

# GLOBAL JOURNAL

OF MANAGEMENT AND BUSINESS RESEARCH: F

Real estate, Event,  
Tourism Management & Transporting

Human's Economic Excellence

Cruise Industry: Trends, Challenges

Highlights

Forecasts for the Development

Development of the Cruise Industry

Discovering Thoughts, Inventing Future



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

Nancy Mucher

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

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

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

## I. INTRODUCTION

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

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

### a) General Characteristics of Cruising

A cruise, in the context of travel and tourism, typically refers to a vacation or journey on a large passenger ship or cruise liner. Cruise liners are luxurious vessels designed for extended journeys that include visits to various destinations. Passengers on cruise

liners travel to different locations, often stopping at multiple ports. Cruises can be aimed at leisure, relaxation, and exploration of new places, offering a variety of amenities and entertainment options on board.

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

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

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### Popular cruise destinations

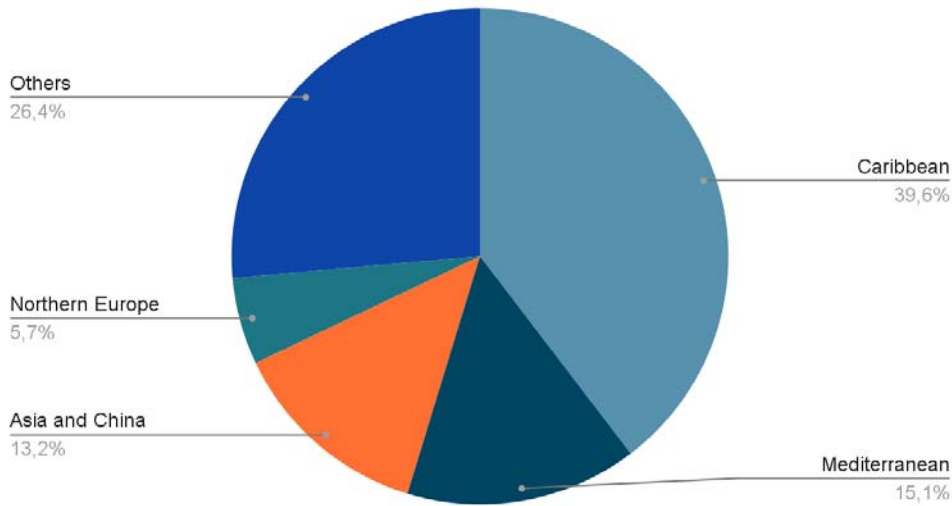


Fig. 1: The Most Popular Destinations for Cruises

Passenger Traffic by Region was Distributed as Follows: 15.41 million passengers from North America, 7.71 million from Europe, and 3.75 million from Asia. The average age of passengers was 46.7 years, but it is

expected that this figure will decrease in the coming decades as Generation Z becomes one of the largest demographic groups in the cruise industry (see Fig. 2).

### Passenger traffic by region, in mln. passengers

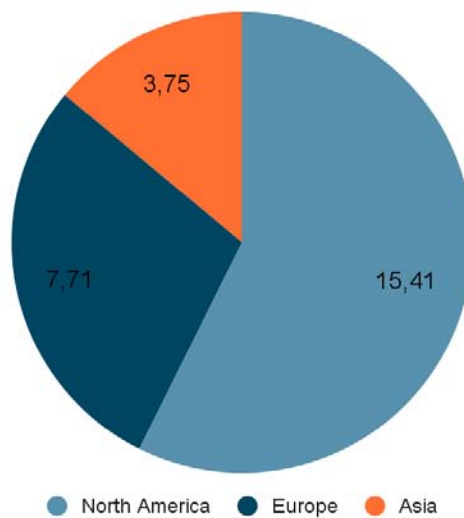


Fig. 2: Passenger Traffic by Region, in Millions of Passengers

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

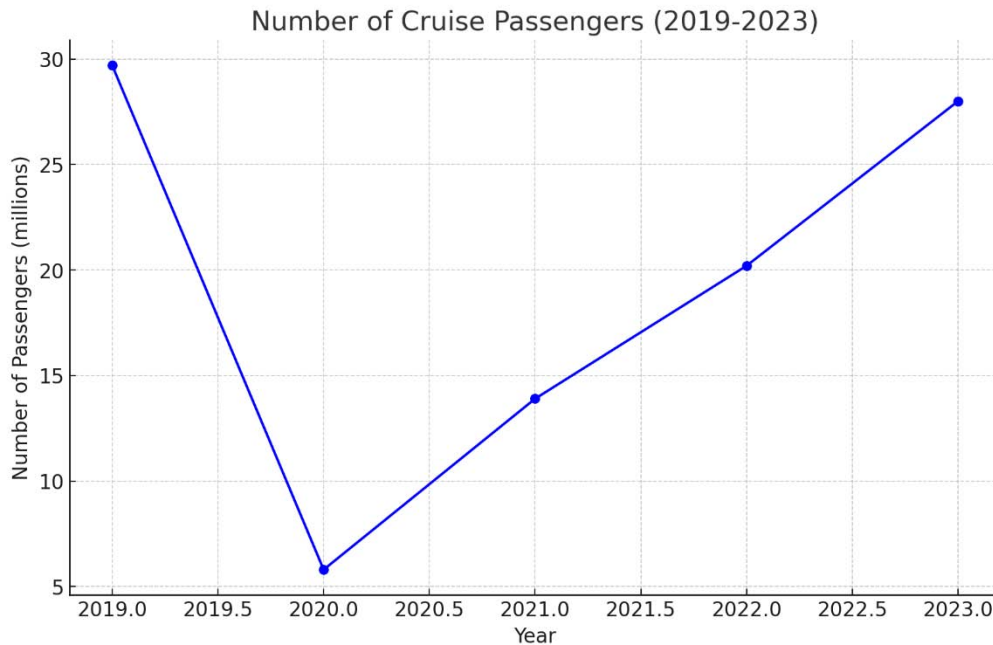
#### b) Analysis of the Cruise Market

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

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

The ocean cruise segment holds a significant share of the global cruise market. This is due to the wide range of routes that provide travelers with access to

numerous destinations. Ocean cruises allow for the use of larger ships, which leads to an increase in the number of available activities and amenities, as well as cost reduction due to the larger number of passengers on a single vessel. Additional advantages of ocean cruises include the ability to visit well-known coastal cities and protection from adverse weather conditions [2].



