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EFFECT OF COVID 19 ON THE PERFORMANCE OF TOURISM INDUSTRY.A CRITICAL LITERATURE REVIEW

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ABSTRACT

Purpose: Among all segments in the economy, tourism is one of the main sectors which impact the economy as many governments impose travel restrictions, travel bans, shutting down airports, and mass passenger cancellations. The pandemic has forced people to use their retirement funds early as they needed to make a living. The general objective of the study was to examine the effect of Covid 19 on the performance of the tourism industry.

Methodology: The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

Findings: The study concluded that the Coronavirus puts a furrow on the tourism industry. Many domestic and international Airlines Companies are forced to cancel their flights from and to other countries due to insufficient tourists as the people are becoming panicked for the spread of this harmful virus. Revenues from the tourist industries have got a bit lowered as no individuals are traveling to visit tourist destinations as all flights are being canceled. It has also showcased the ultimate harm it created on the economy of the country and the globe at the same time. It is being thought that the impact will continue for some more time and that is of much more concern in recent times.

Recommendations: The study recommends that tourism industry stakeholders should be ready for a post-corona environment. There are different scenarios on when the industry will recover, what new challenges and standards will be imposed, who are more likely to travel, which products and services will disappear and transform. Hence the stakeholders should be able to create different action plans for each scenario to be put into action after recovery. Destination image shall also be re-positioned based on safety, health and cleanliness. All stakeholders should also make sure they have a risk and crisis management plan and a strong financial structure to improve their resilience in the future.

Keywords: effect, Covid 19, performance, tourism industry

1.0 INTRODUCTION

Background of the Study

The novel coronavirus disease was discovered in Wuhan, China, in December 2019. The outbreak has spread worldwide, prompting the World Health Organization to declare COVID-19 a pandemic on March 11, 2020. By June 2020, the COVID-19 virus had infected over ten million people and killed over 500,000 people worldwide ((WHO COVID-19 a Pandemic, 2021)). The virus has spread globally, and daily cases in the United States, South East Asia, and Africa are rapidly increasing, while subjects in Europe are declining. To combat the pandemic, governments around the world imposed movement restrictions, curfews, and travel bans (News, 2021). Most countries are currently dealing with a second wave of the virus, which is wreaking more havoc than the first. As a result, the majority of states have closed their borders to tourists. According to the IMF, the global economy is more likely to contract by -3 per cent, with a loss of GDP due to pandemic situations estimated to be around USD 9 trillion in 2020 (IMF, 2020a). As a result of quarantines, travel restrictions, and social distancing, COVID-19 causes an economic recession and has a significant impact on global economic growth. According to the United Nations World Tourism Organization (UNWTO), there will be no travel restrictions on global destinations in 2020. As a result, both international and domestic tourism has become more complex than in other industries.

COVID-19 pandemic, labeled as a “black swan event”, is more likely to cause severe damage to the economy from a disease outbreak (Shretta, 2020). COVID-19 (SARS-CoV-2) is a new virus that causes severe damage to the respiratory system. The novel corona virus disease was first identified in December 2019 in Wuhan, China. The outbreak has significantly expanded across worldwide, leading the World Health Organization to declare COVID-19 as a pandemic on 11th March 2020. The COVID-19 has infected over ten-million people and caused over 500,000 deaths worldwide by June 2020 (WHO, 2020)

Several nations like Britain, U.S. have suspended their trade and travel relationship with China only because of the panic of spreading the virus [2]. The impact of this deadly virus called Covid – 19 is already spread across the Asian continent. As per the country’s tourism bureau, China alone brought about \$127.3 billion in the year 2019 the rate of cancellations of travel and tourism agreement with China and other Asian countries is increased where this pneumonia-like virus has spread increasingly. According to the travel agency, people were just fed up and if they were asked regarding any tour they either say they are not interested or they will visit in the coming year. Near about 75% of travelers of Luxury Travel agency have suspended their tickets for Southeast Asian countries which are to be departed by February and March. A lot of holiday destinations in Southeast Asia regions like Beijing, Shanghai, Xi’an, Chengdu, in China along with various destination in Malaysia and Singapore had been booked by the global tourists, which were canceled and rebooked for other destination like Southern Africa, Maldives, and Australia (Briefing and Associates, 2020). Even many investors, who invested in the Chinese industries like electronic and cosmetic industries have expected that the impact of the tedious virus will last for about six to twelve months. This means that the effect of the coronavirus has a negative impact on the tourism segments of China. Chris Nassetta the CEO of Hilton has stated that there is a huge loss for his company due to the coronavirus. According to him, the estimated loss that might take place is from \$25 million to \$50 million.

