technique was used to divide Malete community into 18 clusters based on proximity and each of the clusters comprised a group of households. At the second stage, simple random sampling technique was adopted in choosing 20 RAW within each cluster using random numbers. At the third stage, systematic random sampling technique was employed to select a starting point (first household) within each cluster by spinning a bottle (grid method). Lastly, purposive sampling technique was used to choose the index person from the clusters.

Data used for this study was gathered through the use of researchers-developed questionnaire tagged "Questionnaire on Knowledge and Attitude to Sexual and Reproductive Health Rights among RAW (QKASRRRAW)". The research instrument was subjected to content and face validity by giving it to three (3) jurors in related fields. The corrections, modifications and suggestions raised by them were used to adequately improve the original draft of the questionnaire. During the second look, the jurors adjudged the instrument valid. The instrument's reliability was established with the use of split-half method and a reliability coefficient of 0.71 was obtained, showing that the measuring instrument was very reliable.

The data obtained were collated, coded and analysed using frequency counts and percentages. In order to answer the three (3) research questions on the knowledge of RAW about sexual and reproductive health rights, STIs and benefits of family planning, percentage score statements 80 percent and above specified Very High (VH); 79 per cent – 60 per cent indicated High (H); 59 per cent – 40 per cent classified as Moderate (M); 39 per cent – 20 per cent considered Low (L); and less than 20 per cent signified Very Low (VL) knowledge. In answering the fourth research question which is on the attitude of RAW to the identified sexual behaviours, the Likert scale Strongly Agree (SA)

and Agree (A) were merged and tagged “Positive Attitude” indicating healthy sexual behaviour while that of Disagree (D) and Strongly Disagree (SD) were also merged and tagged “Negative Attitude” indicating risky sexual behaviour.

VI. RESULTS

Research Question 1: What is the knowledge of sexual and reproductive health rights among RAW in Malete, Kwara State?

Table 1: Frequency and percentage analysis of the knowledge of RAW about sexual and reproductive health rights (n=360)

S/N	Items Description	Frequency	Percentage (%)	Decision
1.	Women have right to freely make autonomous decisions about their sexual and reproductive issues	57	15.83	Very low
2.	Women have right to be free from sexual violence	68	18.89	Very low
3.	Women have right to consensual sex	65	18.05	Very low
4.	Women have right not be subjected to torture or ill treatment	61	16.94	Very low
5.	Women have right to be free from discrimination and being treated with inequity	57	15.83	Very low
6.	Women have right to healthy, enjoyable and violence-free relationships	54	15.00	Very low
7.	Wife and husband have equal right in making decision on family size and child spacing	65	18.05	Very low
Average Total			17.00	Very low

Table 1 reveals that the knowledge of sexual and reproductive health rights among RAW in Malete, Kwara State was very low (17%).

Research Question 2: What is the knowledge of STIs/HIV among RAW in Malete, Kwara State?

Table 2: Frequency and percentage analysis of the knowledge of STIs/HIV among RAW (n = 360)

S/N	Items Description	Frequency	Percentage (%)	Decision
1.	Having sex while under the influence of alcohol or drug makes one susceptible to having STIs/HIV	201	55.83	Moderate
2.	Having multiple sex partners makes an individual prone to contacting STIs/HIV	198	55.00	Moderate
3.	Having sexual intercourse with sex workers is a risk factor of STIs/HIV	216	60.00	High
4.	HIV can be transmitted through mosquito bite	194	53.89	Moderate
5.	HIV can be transmitted through hand shaking or hugging	209	58.06	Moderate
6.	The use of condom during sexual intercourse protect against STIs/HIV	192	53.33	Moderate
7.	Sharing of sharp objects is a cause of HIV	201	55.83	Moderate
Average Total			56.00	Moderate

Table 2 shows that the knowledge of STIs/HIV among RAW in the study area was moderate (56%). Only their knowledge about having sexual intercourse with sex workers is a risk factor of STIs/HIV was high (60%).

Research Question 3: What is the knowledge of the benefits of family planning among RAW in Malete, Kwara State?

Table 3: Frequency and percentage analysis of the knowledge of RAW about the benefits of family planning (n = 360)

S/N	Items Description	Frequency	Percentage (%)	Decision
1.	Family planning reduces the risk of maternal mortality and morbidity resulting from repeated pregnancies	126	35.00	Low
2.	Birth timing in relation to the mother's age helps in avoiding a number of congenital anomalies which are associated with advancing maternal age	101	28.05	Low
3.	Proper child spacing helps in improving and maintaining the health of mothers	165	45.83	Moderate
4.	A child is likely to receive full share of care and love from his parents when the family size is moderate and births are properly spaced	162	45.00	Moderate
5.	Limiting the family size enhances child growth and development	134	37.22	Low
6.	Family planning is an essential strategy of insuring survival of all children in the family	104	28.89	Low
7.	Household resources are economically managed when intervals between pregnancies/births are properly regulated	90	25.00	Low
Average Total			35.00	Low

Table 3 indicates moderate level of knowledge among RAW as regards “proper child spacing helps in improving and maintaining the health of mothers” (45.83%) and “a child is likely to receive full share of care and love from his parents when the family size is

moderate and births are properly spaced” (45%). However, the overall knowledge of RAW about the benefits of family planning was low (25%).

Research Question 4: What is the attitude to sexual behaviour among RAW in Malete, Kwara State?

Table 4: Frequency and percentage analysis of RAW's attitude to sexual behaviour in Malete, Kwara State (n = 360)

S/N	Item Description	SA	A	Positive attitude (%)	D	SD	Negative attitude (%)
1.	There is nothing bad in engaging in homosexuality	4 (1.11%)	10 (2.78%)	3.89	88 (24.44%)	258 (71.67%)	96.11
2.	It is acceptable to have baby out of wedlock	9 (2.50%)	28 (7.77%)	10.27	174 (48.33%)	149 (41.40%)	89.73
3.	It is appropriate to socialize with the opposite sex	42 (11.67%)	66 (18.33%)	30	94 (26.11%)	158 (43.89%)	70
4.	It is all right to have baby out of wedlock	59 (16.4%)	37 (10.27%)	26.67	135 (37.50%)	129 (35.83%)	73.33
5.	There is nothing bad in having anal sex	33 (9.17%)	42 (11.67%)	20.84	138 (38.33%)	147 (40.83)	79.16
6.	It is acceptable to have physical intimacy (e.g. hugging) with the opposite sex	12 (3.335)	26 (7.22)	10.55	121 (33.61%)	201 (55.83%)	89.44
7.	There is no problem in practising extramarital affair	0	5 (1.39%)	1.39	69 (19.17%)	286 (79.44%)	98.61
Average Total				14.80			85.20

It is shown through table 4 that RAW in Malete, Kwara State showed negative attitude to the described sexual behaviours because the average total score of the negative attitude (85.2%) was higher than that of the positive attitude (14.2%). This simply implies that all the sexual behaviour identified in the table were risky sexual behaviours.

VII. DISCUSSION

The conduct of this study was guided by four research questions which focused on the knowledge of sexual and reproductive health rights, knowledge of STIs/HIV, knowledge of the benefits of family planning

and attitude to sexual behaviour among RAW in Malete, Kwara State. The findings of the study revealed that the knowledge of RAW about sexual and reproductive health rights was very low (17%). This assertion is corroborated by that of Igboke (2011) which reported low level of knowledge of sexual and reproductive health rights among childbearing mothers in Nsukka Local Government Area of Enugu State. However, it is apparently credible to contend that this low knowledge level of sexual and reproductive health rights is a major factor contributing to the sexual and reproductive ill health prevalent among women aged 15- 44 in low income communities as submitted by Wiklund (2015).

The results of the study also indicated that the knowledge of STIs/HIV among RAW in Malete, Kwara State was moderate (56%). The knowledge of these respondents is obviously better than the low STIs knowledge reported by Mmbaga, Leyna, Mnyika and Klepp (2008) and Samkange-Zeeb, Spallek, and Zeeb (2011) in Tanzania and Europe respectively. In addition, the study asserted that the knowledge of RAW about the benefits of family planning was low (35%). This is in line with the finding of Mutombo, Bakibinga, Mukiira and Kamande (2014) that women in rural Western Kenya have low level of knowledge about benefits of family planning.

Furthermore, this study showed that RAW in Malete showed negative attitude to sexual behaviours like socializing with opposite sex, premarital sex, extramarital sex/affairs, homosexuality, having physical intimacy with the opposite sex etc. Although this submission negates that of Twenge, Sherman and Wells (2015) which reported positive attitude towards most of these identified sexual behaviours among the Americans. However, the researcher agrees with the finding of this study because in most African communities, especially in areas like the study area, good sexual values are often embraced and promoted as they are seen as societal pride and dignity.

VIII. CONCLUSION

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

1. The knowledge of RAW about sexual and reproductive health rights was very low.
2. Reproductive-age women in Malete, Kwara State were moderately knowledgeable about STIs/HIV.
3. Knowledge of RAW about the benefits of family planning was low.
4. The attitude of RAW was negative to sexual behaviours like socializing with opposite sex, premarital sex, extramarital affairs, homosexuality, anal sex, having physical intimacy with the opposite sex and having baby out of wedlock; all of these behaviours were, therefore, tagged risky sexual behaviours.

IX. RECOMMENDATION

The following recommendations were given in accordance with the findings of this study:

1. There is need to increase the knowledge of RAW in Malete on sexual and reproductive health rights through intensive awareness and advocacy campaigns by the health care providers and community leaders.
2. Providing the study population with clear and effective health information on the benefits of family planning to children, parents, families and the country at large.

3. Integration of sexual and reproductive health information to antenatal and postpartum services.
4. Commencement of the teaching of sexual and reproductive health education to females from childhood.

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Investigating the Compliance of Tourism Principles with the Components of Sustainable Tourism: Bangladesh Perspective

By Dr. Muhammad Masrurul Mowla

International Islamic University

Abstract- This is a qualitative research that has been done by using secondary data. The main objective of this paper is to examine the compliance of tourism principles of Bangladesh with the components of sustainable tourism that is prepared by the United Nations World Tourism Organization (UNWTO). This paper describes that Bangladesh has a \$421.4 billion travel & tourism economy. The Bangladesh government formed the national tourism policy-2010 to attain the goal of sustainable tourism. This paper reveals that the national tourism policy-2010 has 9 policies or principles and all of these comply with the components of sustainable tourism. Finally, this paper recommends some steps to attain the goal of sustainable tourism in Bangladesh.

