

Impact of COVID-19 Pandemic on Sustainable Hospitality and Tourism E-Marketing in Nigeria

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Abstract: The tourism industry is one of the sectors that is greatly affected by COVID-19 pandemic. Data for the review was generated from desk review of secondary materials such as online blogs, and primary data such as observation and interview through social media chat. The study adopted a descriptive – survey design with simple tabulation and t-test analysis for testing of stated hypothesis. Findings of the study revealed that the outbreak of pandemic disease led to rapid shutdowns in cities and states across Nigeria, which greatly affected the tourism and hospitality industry in particular. This pandemic showed the rapid negative impact on the tourism and hospitality marketing in particular and the industry at large. The findings revealed that COVID-19 has increased cancellations of reservations of various kinds, hotels and travel bookings resulted in revenue loss and unemployment situations, as well as loss of substantial revenue to the government and increasing incidence of poverty among others. The paper recommends that provision of alternative service and diversification of services, as well as product consumption and compensation to business operators in the hospitality and tourism sector to return back to normal operations is a key factor in salvaging the situation in Nigeria.

Keywords: Nigeria; Covid-19; Hospitality; Tourism; Impact; and Marketing

INTRODUCTION

The decade 2020 started with a much unsettling and unfortunate occurrence of new disease in the line of over 30 novel infections that the world has experienced in past 30 years (Nkengasong, 2020). This time the nomenclature given to the new severe acute respiratory syndrome (SARS) outbreak was the novel corona virus. 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, Italy, Iran and many more are experiencing unprecedented spread of the disease and life loss from past several months.

The impact of current corona virus outbreak till date has long surpassed those that were observed during SARS epidemic in 2002–2003. Corona virus cases stand at over 10 million worldwide and the reported deaths due to the infection have crossed 500,000 (<https://www.worldometers.info/coronavirus/>). 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 lives 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 Organisation (WHO) (Chuo, 2007). Travel restrictions and advisories have again revealed the vulnerability of the tourism and hospitality industry (De Sausmarez, 2004; Zhang et al., 2020). The isolation of a cruise ship in Japan carrying virus infected tourists marked only the beginning of latest tragedy that still continues to unfold. The outbreak brought fears among unsuspecting tourists who had to quarantine themselves while on board. The infections and deaths on board portended the future of delicate tourism and hospitality industry across the globe. The coronavirus (COVID-19) pandemic has triggered an unprecedented crisis in the tourism economy, given the immediate and immense shock to the sector. Revised OECD estimates on the COVID-19 impact point to 60% decline in international tourism in 2020. This could rise to 80% if recovery is delayed until December. International tourism within specific geographic-regions (e.g. in the European Union) is expected to rebound first.

Domestic tourism, which accounts for around 75% of the tourism economy in OECD countries, is expected to recover more quickly. It offers the main chance for driving recovery, particularly in countries, regions and cities where the sector supports many jobs and businesses.

The impact of the crisis is being felt throughout the entire tourism ecosystem, and reopening and rebuilding destinations will require a joined up approach. Tourism businesses and workers are benefiting from economy-wide stimulus packages, with many governments also introducing tourism specific measures. Governments and industry are focusing their efforts on: Lifting travel restrictions and working with businesses to access liquidity supports, apply new health protocols for safe travel, and help to diversify their markets.

Due to the Covid-19 pandemic, the world's economy was shut down almost overnight (UNWTO, 2020). The pandemic has confronted the hospitality industry with an unprecedented challenge. Strategies to flatten the COVID-19 curve such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions have resulted in temporary closure of many hospitality businesses and significantly decreased the demand for businesses that were allowed to continue to operate (Bartik et al., 2020). Almost all restaurants were asked to limit their operations to only take-outs. Restrictions placed 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 to ease restrictions, for example, allow dine-in restaurants to reopen at a reduced capacity with strict social distancing guidelines, and gradually reduce restrictions on domestic and international travel.

While the hospitality industry is slowly recovering, the COVID-19 crisis continues to exert profound impacts 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 customers' willingness to patronize their business (Gössling et al., 2020). This pandemic is also likely to have a significant impact on the research agenda of hospitality marketing and management scholars.