Tourism has become a major global industry with an annual average growth rate of 4-5%. It also creates 8% of the global GDP and 10% of employment (WTO, 2020). Yet it is also very vulnerable to crises of different origin such as natural disasters, epidemics, economic crises, political crises, and terror (Yozcu & Cetin, 2020). Because tourism product (e.g. hotel beds, airline seats, restaurant tables, guide services) is perishable, unlike physical goods, they cannot be stored for future use. Past crises with few exceptions (e.g. 2008 Financial Crisis) had regional impacts and their global impact on tourism volume was limited. Yet, considering the speed and impact, Covid-19 is the most serious crises tourism industry has ever faced. This crisis is estimated to have a seven time larger impact on tourism than the 2008 Financial Crises. The effects of Covid-19 are expected to extend for eight months and result in a decrease of 39% in global tourism volume. Tourism industry is expected to recover to 2019 pre-crises levels not before 2023 (Tourism Economics, 2020). Tourism industry in Turkey also makes 12% of employment and 8% of GDP (COMCEC, 2019). Compared to other destinations tourism in Turkey is more resilient to crises as particularly after 1980s the industry went through a series of crises every few years including natural disasters, terror events, military coups and coup attempts, political crises, economic crises and so on. Considering 2019 income from international tourism at 35 billion USD, Turkish Tourism is likely to lose 25 billion USD if we predict the situation will recover in October, 2020. With multiplier effects the total cost will be more than 50 billion USD to Turkish Economy. Another major problem is that Europe, major market for Turkish tourism, is significantly affected by Covid-19.

1.2 Statement of the Problem

Conducted studies reveals that 50% of the tourism businesses are hibernating, and 35% are in operation but with reduced staffing. About 80% of non-tourist-related companies are operating on reduced staff at this time (UNWTO, 2021). 29% of tourism and 11% of non-surveyed tourism's say they expect to go bankrupt within six months if the situation doesn't change for the country as a whole. For the industry and the economy, this could be considered to be a severe blow. The tourism sector has the highest economic contribution in developing (Ozturk, 2021) and developed countries and is one of the fastest-growing economic sectors worldwide; in 2018, 1.4 billion international tourist arrivals worldwide have been identified. Tourism is one of the hardest hit by the COVID-19 pandemic (Shretta, 2020).

The results of the pandemic have seriously impacted tourism. \$ 1.1 billion is estimated to have been lost to the world's tourism sector, along with \$ 1.2 trillion of export revenues and 120 million US jobs, from the rapid spread of the novel coronavirus. Studies on the impact of COVID-19 on the global tourism industry performance are scarce in the existing literature. There was little literature on the effect of COVID-19 on performance. It was challenging to find a significant research article that addressed the challenges for the tourism sector due to the pandemic. This necessitated the study as our current study will focus on examining effect of Covid 19 on the performance of tourism industry.

1.3 Objectives of the Study

The general objective of the study was to investigate effect of Covid 19 on the performance of tourism industry.

1.4 Justification and Significance of the Study

Tourism being one of the key income earners for Kenya as a country a lot of focus is put on its Development. For this reason there is a lot of interest from various parties who are considered to have part in developing this sector. The information obtained through this study was to go along way to assist the relevant governments in preparation of its plans and strategies. It will also enable the government to identify areas of priority in its budgetary allocation and policy formulation strategies. The information was to be used by development partners, in evaluating the impact of their support to the industry or sector. For example the international community and its funding partners. The study was to assist all decision makers at all levels in coming up with informed decisions in the area of research. The report was to be used as a reference paper, when engaging in decision-making process

LITERATURE REVIEW

2.1 Theoretical review

Two theories were found to be relevant in investigating investigate influence of cultural resources cultural tourism development. The theories that were found to best inform the research constructs are the rational choice theory (Raymond, 1967) sustainability theory (Rene, 1979).