Keywords: *sustainable tourism, compliance, tourism policy, Bangladesh.*

GJMBR-G Classification: *JEL Code: L83*



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Keywords: sustainable tourism, compliance, tourism policy, bangladesh.

I. BACKGROUND OF THE STUDY

People love to travel for several purposes, including trade and recreations. The current value of the world tourism economy is \$7.6 trillion that is growing at the rate of 3.8% for the 2016 (WTTC 2017, Statista 2018). Bangladesh earned \$421.4 billion from the travel & tourism economy. However, the concept of sustainable tourism was introduced in the 1970s due to the negative effects of tourism around the world. After initiating the concept of sustainable development in 1987 by The UN World Commission on Environment and Development, in 1999, the German Forum on Environment and Development introduced the definition of Sustainable Tourism at the UN environmental Conference in New York, USA. The stated that, sustainable tourism is the tourism that justly and Socially fulfill the social, cultural, environmental and economic necessities for current and future generations (Baumgartner, 2008).

However, the voices for sustainable tourism have been strengthening around the world. A large number of pro-environmental organizations are functioning around the world. The International Ecotourism Society (TIES) - a non-profit organization has been working since 1990 with 750 organizations and 15000 members in the 190 countries (ecotourism, 2018). Besides, about 60 non-profit organizations have

been working around the world to implement the concept of sustainable tourism. For instance, the Global Sustainable Tourism Council (GSTC), Global Partnership for Sustainable Tourism (GPST), The Sustainable Tourism Certification Alliance (STCA).

Consequently, this paper has been prepared as the initiative to check the compliance of the tourism principles of Bangladesh with the components of the sustainable tourism.

a) A Discussion of the Concept of Sustainable Tourism

The Cambridge dictionary defined the tourism as the business that offers the services for the tourist (Cambridge dictionary, 2018). On the other hand, the sustainable tourism is nothing but the eco-friendly tourism. UNESCO defined the sustainable tourism as the tourism that maintains the respectfulness to both local people and the tourist, cultural heritage, customs and the local environment (UNESCO, 2018). Sustainable tourism has multi-dimensions, including cultural tourism, eco-tourism and nature-based tourism. Moreover, the International Ecotourism Society (TIES) states that, the ecotourism or sustainable tourism is nothing but the Dutiful tour to natural areas that preserves the environment and develops the welfare of native people (TIES, 1990).

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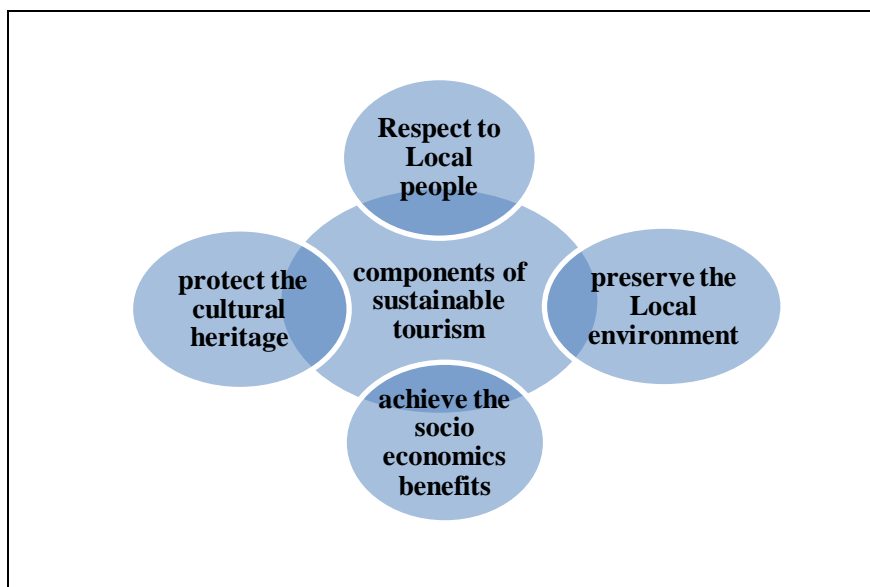


Figure 1: The Component of the Sustainable Tourism

In addition, United Nation world tourism organization defined the sustainable tourism as the tourism that takes complete accountability of its present and future social, economic as well as ecological effects, considering the necessities of tourists, the industry, the environment and local population (UNWTO,

2005). As well, the sustainable development goal 8.9 states that, the tourism that generates employments and stimulates as well as support the local culture and heritage-is called sustainable tourism (CSD, 2018). From the above discussion, table-2 summarizes The Components and Functions of Sustainable Tourism.

Table 1: The Components and Functions of Sustainable Tourism

The Components of Sustainable Tourism	Functions
Responsibility to Environment	Efficient use of environmental resources, abiding by the law of the ecology, preserve the natural heritage, biodiversity
Responsibility to Local communities and Heritage	Respect the socio-cultural legitimacy of local people, protect their cultural heritage, customs and traditional standards, establish the inter-cultural thoughts and mutual forbearance.
Socio-economic benefits	Make sure the socioeconomic benefits to all participants (tourists + local host) through practical and long lasting economic setup and actions, by the equitable distributions of income, employment opportunities and social services

Source: compiled by the author from the (UNWTO, 2005), (TIES, 1990).(UNESCO, 2018).

b) Responsibility of an Eco-friendly Traveler

Sustaining Tourism is an international organization that works to make responsible tourist to the tourism for the protection of the environment. It suggests some steps for being a responsible tourist Sustainable tourism (2008). These are followed:

- Be respectful to the localities, cultures, religious places and the environment
- Avoid unnecessary waste and usage of plastic bottles
- Moderate energy consumption
- Save water
- Educate yourself about the tourist spot

- Choose sustainable seafood
- Promote the local economy.
- May donate to local people through competent authorities, but not promote the begging economy
- Always reject the unlawful drug or sex trade
- Choose those companies who support Eco-friendly tourism.

II. OBJECTIVE OF THE STUDY

The main objective of this paper is to investigate the compliance of tourism principles of Bangladesh with the components of sustainable tourism. More specifically, the aims of this paper are:

- To highlight the tourism principles and policies of Bangladesh
- To inspect the compliance of the components of sustainable tourism in Bangladesh

III. METHODOLOGY

This is a qualitative research by nature that has been prepared by collecting secondary data on the issues of tourism, sustainable tourism. Besides, different books, articles, reports, brochures and newspapers have been reviewed to prepare this paper.

IV. LITERATURE REVIEW

Several researches have been done on the sustainable tourism issues of Bangladesh. The main theme of these literatures is given below.

Jahan and Amin (2014), empirically studied the sustainable tourism on the sylhet division of Bangladesh. Rahman (2013) explained the debates related to the development issues of sustainable in Bangladesh. Sultana (2016) discusses the contribution of tourism in Bangladesh economy. Roy and Mallika (2015) describe the current status and the future prospects of the tourism sector of Bangladesh. Shakil (2016) evaluates the development of the Sustainable tourism, Cox's Bazar, Bangladesh. Iraj (2017) discusses the potentials of the Sustainable Tourism of Bangladesh. Howlader (2017) raises the ethical issues of the sustainable tourism in Bangladesh. Howlader (2017a) discusses the functions of the World Tourism Day. Hasan et al (2013) showed a position of Bangladesh tourism by the country branding. Khandakar (2014) prescribed the strategies and guidelines for the Development of Sustainable Tourism in Bangladesh. Thomsen (2010), presented the Prospects of Sustainable Tourism of Bangladesh.

From the above discussion, it can be summarized that, the researches which are conducted on the Sustainable Tourism of Bangladesh, mainly covers the introduction, strategies and guidelines, potentials and Prospects, case studies on Sylhet and Cox's bazar, the ethical issue of sustainable Tourism and contribution of tourism, etc. However, this research paper is unique from the earlier researches because it investigates the compliance of tourism principles of Bangladesh with the components of sustainable tourism. This is the new addition to the tourism research of Bangladesh.

V. EXAMINING THE COMPLIANCE OF SUSTAINABLE TOURISM IN BANGLADESH

It should be mentioned that, the government of Bangladesh prepared the first national tourism policy in 1992. After 18 years, in 2010, the Bangladesh tourism corporation upgraded and reformed the tourism policy of 1992. The main objective of the Bangladesh tourism policy-2010 is to make the tourism sector as the source of national income through the development of economic infrastructure related to the tourism sectors. Besides, making master plan for the development of the tourism sector, making exclusive tourist zone, protecting the local culture, customs and heritage, attaining the goal of the sustainable tourism are also the objective of this policy.

However, Table-2 highlights the 9 policies of the national tourism policy of Bangladesh-2010 and checks its consistency with the elements of the sustainable tourism. The United Nations World Tourism Organization (UNWTO) determined these elements.

Table 2: Compliance of the National Tourism Policy of Bangladesh 2010 with the Components of the Sustainable Tourism

Policy	National Tourism policy of Bangladesh 2010	Compliance with the Element of the Sustainable Tourism
Policy-1	Incorporate the national tourism under the planning and implementation of sustainable tourism	Yes, fulfill the Responsibility to Environment
Policy-2	Encourage the private and expatriate investor to invest in the tourism sector individually or with the government.	Yes, preserve the Environment
Policy-3	Searching for the new tourism places. Preserve and protect these places.	Yes, preserve the Environment
Policy-4	Allocate the budget for the development and protection of historical places and cultural heritage. Besides, take the project under ADP to develop the railway, road and highway, air and naval routes.	Yes, practical and long lasting economic setup
Policy-5	Encourage the private investor to construct and develop the economic infrastructure related to the tourism.	Yes, Employment creation, economic development, benefit for all
Policy-6	Take the collective initiative to incorporate the national culture, ethnic culture and festival as the tourism events. So, the people and government ministries should promote the national song, bawl song etc.	Yes, conserve the customs and the cultural heritage

Policy-7	Diversify the tourism sector and develop the sports tourism, religious tourism, educational tourism, health tourism, adventure tourism etc.	Yes, comply the biodiversity
Policy-8	Development of of the ecotourism by the Ministry of environment and the other ministry. Develop the sea beaches, islands, forestries, hill areas.	Yes, improve the ecotourism
Policy-9	Propagate about the natural beauties, attractiveness of national tourist spots of Bangladesh among the tourist generating countries. Also make easy the visa processing of the tourist.	Yes, promote the sustainable tourism

From the above discussion, it can be concluded that, the National Tourism policy of Bangladesh-2010 complies the principles or components of the sustainable tourism.