*Fig. 3:* Passenger Market in the Cruise Industry

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

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

### Cruise Market Share by Segment (2022)

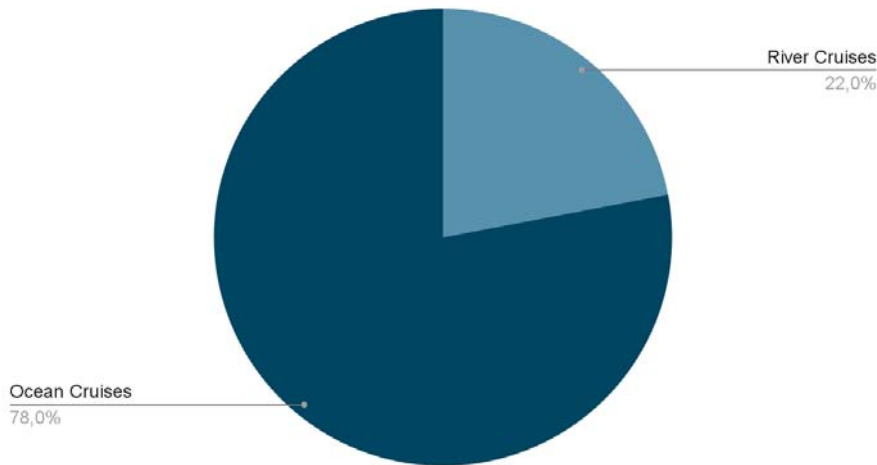


Fig. 4: The Volume of Ocean Cruises in the Total Share of the Industry

North America holds a leading position in the cruise market due to the presence of key players and technological advancements. Increased disposable income, consumer spending, and a well-developed tourism industry also contribute to the region's dominance. The report analyzes the cruise market in five

major regions: North America (USA, Canada, Mexico), Europe (UK, France, Germany, and others), Asia-Pacific (China, Japan, and others), South America (Brazil, Argentina, and others), and the Middle East and Africa (Saudi Arabia, Turkey, and others) (see Fig. 5) [3].

### Regional Market Share (2023)

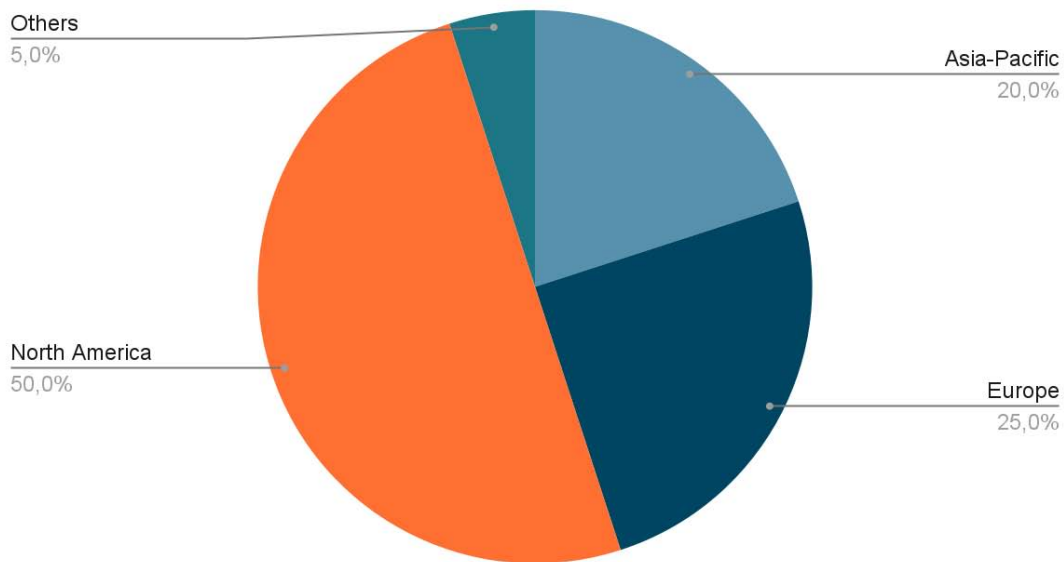


Fig. 5: Segmentation of the Cruise Industry

#### c) Development Trends

Despite the pandemic, cruise companies continue to expand their fleets and resume suspended projects. In the future, passenger experiences and onboard operations will undergo significant changes. Cruise liners will be marketed as safe spaces free from COVID-19, with a focus on proven safety protocols. In the long term, changes in route planning, ship sizes,

and offered services are possible. Highly qualified crew members and efficient onboard operations will remain key elements of successful adaptation to new conditions. Cruise companies aiming to strengthen their positions after the pandemic must systematically analyze changes in passenger behavior caused by the crisis and adapt to new health and safety requirements. Key issues include choosing the right cruise company,

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

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

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

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

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

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

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

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

## II. CONCLUSION

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

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

By Mohammed Ziauddin

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

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

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ASSESSMENT OF THE IMPACT OF COVID-19 PANDEMIC ON TOURISM AND HOSPITALITY SECTOR EVIDENCE FROM THE SOUTH ASIAN COUNTRIES

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## I. INTRODUCTION

### a) Background of the Study

The decade 2020 began with an alarming and unfortunate outbreak of a new pandemic, adding to the list of more than 30 novel diseases that the world has seen in the previous 30 years (Nkengasong, 2020). The new severe acute respiratory syndrome (SARS) outbreak was called the novel corona virus (COVID-19) this time. COVID-19 is a respiratory disease mainly caused by SARS-CoV-2 (Severe Acute Respiratory Syndrome Corona virus 2) which was initially appeared in Wuhan, China at the end of 2019 (Berlin, Thomas, Le Faou, & Comuz, 2020; Vardavas & Nikitara, 2020) and on March 11, 2020, and the World Health Organization (WHO) declared COVID-19 as a pandemic (Caponnetto et al., 2020). It is also known as corona virus which was coined on February 11, 2020 and belongs to the family of single stranded RNA viruses. Thus, some of this virus was responsible for the Severe

Acute Respiratory Syndrome (SARS) in 2002 and Middle East Respiratory Syndrome (MERS) in 2012 (Alqahtani et al., 2020; Su et al., 2016). Particularly, the symptoms and clinical presentation (e.g. fever, fatigue, dry cough, myalgia, and dyspnea) of COVID-19 is related to SARS and MERS (Alqahtani et al., 2020; Wang et al., 2020). As of 25 March 2020, the total number of 459,419 confirmed cases of COVID-19 have been reported with 20,818 deaths around the world which represents a severe public health threat and risk to the health of the world population (Alqahtani et al., 2020; Grundy, Suddek, Filippidis, Majeed, & Coronini-Cronberg, 2020).

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

### b) Statement of the Problem

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

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

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

#### c) *Purpose of the Study*

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

#### d) *Objectives of the Study*

##### i. *General Objective*

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

##### ii. *Specific Objectives*

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

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

#### e) *Research Questions*

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

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

#### f) *Major Contributions of the Study*

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

should offer financial relief with low-interest loans or grants.

Very little research has been conducted to explore the impact of COVID-19 on the global as well as for the Asian tourism and hospitality industry. So the main contribution of this study to the existing literature is

g) *Conceptual Framework*

adding new and most significant relationships with the COVID-19 pandemic and the tourism and hospitality sector of the Bangladesh and India which is the least discussed area in literature due to the less availability of data.