2.1.1 Rational Choice Theory

Rational Choice Theory Researchers Stein and Raymond (1967) are renowned for their use of rational choice theory in studying economic impacts of terrorism. The researchers argue that terrorists, their actions and consequent damage demonstrate that perpetrators appear to calculate the desired impact of their terror action as they pursue their set political goal. Despite being considered by many to be inhumane and irrational, terrorists are nevertheless human beings who commit their acts of terrorism based on reasoned ideology that most often stem from religious beliefs. According to rational choice theory, it is argued that any behavior is rational if it is goal oriented, reflective and consistent across time and different choice situations (ibid). Rational choice theory is based on the notion that man is a reasoning being who weighs the costs and benefits of choices and therefore makes decisions based on rational calculations. In this study, it is postulated that terrorists make choices and decide on strategic location of attacks to inflict maximum pain and it is the totality of this pain (economic, social and political) that hurts the political economy of Garissa County. Other rationalist theorists (Lohmann, 2008) point out that the theory does not describe the choice process rather that it predicts the outcome and pattern of choices. They hold that terrorists usually carry out “cost-benefit analysis and constrained utility maximization” before perpetrating an attack. The argument that terrorists seek to minimize costs is useful in understanding choices of weapons and personnel deployed in terror attack.

2.1.2 Sustainability Theory

Sustainability theory attempts to prioritize and integrate social responses to environmental and cultural problems. It is a model that focuses on sustaining natural, ecological integrity, biological diversity and social systems through proper utilization of resources and cultural changes. In this regard, sustainable tourism and economic growth (Cheng, Hsun & Huery-Ren Yeh, 2010) According to Hall (2008) sustainable development and tourism present change which refers to the movement from one state or condition to another. Sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide

participation and consensus building. Achieving it requires monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (Tuğba K, & Murat Ö, 2013). Proper utilization of security and involvement of all stakeholders to enhance sustainability and diversification of tourism industries has been achieved through this theory in similar studies.

2.2 Empirical Review

Ali, (2021) conducted a study to understand Fiji's situation in this COVID-19 pandemic and examine the country's effect on the tourism and hospitality industry. Multiple approaches were adopted to conduct this study. The secondary data were used from various governments, tourism, and hospitality websites. The study findings showed that nearly 900,000 tourists arrived on Fiji shores representing an overall growth of 4.2 per cent for 2018-2019. In 2019, Fiji's tourism revenue was just over Fijian dollar (FJD) 3 billion, comprising FJD 2,080 million in total tourism earnings and FJD 958 million in the provision of air passenger services. The pandemic has forced people to use their retirement funds early as they needed to make a living. Fiji national provident fund confirmed that 86,854 applications were lodged. Seventy-seven thousand five hundred seven applications had been processed with FJD 49.1 million paid out. The Reserve Bank of Fiji revealed FJD 54.2 million was paid to members on phase one. In contrast, FJD 17.5 million was paid in phase two over ten weeks which is alarming as it's the reserved revenue for the people who will retire in future; thus, the effect of covid will be felt by the people in years to come. A future study can be carried out on developing models that would help the industry overcome any pandemic situation.

Shaikh, (2021) conducted an attempted to fill this research gap by quantitatively evaluating the impact of the COVID-19 pandemic on the GDP output of Pakistan, through collecting the travelling consultant's opinion-based data. For data analysis, structural equation modelling through Smart-PLS software was applied. The findings of the study revealed that the economic upheaval brought on by the recent pandemic has a deep embedding impact on the tourism industry in Pakistan. The study recommends some useful suggestions for industry decision-makers to cope with the repercussions brought by the pandemic and proposes a policy framework to counteract the emerging challenges.

Mwamburi, (2020) conducted a study that sought to identify the potential of indigenous forest as a tourism products that influence sustainability in Taita-Taveta County, to assess the influence of cultural tourism products associated with tourism sustainability in Taita-Taveta County, to identify the stakeholders involved in forest tourism development and establish their influence on tourism sustainability and to establish the challenges associated with forest tourism products diversification and their impact on sustainability in Taita-Taveta County. The study employed descriptive cross-sectional descriptive survey design. The target population for the study was 35 destination operators and 57 tourists visiting the forests. Purposive sampling was employed to choose 10 destination operators while census sampling approach was used to obtain 50 tourists visiting the forests. Tourists filled the questionnaires while destination operators participated in the interview session. Quantitative data was gathered using questionnaire while qualitative data was gathered using interview guide. Quantitative data collected using questionnaire was analyzed employing descriptive statistics and inferential statistics while content analysis technique was employed to analyze qualitative data gathered using interview guide. The study found out that forest tourism product, alternative cultural practices, stakeholders' involvement in forest tourism development explained 43.2% of the variations in tourism sustainability. Results revealed that forest tourism