Key factors affecting the market after the pandemic include the decrease in tours and travels as most of the flights are getting canceled. The government all across the globe are cancelling the foreign visits and locking down most of the area which is one of the other major reasons behind the slowing down of hospitality industry. The global hospitality industry report is segmented based on food and beverages, travel and tourist, lodging, and recreation. Travel and tourist segments along with the recreation segment are majorly declining due to the lockdowns happening across the world..

Aim of the paper

The aim of the paper is to examine the impact of Covid 19 pandemic on sustainable hospitality and tourism marketing in Nigeria.

Objectives

1. To assess the impact of COVID 19 pandemic on hospitality and tourism marketing management.
2. To examine hygiene and sanitation as an influencing factor to COVID 19 pandemic in hospitality and tourism industry
3. To find out the influence of the media in crisis management such as COVID 19 pandemic

Test of Hypothesis

Ho: COVID – 19 pandemic has no impact on sustainable hospitality and tourism marketing in Nigeria.

Hi: COVID – 19 pandemic has great impact on sustainable hospitality and tourism marketing in Nigeria.

LITERATURE REVIEW

Sustainable Hospitality and Tourism Marketing in Nigeria.

Nigeria is a rich country when it comes to tourism because, the country is endowed with all it takes to be a tourists' destination. The country's tourism potentials range from natural, manmade, and cultural attractions but they lack management, enhancing and supporting infrastructure around the attractions for easy access and development. These tourism potentials are still much in their natural form awaiting interested investors. Tourism today, it is a big market and it has contributed greatly to the world economy. It is a big surprise that country like Nigeria has not ceased the opportunities in tourism development. Nigeria is a mono economy and her economy revenue comes majorly from the crude oil. A country of over 170 million population, need to spread her tentacles in the area of income generation. It is high time for the country to diversify her economy for more economic revenue generation and tourism is seen as one of the best alternative.

United Nations World Tourism Organization (UNWTO) gives a breakdown of what Sustainable Tourism should be:

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

The Hospitality and Tourism Industry Products and Services

When looking at tourism, it's important to consider the term **hospitality**. Some define hospitality as "the business of helping people to feel welcome and relaxed and to enjoy themselves" (Discover Hospitality, 2015, ¶ 3). Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry. Some of the products marketed by the industry include:

1. Accommodation
2. Food and beverage services
3. Recreation and Entertainment
4. Transportation services
5. Travel services

The attraction of destination for tourists usually depends on physical, environmental, socio-cultural characters. Moreover, variety of these goods is important to competitive and sustainable tourism (Benur & Bramwell, 2015). Quality of tourism marketing services is one of the efficient component in destination success, as some of countries considered this as their policy for competition in this market. (Albaladejo, González-Martínez, & Martínez-García, 2014). Furthermore, gaining the costumers' satisfaction and comprehension of their needs by the managers for developing tourism services are vital (O'Cass & Sok, 2015). Tourism services include breadth of supporting services like banks, restaurants, medicine centers, and shop stores (Lea, 1988) that have multiple effects on economy (Gunn & Var, 2002).

Empirical study

Preliminary findings of a longitudinal study conducted by the editorial team of the Journal of Hospitality Marketing & Management suggest that reopening the sit-down restaurants 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 (Gursoy et al., 2020). These findings suggest that customers in general still do not feel comfortable to dine in at a sit down restaurant, travel to a destination and stay at a hotel. Since the breakeven point in the hospitality industry is relatively high due to high operating costs, the survival of many hospitality businesses heavily depends on increasing the demand for their services and products. Thus, figuring out what will make customers return is essential and this requires intensive research efforts. The industry and the academia are in urgent need of behavioral and operational hospitality marketing and management research to guide the hospitality operations in the time of COVID-19 pandemic.

The research findings also indicate that around a quarter of the customers will only feel comfortable to patronize a sit-down restaurant when their communities' 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 and stay at a hotel when that destination has very few COVID-19 cases and has the ability to test, trace, and isolate COVID-19 cases. Furthermore, there is a group of customers 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 (Gursoy et al., 2020). These findings clearly suggest that we need further research on factors that can drive customers back to the hospitality businesses.

While preliminary findings indicate that visible sanitizing efforts (such as hand sanitizers at the entry, staff wearing masks and gloves), implementing social distancing, limiting the number of customers served, more rigorous and frequent cleaning of high-touch surfaces in common areas, and employee training of health and safety protocols are the most important safety precautions customers expect from a restaurant and a hotel (Gursoy et al., 2020), more behavioral and causal research is needed to determine the (differential) effects of these operational strategies on customers' attitudes and behaviors.