VI. CONCLUSION AND POLICY RECOMMENDATIONS

At last, it can be concluded that, National Tourism policy of Bangladesh-2010 follows the principles or elements of sustainable tourism. Finally, this paper recommends the following points to achieve the target of sustainable tourism through National Tourism policy of Bangladesh-2010:

- The government of Bangladesh should facilitate and involve the local people of tourist spot to prevent the pollution
- The Government should construct the adequate economic infrastructure in the tourist zone by the public and private initiative to ensure equal employment opportunity
- National tourism authority should educate and train the tourist guide/ security/guard about the issues of sustainable tourism, so that they can help/assist the local and foreign tourist to protect the environment, culture and heritage of the tourist spot.
- The competent authority should provide the handouts, booklets and books containing the messages of ecotourism & description of tourist spot among the tourists in their buses, airlines, ships, and railway. Tourism authority also establishes the printed and digital billboards that carry the guidelines and videos for the tourist concern.
- The government may establish some museum on the local caste, ethnicity, customs, culture and heritage. Then tourist may be inspired to preserve the environment spontaneously.

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Recruitment & Selection Process of Square Hospitals' Ltd

By Arpa Florence Purification

Summary- The report titled as "Recruitment and Selection Process of Square Hospitals" Ltd. where I discussed about the Human Resource functions especially the Recruitment and Selection Process of Square Hospitals' Ltd. For easily understanding I described training process, Performance Appraisal process, promotion and transfer regulations and the ID card management procedure. In the second part I described the Job analysis schedule of Square Hospital and give a summary of my Job description as a HR employee. In the last part I just try to SWOT (Strength, Weakness, Opportunity, and Threat) analysis the Square Hospitals' basic functions. Finally I have provide my summary of the findings part and try to give suggestions about how to improve the condition of the recent scenario.

GJMBR-G Classification: JEL Code: M10



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I. INTRODUCTION TO THE STUDY

In this report the main focus point is on health care Organization, its practice and policy. Healthcare sector mainly emphasizes on health, science and society.

Square Hospitals Ltd., a concern of Square Group is a 400 bed tertiary care hospital. The hospital is an affiliate partner of Methodist Healthcare, Memphis, Tennessee, USA, Singhealth, Singapore, Bangkok Hospital Medical Centre, Thailand and Christian Medical College, Vellore, India.

A lot of Physicians have joined from CMC-Vellore, India. Bangladeshi physicians with impeccable reputation are also part of the medical team. Huge emphasis has been made on quality nursing services, as we have trained over a hundred nurses for over a year. We have nurse educators from Australia, UK, India and the Philippines. Nurses and technicians have already received training from CMC- Vellore which continues to be an ongoing process.

Square Hospital is located in the heart of Dhaka and aims to serve greater portion of the capital city. At present it comprises of two buildings on either side of panthapath connected by over bridge. The main hospital building is 18 stories and is approximately 450,000 sq.ft. The second building (ASTRAS) is located across the street and is 16 stories with 136,000 sq.ft. The second building is expected to be operational by 2011. Both facilities are constructed in accordance with US Fire and Building safety standards.

The outpatient department of this hospital can serve up to 1200 patients daily, through 60 examination rooms. To ensure optimum healthcare-hospitality, the

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patients are closely monitored in their waiting times in outpatient clinics, emergency and admissions.

II. OBJECTIVE OF THE STUDY

The main objective of this study is to study from the different department of the Organization, the origin, the growth, the development status of the industry, the present scenario of the industry and the future scenario of the Organization.

The study also helps to recognize the problems of the company and to become manifest with the possible solutions and recommendations.

The Overall Objective of the Study

- To study overall Organizational structure.
- To collect information about its products and service activities.
- To know different functions and services of the entire Human Resource department.
- To know the everyday jobs of top management and how to implement the responsibility in a competitive economy.
- Job Analysis with Job Description and Job Specification
- To analysis and justify the Organization using SWOT analysis.

III. SCOPES OF THE REPORT

The report deals with the HRM practice including HRP, recruitment and selection process, training and development process, Compensation management, employee relation and separation etc. the study will allow learning about the HRM issues, importance, modern techniques and models used to make it more efficient. The study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their HRM practice and process.

IV. LIMITATIONS OF THE REPORT

In performing this report I have faced some limitations like:

- ❖ Time is a major limitation that would mostly with stands a comprehensive study on the topic selected.
- ❖ Various confidential matters, forms, reports were not disclosed to me from HRD.

- ❖ Some strategies of business and operation were restricted to handover.
- ❖ Improper combination among various departments.
- ❖ Other departments are busy and did not get their departments information.

V. COMPANY PROFILE



Square Group of companies

SQUARE Group of Companies is one of the leading business enterprises of Bangladesh. After a 54 year long journey, it is a symbol in the business world of Bangladesh. But the journey was not easy. The company met its downfall in more than one occasion. But because of the great leadership skill of Mr. Samson H Chowdhury, the company overcame all its hindrance and finally became what it is today. What started as a small pharmaceutical company expanded its branches and became a huge group of company. Here is a brief timeline of the journey of the extraordinary company:

Back in 1958, Samson H Chowdhury and three of his friends started *SQUARE Pharma* as a Partnership Firm. They named it 'SQUARE' because of having four founders and to symbolize their equal contribution. After 10 years of hardship, they finally transformed into a Private Limited Company. In 1974, they made a partnership deal with Janssen Pharmaceutica, a company from Belgium which was basically a subsidiary of Johnson and Johnson International, USA. This partnership turned SQUARE Pharma into a modern company with latest technologies.

8 years after the Janssen Pharmaceutica agreement, SQUARE made their company further advanced by signing a Licensing Agreement with F. Hoffman-La Roche Limited. 1985 was a great year for SQUARE Pharma because they got the first position in the pharmaceutical marketing sector of Bangladesh, beating all other national and multinational pharmaceutical companies. In 1987, SQUARE created history by becoming the first Bangladeshi company to export pharmaceutical products.














In 1988, SQUARE expanded their business by introducing SQUARE Toiletries Limited. This new






company became a private limited company in 1994. In the same year, SQUARE Pharmaceuticals offered their shares to the general mass. The 90's was exceptionally good for SQUARE Group of Companies. They started bulk production of pharmaceuticals during this decade, they won the National Export Trophy, they established a new industry and named it 'SQUARE Textile Limited' and they started manufacturing agro-chemicals and veterinary medicines.

The new century has been remarkable for SQUARE group as well. They started SQUARE Spinning Limited in the year 2000, SQUARE Knit Fabrics Limited and SQUARE Fashions Limited in 2001. They started SQUARE Consumer Products Limited, SQUARE Informatix Limited and the really popular SQUARE Hospitals Limited in the same year. So they made their biggest expansion within the first two years of the new century. In 2003, they made a management agreement with Bumrungrad Hospital International of Thailand and gave them the responsibility to supervise the operation of SQUARE Hospital.

With a slow but strong progress, SQUARE Group of Companies became a legend in the business world of Bangladesh. It is one of the most revenue generating company of Bangladesh. Currently they have over 3500 employees working in the company. Providing best quality product and customer satisfaction is their primary motto.

Square Concerns are

<u>Sl.</u>	<u>Name</u>	<u>Logo</u>
1	SQUARE PHARMACEUTICALS LTD	
2	SQUARE TEXTILES LTD.	
3	SQUARE TOILETRIES LTD.	
4	SQUARE CONSUMER PRODUCTS LTD.	
5	SQUARE FASHIONS LTD.	
6	SQUARE INFORMATIX LIMITED	
7	SQUARE AGRO DEVELOPMENT & PROCESSING LTD.	
8	SQUARE HERBAL & NUTRACEUTICALS LTD.	
9	SQUARE YARNS LTD.	
10	SQUARE HOSPITALS LTD.	
11	SQUARE SECURITIES MANAGEMENT LTD.	
12	SQUARE AIR LIMITED	
13	SQUARE TEXCOM LIMITED	
14	MEDIACOM LIMITED	

15	SQUARE FASHION YARNS LTD.	
16	MAASRANGA TELEVISION	
17	SEBAZPUR TEA COMPANY LTD.	
18	AEGIS SERVICES LIMITED	
19	SQUARE DENIMS LTD.	

VI. COMPANY PROFILE



TYPE OF BUSINESS ENTITY	PRIVATE
INDUSTRY	HEALTHCARE
FOUNDED	2006
HEAD QUARTERS	PANTHAPATH, DHAKA
KEY PEOPLE	FOUNDER CHAIRMAN: Samson H Chowdhury MANAGING DIRECTOR : Tapan Chowdhury DIRECTOR : K.M.Saiful Islam
REVENUE	330 crore +
EMPLOYEES	2500+
WEBSITES	www.squarehospitals.com

Mission

- Deliver Quality health care within 5 CORE standards:
- Adhering to high ethical and moral standards at all times.
- Making service quality top priority in all we do.
- Training staff to work within a quality care environment.
- Providing quality health care service in all processes.
- Delivering customer satisfaction through quality services.

Vision

Our vision is that Square Hospital will become the location of choice for Bangladeshis and people of South and Southeast Asia for quality healthcare and an integrated centre for clinical services, medical and nursing education and research.

Objective

Our objectives are to conduct transparent business operation based on market mechanism within the legal & social frame work with aims to attain the mission reflected by our vision.