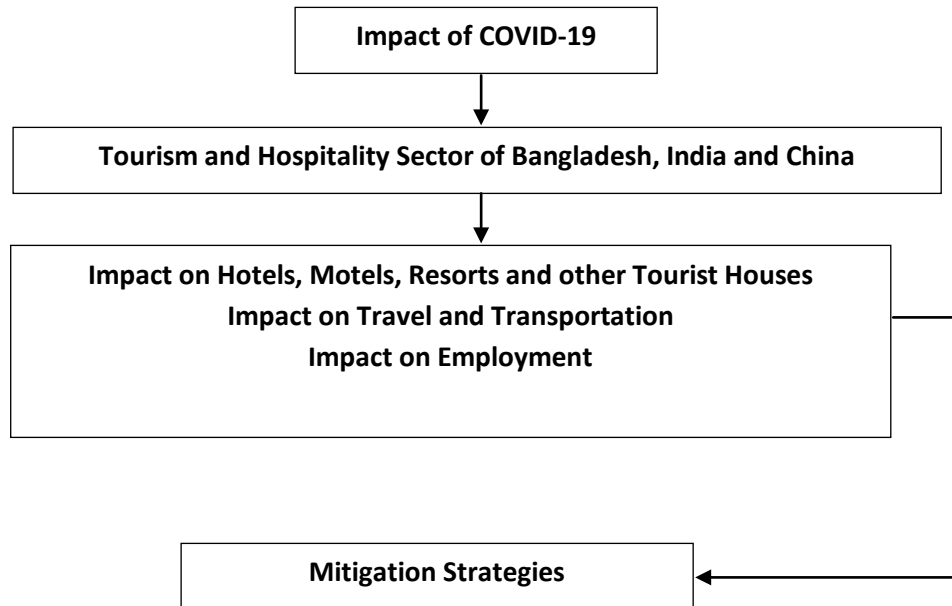


Figure 1: Conceptual Framework of the Study

h) *Limitations of the Study*

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

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

i) *Outline of the Thesis*

This thesis is organized into several chapters reflecting the importance and relevance of different concepts throughout the fulfillment of the objectives of this research study. Chapter one explores the study background, problem formulation, research questions,

objectives, a framework, purpose, major contributions and limitations of the study. Chapter two presents a review of the literature. Chapter three illustrates methodology which covers all the relevant issues of the secondary research method to be followed in this study. Chapter four presents the results of the study. Chapter five elasticity's the discussion and key findings. To consolidate the answer of the objectives and research questions, this chapter synthesizes the overall findings, which follows the research implications for researchers and practitioners. Lastly, chapter six denotes the summery and further endorsement regarding such study.

II. LITERATURE REVIEW

a) *Review of Literature*

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

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

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

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

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

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

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

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

global travel and tourism. In this regards, Bangladesh has also experienced an adverse impact on tourism and hospitality sector. International and domestic tourists have cancelled all their bookings in Bangladesh. Moreover, airlines have cancelled their flights, while hotels are almost completely vacant. In this situation the tourism and hospitality industry of Bangladesh is facing enormous economic loss.

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

Koirala and Acharya (2020) conducted a study on the "Impact of Novel Corona Virus (COVID-19 or 2019-nCoV) on Nepalese Economy" and stated that due to current pandemic situation people working in tourism related industry are losing their job which has a negative impact on the socio-economic development of the country. Moreover, cancellation of tourist trips, hotels, declines in retail trade, and decline in remittance has an adverse effect to the economy of Nepal. Likewise, Bas and Sivaprasad (2020) conducted a study on "The Impact of the COVID-19 Pandemic Crisis on the Travel

i. *Major Tourists Places in Bangladesh and India*

*Table 1: Major Tourists Places in Bangladesh and India*

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

and Tourism Sector: UK Evidence". Here they showed that in the United Kingdom, the hospitality and tourism sector provide employment to 3.2 million people as well as produces £130 billion of economic activity and in terms of taxes, generates £39 billion in taxation for the government. Moreover, UNWTO predicts that due to the COVID-19 pandemic, 75 million jobs are at risk in the tourism and hospitality sector, a 20 percent to 30 percent expected drop in international tourist arrivals and the sustainability risk for 80 percent of small and medium-sized firms. To reduce the spreading of the corona virus the government shut down hotels, restaurants, cruise liners, gyms, sporting facilities, cinemas, amusement, and theme parks.

b) *Research Gap*

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

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

**III. METHODOLOGY**

a) *Research Design*

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

b) *Study Setting*

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

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

c) *Data Collection*

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

d) *Search Strategy*

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

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

through the reference arrangements of the selected articles which were further screened for important papers.

IV. FINDINGS & DISCUSSION

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

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

b) *Evidence from Bangladesh*

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

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

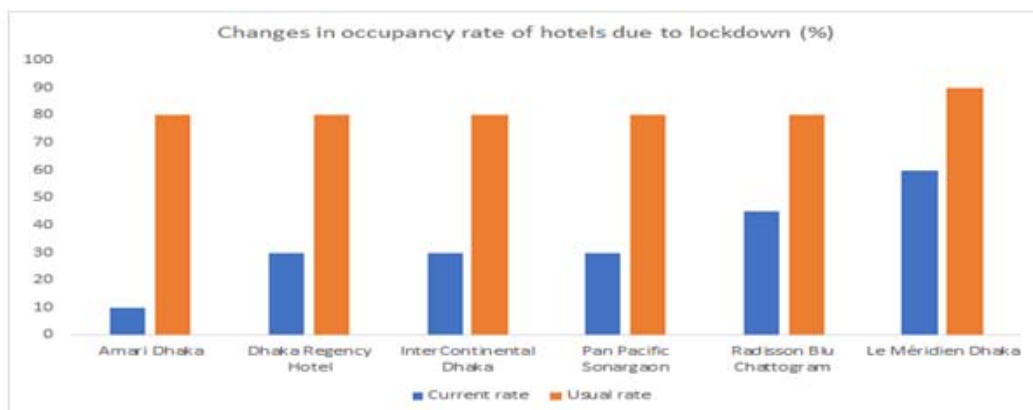


Figure 2: COVID-19 impact on the occupancy rate of luxury hotels [Source: The Daily Star]

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

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

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

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

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

Statistics showed that around 4 million people are employed in the tourism and hospitality sector

