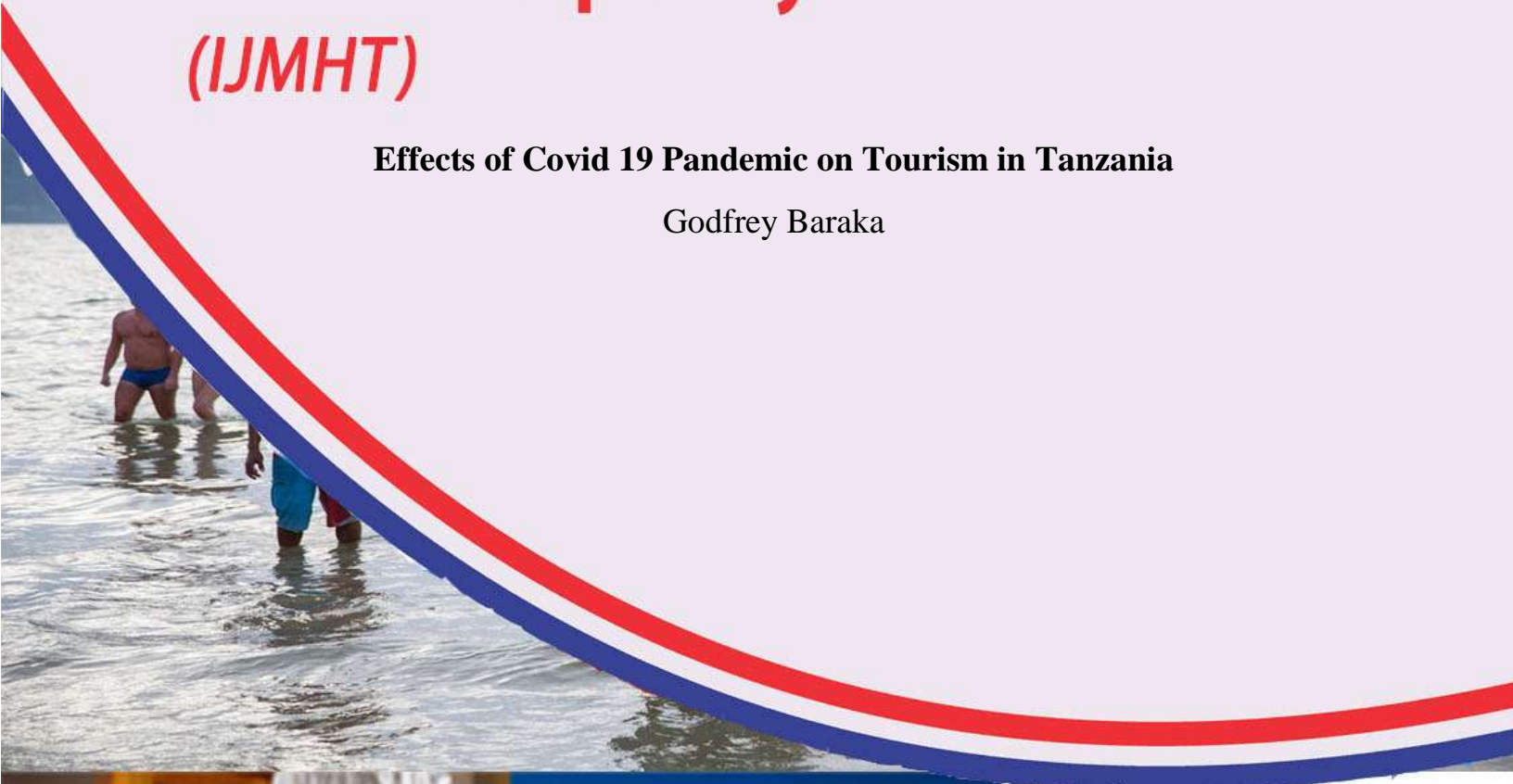


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Effects of Covid 19 Pandemic on Tourism in Tanzania

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Abstract

Purpose: The study sought to analyze the effects of Covid 19 pandemic on tourism in Tanzania.

Methodology: The study adopted a desktop methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

Findings: The results show that showed that The COVID-19 pandemic has caused significant disruptions in the global economy. By the end of the first quarter of 2020, the COVID-19 pandemic had brought international travel to an abrupt halt and significantly impacted the tourism industry. For many developed and developing countries, the tourism sector is a major source of employment, government revenue and foreign exchange earnings. Without this vital lifeline, many countries may experience a dramatic contraction in GDP and a rise in unemployment.

Unique Contribution to Theory, Practice and Policy: Theory of planned behavior and evolution of value chain theory may be used to anchor future studies in the tourism sector. The study results will also benefit other stakeholders such as the policy makers as well as researchers and scholars from different parts of the world. The top management of tourism industries in the country will also use the study findings to improve health performance in all their activities and programs. The study recommends that the adoption of effective social protection development policies in the tourism sector will help to improve efficiency in their major operations and activities.