Departments of Square Hospitals' Ltd

Medical Services

- ✓ Anesthesia
- ✓ Cardiac and Vascular surgery
- ✓ Cardiac Anesthesia
- ✓ Cardiology & CCU
- ✓ Day Care
- ✓ Dentistry
- ✓ Dermatology
- ✓ Endocrine
- ✓ ENT
- ✓ ER
- ✓ Executive/ well child
- ✓ Extension Wing
- ✓ GE
- ✓ General Surgery
- ✓ Haematology
- ✓ HDU
- ✓ ICU
- ✓ Infection Control
- ✓ Internal medicine
- ✓ Interventional cardiology
- ✓ IVF
- ✓ Medicine
- ✓ Microbiology
- ✓ Nephrology
- ✓ Neuro-ICU
- ✓ Neuromedicine
- ✓ Neurosurgery
- ✓ NICU/PICU
- ✓ Nursery
- ✓ OBGYN

- ✓ Oncology Medicine
- ✓ Ophthalmology
- ✓ Orthopaedics
- ✓ Paediatric Surgery
- ✓ Paediatrics
- ✓ Pathology (Histopath)
- ✓ Pathology general
- ✓ Physical Medicine
- ✓ Psychiatry
- ✓ Radiology
- ✓ Respiratory Medicine
- ✓ SFU
- ✓ Sonology
- ✓ Surgery
- ✓ Urology
- ✓ Vaccination

Accounts & Finance Services

- ✓ Accounts & Finance
- ✓ Business Office
- ✓ ICT Services

Administration Services

- ✓ Administration

Ancillary Services

- ✓ Ancillary Services
- ✓ Blood Bank
- ✓ Central Sterilization Services Department
- ✓ Clinical pharmacy
- ✓ Diagnosis Services
- ✓ Health Information Management
- ✓ Laboratory & pathology
- ✓ Microbiology
- ✓ Patient Nutrition Services
- ✓ Physiotherapy
- ✓ Radiology & Imaging
- ✓ Radiotherapy/Oncology

Branch Office

- ✓ Sylhet Office

Emergency

- ✓ Emergency Services

Engineering Services

- ✓ Engineering
- ✓ Biomed Engineering

Human Resources

- ✓ Human Resources Department

Management Support Services

- ✓ Communication
- ✓ Food & Beverage
- ✓ Housekeeping & Laundry
- ✓ Management Support
- ✓ Safety & Security
- ✓ Transport



Marketing & Business Development

- ✓ Customer Services
- ✓ Marketing & Business Development Services

Material Management Services

- ✓ Inventory Management
- ✓ MMS
- ✓ Procurement

Nursing Services

- ✓ Nursing

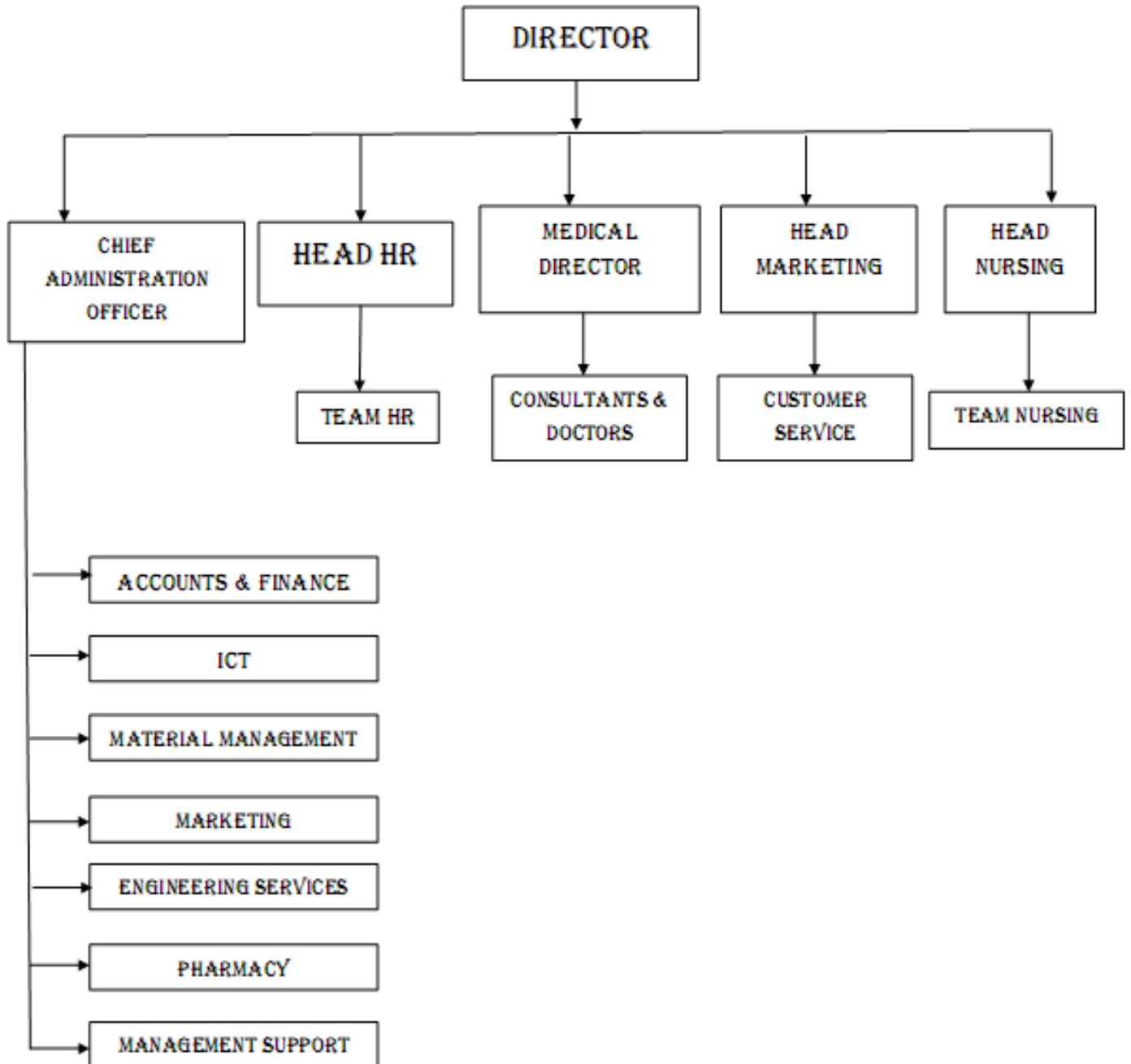
Square College of Nursing

- ✓ Square College of Nursing

About The Hospital

- 420 Bed multi-disciplinary hospital facility
- Out / Inpatient + Diagnostics all together
- 24 Hours Services in all major areas
- Fully Equipped Emergency Services
- State of Art ICU/ CCU/ NICU Services
- Built to international safety standards
- Many staff with "overseas" experience
- Infection Control and TQM Programs

VII. ORGANIZATION STRUCTURE



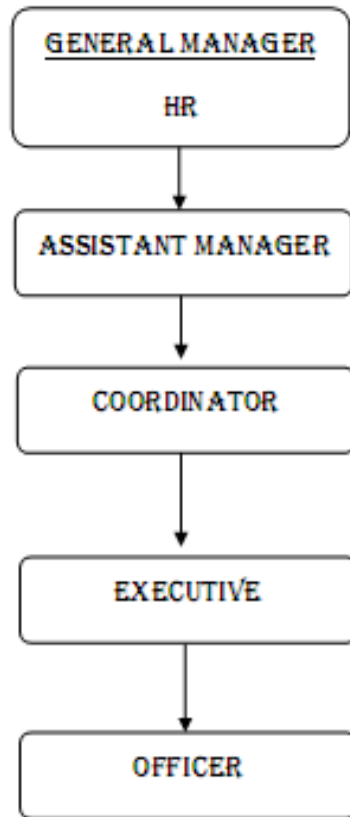
VIII. DEPARTMENTAL STUDY

Every organization needs functional departments to run the Organization efficiently and effectively. If the departments are divided into units then the workflow problems will be easier to solve easily. Such type of division of work is helping an Organization to put the right person on the right job which can be only be done by selecting people for various departments according to their skills, qualifications and work knowledge. Departmental segregation helps an employee to clarify his/her role efficiently.

Square Hospital has the following departments:

- ☞ Accounts & Finance Department
- ☞ Human Resource Department
- ☞ Marketing Department
- ☞ ICT Department
- ☞ Medical Department
- ☞ Nursing Department
- ☞ Engineering Department

Department Structure:



Square Hospital offers

Square Hospital is one of the best Hospitals in Dhaka City which offers –

- World's best medical service.
- Pay skill to employee if related to their performance.

- ☞ Material Management Support
- ☞ Management Support Services
- ☞ Pharmacy Department
- ☞ Administration Department

I worked in Square Hospitals' Human Resource department and look after the Recruitment and Selection process from October, 2015. Hereby I am summarizing the Human Resource departmental structure in a brief.

IX. HUMAN RESOURCES DEPARTMENT

Human Resource is the department that is related with organizing, directing, controlling of the compensation, integration, procurement and development of the overall company. Human Resource department's main function is to manage, recruit, select, train up and develop an employee for an organization.

Square Hospital is the Company with more than 2500 employees including doctors, nurse, PCA, Accounts graduated, marketing graduated as well as HR graduated people.

- Structured oriented leadership for the good performers to enrich their career.
- Value added training is provided to all sort of staffs based on their needs.

Square Hospital Recruits mainly –

- All specialties Doctors (Consultant, Ass. Consultant, Specialist, RMO)
- Nurses (Junior Nurse, Staff Nurse)
- Patient care Assistants (PCA)
- Customer Care Officers
- IT Specialists
- Accounts & Finance Specialists
- Human Resources Specialists
- Engineers and Maintenance Staffs
- Drivers, Cleaners, Cooks etc.

1. Responsibilities Performed by HR

- ☞ We assist in developing HR rules
- ☞ We ensure that policy is communicated to all
- ☞ We develop new policies as required

☞ We ensure that staffs are advised about Rights, Wrongs, and Responsibilities

☞ We the HR assist employees in their work

Square Hospitals Basic HR functions are

Recruitment & Selection: Recruitment is the process through which the company selects the right employee for the right position.