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

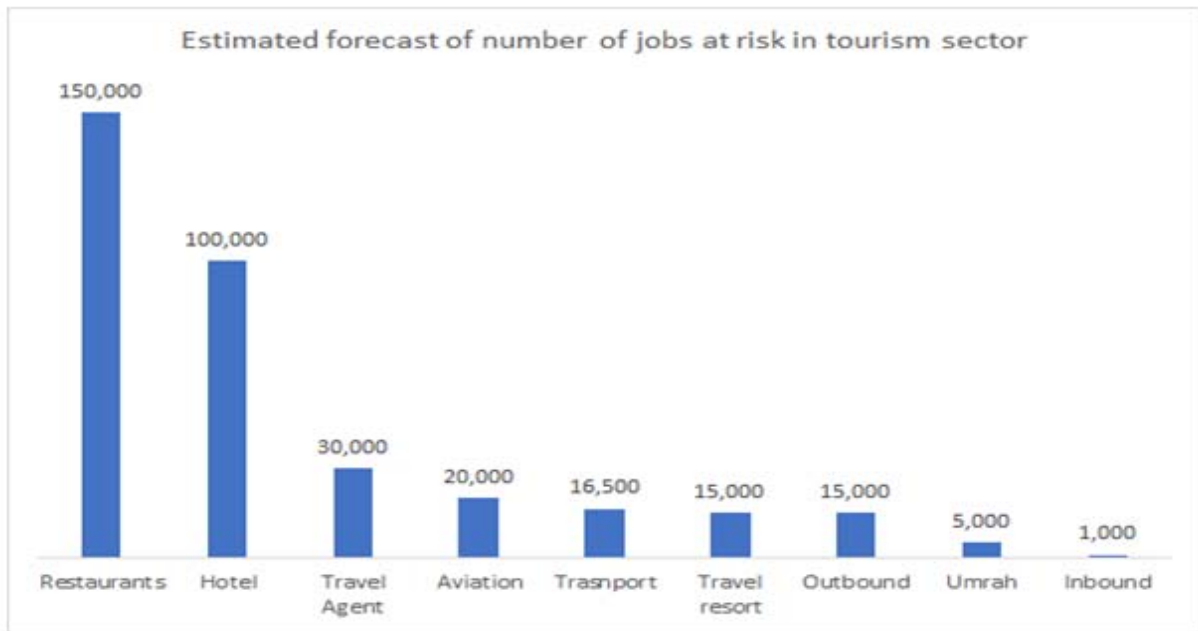


Figure 3: Estimated Forecast of Number of Jobs at Risk in Tourism Sector in Bangladesh

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

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

dropped after the lockdown as almost all the flights were suspended.

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

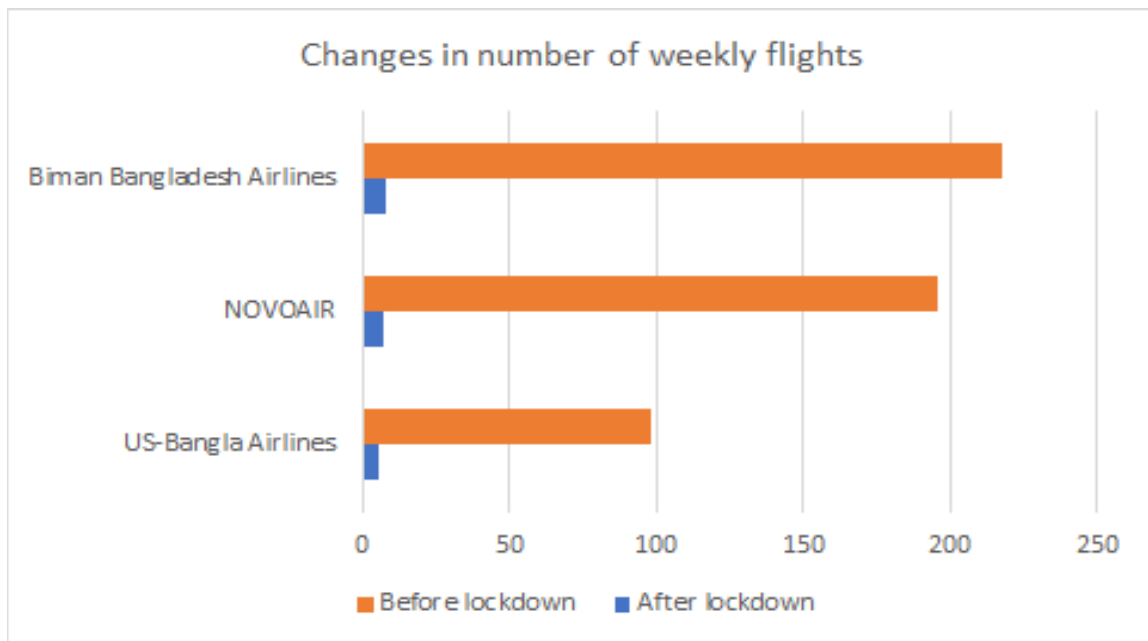


Figure 4: COVID-19 Impact on Weekly Flight Numbers [Source: The Daily Star]

c) *Evidence from India*

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

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

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

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

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

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

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

Kumar, 2020). Reports showed that the two listed airlines such as IndiGo and SpiceJet Limited have together lost about 31 crores per day during the month between April and September 2020 (Kaushal & Srivastava, 2021).

## V. RECOMMENDATION

a) *Recommendation*

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

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

i. *Preparedness*

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

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

Similarly, many tourists must have been saving for a long time in order to take a vacation. This has made travel advice difficult to follow and cancel. On this



note, the tourism and hospitality sector should work with the insurance industry on a long-term plan to scale up travel insurance in preparedness for the disasters like COVID-19. Moreover, other measures may include government rehabilitation of unemployment and general health insurance.

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

ii. *Relief and Response*

Almost all of the global destinations remained subject to some kind of COVID-19 travel restrictions in accordance with the report by the United Nations World Tourism Organization (UNWTO) on 8 May 2020. Moreover, the UNWTO states that 25 percent of all cities around the world had been restricted for at least 3 months and that 40 percent had been restricted for at least 2 months. Approximately 156 destinations had their international travel borders fully closed (57 percent in Africa, 80 percent in America, 70 percent in Asia and the Pacific, 83 percent in Europe and 62 percent in the Middle East). This has resulted in a massive burden on tourism business activities. Although many countries still faced a great challenge when preparing for COVID-19, relief and response measures were heavily dependent on timely warnings by the World Health Organization (WHO). Unfortunately, the WHO, by contrast, relies on timely notifications from member States, which China may not have done allegedly. In general, the economic stimulus package and favorable monetary policies, especially those aimed at bailing out small and medium-sized enterprises, should continue. While some jurisdictions such as Canada, Pakistan and the Philippines have reduced repos rates three times, while others have reduced them twice, more cuts are still

possible where repositories continue to be above zero. Where additional rounds of economic stimulus packages are still open, the urgency is crucial in this regard. The social security networks were also triggered, including unemployment benefits and insurance. There are some common COVID-19 economic stimulus packages including relief on income generation constraints and relief from corporate taxes obligations, direct lending, loan guarantees, debt moratorium, grants and subsidies, social security as well as utility measures which must be brought fully on board. These may also be extended in the recovery phase.