Preliminary findings also suggest that around one-third of restaurant customers and around 40% of the hotel customers are willing to pay more for increased safety precautions. While customers expect hospitality businesses to implement more rigorous safety/cleaning procedures, a portion of them are willing to pay for those added safety measures (Gursoy et al., 2020). Further research is needed to determine the importance of each of these safety precautions, how such measures will influence customers' attitudes and behaviors and whether customers are indeed willing to pay for them and by how much more.

Preliminary findings also indicate that a large proportion of 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, contactless payment such as Apply pay or contactless bank cards, digital menus that can be viewed on personal mobile devices via QR codes, contactless digital payments, keyless entry, touchless elevators, etc.) (Gursoy et al., 2020). These findings strongly suggest that technology integration and adoption into hospitality operations will likely be integral in the near future. While hospitality researchers have been studying the use of various technologies in hospitality service delivery over the years, most of those studies have focused on unintelligent technology adoption. Recent developments in artificial intelligence (AI) and social service robot technologies have enabled the use of AI technologies in service delivery and the Covid-19 pandemic may precipitate the popularity of such technology for public safety reasons. Therefore, it is crucial for hospitality researchers to investigate how AI device use in service delivery will impact operations, employees, and customers. Furthermore, it is critical to identify the factors, both physical and psychological, that can influence customers' and employees' acceptance of AI device use in service delivery.

While the COVID-19 pandemic has dealt the hospitality industry and the academia with uncharted challenges, it also presents great research opportunities for hospitality scholars. The magnitude of this crisis and its devastating effects on operations, employees, and customers are unrivaled compared to previous crises. Therefore, while using previous conceptual and theoretical frameworks may benefit future research, it is critical to generate new knowledge that can provide insight to the industry about how to transform their operations according to newly emerging customers' needs and wants due to COVID-19 pandemic

Impacts of COVID-19 on Sustainable Hospitality and Tourism Marketing in Nigeria. Transport and Tour Operators

Aviation. Airlines have had to drastically reduce and in some cases ground their fleets and cease their activities, with extreme impacts on the short-term on employees and dependant activities. International Civil Aviation Organization (ICAO) estimates, as of 8 May, indicate that the fall in scheduled international passenger traffic during 2020, will equate to a reduction of between 44 to 80% of international passengers²¹. Airports Council International, as of 5 May, estimates that the crisis will result in a reduction of 4.6 billion passengers in 2020. This will have a knock on effect on airports, which could face a global loss of USD 97 billion. IATA expects recovery in air travel to lag economic recovery, with no uptick before 201. Some airlines which had grounded flights, such as Ryanair, have announced plans to restart flight operations at a reduced capacity, while Emirate has introduced COVID-19 testing prior to boarding.

Accommodation and Food Service

Hotels: Globally, hotels have reported having extremely low occupancy rates, or have experienced closures on a massive scale. Big hotel chains have seen their stock price plunge as a result. In Europe it was estimated that 76% of hotels were closed. According to STR, in the first week of May many, 2020 countries had an average occupancy rate lower than 30%. Some shared accommodation categories, such as hostels or camping, may be impacted in the longer term.

Shared accommodation platform economy: The virus outbreak has put shared accommodation platforms under pressure, with reported declines in apartment bookings. In May, Airbnb cut 25% of workforce.

Holiday resorts: Ski resorts were forced to end the winter season earlier due to increasing coronavirus spread, and those that have successfully diversified to develop an alternative summer season offer are increasing seeing this at risk. The future for beach resorts in the Northern hemisphere summer remains uncertain.

Restaurants, Food and Catering Service providers: They had initially been required in many countries to increase social spacing in eating establishments, limit their activity to delivery only in some instances, or entirely shut down activities. Even as restrictions are being lifted, food-related activities are still limited. In the United States, the National Restaurant Association estimates that the industry's sales will decline by USD 225 billion during the three months from March, prompting the loss of between five and seven million jobs. In France, lock down measures introduced in March, 2020 resulted in the closing of 75 000 restaurants, 3 000 clubs, and 40 000 cafes, affecting 1 million employees, who have been temporarily laid off and placed on technical unemployment.