Keywords: *Effects, Covid 19, Pandemic, Tourism, Tanzania.*

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INTRODUCTION

The Corona Virus Disease (COVID-19), caused by a virus known as Severe Acute Respiratory Syndrome CoronaVirus2 (SARS-CoV-2), was first reported in the large animal market in the Chinese City of Wuhan in Hubei Province in December 2019. It was declared ‘a Public Health Emergency of International Concern and a pandemic’ on 30 January and 11 March, 2020, respectively (Rahman, 2021). As of 23 January 2021 about 9.7 million cases were confirmed in 219 countries with the number of deaths approaching 2.1 million (WHO, 2021). The disease is believed to be zoonotic transmitted between humans and other animals. About 50% of emerging zoonoses are attributed to land use and land cover changes through deforestation and the modification of natural habitats. By June 2020, COVID-19 infected over 10 million people and caused the deaths of over 500,000 worldwide. Globally, the spread shows no sign of abating. Although daily cases in Europe and Western Pacific are declining, they are increasing in the Americas, South East Asia and Africa (Kumar, 2020). In response, most countries have closed their borders to visitors and tourists. The UN World Tourism Organization reported during the second quarter of 2020 for the first time ever that 100 percent of global destinations introduced travel restrictions. As a result, international tourism has been almost totally suspended, and domestic tourism curtailed by lockdown conditions imposed in many countries. Although some destinations have started slowly to open up, many are afraid of international travel or cannot afford it due to the economic crisis.

Tourism is a critical sector of the international economy. In 2019, the tourism sector accounted for 29 per cent of the world’s services exports and about 300 million jobs globally. It is an important source of income and employment for developed and developing countries. The global contraction in tourism arrivals could have devastating economic consequences as some developing countries are highly dependent on tourism (Collins,2020). Women are more likely to be entrepreneurs in tourism than in other sectors and most women hold low skilled jobs in the tourism sector, making them vulnerable to shocks (Yeh, 2021). There is also a significant amount of indirect employment in construction and infrastructure development, plus supplying food and drink and souvenirs to tourists. Furthermore, many employees have direct contact with tourists in travel agencies, airlines, ships, hotels, restaurants, shopping centers and various tourist attractions. To slow the spread of the virus, many countries have encouraged or mandated the use of sanitary practices such as hand washing, social distancing and isolation (Wachyuni, 2020). Government have introduced a slew of policy measures such as targeted testing and tracing, lockdown measures, upgrading public health facilities and closure of borders. The measures have impacted many industries and the delivery of personal services, resulting in demand and supply side shocks. International tourism is among the economic sectors most impacted by the COVID-19 pandemic.

The global pandemic, the first of its scale in a new era of interconnectedness led to loss of 100 million jobs, many in micro, small, and medium-sized enterprises that employ a high share of women, who represent 54 percent of the tourism workforce, according to the United Nations World Tourism Organization (UNWTO). The COVID-19 pandemic pushed the world towards a devastating economic recession. International Monetary Fund described the recession as the worst since the Great Depression. The COVID-19 induced recession will be far more punishing and

long-lasting due to interventions taken by the governments to halt the spread of the COVID-19 pandemic by intensifying restrictions on business and travel According to the International Labor Organization (Yang, 2021). The impacts of COVID-19 on employment are deep, far-reaching and unprecedented, leaving about 3.3 billion members of the world's workforce affected. The COVID-19 pandemic severely affected the tourism sector worldwide by closing borders, reducing the transportation of tourists, and decreasing tourist demand. Tourism is the hardest-hit sector. Indeed, in 2020, it was predicted that international tourism would fall by 80% (Rokni, 2021). Countries whose tourism sectors contribute a high share to gross domestic product (GDP) are facing considerable economic impact as the tourism sector is an important driver of economic development particularly in transitioning and developing countries. In Africa, the tourism sector contributes around 9% to real GDP and supports approximately 7% of all jobs. Thus, during the last few decades, the tourism sector has received attention from both tourism researchers and development economists alike.