iii. *Recovery and Reformation*

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

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

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

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

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

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

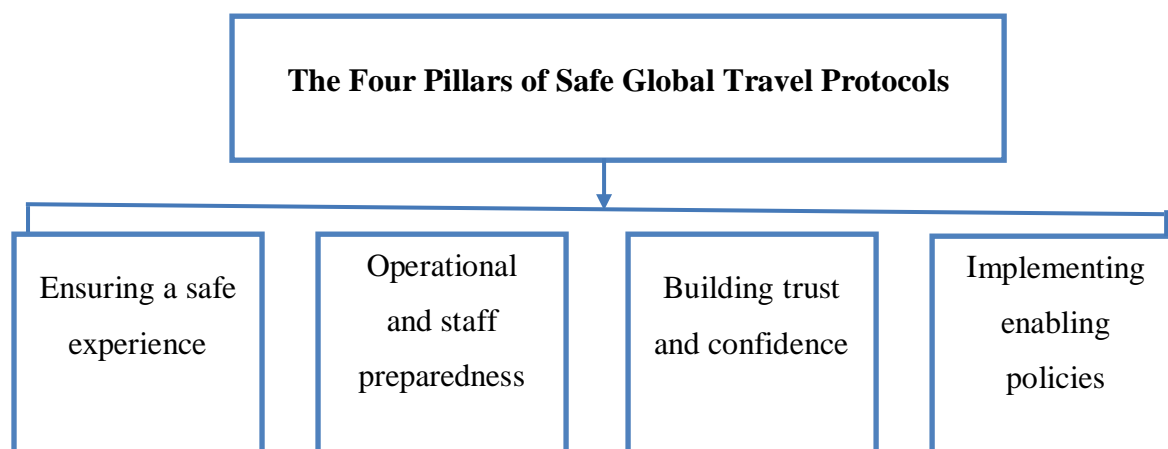


Figure 5: Safe Travel Global Protocols Pillars

## VI. CONCLUSION

### a) Conclusion

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

### b) Practical Implications

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

### c) Theoretical Implications

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

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

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

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#### Abbreviation

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

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

Zinatun Nesa

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

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

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



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## I. ORIGIN OF THE KHEN

The Word 'Khen' itself have many complexive and opposite meaning. In Assamees language 'Khun' or 'Khen' are paralal term, it means King' `Great' `Excellent' etc. We found 'Khen Kamta' or 'Khen `Kamtेशwar. word in greatbook `Ahomburunjee'. It is most possible that the clarification of this Khen people derived from 'Khun' or 'Khen'<sup>11</sup> words. Another source informed that, it originated from 'Khen'<sup>12</sup>. According to 'Kamrupburunigee'- The first king of Khen dynasty Nildhoj were derived from Coch People. His father had Khastriya origin but his mother was a fallen woman. For that reason he called as 'Khen'<sup>13</sup>. According to ananother source, the Khen or Kantेशwar Nildhoj was a mixed racial identity. 'Kh' for `Khastriya' and on for 'nati' (fallen woman)<sup>4</sup>. The British Historian Montogomeri Martin has said in his book that, the Khen were feel comfort to introduce themselves as 'Khastriya' and 'Rajbansi'- although the Rajbansis agreed to absorbed the Kings of khen with their community and to use title `Khastriya',but they did not agree to taken common Khen People among their caste. The Rajbansis thinks that,common Khen people were a group of slaves to khen king<sup>5</sup>.

The first Khen King Nildhoj stablished the Goddes kamda 'or 'Gosany' as a family Goddes and named her 'Kamatेशwary'. He upgraded Khen dynasty as a real Hindu-dynesty from lower caste sudra'.<sup>6</sup> The 'Khen people had bear 'sudra' identity

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before 'Nildhoj becoming as a king. In Assam, they were familier as `kolita'. According to Dr.Hamilton Bucanan`s opinion, the Khens only the people of Kamrup caste. Sociologist and Historiam J A Vas described in his book `Eastern Bengal and Assam District Gazetteer, Rangpur' that the Khen`s occupation was cultivation and household works<sup>7</sup>.

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

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

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

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

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

## II. RACIAL IDENTITY OF THE KHEN

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

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

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

In Cochbihar district of India, at present time Khen are mostly introducing themselves as 'Rajbansis' and have exchanged their title<sup>18</sup>. In kurigram district of Bangladesh, Khen people choosen their title like 'Modak' 'Mandal' 'Khen' 'Sen' 'Kundu' 'Das' 'Roy' 'Barman' 'Adhikary' 'Kaibarlo' etc. Otherside, the Muslim uses 'Natso sheikh' title. It is to be said here that the muslim Khen do not aware about there title, they uses only a common name.

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

The Bodo and Mech people migrated from Prag-Jyotishpur and the Khen people also came from same region. This migration have been completed before establishing coch dynasty in 16<sup>th</sup> century. In khens blood and physical structure there had a great admixture with Bodo, Coch and Mech people. Religious,

ritual, cultural and folk-beliefs were same or very close among these people.

## III. THE KHEN DYNESTY

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

Nildhoj was the first king of khen dynasty. He was probably a provincial emperor 'Bhuiyan'. His period was from 1440 to 1460 A.D. His title was 'Khen' or 'Khan'<sup>23</sup>. According to Kamrupburunjee, Nildhoj was a coch-ancestor and he established independent Kamta state. He was a great follower of Goddess 'Kamda'. Nildhoj introduced the name 'Kamta' state and capital 'Kamtapur' according to his 'Kamda' Goddess<sup>20</sup>.

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

Second Khen king Chakradhoj ruled kamtapur state from 1460 to 1480. He made his state secured from the attaced of 'Gaura kings'<sup>23</sup>.

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

## IV. SOCIAL STATUS

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



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

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

Mr. Protul Chandra Sen, a khen leader of Kurigram, said to us, before independence of India, the khens used the title 'Sen khandariya'. He showed us a registered deed of land where we saw this title. We collected series of information about the khen community from 62 years old school teacher Dharendra Nath Sen, 60 years old Khagendranath Sarker and others of Phulbari upazila in Kurigram<sup>26</sup>. Among the people we found 2 with 'Sen', one 'Sarker' and other 5 with 'Barman' title. Many of khens of our survey area told us that, although they follow all religious, ritual and social customs of 'Rajbanshi khandariya' but they do not use Rajbanshi title.

In India, the khen uses both- 'Khen' or 'Sen' title but Bangladeshi khens use the titles, like Sen, Sarker, Roy, Barman and Mandal. Another worth mentioning point is that, yet the khen feels similarity with Rajbanshi but Rajbanshi do not agree with them as their own people.

The khens are more undeveloped community than other local people, even about literacy. In Bangladesh, Ministry of Education introduced many scholarships and opportunities to increase literacy rate for students. For these opportunities, khens also show interest to take education in recent time. The ratio of education of khens is almost 40 percent where as total country ratio is 90 percent. In middle and higher level, the ratio of education of khens is not more than 3 to 5 percent<sup>27</sup>. Juvenile crime, robbery, riot and election in khens community are very few.

## V. PROFESSIONS

Cultivation is the main occupation of khen people. They depend mostly on agriculture but they have no sufficient land for agriculture like other local inhabitants. The number of landless khens were not so big before some decades but in present time, the ratio of landholder khens is not more than 10 percent,

of course, they have their own small house only. So that, it was not possible to live only depends on cultivation. For that, some people take land from local big farmer as loan in condition of that, khen people will give two-third portion of corn to land holder. This system also continued among other landless local people.

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

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

## VI. RITUALS AND CUSTOMS

Religious and social customs and rituals in khens community are traditional and successive. They show respect on former customs and bring it on their every-day life very sincerely.