Square Hospital's **Recruitment & Selection** process is as below-

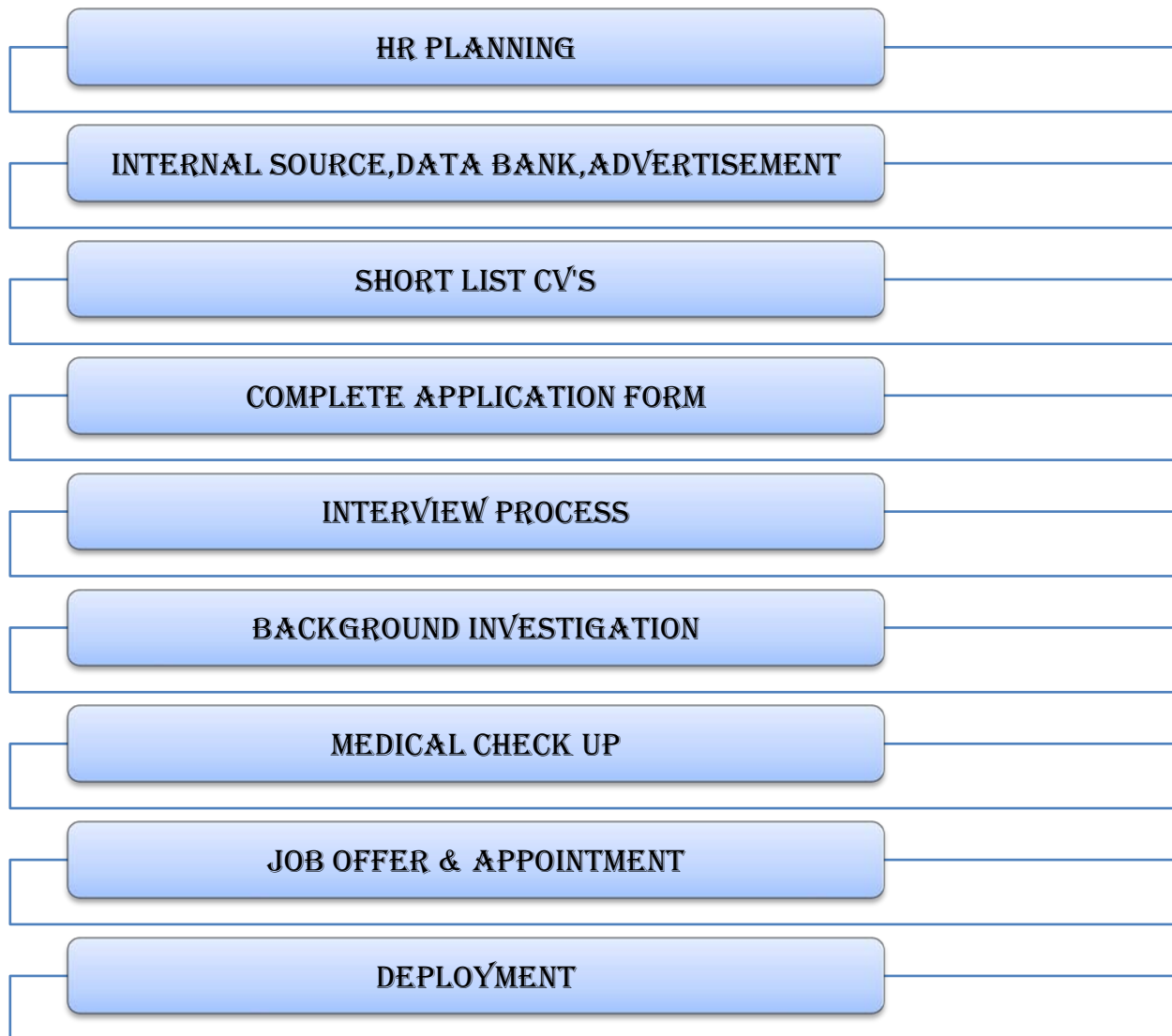



Fig. 1: Recruitment & Selection Process

X. RECRUITMENT & SELECTION PROCESS

a) Requisition

At first HR personnel need to identify the vacant position, job description of the vacant position and then employee specifications is prepared by the concerned department and have to send to HR department.

		Requisition for New Employee Hire	
Requisition Detail <i>Please use separate form for separate requisition</i>			
1. Requisition Date:			
2. Department/ Division Name:			
3. Designation (position) for which request is made:			
4. Number of vacant positions:			
5. Type of Service <input type="checkbox"/> Permanent <input type="checkbox"/> Contractual <input type="checkbox"/> Daily Basis/ Temporary			
6. Type of the Post: <input type="checkbox"/> Created New Post (Job Description Required) <input type="checkbox"/> Existing post			
7. Nature of recruitment: <input type="checkbox"/> Replacement <input type="checkbox"/> New Instance			
8. Detail Job description (please fill up this section for Created New Post only):			
a. Designation of the reporting person/ superior:			
b. Detail of job description, extra sheet can be attached if required:			
c. Candidate's educational qualification required for eligibility:			
d. Candidate's experience required for eligibility:			
Comments [if any]:			
Requested by [Name & Designation]:			Signature
Approval			
Comment and Recommendation from HR		Comments and Approval of the Director	
HR Use Only			
Job/ Requisition ID: SHL/HR/RS/ <input type="text"/>			
SHL/ HR/ FORM-RS-0001		Revision No.: 00	
Page 1 of 1			

Pic: Requisition Form

b) Advertisement

Square Hospital provides advertisement only for few positions to newspapers, Online circular and other sources of CV's are collected from its internal sources.

SQUARE Hospitals Ltd.

Join The Leader

Ref: MED/May/2017 Share / Save

SQUARE Hospitals is all about making a difference. A difference in terms of qualitative standard of local health services, professional excellence and the overall health care culture of the country. The Hospital seeks quality professional for the following position.If you are driven by passion, join us to make the difference.

Specialist – Urology, Medical Services

Application Deadline: Saturday, June 10, 2017

Job Status : Full Time

Job Description:

Education/ Training:
-Appropriate Post-Graduate qualification, with at least One (1) year of experience after completion of Post Graduate certification.

Candidates are requested to apply with a CV, one recent photo and copies of all academic and experiential certificates and mention the position on top of the envelope. Application should be addressed to: General Manager Department of Human Resources SQUARE Hospitals Ltd. 18/F, Bir Uttam Qazi Nuruzzaman Sarak West Panthapath, Dhaka-1205.

Instruction to Apply

Applicants meeting the requirements of the position are requested to apply through the following link

[Apply Now](#)

Pic: Online Advertisement

c) Interview

Square Hospital takes oral interview for all sorts of positions including doctors, nurses; executives etc and give evaluation through their own evaluation form.

		CANDIDATE EVALUATION		Dept	
				Division	
A. GENERAL INFORMATION					
HR Ref. No.				Date & time	
Applicant				Place	
Position					
B. EVALUATION OF THE CANDIDATE					
INSTRUCTIONS and DIMENSION RATING SCALE					
Please put any number ranging from 1 to 5 (no decimal) in the Rating column for each Dimension to evaluate the candidate.					
1 - Much less than acceptable (Poor)			4 - More than acceptable (Above Average)		
2 - Less than acceptable (Below Average)			5 - Much more than acceptable (Outstanding)		
3 - Acceptable (Average)					
DIMENSION		RATING	COMMENTS		
PERSONAL ATTRIBUTE (Consider personal appearance, speech, manners etc.)					
REASONING SKILL (Consider organization of ideas, clarity of expression, logical and soundness of reasoning)					
KNOWLEDGE ADVANCEMENT (Is he/she aware of the technological advancement in his/her professional field)					
COMMUNICATION (How articulate is he/she in putting ideas across and also his/her ability to comprehend problems)					
IMPACT (How does he/she present himself/herself and create impression on others)					
MATURITY-ATTITUDE (Self-confidence, independence and flexibility)					
REMARKS/ RECOMMENDATIONS (Please put your comments indicating the suitability for the post)					
Overall Summary: <input type="checkbox"/> Very weak <input type="checkbox"/> Weak <input type="checkbox"/> Capable <input type="checkbox"/> Strong <input type="checkbox"/> Excellent					
Comments (if any):					
Recommendations: <input type="checkbox"/> Consider for employment <input type="checkbox"/> Reject					
Interviewer's Name:				Signature:	
SHL/ HR/ FORM-RS-0005		Revision No.: 00		Page 1 of 1	

Pic: Interview Evaluation Form

d) Training

After taking oral interview, they finally take employees who have better experience, better English skills and then provide them training by identifying their needs.

e) Placement

Finally, Human Resource department prepares the necessary documents and then send the selected candidates to his respective department for placement.

2. Training & Development: Human Resource management regards training and development as a function concerned with organizational activity aimed at bettering the job performance of individuals and groups in organizational settings.

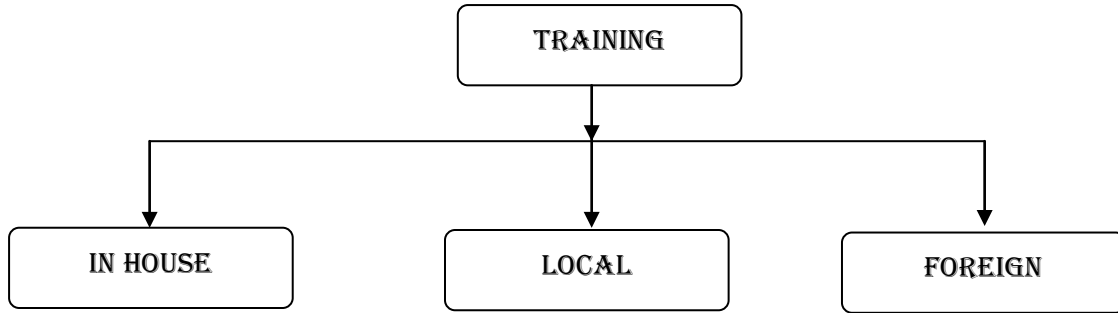
Square Hospitals arrange In-service educational programme for nurses and also arrange Continuous Medical Education (CME) for Doctors on every Wednesday.

Annual training plan is made depending on the initiative development priorities. Training needs is regularly reviewed by a specific HR coordinator and he set up the plans for training at the beginning of the year.

Training can be –

- o On the Job method
- o Off the job method
- o Job rotation method
- o Training provided by experienced persons
- o Conference method
- o Apprenticeship

Training in Square Hospital can be –



❖ Organize and Co-ordinate In-House & Local training which is provided by Experience Doctors or by Departmental Managers.

❖ We provide training to:

- ✘ High Potential Employees
- ✘ Higher Responsible person
- ✘ Committed Employees

3. Performance Appraisal

The performance appraisal process is an opportunity to recognize performance against the objectives and behaviors (performance attributes) required for success. Performance appraisals allow managers to provide staff coaching and support in a structured way.

The management team of Square Hospital appraises and maintains performance record of employees periodically and when required.

Probation period

- ✘ 6 months
- ✘ Extendable to 12 months

Resignation from service

- ✘ Any time on probation
- ✘ One month notice period for permanent employees

Termination of service

- ✘ Any time on probation
- ✘ 1 month notice period / basic pay in lieu of notice period

4. Promotion & Transfer

According to *Pigours and Myers*, "Promotion is advancement of an employee to a better job – better in terms of greater responsibility, more prestige or status, greater skill and especially increased rate of pay or salary".

Square Hospital provides promotion on the basis of merits, vacancy and capacity of the employee. They give promotion by evaluating an employee's previous working history and work performance.

If an employee get promotion, then the Hospitals HR provide promotion letter to that employee, change the designation status and also increase the salary.

Promotion: Depending on performance & vacancy.

Increment: Based on performance once a year.

Transfer: At discretion of Hospital, transfer and may change the department.

Retirement age: 57 Years

Working Hours: 8 hours shifts (May be required to work alternating shifts)

Confidentiality: Company's information, Business strategy/Policy/Documents are highly confidential. So, all the employees are requested to not to disclose his/her salary to anyone.

Termination: At first the HR team did the *Primary investigation*, then sends *Show-cause notice* to the employee and asks to give *explanation* for such incident. Finally HR teams did the *Formal investigation* and decide whether to terminate that employee or not.