product were related with tourism sustainability as supported by ($r=0.258$, $p=0.001$). Likewise, the results revealed that alternative cultural practices were positively and significantly related to tourism sustainability as supported by ($r=0.334$, $p=0.001$). Moreover, findings showed that tourism stakeholders' involvement in forest tourism development had positive and significant relationship with tourism sustainability as supported by ($r=0.193$, $p=0.046$). Basing on the results of the study, it was concluded that forest tourism products, alternative cultural practices/activities and stakeholders' involvement in tourism were related to tourism sustainability. The study recommends that Taita-Taveta County needs to take an inventory of the diverse forest tourism products identified. It also recommends that it should be fully profiled and funds for its full establishment be allocated. The investment on the cultural practices should be prioritized in terms of preferences by the tourists.

Umokoro,(2020) conducted a study on the effect of a pandemic on home-based tourism and tourists' decision to appreciate and patronize local indigenous sites, theater, and other tourism activities. An increase in the global spread of COVID-19 pandemic and incessant rise in deaths, especially in renowned destinations, travel restrictions and subsequent closure of international tourist sites; have pulled Nigerian tourists' motivation away from international destinations. A survey of 250 frequent Nigerian travelers reported their cultural experiences before and during the pandemic and their decision to patronize Homebased tourist-oriented activities. The respondents' primary reasons for the push from international destinations were fear of COVID-19 infection, fear of death, and stigmatization. Significant reasons for pull were the low rate of spread, low deaths, and local traditional remedies availability. While the former was significant push factors identified, the latter were perceived as pull factors. However, respondents never considered facilities, weather, and airfares. Thus, this research significantly models local indigenous tourist sites' projection and cultural activities as tools for revitalizing home-based tourism in the post-COVID – 19 era. It calls on government, tourism industry, and private firms to turn attention towards the revitalization of local indigenous tourist sites and cultural activities to attract tourists to enhance sustainable home-based tourism development

Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. The specific objectives were to profile recreation behaviour of resident, examining antecedent factors influencing residents' recreation behaviour and evaluating residents' perceptions and attitudes towards domestic tourism. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. Ordinary least square model was used to respond to the hypothesis, Pearson correlation was used to measure the relationships between variables while multiple regression analysis was used to reflect al the independent variables. The findings from the study reviewed that the residents' high income means a positive motivation for participation in domestic tourism in Nasarawa State. The findings also revealed that participation in domestic tourism are influenced by hindrances which must be addressed as it is the case in Nasarawa State. In addition, the study provides that residents' perception and attitudes toward domestic tourism were positive and indicate that how a people perceive the concept and activities of domestic tourism has an influence on whither to participate in tourism or not. Moreso, the result shows that the participation of

residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state. So also, the findings revealed that public servants in Nasarawa state, Nigeria engage more in business, visit friends and relatives and wine and dine out during their leisure time and preferred friends, co-workers and family as travel companions when they engage in recreation and tourism activities. Friends and internet media were their sources of information about recreation and tourism activities. Recommendations are given on how government and policy makers in Nasarawa State, Nigeria can make contributions to develop domestic tourism. Finally, the study suggests further studies including conducting same research in Nasarawa State to involve all segment of the population as this focused in the public servants which income can be easily measured. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. Therefore, the only way to sustain domestic tourism participation is through the assessment of residents behaviours toward domestic tourism.