The khens practice many many rituals like Rajbanshi and other scheduled caste not only on occasion or festive days but they follow it every moment in their life. The Gods and Goddess figure keeps at a small worship cottage (own temple) inside or near of their home. Some picture of deity Hanuman, Kali, Parvati, Siva, Duraga, Lasmi, Ram-Sita-Lasman and Radha-Krishna obviously kept on their thrashed wall. A small earthen figure of Hanuman or Lasmi or Siva kept on a high place. All men and women specially women start their days and at dawn with showing respect to them very humbly. Hanuman is most preferable household deity among other God and Goddess. They offer prayer upon related deity just after sunset. At this time they offer evening light (sandhabati) without fail. In every home has a separate but respectful small high place where they keep a holy tree- 'Tulasi'. At sunset, they offer light (Prodip) under it.

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

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

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

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

In Khens marriage rituals, some natural things are used as beliefs, like- banana, raw turmeric, rice grain, betel-leaf, fish, grass, stone, curds and milk, fried grain, vermilion, betel-nut, earthen water-jar, mango-leaf, cow-dug, flower, beam (cowrie), slice of iron, bronze coin etc. Khens people believe that, iron, stone and fire protect them from ominous and unfortunate power. Rice, banana tree, mother fish, mango leaf are symbols of fertility and related to bride-grooms much Progeny. In khens marital rituals, there are a lot of magical and supernatural beliefs which derived from indigenous people. Caste system in khens marriage are followed. Although Rajbansi- Khens mixed marriage was

not allowed in previous time but at present it is acceptable in their society. Widow re-marriage is a normal custom in khens community. ÔBride-price' and 'dowry' system was followed in their community in past but at present it is not mandatory.

After death, Khens people exercise many rituals. They perform funeral like Rajbansi. Their deadbody brings under a Ôtulshi' tree. Its head keeps north. Here it takes bath. Then, turmeric-mixed mustard oil-massage given to deadbody. Its eyes keep closed by tulshi leaf. After that, the deadbody covers with a white new cloth. Then it keeps on a bamboo cot. Here sandal paste (chandan) given on deadbody's forehead. After that, relatives of deadbody take it to the graveyard for burning. At that time and after burning the deadbody, many other rituals are exercised like obsequial, unpurity, un-oil boiled fooding etc.

Khens people celebrate ÔJonmastamy broto' (festive on birth of Krishna) in September. 'Durga puja' and 'Lasmi puja' also celebrated in October with Hindu community. They perform 'Dipannita' puja (happy lightning) in November. This is very important festive of the khens. They also exercise Ôshanti-shastayon' (peace desire). ÔBastu puja' (homestead worship). 'Home Jaggio' (fire ritual). 'Guru mantra' (charms of pious man) etc. 'Shitala' is very powerful and effective goddess of khens community.

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

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

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

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

## VII. EVERYDAY LIFE OF KHEN PEOPLE

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

## VIII. CONCLUSION

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

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27. Percentage counted according to total population (20 Thousand).

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

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

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

**GJMBR-F Classification:** *JEL Code: A10*



*Strictly as per the compliance and regulations of:*



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

Navruz-Zoda Bakhtiyor Negmatovich

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

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## I. INTRODUCTION

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

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

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

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

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

## II. ANALYSIS OF LITERATURE ON THE TOPIC

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

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

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

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

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

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

### III. RESEARCH METHODOLOGY

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

### IV. ANALYSIS AND RESULTS

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

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

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

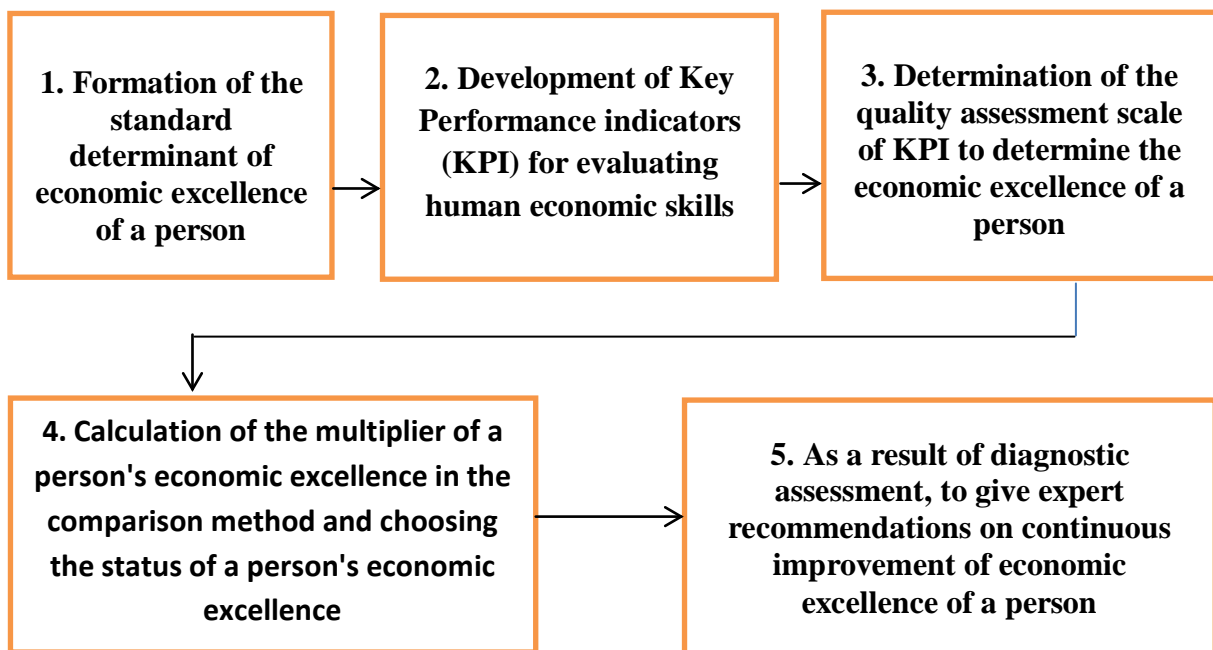


Figure 1: Stages of Assessing the Economic Excellence of A Person

<sup>1</sup> Author's work

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

1. *Consumer* (consumer of the benefits created in society for living).
2. *client* (purchaser of goods and services for the purpose of consumption and use).
3. *Producer* (producer of benefits needed for himself and others).
4. *Entrepreneur* (a person who uses his own funds to produce goods and provide services and realizes entrepreneurial skills).

5. *Vendor* (seller of goods and services created by him and produced by others).
6. *Payer* (payer of tax, duty, utility and other fees determined by the state and competent authorities).