5. Leave Management

For any organization, especially for startups and small businesses, employee leave management is a crucial aspect. Such records of employees help you keep track of their diligence. It also indicates the interest your employee has in his/her work.

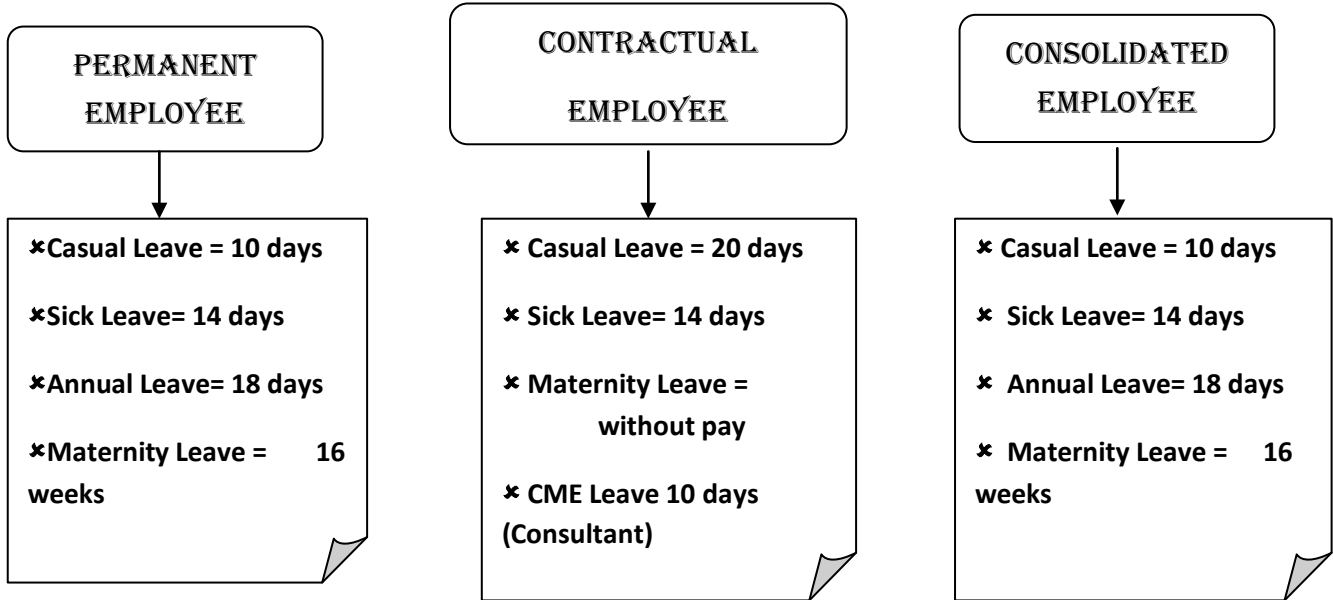
Types of Leaves

- o Casual Leave (10 days)
- o Sick Leave (14days)
- o Earn Leave (18 days)
- o Maternity leave (112days or 16 weeks)

Leave application should be submitted to HR leave management coordinator at least a day before incase of casual and earn with their departmental Head's approval.

Sick leave applications have to be submitted with Doctors advice paper after observing the leave.

Leave Entitlements



		LEAVE APPLICATION		HR-SR-020/V.4 AD 01-09-12	
A. INFORMATION OF EMPLOYEE					
Employee ID				Leave status (to be filled by HRD)	
Name				Leave Type	Entitled
Designation				CL	Enjoyed
Department				SL	Balance
Division				EL	
Date of Joining				Other	
Date				Comments	
B. APPLICATION DETAIL					
Leave type: <input type="checkbox"/> Casual <input type="checkbox"/> Sick <input type="checkbox"/> Earned <input type="checkbox"/> Other: _____					
Leave Period : From _____ To _____ Total days _____					
Purpose/ Remarks : _____					
Contact Address : _____ Phone: _____					
Please mention details in case of Station leave: Place: _____ From _____ To _____					
Arrangement during leave (person responsible) : _____					
Signature of responsible person _____			Signature of the applicant: _____		
C. RECOMMENDATION AND APPROVAL OF CONCERNED DEPARTMENT					
Recommendation of immediate supervisor			Approval of the Department Head/ In-Charge		
Comments (if any): _____			Leave application: <input type="checkbox"/> Approved <input type="checkbox"/> Not approved		
Date: _____ Signature: _____			Condition (if approved): <input type="checkbox"/> With pay <input type="checkbox"/> Without pay		
Date: _____ Signature: _____			Comments (if any): _____		
Date: _____ Signature: _____			Date: _____ Signature: _____		
D. FOR HUMAN RESOURCE USE					
Leave application : <input type="checkbox"/> Approved (As granted in section C) <input type="checkbox"/> Not approved					
Comments (if any) : _____					
Date : _____ Authorized Signature: _____					
LEAVE ACKNOWLEDGEMENT					
Dear Mr/ Ms. _____				Updated leave status	
Employee ID _____ your leave application dated from _____				Leave Type	Entitled
to _____ has been approved/ not approved. Thank you.				CL	Enjoyed
Comments: _____				SL	Balance
Date: _____ Signature: _____				EL	
				Other	

Pic: Leave Form

Salary Administration

Pay day: Salary is being transferred within 5th day of the following month.

Pay Review

- Review is made annually
- Considering salary survey
- In comparison with other Hospitals

ID card Management

Every employee got an Identity Card when they joined. In order to get the Identity Card they have to fill

up a form requiring some information, e.g. their name, designation, department name, present as well as permanent address, blood group, emergency contact person's name and details etc.

If the employee lost his/her ID card then he/she has to submit Police GD copy and a fine of BDT.250.

Square Hospitals' HR department has its own Identity Card machine and specific departments ID card is provided by the designated HR employee.



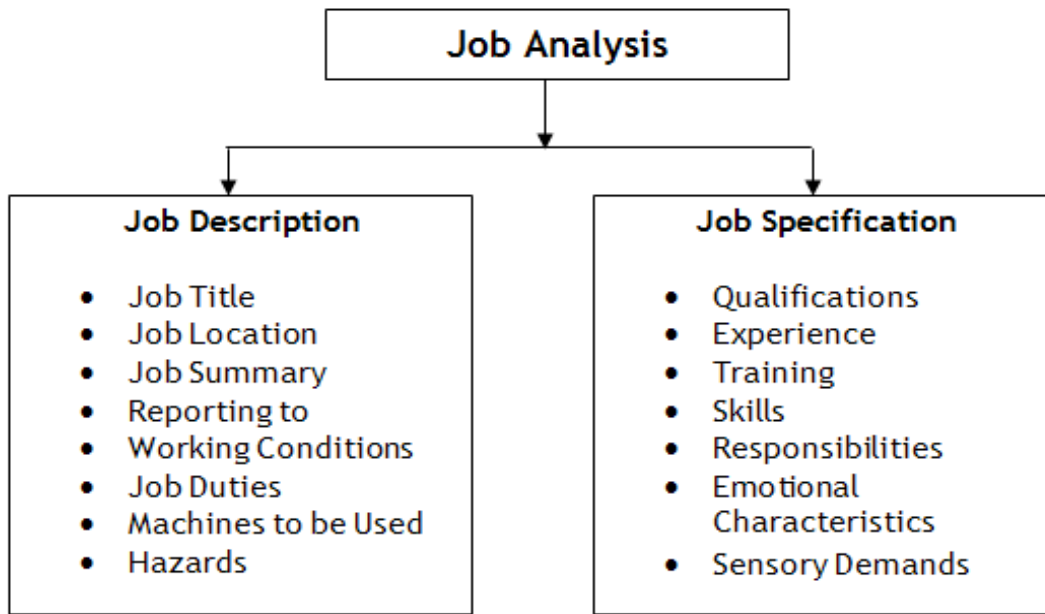
Pic: ID card

XI. JOB ANALYSIS

Job Analysis is a primary process which helps to collect data. The process includes job description and job specification related data. The Job vacancy only can be fulfilled when the Hr manager collects these two sets of data.

Job analysis helps in order to accurately place the right person in thye right place and also at the right time. This analysis helps both employer and employee to understand about what to deliver and the processes to deliver.

Writing down both the job description and job specification helps the employees to cope up with the new challenges that the company will meet.



XII. JOB DESCRIPTION

Job description of any company includes

- Job related basic data
- Job related information like job title, job location, whom to report, summary of the job, nature of the job, objectives of the job, duties as well as tasks to be performed, working condition, tools and equipments to be used by the employee and hazards that is involved in the job.

As a Human Resource employee my Job description is

Job Title	Human Resource Officer
Tasks and Responsibilities	-look after the Recruitment & Selection process -Give Orientation to new employees, provide them id cards, upload their names to HR matrix -Maintain good working condition, make good relations with employees, motivate them -Train them to develop their career & Train about their job description & specification. -Compensation management, Maintain rewards & Incentives. -Leave management - Maintain Compliance related issues -Maintain Internal Communications
Supervisor	Md. MahmudulHasan (Human Resource Coordinator)
Qualifications	BBA. MBA (Major in Human Resource)
Working Hours	8 hours (9am to 5 pm)

XIII. JOB SPECIFICATION

A written statement of the educational qualifications, qualities that is required for the job, experience level, technical, physical and communication skills that is required for the job is known as Job Specification.

Job specification also includes intelligence level, mental health condition, leadership skill, emotional ability, creativity, flexibility and adaptability etc.

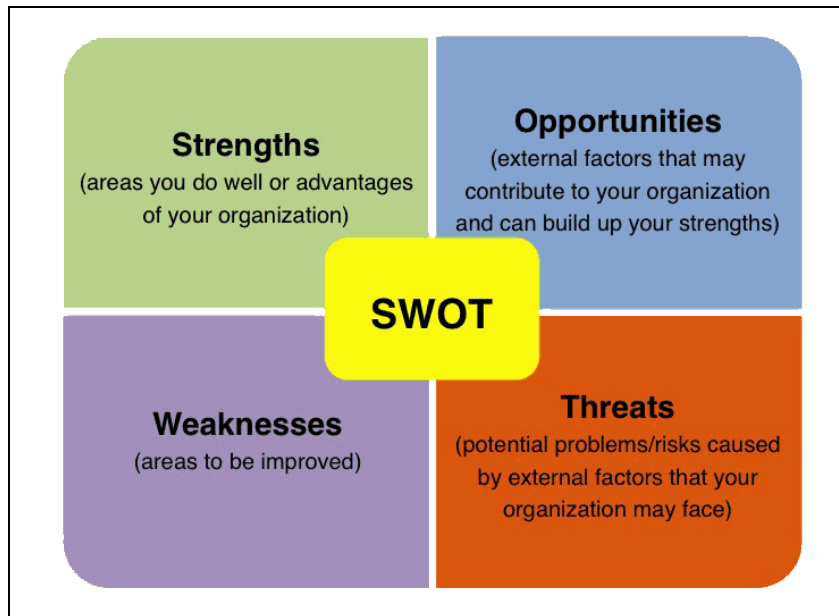
Purpose of Job Specification

- Job specification helps to identify a person's capability, whether he/she is eligible for the post or not.
- It provides detailed information about a job including job responsibilities, required technical and physical skills and abilities and much more.
- Job specification helps the recruiting team to identify what level and what kind of qualifications,

qualities and characteristics should be needed for the job position.