Ogembo,(2015) conducted a study to investigate the contribution of soapstone handicraft industry to the growth of tourism activities in Tabaka sub-location in Kisii County; the study employed a descriptive research design targeting soapstone operators and their leaders in Tabaka Sub-location. The sample for this study comprised of five group leaders purposively selected and 85 soapstone operators selected using stratified random sampling method from five soapstone self-help groups in Tabaka sub-location. Data were collected using a structured questionnaire and an interview schedule. Both quantitative and qualitative data were analysed separately and synchronized. Quantitative data was analysed using SPSS software. Qualitative data was analysed using thematic data analysis method then incorporated with quantitative data in presentations and discussions. The results of this study were presented using descriptive statistics such as frequency tables, figures and graphs while emerging themes were reported as reflected in the analysis. The response rate of 94% was achieved and deemed to be very good. The findings indicated that there was minimal tourism in Tabaka though majority of Tabaka residents were involved in making soapstone handicraft products largely consumed by tourists at different destinations in Kenya as souvenirs to carry home. Stakeholders played various roles where the government engaged in planning and policy development coordinated both private and public sectors but needed to do more especially in marketing and building of appropriate infrastructure. The industry faced challenges that arose from limited education of operators, limited funding, lack of infrastructure and exploitation by middlemen. However suggestions of strategies to overcome the challenges community residents faced were made as the need for the government involvement in creating awareness, to facilitate the acquiring of potential entrepreneurial skills, lack of modern tools and limited marketing knowledge of members, encouragement of stakeholder participation in providing the needed support, government commitment to the building of infrastructure and support-structure and enhancing of marketing of Tabaka as a destination of choice. The study recommended a further research to explore the role of tour planners in promoting Tabaka soapstone handicraft as one of cultural tourism products in western Kenya tourism circuit.

Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be

taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. The target population of the study was 800,000 residents of Kibera slum who live in a total of 12 villages, 160 employees of Kenya Tourism Board (KTB) and 38 employees of Victoria Safaris. The sample size was 472 respondents, 384 from Kibera, 50 from KTB and 38 from Victoria Safaris. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used to select respondents in those six villages. The initial subjects were identified using purposive technique. The subjects from the KTB were selected using convenient sampling method while all subjects from Victoria Safaris participated. Data was collected by the use of questionnaire. A pilot study was run in Kisumu Ndogo slum village. Reliability of the instrument was determined during the pilot study using test re-test technique. The Statistical Package for Social Sciences (SPSS) was used to analyze data. Data was then presented in tables and figures. The results of the study showed that slum tourism is a viable tourism product as majority of the respondents, 435 (92.2%), affirmed this. There was a strong liking for slum tourism across all categories as majority, 396 (83.9%), view it as beneficial to the slum residents in improving their living conditions. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. There is also need for government to develop a policy whose aim is to guide on ways of conducting slum tours. There is also need for Ministry of Tourism to educate the residents on how to take advantage of the venture and open up businesses like tour firms and how to provide other services in order to reap the benefits of slum tourism

Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourist to the Kenyan market, the extend of sports facilities, hosting of international sports event, cultural sporting activities, beach sports, high and low attitudes training centers, sports for sports icons. The study also looked at effectiveness of marketing, the level of security and political stability. A validated self-administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of Sports and Ministry in-charge of Tourism in the headquarters Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude training center within the eight tourism circuit were also visited for data collection. The eight tourism circuits included central Kenya region, Nairobi, coastline, southern region, eastern region, north rift, south rift and western Kenya. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30(65%) of the government official were of the same view. 252(34:4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. 24(52.2%) of the government officials were of the view that Kenya is capable of hosting major international sports

events while 221(30.4%) disagreed on the same. 14(30.4%) of the government officials did not agree on the promotion of cultural activities while 290(39.7%) of the tourist were of the view that cultural event was a viable product for the development of sports tourism. 363(46.77%) of both tourists and government officials were of the view that high altitude training centers were fully explored for sports tourism development but when-it come to low altitude 396(51.03%) of both had no opinion. 117(16%) of the tourists 'were of the view that organization of sports for Kenya's sports icons was not fully explored while 16(34.73%) of the government officials were of the view that it was fully explored. Ministries in-charge of Sports and Tourism needs to encourage sports tourism as a package in the Kenyan market. Recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry of Youth Affairs Sports and Tourism should market sports tourism as a tourism package. Ministries in-charge of Sports and Tourism should beef up security; create more high and low altitude centers, and stadia to host cultural sporting events. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and Ministry in-charge of Tourism need to expand sports tourism as a package and encourage its growth in Kenya.

Muthuri,(2013) conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. The UN Commission on Sustainable Development in the Local Agenda 21 maintains that if industry and government are to protect and sustain the social, cultural and environmental wealth that attracts tourists, they must build more ambitious and committed partnerships to plan, manage and invest in this wealth. In the National Tourism Policy document, the Kenya Government acknowledges that due to historical inequities in the tourism industry, local people living in tourist host communities have rarely been involved in sharing of benefits or planning of tourism activities taking place within their community. In view of the challenges posed by poverty especially in the rural areas of Kenya, and the fact that tourism can effectively be used as a tool for fighting poverty, the objective of this study was to understand reasons why local communities living around Meru National Park are not able to take part in tourism happening in their locality with a view to generating knowledge that could inform initiatives aimed at enhancing local community participation in tourism development. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level. Therefore, the study recommends sensitization of community members by the relevant stakeholders on the benefits of conservation and tourism and the role they can play as individuals and as a community in tourism development.