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

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

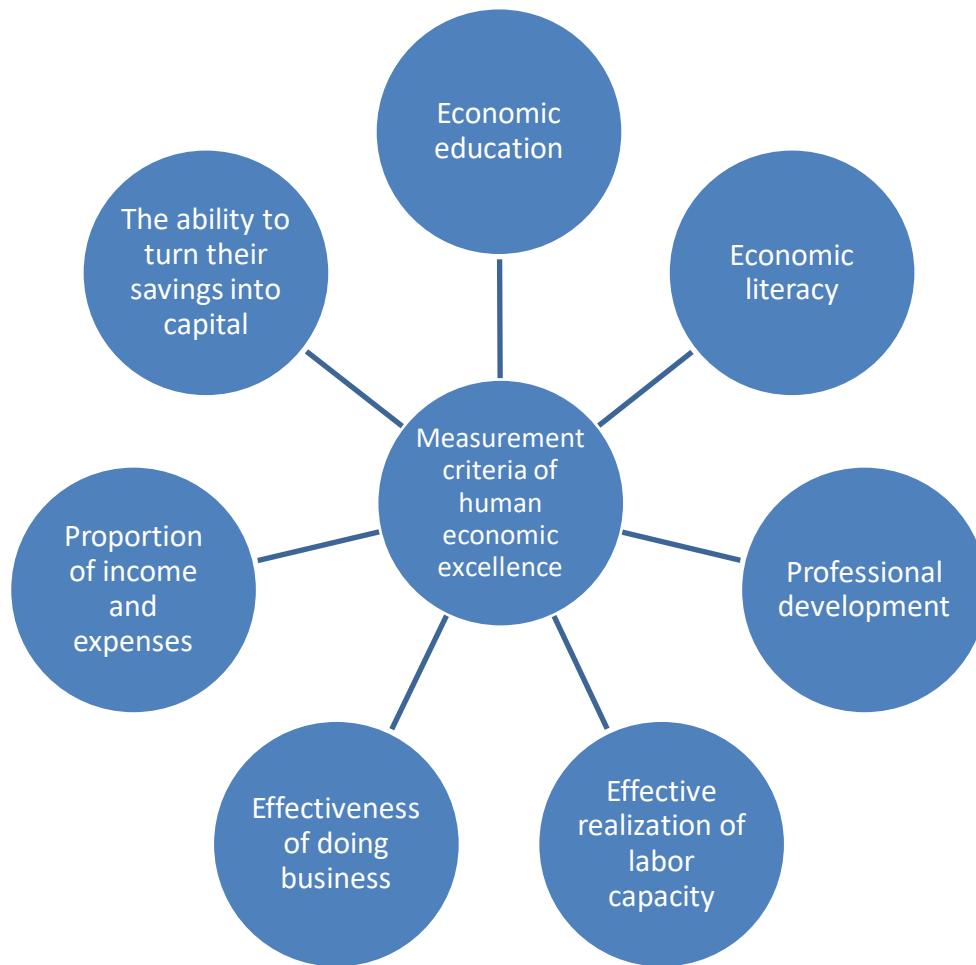


Figure 2: Qualities Describing the Economic Excellence of a Person<sup>2</sup>

<sup>2</sup> Source: author's work





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

1. Entering the qualities describing the economic skills of a person into the KPI system using *Latin letters*:
  - ❖ KPI(E) - Economic education is the main criterion;
  - ❖ KPI(K) - Economic knowledge is the main criterion;
  - ❖ KPI(P) - Professional skills are the main criteria.
  - ❖ KPI(L) - The main criterion is the effective realization of labor capacity.
  - ❖ KPI(B) -The main criterion for the effectiveness of doing business.
  - ❖ KPI(I) -The main criterion is the ratio of income and expenses.
  - ❖ KPI(S) -Investment skill is the main criterion.
2. Expressing the sub-criteria describing the main criteria for evaluating a person's economic skills to the KPI system by means of numbers:
  - KPI(E) - Economic education: KPI (E1). Hard work; KPI (E2). Economy; KPI(E3). Live by calculation; KPI(E4). The ability to conduct economic affairs; KPI(E5). The ability to control one's ego. KPI(E6). Figurative description of money; KPI(E7). Preservation of property.
  - KPI(K) - Economic literacy: KPI(K1). Knowing the calculations of all utility bills and ensuring timely payment; KPI(K2). To know the income from the salary and the net income; KPI(K3). The level of imagination about the prices of daily consumer goods and services; KPI(K4). Ability to create and maintain a family budget; KPI (K5). The skill of conducting price negotiations and buying experience when buying things from the market and stores; KPI(K6). Knowledge of taxes and their social importance; KPI(K7). Knowing the reasons for frequent changes in the prices of goods and services in the market economy.
  - KPI(P) - Professional skills: KPI(P1). High career and professional skills in the position; KPI(P2). The career and professional skills in the position are average; KPI(P3). The career and professional skills in the position are low.
  - KPI(L) - Effective realization of labor capacity: KPI(L1). There is no income from work, the income is only from entrepreneurship or other financial sources; KPI(L2). As a hired or independent worker, he earns little, just enough to cover his expenses; KPI(L3). The average income he receives as a hired or self-employed worker is enough to fully cover his

expenses and partially cover his family's expenses; KPI(L4). The income he receives as a hired or independent worker is not bad, enough to cover his and his family's expenses; KPI(L5). The income from both hired labor and self-employment is high, fully sufficient to cover the expenses of himself and his family; KPI(L6). His income from wage labor and self-employment is high, more than covering his and his family's expenses.

- KPI(B) - Effectiveness of doing business activities: KPI(B1). There is no income from entrepreneurship, the income is only from hired labor or self-employment; KPI(B2). Entrepreneurial income is up to 25% more than the income from labor (the sum of wage and self-employment); KPI(B3). Entrepreneurial income is 26% to 50% more than the income from work; KPI(B4). Entrepreneurial income is 51% to 75% more than the income from labor; KPI(B5). Entrepreneurial income is 76% to 100% more than the income from work; KPI(B6). Business income is more than 100% of income from labor.
  - KPI(I) - Proportion of income and expenses: KPI(I1). Consumers do not save all of their monthly (annual) income by spending it on expenses; KPI(I2). Spends 99% to 95% of monthly (annual) income and saves 1% to 5%; KPI(I3). Spends 94% to 90% of my monthly (annual) income and saves 6% to 10%; KPI(I4). Spends 89% to 85% of my monthly (annual) income and saves 11% to 15%; KPI(I5). . According to the "80/20" golden rule of wealth, 80% or less of monthly (annual) income is spent on consumer spending and 20% or more is saved.
  - KPI(S) - Investment skills: KPI (S1). Does not have a fund or keeps the funds at home and does not receive income from them; KPI(S2). By using (investing in) their savings, they receive additional profit of up to 25% of their total income per month (year); KPI(S3). Using their savings, they receive additional profit from 26% to 50% of their total income per month (year); KPI(S4). Using their savings, they receive additional benefits from 51% to 75% of their total monthly (annual) income; KPI(S5). Using their savings, they receive additional benefits from 76% to 99% of their total income per month (year); KPI(S6). Using their savings, they receive additional profit of 100% of their total income per month (year) and more.
3. Create a special test to determine the level of development of people's economic skills based on the main and sub-criteria of evaluating human economic skills.

*The Third Stage: Determination of the quality status assessment scale of Key Performance Indicators (KPI) to determine the economic skills of a person.* In the diagnostic process, it is recommended to evaluate the

economic skills of people with a 100-point system according to KPI. In this case, the points are distributed in each main criteria section as follows:

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

The assessment points divided by the main criteria are distributed proportionally in the sub-criteria

section, depending on the number of important skill indicators and their quality level.