- It also helps to select the most appropriate candidate for the particular job.

XIV. SWOT ANALYSIS



In SWOT analysis, Strengths and Weaknesses considered as an internal factor and it can be controlled and on the other hand Opportunities and Threats are considered as external factor and cannot be controlled.

Strengths

Square Hospital is a well known hospital for its provision of quality management and it well behaved medical care. The hospital attracts more and more staffs by providing lots of facilities.

- ✓ Square Hospital has a good Brand Name and it is a renowned and familiar hospital in Dhaka City as well as in Sylhet City.
- ✓ Square Hospital has well known and efficient surgeons and Doctors which is the biggest strength of the hospital.
- ✓ The hospital is also popular for its good infrastructure and world class services.
- ✓ Square hospital is located in Panthapath, Farmgate, which is in the heart of Dhaka City and most residential area.
- ✓ The hospital is popular for its new preventive medical services, telemedicine and more than 50 specialties.
- ✓ Well equipped pharmacy of the hospital also attracts its patients.

Weaknesses

The weakness of the hospital is very few to detract its ability to attain the core goal.

- ✓ Cost of the services provided by the hospital is high as because the hospital focuses on a specific class

of people. Lower income people may not be able to afford the cost.

- ✓ High workload of the staffs especially for the nurses.
- ✓ Limitations of beds in Paediatrics and OBGYN sectors.

Opportunities

- ✓ Easy to recruit nurse from the Nursing College of SQUARE.
- ✓ Strong Collaboration with Governments.
- ✓ Increased demand for the healthcare services as the hospital is located in a potential area.
- ✓ Square Hospital has demands also for the people outside the Dhaka City.
- ✓ Easy ambulance and helicopter facility of the Hospital.

Threats

- ✓ Many more well structured and new preventive medical sectors are coming to the market.
- ✓ Unable to attract nurses as most of the nurses leave the job because getting Government posting.
- ✓ Many Foreign Doctors are leaving the countries because of not having social securities.

XV. FINDINGS, SUGGESTIONS AND CONCLUSIONS

Findings

- Square Hospital maintain hygienic and clean environment to its premises.
- Square Hospital has AEGIS cleaner who cleans the hospital daily basis.

- Square Hospital provides 24x7 hours emergency service to its patients.
- All the employees of the hospital work as a team and always remain active especially at the night shifts.
- Some Organization like World Vision, British Council is the corporate client of Square Hospital and the Hospital authority maintains a good relationship with its corporate clients.
- Square Hospital provides newly invented medical facilities, use fully automated machine and innovative technologies which attracts the patients.
- Square Hospital provides 24x7 hours ambulance and helicopter facility.
- The employees of the hospital are the essence part, so they are treated with special facilities. Example: One employee parents, spouse and children get 50% discount incase of OPD and IPD service.

Suggestions

- Square Hospital has high customer demand, so the hospital authority needs to increase its bed numbers.
- Square Hospital should provide facilities to the poor people, so that they can get better treatment from the best place.

Conclusion

Square Hospitals' slogan is "At Square We Care" and the hospital authority tries to maintain this Moto to all of its patients and the Doctors, Nurses, Administration staffs try to provide their level best quality services to its OPD and IPD clients. Square Hospital is one of the leading Hospital in Dhaka city and people from outside Dhaka come here to get the best treatment. The Hospital management teams are always there to provide satisfied treatment to its clients. Hospital is always upgraded with newly invented technologies and medical cares. Government also takes treatment from Square Hospital and always gives support for the betterment of this hospital.

ACKNOWLEDGEMENT

First of all I would like to thank to almighty God as finally I am able to submit my observation report on "Recruitment and Selection Process of Square Hospitals". I choose this company as I am working here as a Human Resource Officer from October, 2015 and I have some practical knowledge about this company. I would like to thank my honorable General Manager (HR) who give us support and provide me some information about Square Hospitals' Ltd. He also suggested me about what I can include in the report. My honorable faculty member Dr. Md. Shahidul Islam also help me in this regard my providing me an opportunity to work with my current job employment condition.

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Attitudes of Tourists towards the Importance of Sustainable Initiatives in the Tourist Destination- A Study on Cox's-Bazar

By Dr. Mohammad Masrurul Mowla

International Islamic University

Abstract- As the number of travelers around the world grows, the importance of managing tourism destinations sustainably becomes increasingly important. This study has been conducted to identify the behavior of tourists towards its necessity of sustainable measures in a tourist destination. The data have been collected through a self-structured questionnaire ($\alpha = .0702$) from 160 tourists that have been randomly chosen from Cox's- Bazar, Bangladesh August to September 2018. From the correlation analysis, it has been found that both age ($r = .224$) and education ($r = .150$) has a very weak but positive relationship with the consciousness of sustainable tourism. This study also revealed that all the respondents either male or female have very good attitudes towards sustainable initiatives though few of them have a negative attitude due to lack of proper notice. Initiatives like promotional activities may play a great role to increase the positive attitudes of tourist regarding sustainable tourism. This study is expected to aid in marketing and retention efforts for sustainable tourism, as well as future direction for the development of sustainable tourism.

GJMBR-G Classification: JEL Code: L83



Strictly as per the compliance and regulations of:



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I. INTRODUCTION

Sustainability and sustainable development have enormous meaning to explain. Every element corresponding economic progress, environmental security and social justice connects each other and each strengthening the other. Now a day, travel and tourism business is one of the profitable and largest institutions in the world. The result of determinations on sustainability is given by managers and researchers in different disciplines assistances to raise the number of contributions and new thoughts in marketing and management. There are many degrading effects on tourism that need to be addressed quickly. For this reason, sustainable tourism tries to diminish the negative tourism behavior as it has been given priority for the development of tourism and it has also been politically supported (Sharpley, 2003).

Tourism industry explores potential capacity to create a job, job opportunity for women and downgraded groups (Gorg, 2000; Cukier, 2002). Sustainability shelters tourism elements to widespread a tourism practice. Many scientists are conferring it as the continuous improvement of tourist experiences in the sense of economic, social and environmental issues

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(Butler, 1991; Briguglio, Archer, Jafari, & Wall, 1996; Vellas & Becherel, 1999; Sharpley, 2000; WCED, 1987).

The main motive of sustainable tourism is to save the environment, keep the environment clean by creating consciousness in regards to culture, social fairness, and the economic welfare as well by fulfilling the need by raising the standard of living for both long and short run (Liu, Tzeng, Lee, & Lee, 2013) in urban and rising nations (Swarbrooke & Horner, 2004; Mitchell & Hall, 2005). It also put emphasize on inter-generational equity and intra generational equity (Liu et al, 2013). The possibility to maintain this standard has an area for a period of unlimited time (Butler, 1993, 1999). Development regarding sustainability tries to lead the residents' life style in community tourism by elevating the economic benefits for the local community and help to prepare natural environment and delivering best quality experience for tourists (Park & Yoon, 2009; Bramwell & Lane, 1993; Park, Yoon, & Lee, 2008; McIntyre, 1993; Stabler, 1997).

Effective communication system helps tourism to be the largest and fastest growing business sectors in the world. A number of tourists have grown 25 million to 669 million from 1950 to 2000 and reached 1 billion in 2012. A remarkable 7 percent is propagated of tourist arrivals totaled of 1.3 billion. This tourist number is expected to be 1.8 billion in 2030. (UNWTO, 2018)

II. LITERATURE REVIEW

Since the late 1980s sustainable tourism development has been an important outlook and it has been flourishing specifically in tourism studies. Buckley (2012) first used the term 'sustainable tourism' about twenty years ago. In the first decade, a study was carried out on the basic structure of the grounds of tourism, economics, and environment studies. In the second decade, this concept went down to a class of critiques which included (Sharpley, 2000; Saarinen, 2006; Liu, 2003; Lane, 2009b; and Liu, Tzeng, & Lee, 2013). Bramwell and Lane (2013) who were two greatest founder of this theory of tourism says that the emergence of sustainable tourism acted as a negative and sensitive concept in reaction to several problems, like as ecological harm and its influence on traditional culture and society. It is seen that tourism development

is consecutively capable of solving and try to positively change the concept regarding sustainable tourism. This sustainable tourism has a great motive to establishing the ways that will ensure the positive benefits and also help to control the regulation and the development as well that was established (Bramwell & Lane, 2012).

Tourism sustainability may be viewed as “a concept that has a positive impact on the reduction of tension and differences created by the tangled interaction between the tourism industry, visitors, environment and communities” (Bramwell & Lane, 1993). The tourism sector is considered as a substance of industrial activity due to its operation of proper environmental resources and their transformation for selling in the market (Garrod & Fyall, 1998-99). Therefore it is more important to give attention to the influence over the environment when tourism is involved with other economic activities. According to several authors such as McKercher (1993) and Holden (2009), the practices of eco-sustainability should be shared within the tourism market, to ensure the proper implementation by both the consumer and suppliers.

The environment conscious organization where the organizers are engaged to arrange programs like save energy, water, and reduce solid wastages for saving money is known as green hotels. The practices of eco-sustainability are applied in those enterprises with a dual purpose such as- protection of the environment and being economically productive. Many studies shows the advantages and complications in creating hotels more eco-sustainable “(Schaper & Carlsen, 2004; Bohdanowicz, 2006; Chan-Wong, 2006; Chan, 2008; Han, Hsu, Jae & Lee, 2009; Molina, Claver, Pereira, Moliner, & Tari, 2009; Han, Hsu, Jane, & Sheu, 2010)”. These advantages and complications may be economical, organizational and commercial. Regarding the energy conservation, Han *et al.* (2009, 526) say that customers who have a positive idea about green hotel are interested to stay at the green hotel by showing a positive attitude towards eco-friendly behavior in daily life by recommending it and paying more. This means there is a market niche where the communication strategies are taken to give importance to ecological initiatives so that the offer can be recognized.