2.3 Research gaps

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. For instance Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were

filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. The studies presented a geographical gap as they were conducted in Nigeria while our current study focused on examining effect of Covid 19 on the performance of tourism industry.

Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. The studies presented a methodological gap as it used exploratory and descriptive survey research design while our current study adopted a desktop literature review method

Conceptual gap arises because of some difference between the user's mental model of the application and how the application actually works. Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. The study presented a conceptual gap as it focused on to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya, while the current study on examining effect of Covid 19 on the performance of tourism industry.

3.0 METHODOLOGY

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to effect of Covid 19 on the performance of tourism industry. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on effect of Covid 19 on the performance of tourism industry from various data bases. The search was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on effect of Covid 19 on the performance of tourism industry. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity

and allowed the researcher to focus on the articles that related to effect of Covid 19 on the performance of tourism industry which was split into top key words. After an in-depth search into the top key words (effect , Covid 19, performance, tourism industry), the researcher arrived at 9 articles that were suitable for analysis. The 9 articles were findings from Ali, (2021) who conducted a study to understand Fiji's situation in this COVID-19 pandemic and examine the country's effect on the tourism and hospitality industry. Multiple approaches were adopted to conduct this study. The secondary data were used from various governments, tourism, and hospitality websites. The study findings showed that nearly 900,000 tourists arrived on Fiji shores representing an overall growth of 4.2 per cent for 2018-2019. In 2019, Fiji's tourism revenue was just over Fijiandollar (FJD) 3 billion, comprising FJD 2,080 million in total tourism earnings and FJD 958 million in the provision of air passenger services...

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Agbu, (2019) who conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The

research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism.

Ogembo,(2015) who conducted a study to investigate the contribution of soapstone handicraft industry to the growth of tourism activities in Tabaka sub-location in Kisii County; the study employed a descriptive research design targeting soapstone operators and their leaders in Tabaka Sub-location. The sample for this study comprised of five group leaders purposively selected and 85 soapstone operators selected using stratified random sampling method from five soapstone self-help groups in Tabaka sub-location. The findings indicated that there was minimal tourism in Tabaka though majority of Tabaka residents were involved in making soapstone handicraft products largely consumed by tourists at different destinations in Kenya as souvenirs to carry home.

Chege, (2013) who conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents.

Muhalia, (2013) who conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market.

Muthuri,(2013) who conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community

livelihoods. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level

SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY

4.1 Summary

The COVID-19 outbreak may cause relatively greater influences than other previous pandemics. As the COVID-19 epidemic spread globally, international tourist arrivals are forecasted to decline in 2020 by up to 30%, with a loss of worldwide tourism revenue of US\$ 450 billion (UNWTO, 2020). This is ten times more than the global financial impact of the SARS epidemic (Shretta, 2020). Thus, it can be concluded that the COVID-19 outbreak is expected to critically impact international tourism compared to the previous pandemics and outbreaks in the world.

4.2 Conclusion

The study concluded that the Coronavirus puts a furrow on the tourism industry. Many domestic and international Airlines Companies are forced to cancel their flights from and to other countries due to insufficient tourist as the people are becoming panicked for the spread of this harmful virus. Revenues from the tourist industries has got a bit lowered as no individuals are traveling to visit tourist destinations as all flights are being canceled. It has also showcased the ultimate harm it created on the economy of the country and the globe at the same time. It is being thought that the impact will continue for some more time and that is of much more concern in recent time

4.3 Recommendations

The study recommends that tourism industry stakeholders should be ready for post-corona environment. There are different scenarios on when the industry will recover, what new challenges and standards will be imposed, who are more likely to travel which products and services will disappear and transform. Hence the stakeholders should be able to create different action plans for each scenario to be put into action after recovery. Destination image shall also be re-positioned based on safety, health and cleanliness. All stakeholders should also make sure they have a risk and crises management plan and a strong financial structure to improve their resilience in the future.

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