Culture, Sports, Entertainment, Museums and Cultural Event Organisers: They are facing huge financial losses as facilities shut down, and events have been cancelled. The International Council of Museums (ICOM), reported on 2 April 2021, that in Italy, the cultural sector is expected to lose EUR 3 billion in the next semester; in Spain, EUR 980 million just in April. Major sporting and entertainment events are also being affected, including the Tokyo 2020 Summer Olympics which have been postponed. There continues to be increased uncertainty around the staging of other global events, while many smaller, more local festivals and events that are important to local destinations have also been cancelled.

Tour guides: Often working as freelancers, tour guides are seeing significant drops in their activities, placing significant constraints on their income.

Travel technology companies: Global distributions systems, online travel agencies and online booking platforms are also being hit by the crisis due to the significant slowdown in transactions.

Rebuilding Destinations will require a co-ordinated approach

The effects of the virus outbreak on tourism are likely to be asymmetrical and highly localised within countries, with some destinations more exposed than others. Even under normal circumstances, some destinations tend to be disproportionately vulnerable to the effects of such crises due to their high reliance on the tourism sector. This disparity is likely to be significantly exacerbated following the pandemic. In addition, previous experiences suggests that the most affected local economies will not be able to bounce back quickly, and local labour markets could suffer for years to come, exacerbating regional disparities in unemployment, economic inactivity and job quality. (Gössling S., Scott D., Hall C.M. 2020),

Analysis by the European Commission's Joint Research Centre highlights that the economies in tourism hotspots will be more vulnerable to travel restrictions, taking into account seasonality and the scale of

tourism relative to the size of the local population. Coastal regions are expected to be the most impacted, and the cumulative reduction on GDP over the period April to June is estimated be between EUR 9.7 billion to EUR 24.9 billion. (Jamal T., Budke C. 2020),

The extent of the economic impact at destination level will also depend on a number of factors, including the nature of the tourism offer, the impact of travel restrictions on visitor flows, the speed with which the economy picks up in main source markets, the scale and complexity of business operations, the size of the domestic tourism market and exposure to international source markets, and the place of tourism in the economy.

Destinations most dependent on international markets are likely to be most affected (particularly long-haul), as are urban destinations. More remote and rural destinations and natural areas are likely to be more attractive to visitors, at least in the short term. Tourism Economics expects domestic city tourism to recover in 2021, but recovery of international tourism is likely to take two years or more. Tourism to major cities is expected to recover first, with a more widespread recovery in international tourism to cities not expected before 2024.

A key concern and ongoing area of uncertainty for many tourism businesses across all parts of the sector are the conditions under which they will be allowed to reopen and operate, and whether it will be viable for the business to resume activities under these conditions. In response, industry actors have been proactive.

METHODOLOGY

The study adopted the use of literature review and survey design method from documented sources. Data for the review was generated from desk review of secondary materials such as online blogs, and primary data such as observation and interview through social media chat. The study adopted a descriptive – survey design with simple tabulation descriptive statistics and t-test analysis for testing of stated hypothesis. The study also use 2 selected hotels in Jos for the study where four thematic questions were analyzed based on the scenario. Also a t-test was used to test the stated hypothesis.

The current investigation considers an outbreak that continues to unfold while this study is underway. The situation is novel and not much is known about this ongoing and ever expanding catastrophe. In the instances of newer problems for which understanding needs to be developed, qualitative methods can offer critical insights (Strauss and Corbin, 1998). Given the circumstances, it was felt appropriate to take a qualitative and quantitative stance of research, in that the method of data collection was considered to be the email interviews. Email interviews are becoming a commonplace in qualitative research, and in current circumstances where social distancing has been widely practiced, it was felt to be most appropriate for the current investigation. In this way of data collection the interview questions may be pasted into the emails or separate document may be attached to the email (Burns, 2010). Email interviews are also termed as cost effective when compared to the telephonic or face to face interviews, yet can yield in-depth information from the participants (Ratislavová and Ratislav, 2014. Judgmental sampling was also used and in judgmental sampling, the onus lies on the researchers to select the elements from the population based on the samples' representation of the population of interest (Malhotra and Birks, 2007). It was deemed necessary to sample individuals in senior positions, because they are met with the immediate challenge of answerability during adversities. This also restricted the sample size, yet non-probabilistic nature of sampling rendered in the selection of most suitable candidates.

RESULTS

Table 1: Does COVID – 19 pandemic has impact on hospitality and tourism marketing management in Nigeria?