Research shows that renewable energy is recognized as credible to hotel customers and ascertains to practice green behavior (such as reducing the use of air conditioner), but very few customers agree to pay more price for this eco-friendly room (Dalton Lockington, & Baldock, 2008). It happens because some consumers are not aware of the cost that is spent to create a hotel eco-sustainable on a primary basis. Chan (2008) figured out that the maintenance cost and implementation is the basic barrier to Environment Management System (EMS) adoption. Other barriers to eco-sustainable project development include lack of

technical know-how, limited access to advisory agencies, etc.

In the end, Chan and Hawkins stated about the organizational aspects that EMSs could increase satisfaction and lead to employee loyalty by having better work place conditions (such as- better health, fresh air, etc.). Moreover, a special preference was given to ISO-14001 certifications, Chan-Wong (2006, 489) showed that “hotel employees may become disappointed because of the increased paper work, preparatory work, and additional workload that is required by the standards.” Lack of feeling and training in case of an employee could be a barrier to the adoption of ISO standards.

As described in some experimental contributions (Wong Turner, & Stoneman, 1996), the public's good intention towards environment does not easily interpret into balanced buying behavior and consumption. Although people appreciate all sensible issue related to sustainable tourism but in reality, they are not interested to pay more for those eco-friendly products (Fuller, 1999; Naylor, Irwin, & Raghunathan, 2010). A person can have a general impression their behavior has to mature if there is a positive impact of environment sustainability on an enterprise's competitiveness. UNWTO (2010) analyzed that about 5% global CO2 releases in the world through tourism sector and it has been expected that by 2035 its rates will be raised to 130% which will be the one of the major reason for global impact on climate change.

To know about the seriousness of the study, it is expected to contribute the main knowledge about sustainable tourism, and the main goal of this study is to identify the behavior of tourists towards its necessity of sustainable measures in a tourist destination.

III. METHODOLOGY

a) Participants

The participants of 180 that has been randomly chosen from a variety of customers like students, business person, housewives, service holders.

b) Data Collection

This study utilized a survey to gather data from the tourist of Cox'bazar city as it is the largest tourist place in Bangladesh. The questionnaire utilized questions from previous research on sustainable sensitivity of tourists and sustainable initiatives in tourism destination (Pavia, Floricic, & Cerovic, 2015). Random sampling technique was used for data collection, and the field work has been done by Post-graduate marketing students. Data were collected August and September 2018 by contacting the customers personally. Respondents were provided a five-point Likert scale of “Strongly Agree” to “Strongly Disagree” (1- strongly agree, 5 -strongly disagree) and asked to respond to each statement.

c) *Data Analysis*

Data analysis involved multiple steps. First, survey responses were keyed in to SPSS 20 software, a trusted software program for conducting statistical analysis. Frequencies were conducted to review for missing data and any errors in keying. Reliability of certification status was ensured by comparing responses to the original population list. Next, descriptive data were estimated using frequencies and crosstabs.

IV. ANALYSIS AND FINDINGS

a) *Reliability Analysis*

Reliability is analysed to determine the adequacy of internal consistency based on Cronbach's Alpha (α). It has been assumed that when the value of Cronbach's Alpha is 0.70 or more, the scale is reliable. From table 1, we see that our Cronbach's Alpha is 0.702 that indicate the internal consistency and reliability of the scale.

Table 1: Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	No. of Items
.702	10

Table 2: Demographic characteristics of the respondents

Demographic Variables of the Respondents:

		Frequency	Percent
Gender	Male	104	65.0
	Female	56	35.0
Age	Less than 30	56	35.0
	30-45	94	58.8
	46-65	10	6.3
Education	HSC	10	6.3
	Bachelor's degree	48	30.0
	Master's degree	102	63.8
Profession	Service holder	100	62.5
	Business man	20	12.5
	House wife	24	15.0
	Student	16	10.0
	Total	160	100.0

The socio-demographic profile of the respondents indicates 65% of the respondents are male while 35% are female. Most of the respondents (59%) between ages 30-45 years. The results also revealed that 63.8% of the respondents obtained a master degree while 30% have bachelor degree. The findings also show that the highest number of respondents' profession is service holder 62.5% and 15% is a housewife.

V. CORRELATION ANALYSIS

Table 3: Correlation Analysis

Correlations				
		Age	Education	Conscious about sustainable tourism
Age	Pearson Correlation	1	.115	.224**
	Sig. (2-tailed)		.146	.004
	N	160	160	160
Education	Pearson Correlation	.115	1	.150
	Sig. (2-tailed)	.146		.058
	N	160	160	160
Conscious about sustainable tourism	Pearson Correlation	.224**	.150	1
	Sig. (2-tailed)	.004	.058	
	N	160	160	160

** . Correlation is significant at the 0.01 level (2-tailed).

According to Pallant (2007), the value of Pearson correlation indicates the relationship among the variables and from the table 3 we see that both age ($r=.224$) and education($r=.150$) has a very weak but

positive relationship with the consciousness of sustainable tourism. It indicates that as the age grows their consciousness also raises and also in the case of education level as well.

Table 4: Attitudes of tourists towards the importance of sustainable initiatives

Attitudes of Tourists towards Sustainable Initiatives

	Mean Value	SA	A	N	D	SD
While choosing the destination, opting for those with green initiatives prevailed in making the decision.	1.68	46.3	46.3	1.3	6.3	0
When travelling to the destination I care about how my behavior influences the local surroundings (environment).	2.91	11.3	28.8	26.3	25.0	8.8
Knowing the fact that, by choosing a certain destination and hotel, I am contributing to nature preservation and sustainable development, it would represent added value to my tourist stay.	2.68	11.3	42.5	23.8	11.3	11.3
I am willing to give a small financial donation for planned and organized activity in the destination.	3.06	5.0	35.0	17.5	33.8	8.8
I would behave more responsibly than usual in a tourist destination that is developing responsibly and cares about the environment.	2.24	20.0	48.8	18.8	12.5	0.0
When I have the opportunity, I personally and physically engage in sustainable activities	2.36	18.8	45.0	20.0	13.8	2.5
I recognize the importance of compensation and replacement of used resources (e.g. if a tree has been cut for the purposes of tourist development, then afforestation is organized).	3.17	8.8	21.3	26.3	31.3	12.5
Sustainability and economic usefulness are achieved by using local produce in the catering facilities in the destination.	2.11	26.3	48.8	13.8	10.0	1.3
When I travel I often choose hotels that are involved in socially responsible activities.	2.69	12.5	41.3	18.8	20.0	7.5
After returning from a trip I would talk to my family and friends and praise green initiatives.	2.79	7.5	41.3	20.0	27.5	3.8

From table 4 it has been seen that respondents either male or female has the very good attitudes towards sustainable initiatives and in some few cases, their attitude was not up to the level. While respondents have been asked to answer the above questions to find out their attitude maximum of them shows the positive response and they are very much concern about that in case of choosing the destination, opting for those with green initiatives prevailed in making the decision(92.6%), contributing to nature preservation and sustainable development (53.8%), behave more responsibly than usual in a tourist destination that is developing responsibly and cares about the environment(68.8%),When have the opportunity, personally and physically engage in sustainable activities (63.8%), When travel respondents choose hotels that are involved in socially responsible activities (53.8%) .

But in some cases the respondent attitude showed negative in respect of, when traveling to the destination respondents'(33.8%); do not care about how their behavior influences the local surroundings; about 42.6% respondent don't do the financial donation for planned, and organized activity in the destination; about 43.8% respondent don't do any compensation and

replacement of used resources and after returning from a trip 31.3% respondent do not talk and praise green initiatives to their family and friends.

VI. CONCLUSION

The study shows the way to encourage the marketing and retaining efforts in the proper direction of sustainable tourism. Though the negative attitudes are few the observation that has been identified should be minimized by taking the necessary steps immediately. The consciousness regarding tourism sustainability should be promoted not only in the Cox's Bazar city, but it needs to be promoted in the whole country as the most of the respondents are from various cities who are the regular visitors of this tourist place. Destination marketers and voluntary programmers may find concern in this. Small business owners and managers can get help from such kind of study. The entities involved with tourism industry alike: destination marketing organizations, community officials, tourism related businesses, online travel booking companies, and tour guides can be guided by this study. To progress sustainable tourism, cultivate sustainable businesses, and support destinations in sustainability initiatives and certification, the consequences of this research can be

utilized. Lastly, the information of this study may use for supervision to small business, certification programs and tourism business in developing business commitment and understanding business objects for authorization.

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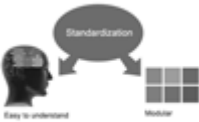




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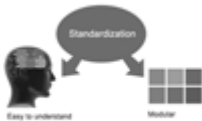


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- Fellow can also join as paid peer reviewer and earn 15% remuneration of author charges and can also get an opportunity to join as member of the Editorial Board of Global Journals Incorporation (USA)
- • This individual has learned the basic methods of applying those concepts and techniques to common challenging situations. This individual has further demonstrated an in-depth understanding of the application of suitable techniques to a particular area of research practice.

Note :

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- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of “Difference of Opinion [if any]” among the Board members, our decision will be final and binding to everyone.

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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.

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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

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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.

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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.

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

PREPARING YOUR MANUSCRIPT

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

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



Manuscript Style Instruction (Optional)

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

Structure and Format of Manuscript

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

A research paper must include:

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

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

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

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

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

FORMAT STRUCTURE

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

All manuscripts submitted to Global Journals should include:

Title

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

Author details

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

Abstract

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

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

Keywords

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

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

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

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

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

Numerical Methods

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

Abbreviations

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

Formulas and equations

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

Tables, Figures, and Figure Legends

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



Figures

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

PREPARATION OF ELETRONIC FIGURES FOR PUBLICATION

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

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

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

TIPS FOR WRITING A GOOD QUALITY MANAGEMENT RESEARCH PAPER

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

INFORMAL GUIDELINES OF RESEARCH PAPER WRITING

Key points to remember:

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

Final points:

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

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

The discussion section:

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

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

General style:

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

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

Mistakes to avoid:

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



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

Title page:

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

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

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

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

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

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

Approach:

- 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.



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.

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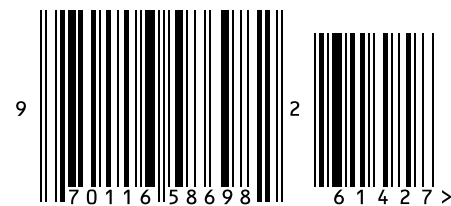
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