

The Role of Tourism and Hospitality of COVID-19 and World Economy Strategies for Economic Recovery and Sustainability

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Abstract

In the Global economy, tourism is one of the most noticeable and growing sectors. This sector plays an important role in boosting a nation's economy. An increase in tourism flow can bring positive economic outcomes to the nations, especially in gross domestic product GDP. The tourism industry is an engine of economic development and GDP growth. As the number of COVID-19 positive cases increasing day by day, government bound to take this hard decision (lockdown). All international flight has been cancelled and stopped for long days' accommodation business, hotels, motels/resort owners, already started to face a countless loss, hotels/motels, restaurant, travel agencies already closed their businesses, thousands of people working in tourism industry have started to become jobless. Already government of Nigeria offered different special packages for recovery and ensuring sustainability of different sector. This study also presents the real scenario of tourism industry during COVID-19 pandemic which will help to know the update knowledge regarding the impacts of COVID-19 in tourism and hospitality industry and to take proper recovery steps.

Keywords: *Tourism and Hospitality, COVID-19, World Economy, Economic Recovery, Sustainability*

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Background to the Study

Meaning of COVID-19: COVID-19 is a disease caused by a new strain of coronavirus Co' stand for corona, VI for virus, and 'D' for disease formally, this disease Coronavirus or COVID-19.

COVID-19 Definition

A midterm severe respiratory illness that is caused, by a coronavirus (severe acute respiratory syndrome coronavirus of the genus Beta coronavirus is transmitted chiefly by contact with infectious material (such as respiratory droplets or with objects or surfaces contaminated by the causative virus and is characterized especially by fever cough, and shortness of breath and may progress to pneumonia and respiratory failure.

Note: while fever, cough and shortness of breath are common symptoms of COVID-19 other symptoms of COVID-19 may include fatigue, chills, body aches, headache, loss of taste or smell, sore throat, runny nose, nausea, vomiting or diarrhea, COVID-19 was first identified in Wuhan. China in December 2019

Darry Coote

“As the number of confirmed global cases of COVID-19 continues to climb, analysts are beginning to forecast that the impact of the epidemic will stretch into the second quarter of 2020, which will likely impact the earnings of companies.

Georgia Williams

“The viral outbreaks officially become a pandemic in the ages of the world health organization, which cited the alarming spread of the disease called COVID-19 and the slow response of many nations to try to contain it.

Joe! Achenbach et al

“Called also coronavirus, coronavirus disease, coronavirus disease 2019, COVID-19, COVID-19

History of COVID-19

The decade 2020 started with a much in settling and unfortunate occurrence of new disease in the line of over 30 novel infections that world has experienced in past 30 years, this time the nomenclature given to the new severe acute respiratory syndrome (SARS) outbreak was the novel coronavirus, later termed COVID-19 the disease represented an atypical pneumonia that started in China and later spread across nations. The world over countries like United States of America, Brazil, India, Italy, Spain, France, South Korea, Iran and many more are experiencing unprecedented spread of the disease and life loss from past several months.

The impact of current coronavirus outbreak till date has long surprised those that were observed during SARS epidemic in 2002-2003 coronavirus cases stand at over 10million worldwide and the reported deaths due to the infection have crossed 500,000 the enormity of this outbreak can be imagined from the fact that even the leaders and prominent people

couldn't escape from the infection, for instance the virus infected British Prime Minister Boris Johnson, who had earlier warned citizens of the United Kingdom to prepare for the potential loss of life in the country.

Akin to COVID-19 the previous SARS outbreak was characterized by its rapid spread, which led to travel advisories issued by World Health Organization (WHO) (Clino 2007) travel restriction and advisories have again revealed the vulnerability of the tourism and hospitality industries, the isolation of a cruise ship in Japan carrying virus infected tourist market only the beginning of latest strategy that still continues to unfold, the outbreak brought fears among unsuspecting tourist who had to board. The infections and deaths on board portended the future of delicate tourism and hospitality industry across the globe. Till date researches have prominently pointed at previous SARS outbreak (2002) whenever discussion on threat (health crises) to tourism and hospitality industries was discussed. However, this time onwards COVID-19 pandemic is likely to become a prominent reference point in the related texts.