Response	SA	A	U	D	SD	Total	Mean	Remark
	51	38	0	6	20	115		
		152	0	12	20	439	3.8	Agreed

Source: Field Survey (2020).

The mean value 3.8 confirmed that covid – 19 pandemic has negative impact on sustainable hospitality marketing and management in the hospitality and tourism industry in Nigeria. This has led to job dissatisfaction and trained employees would not be able to perform new assigned job and occupied new positions progressively due to the negative impact of the pandemic on the industry, thus; it is a great set back to the tourism industry. Research in past (Kyriakidou and Maroudas, 2010) indicates that this may be achieved by delegation of additional responsibilities, on the jomb training, and across departmental work projects. Since the 3.8 mean value is above 3.0, then it is acceptable and rated as agreed by the respondents.

Table 2: Is hygiene and sanitation an influencing factor to COVID – 19 pandemic in hospitality and tourism in Nigeria?

Response	SA	A	U	D	SD	Total	Mean	Remark
	80	12	4	6	13	115		
	400	48	12	12	13	485	4.2	Agreed

Source: Field Survey (2020).

The mean value 4.2 confirmed that hygiene and sanitation is an influencing factor to covid – 19 pandemic in hospitality and tourism marketing in Nigeria. This has proved that good hygiene practices and proper sanitation and hand washing practices is a good measure for curtailing the incidence of the covid 19 pandemic in the hospitality industry in order to reduce the spread. However, for a developing country like Nigeria that deals with issues like over-crowdedness and congestion, it is too serious a concern to be overlooked (Nath, 2003). This issue, in the light of the recent publication by Lancet (Lodder and de Roda Husman, 2020), where the researchers have speculated presence of SARS-COV-2 in human waste water becomes more consequential if not managed effectively. The seriousness of this issue can't be emphasised enough and regardless of the type and size of the establishment, next crucial aspect that is likely to govern the survival would be the presence of standards of waste management and effective sanitation practices visible in all forms of hospitality operations. Hospitality management must consider wearing masks mandatory until a sustained solution, for instance the most contemplated solution+COVID-19 vaccine, is achieved. Since the 4.2 mean value is above 3.0, then it is acceptable and rated as agreed by the respondents.

Table 3: Does the media have influence on crisis management such as COVID 19 on hospitality and tourism in Nigeria?

Response	SA	A	U	D	SD	Total	Mean	Remark
	95	5	5	10	0	115		
	475	20	15	20	0	530	4.6	Agreed

Source: Field Survey (2020).

The mean value 4.6 confirmed that the media has influence on crisis management such as covid 19 on hospitality and tourism in Nigeria. Crisis management remained a reoccurring response under various categories of inquiries. Management of crisis entails creating blue print for the support during unexpected and unforeseen events. An embryonic risk can take form of crisis due to the unpredictable nature of incidents, which may ensue in unprecedented outcomes. Crisis management warrants formulation strategies at a swift pace to overcome or lessen the effect of the threat. Participants shared mixed opinions about the media response to the ongoing pandemic, where some lauded the Nigerian mass media's role in bringing awareness about the COVID-19 outbreak, while others expected it to be more unbiased. Since the 4.6 mean value is above 3.0, then it is acceptable and rated as agreed by the respondents.

DISCUSSION

Hospitality and Tourism Managerial implications

Most prominent theme that emerged was related to the skills of the employees. This was visible in the way experts felt about the vital learning from the ongoing crisis, where multi-skilling was considered as a latent solution to the issue of reduced redundancy and retaining employees in the long run. This reflects that going

forward managers must take cognizance of the evolving practices related to the employees' engagement in multiple job roles, which is expected to become a norm in hospitality and tourism. Research in past (Kyriakidou and Maroudas, 2010) indicates that this may be achieved by delegation of additional responsibilities, on the job training, and across departmental work projects. The added advantage of multi skilling may also reflect in the form of retaining usefulness of employees during lean seasons or in low demand (Kyriakidou and Maroudas, 2010).