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

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

Here:

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

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

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

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

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

*The fifth stage: As a result of diagnostic assessment, providing expert recommendations on continuous improvement of economic excellence of a person. A "Roadmap" will be drawn up for improving the economic skills of people based on the coefficient of the multiplier of the economic skill of a person. Based on the results*

of the diagnosis of the economic skills of a person, measures related to the promotion of people with economic potential to the status of people with economic potential and from maturity to the level of economic maturity, and from maturity to the status of people with economic excellence are developed.

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



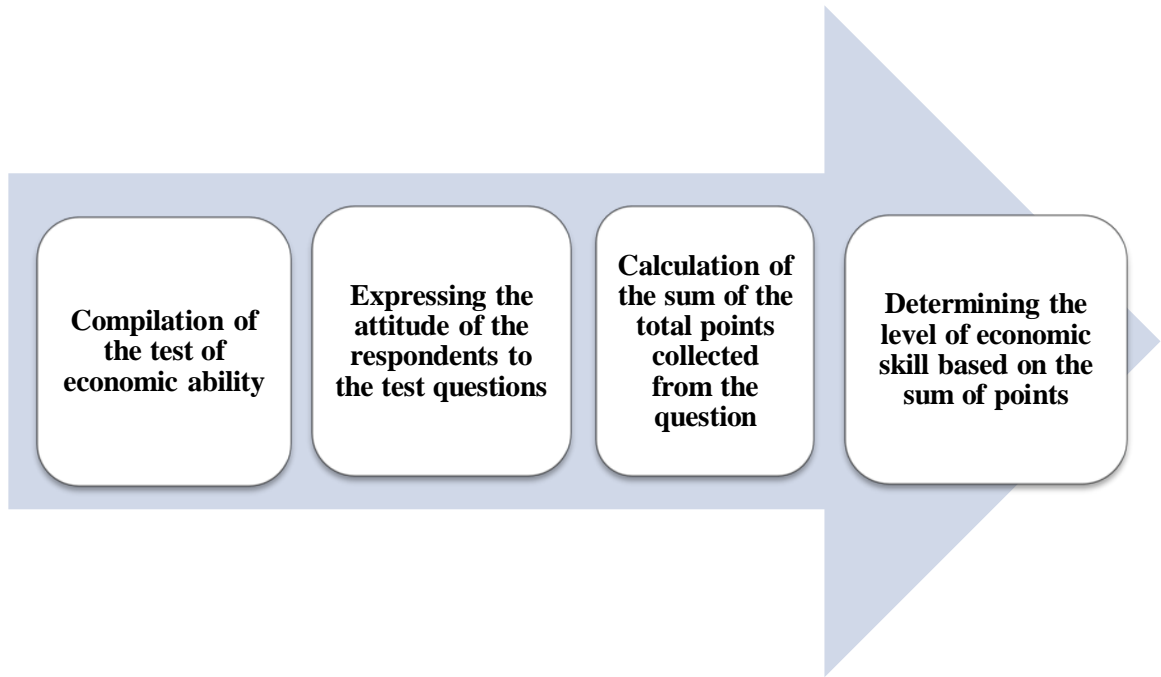


Figure 3: Stages of Diagnosing Human Economic Excellence

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

Table 1: Results of Economic Skills Assessment of 500 Respondents<sup>3</sup>

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

The results of the research show that there are very few people with "high" level of economic excellence, only 5 people, and 1.0% of the respondents have the status of "Economically skilled person". 53 of the respondents have developed their economic excellence at the "standard" level, and 11.6 percent have the status of "Economically mature person". The largest number of respondents - 372 people - had their economic skills at

the "medium" level, and the share of those with the status of "Economic potential person" made 74.4%. Finally, there are 65 people with "low" level of economic skills, and 13.0 percent of the respondents belong to the category of employed people with the status of "Person without economic excellence".

<sup>3</sup> Source: based on the author's "Economic Aptitude Test" survey.

## V. SUMMARY

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

1. In the conditions of the market economy, along with the traditional three-dimensional qualities of a perfect person, we recommend taking into account and evaluating his "economic excellence" as a fourth-dimensional criterion describing his economic aspect.
2. "Human economic excellence" is understood as a set of economic skills that enable a person to skillfully perform labor and business activities.
3. Calculation of the "multiplier of human economic excellence" to form the standard determinant of economic excellence; development of key performance indicators (KPIs); determining the rating scale; calculating the multiplier in the comparison method and choosing the status of the person's economic skill; as a result of diagnostic evaluation, it is carried out in stages such as providing expert recommendations on continuous improvement of economic excellence.
4. "Key performance indicators" (KPI) will be developed, which will allow to evaluate the labor and entrepreneurial ability of people by expressing the main criteria of human economic skills through Latin letters and sub-criteria through numbers into the KPI system.
5. By means of 40 key performance indicators (KPIs) developed on the basis of 7 main criteria, determination of the "high", "moderate", "medium" and "low" levels of the real achievement of human economic skills and the "skilled" of employed people, gives the opportunity to determine the quality status of "mature", "competent" and "unskilled".
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# GLOBAL JOURNALS GUIDELINES HANDBOOK 2024

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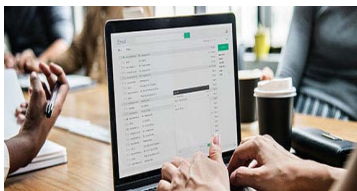
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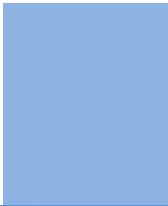
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**1. Choosing the topic:** In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking 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.

Describe generally acknowledged facts and main beliefs in present tense.

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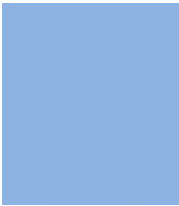


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| Topics                        | Grades   |   |  |
|-------------------------------|--|---|--|
|                               | A-B  | C-D   | E-F  |
| <i>Abstract</i>               | Clear and concise with appropriate content, Correct format. 200 words or below   | Unclear summary and no specific data, Incorrect form<br><br>Above 200 words                         | No specific data with ambiguous information<br><br>Above 250 words |
| <i>Introduction</i>           | Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited | Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter | Out of place depth and content, hazy format                        |
| <i>Methods and Procedures</i> | Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads  | Difficult to comprehend with embarrassed text, too much explanation but completed                   | Incorrect and unorganized structure with hazy meaning              |
| <i>Result</i>                 | Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake   | Complete and embarrassed text, difficult to comprehend  | Irregular format with wrong facts and figures                      |
| <i>Discussion</i>             | Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited   | Wordy, unclear conclusion, spurious   | Conclusion is not cited, unorganized, difficult to comprehend      |
| <i>References</i>             | Complete and correct format, well organized  | Beside the point, Incomplete  | Wrong format and structuring                                       |





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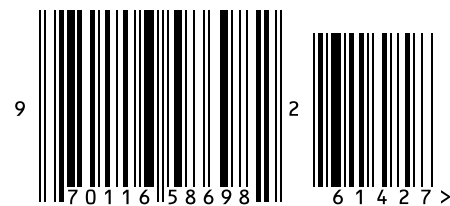
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