The Effect of COVID-19 on World Economy

Due to the COVID-19 pandemic, the world economy was shut down almost over-night (UNTO, 2020 world tourism barometer (Vol. 18, issues 2, may 2020), the pandemic has confronted the hospitality industry with an unprecedented challenge, strategies to flatten the COVID-19 curve such as community lock downs, social distancing stay at home orders, travel and mobility restriction have resulted in temporary closure of many hospitality business and significantly decreased the demand for businesses that were allowed to continue to operate.

Almost all restaurants were asked to limit, their operation to only outs. Restrictions laced on travel and stay at home orders issued, by the authorities led to sharp decline in hotel occupancies and revenues. However, the reopening process has slowly begun and authorities have started CO₂ to ease restriction for example allow dine in restrain to reopen, at a reduce capacity with strict social distancing guidelines and gradually reduce restriction on domestic and international travel. While the hospitality industry is slowly recovering the COVID-19 crisis countries to exert profound impactism on how hospitality businesses operate. Hospitality businesses are expected to make substantial, changes to their operations in the COVID-19 business environment in order to ensure employees and customers health and safety, and enhance customer's willingness to patronize their business this pandemic is also likely to have a significant impact on the research agenda of hospitality marketing and management scholars. Unprecedented challenges faced by the hospitality industry in the COVID-19 era, hospitality scholars are expected to shift their research focus to develop solutions for the industry.

Hospitality scholar will need to provide answers to a numbers of critical questions such as what are the customer's sentiments about patronizing a restaurant or a hotel in the time of coronavirus. Are they ready to return? If not what will make them return.

Preliminary findings of a longitudinal study conducted by the editorial team of the journal of hospitality marketing and management suggest that reopening the sit-down restaurant and easing travel restrictions will not bring customers back immediately (Gursoy et al 2020). A large portion of individuals (over 50%) are not willing to dine in at a restaurant immediately. The same is true for staying at hotels. Most customers over 50% are not willing to travel to a destination and stay at a hotel any time soon only around a quarter of the customers have already dined in a restaurant and only around one third are willing to travel to a destination and stay at a hotel in the next few months.

Meaning of Tourism and Hospitality

Tourism is a social cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business professional purposes. These people are called tourist or excursionists, resident or nonresidents and tourism has to do with their activities. Some of which imply nation world tourism organization. 2008 using this definition, we can see that tourism is the movement of people for a number of purposes (whether business or pleasure).

Hospitality: Means the act of being friendly and welcoming to guests and visitors, or kindness and friendly behaviour, especially to guests. COVID-19 world economy the role of tourism and hospitality in economic recovery and sustainability. Lines of action to support a responsible recovery to build back better tourism.

-To support the implementation of the UNWTO guidelines to restart tourism, this vision recommends six lines of action, which represent several key elements capable of guiding a responsible tourism recovery for people planet and prosperity, namely public health social inclusion, biodiversity conservation, climate action, circular economy and governance and finance.

This vision invites governments to integrate such lines of action in COVID-19 recovery plans for tourism to build back better. The vision also encourages tourism businesses to revisit operational processes along the lines of action below to enhance competitiveness NGOs, international organizations academia and civil society can support and assist both governments and the private sector by sharing their knowledge tools and supporting the development of best practices.

Responsible Recovery for People

1. **Public health:** The COVID-19 pandemic has shown the strong connection between tourism and public health. The tourism sector has proven to be of assistance by putting its infrastructure supply chains and staff at the service of public health and humanitarian aid. Creating long lasting synergies between public health and tourism is an investment in preparedness in relation to future crisis and contributes to confidence and trust.

a. Integrate epidemiological indicators in tourism: Epidemiological indicators are in the process of being connected with tourism, monitoring, mechanizing strengthening monitoring mechanisms in the direction has potential to lead the way for tourism to recover as an

economic activity ensuring that the easing of travel restrictions or introduction of new measures and managed tourism can make a responsible contribution to the health, and wellbeing, of those working in the sector and local people.

b. Connect hygiene with sustainability, tailored guidance and protocols for tourism operations to resume timely and safety shall reflect the outcomes, of collaboration between tourism stakeholder's scientific, community and health authorities. It is essential that such protocols integrate sustain nobility principles as much as possible to prevent decision-making and changes in processes in connection to hygiene, which could have harmful effects of the environment without measurable gains with regards to health introducing new social distancing measures, and safety protocols should not suppose, new barriers for people with disabilities and seniors.

c. Restore trust through communicating: To address the public health concern, of tourism employees and host communities and restore trust, transparent and proactive communication on the measures put in place and current developments, within businesses or destinations us key destination. Shall send clear and consolidated messages to their source market and adjust to their perceptions and needs to region visitor confidence, given the importance and current sensitivities towards public health.