Influence of Hygiene and Sanitation

The study find out that hygiene and sanitation remained a recurrent sub-theme throughout the responses, be it about foreseeable consumer behavior or learning for the industry and educators or trainers. The issue of hygiene has been well documented in tourism and hospitality literature (Jauhari, 2010, 2009; Tripathi et al., 2010). However, for a developing country like Nigeria that deals with issues like over-crowdedness and congestion, it is too serious a concern to be overlooked (Nath, 2003). This issue, in the light of the recent publication by Lancet (Lodder and de Roda Husman, 2020), where the researchers have speculated presence of SARS-COV-2 in human waste water becomes more consequential if not managed effectively. The seriousness of this issue can't be emphasised enough and regardless of the type and size of the establishment, next crucial aspect that is likely to govern the survival would be the presence of standards of waste management and effective sanitation practices visible in all forms of hospitality operations. Hospitality management must consider wearing masks mandatory until a sustained solution, for instance the most contemplated solution+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. Basing on the responses received it seems clear now that there is stark need of formulating national standards for tourism and hospitality enterprises, and their implementation and monitoring should be effectively carried out, failing that should invite relative penalties. The need of national standards also resonate with the recommendations made by Wen et al. (2005). One such standard practice could be mandatory temperature checking and its record keeping at the entry and exit points of work places and institutions.

Influence of the Social Media

Participants shared mixed opinions about the media response to the ongoing pandemic, where some lauded the Nigerian mass media's role in bringing awareness about the COVID-19 outbreak, while others expected it to be more unbiased. In addition, the initial surges in infections were also linked to religious congregation in the country's capital Abuja, coverage of that triggered debates over media's handling of outbreak on the grounds of particular community (Slater and Masih, 2020). The participants expected media to remain unbiased and not target specific community amid pandemic for gaining viewership. However, a unanimity was observed in acknowledgment of the media's potential in assuaging the impact though positive publicity, sensitising population about hygiene and sanitation and build confidence among viewers.

Crisis management remained a reoccurring response under various categories of inquiries. Management of crisis entails creating blue print for the support during unexpected and unforeseen events. An embryonic risk can take form of crisis due to the unpredictable nature of incidents, which may ensue in unprecedented outcomes. In doing so the management of crises warrants rapid and timely coordination, not only between members within a team but also between members of different teams (Reddy et al., 2009). In the current research industry experts felt it as a crucial learning for themselves and the government to minimize damage in the event similar catastrophes make reappearance. Voices of effective crisis management have been gaining momentum, so much so that 'Journal of Tourism Futures' published perspective paper (Jamal and Budke, 2020) toward COVID-19 outbreak in barely third month of its spread in China in 2020. In addition to the suggestions made by Jamal and Budke (2020) about care for local residents, clear communication among tourism and hospitality stakeholders, and need of UNWTO and WTTC to assist industry prepare for global health emergencies and support research; current research accentuated on the crisis planning and management from three major perspectives, namely industry, trainers/educators and government. Managers in the sector are strongly advised to develop formal guidelines in the event of crises, which shall be clearly communicated to the employees (Tse et al., 2006). Preparedness of employees for unforeseen contingencies

and provision of reserved funds are crucial strategic areas and learning that can be taken from earlier studies (Malhotra and Venkatesh, 2009; McCool, 2012).

Conclusion

The study concludes that hygiene practices and sanitation is a key measure for the industry as shown in the table analysis. The media too has a key role to play in educating the public on the consequential effect of the pandemic on tourism industry.

This is critical for the tourism and hospitality sector because of the perpetuity exhibited by the outbreak. The effects are going to remain for a longer duration and sectors that thrive on social contacts such as tourism and hospitality need to embrace for tumultuous times ahead. Going forward, it would be crucial for the governments and marketing firms to undertake research to analyse the effects of the current catastrophe on the industry (Min et al., 2011).

This research too makes a case for raising awareness to view this pandemic as a wakeup call to prepare for the aftereffects. Going forward other highlighted aspects in the current study such as change in travel and dining habits, careful spending, need of adaptability, market research, leadership roles, population issues would be critical in preparing industry and stakeholders.

Recommendations

The paper finally recommends the following:

- Management should be conscience of the effect of covid 19 pandemic and strategize means of balancing the job in terms of motivation during pandemic in order to cover health hazards and risk involved on the job.
- More training are required by the hospitality and tourism organizations in order cope with current trends on covid 19 pandemic so as to orient hotel staff and other tourism officers regarding proper hygiene and sanitation practices in the industry.
- The media should be encouraged to be educating the public on covid 19 rules and procedures, and the government should stress the need for observing health etiquettes and some of the rules of covid 19 pandemic in the hospitality and tourism industry.

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