2. **Social Inclusion**

The COVID-19 crisis is having sweeping consequences on tourism jobs and enterprises notably on small and medium enterprises which account for around 8% of tourism businesses globally.

a. Channel targeted, support toward vulnerable groups: Many tourism jobs represent the main source of income of local communities and the live-hoods of youth, women, rural population.

b. Channel long – term support to small and medium enterprises: Targeted, support beyond initial relief measures will be needed for small and medium enterprises, to continue operating and to ensure that destinations maintain a diverse and attractive offer.

c. Repurpose tourism as a supporter for the community: Capitalizing on the new services that tourism businesses and creative industries have been providing to destinations in time of crisis brings on opportunity to create stronger ties with local communities in target local wisdom and enhance local satisfaction with tourism.

3. Biodiversity Conservation: The COVID-19 pandemic has raised awareness of the importance of a health environment as a natural burrier for future pandemics, notably in the case of 200notic disease. A health environment is also directly connected with the competitiveness of the tourism sector and in many destinations conservation efforts largely depend on tourism revenue supporting such conservation efforts can enable a greener recovery.

a. Capture the value of conservation through tourism: While the reduction of economic activity during COVID-19 has to some extent reduced the pressures on the environment, there are many destinations where the conservation of marine and terrestrial ecosystems, protected areas and species largely depends on tourism revenue and operators.

b. Support conservation effort through tourism: In destinations where human-wild life conflicts one increasing as tourism is on hold, the risk of preaching encroachment or overexploitation are also growing directly, threatening the very assets upon which the tourism sector needs to be rebuilt. The role of tourism to sustain conservation and fight illegal wildlife trade should therefore be acknowledged in recovery plans and support made available for conservation efforts by tourism stake holders to continue tourism also contributes to the preservation of cultural and historical sites.

c. Invest in nature based, solutions for sustainable tourism: nature-based solutions, have potential to drive innovation in tourism towards sustainability and besides mitigating the environmental impacts of tourism activity, result in better management of scarce natural resources such as water, coral reefs, wetlands, mangroves, coastlines and foster disaster resilience both in urban and natural environment.

4. Climate Action

During the COVID-19 crisis reduced emissions and improvements in air quality have been reported and it is estimated, that global CO₂ emissions, for 2020 will decline by 8% according to UNWTO/ITF research released in December 2019, the tourism sector is set to increase its CO₂ emission by at least 25% by 2030, and there the need to transform tourism operation for climate action continues to be of utmost importance for the sector to remain in the line with international goals.

a. Monitor and report CO₂ emissions from tourism operations: Strengthening the measurement and disclosure of CO₂ emissions from tourism and promoting the introduction of science-based targets is necessary for the sector to effectively contribute to the implementation of nationally determined contributions to the Paris agreement.

b. Accelerate the decarbonization of tourism operations: Enhancing mitigation efforts in the tourism sector, including through investment to develop low-carbon transportation options and greener infrastructure, is key to resilience.

c. Engage the tourism sector in carbon removal: Supporting the engagement of the tourism sector in adaptation to climate change and carbon removal through both natural and technological methods is necessary. Removal through the restoration of high carbon density ecosystems as well as engaging with carbon removal technologies would be necessary if the sector is to cut emissions by 50% by 2030 to remain in line with the IPCC's most recent recommendations and to achieve carbon neutrality by 2050.

5. **Circular Economy**

The COVID-19 crisis has raised awareness of the importance of local supply chains and the need to rethink how goods and services are produced and consumed both key elements of a circular economy integrating circularity and further advancing resource efficiency in the tourism value chain represent an opportunity for the sector to enhance a sustainable and resilient growth pathway.

a. Invest in transforming tourism value chains: Circular economy processes such as reducing and reusing (user to user) repainting refurbishing and remanufacturing and recycling and repurposing business to business can reduce economic leakages in the tourism value chain as well as waste and pollution. The creation of new sustainable business models added value for customers, and local economic development the efficient use of energy and water are essential measures.

b. Priorities, sustainable food approaches for circulating: Food represents an entry point for circularity in tourism value chains through sustainable procurement, sourcing from market surplus or collective procurement menu including health and plant-rich dishes and food waste and loss reduction and management mainstreaming food loss. And waste reduction in tourism has potential to support the recovery of small and large businesses as it presents an opportunity to reduce costs and improve efficiency while curbing CO₂ emissions.

6. **Governance and Finance**

During the COVID-19 crisis, the exchange of information across levels of government, the private sector and internationally has been crucial for decision making and managing the pandemic capitalizing on lessons learned will be key to implement recovery plans efficiently and enhance global resilience. More inclusive and smart destination management and partnership can lead the way for sustainability to play a pivotal role in the recovery of tourism.

a. Measure beyond economic impact: Generating regular and timely data to support decision making towards sustainability in tourism is crucial for the recovery to be aligned with ambition on resource efficiency, climate change and biodiversity as well as to ensure that the needs of host communities, including public health, are well integrated in destination management. Digital technologies can assist these efforts, measuring beyond the economy performance of tourism is essential to mobilize green stimulus, financial support and investments.

b. Steer recovery funds towards better tourism: Financing for the recovery of tourism should strive to balance the urgent support needed for business survival job retention and the restart of tourism operations with longer term goals such as ending the protection of ecosystems and climate change which not only underpin the global economy but also offer opportunities for creating green and decent jobs. Innovative financing solutions and blended public – private approaches would be needed.

Findings

The research findings also indicate that around a quarter of the customers will only feel comfortable to patronize a sit-down restaurant when their community's ability to test trace and isolate COVID-19 cases is significantly improved. Around 18% of the customers will only feel comfortable to travel to a destination has very few COVID-19 cases and has the ability to test, truce, and isolate COVID-19 cases. Furthermore, there is a group of customer who will only feel comfortable to patronize a sit down restaurant (around 14%) and travel to a destination and stay at a hotel (around 17%) when the COVID-19 vaccine becomes available (Gursay et, al, 2020) these findings clearly suggest that we need further research on factors that can drive customers back to the hospitality businesses.

While another finding indicate that visible sanitizing offers (such as hand sanitizers at the entry staff wearing masks and gloves). Implementing social distancing limiting the number of customers served, more regrows and frequent cleaning of high-touch surface in common areas, and employee training of health and safety protocols are the most important safety precautions customers expect from a restaurant and hotel (Gursoy et, al 2020).

Another findings also indicate that a large proportion restaurant customers (64.71%) and the majority of hotel customers (70.42%) believe that the use of various technologies in service delivery will be necessary in the COVID-19 environment in order to minimize human to human contact examples service robots, contact less payment such as apply pay or contact less bankcards digital menu that can be viewed on personal mobile devices via QR-Codes, contact less digital payment, keyless entry, touchless elevators etc.)

Conclusion

Presently, the unprecedented public health crisis has become a catastrophic economy crisis to the entire globe and consequently the tourism, hotel and even sector. The recovery has to be gradual parallel to the recovery of other sectors combating the outbreak and regaining economic performance.

However, this paper discuss the role of tourism and hospitality industries in and fines some important majors that could be used in achieving the above started gold: which include.

Recommendation

Based on the finding or this review the following recommendations are made, there is no doubt that this pandemic situation has bought lot of negative impact to the Nigerian hospitality tourism sector.

While there will inevitably be some loss of productivity as employees work away from the office, companies need to ensure that employees are engaged and productive the new operating environment. Promoting flexible rates and allowing guests to move a booking to a new date is another key strategy to promote hotel business in compensation for emergency cancellations.

Further at the same time it is also recommended to promo flexi-services instead of promoting value-added service because of the pandemic situation people are very much concern about their health and safety. Thus taking some additional time for cleaning the entire hotel is essential. These strategies will positively impact on ensuring hygienically clear safety and secure environment for guest stay.

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