Tanzania is a developing country where tourism is a key sector for economic growth. In 2019, the tourism sector was the second-largest component of GDP, with a contribution of 17%. In terms of employment, the sector is the third-largest source of employment, with 850,000 workers. Moreover, the sector has strong linkages with other domestic sectors such as transport, accommodation, beverage and food, and the retail trade (Henseler, 2022). Tourism creates direct and indirect jobs for low and unskilled workers, making it an important driver of economic growth and the fight against poverty. Tourism stimulates domestic and foreign investments in new infrastructure and management of hotels, aviation, training, and travel services, tour operators' businesses, marketing, and promotion of tourism activities. Furthermore, foreign currency earnings from tourism allow for the importation of capital goods that support domestic production. Since March 2020, the Tanzanian government has adopted key measures to curb the COVID-19 outbreak (Kideghesho, 2021). These measures have had an impact on all sectors, including the Tanzanian tourism sector, as one of the most important industries for economic growth and employment. The real GDP growth rate declined from 6.9% in 2019 to 4.8% in 2020 owing to regional trade disruptions and contraction in tourism and related sectors as a result of the COVID-19 pandemic. Lockdowns imposed as a measure to contain the spread of COVID-19 pandemic caused tensions in Tanzania. Following the outbreak of COVID-19 and subsequent economic fallout, Tanzanian governments provided direct payments and other economic measures to support their citizens and businesses facing hardships. Employees and businesses in low-income were subjected to disproportionate vulnerability due to the lack of reliable mechanisms that can cushion the impacts of economic losses as a result of disruption of their businesses (Mwamwaja, 2020). The negative impacts include the growth of illegal and unsustainable activities such as poaching and habitat destruction caused by the limited livelihood options as a result of staff retrenchment and slump in businesses.

Moreover, contributions from donor organizations and development partners in support of conservation efforts cannot be guaranteed as most of the revenues may be diverted to support other sectors including health. Failure of wildlife to generate adequate revenues and therefore, disrupt benefit sharing programs and the failure of conservation to compete effectively with other land uses also presents a potential threat to wildlife Besides reducing the household burden to

contribution for development activities, communities around the protected areas also benefit from revenues generated from wildlife-based tourism through Community Conservation Banks or COCOBA also known as a village savings and loans groups (Shoo, 2021). Several examples of community involvement in nature tourism show how communities, including indigenous peoples, have been able to protect their cultural and natural heritage while creating wealth and improve their wellbeing. The impact of COVID-19 on tourism places further pressure on heritage conservation as well as on the cultural and social fabric of communities, particularly for indigenous people and ethnic groups (Amani, 2022). For instance, many intangible cultural heritage practices such as traditional festivals and gatherings had been halted or postponed, and with the closure of markets for handicrafts, products and other goods, indigenous women's revenues had been particularly impacted. 90% of countries had closed World Heritage Sites, with immense socio-economic consequences for communities reliant on tourism. Further, 90% of museums closed and 13% may never reopen

Statement of the Problem

During the midst of the Covid-19 pandemic global governance was in a sharp reactive mode. In responding to the increasing public health and safety risks, governments undertook measures that resulted in unprecedented disruptions to economic activity. Travel restrictions, border closures and lockdowns induced severe shocks to the global tourism sector. In Tanzania tourism is the fastest growing sector in the economy. However, the immediate future of the tourism sector appeared bleak as the sector's entire value chain had been severely interrupted in multiple and hardly anticipatable ways. Prolonged closures of leisure and hospitality business activity, cancellation of international bookings, and limited scope for personalized services, had severely jeopardized the sector's prospects. A revenue contraction of 80% or more in 2020 was expected along with mild recovery from 2021.

Owing to the lack of precedence to the Covid-19 pandemic, as well as tourism sector's enhanced susceptibility, policy responses have been mostly ad-hoc, short-term and reactionary mostly demonstrating a lack of concerted effort and strategic clarity. Moreover, government guidelines concerning the Tanzanian tourism sector have been occasionally confusing generic and impractical, and the business level standard operating procedures also suggesting differing priorities of actors at the business level. The crisis is an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; to ensure a fair distribution of its benefits and to advance the transition towards a carbon neutral and resilient tourism economy. The sudden fall in tourism cuts off funding for biodiversity conservation. Some 7% of world tourism relates to wildlife, a segment growing by 3% annually. This places jobs at risk and has already led to a rise in poaching, looting and in consumption of bush meat, partly due to the decreased presence of tourists and staff.

Theoretical Review

This Study will benefit from the theory of planned behavior which was proposed by Ajzen (1991) and evolution of value chain theory by Prof. Michael Porter in (1985).

The Theory of Planned Behavior

The theory explains about the behavior of individual related to intention. Tourist intention or decision to visit a tourism destination is influenced by attitude and behavior. It means that concept of attitude indicated general personal assessment about the particular behavior that evaluated positively or negatively. Subjective norms refer to a critical of tourist to do something that refers to behavior intention. This means that Subjective Norms are a personal concept in social context to do an action or do not act in the context of behavior. The other factors that give impact in determining of tourist intention are perceived behavioral control. This factor as a non-volitional factor that refers to personal perception in their ability toward an activity related to behavior

The pandemic covid-19 can make influence the tourist travel behavior and try to avoid the travel because of the pandemic risk received the risk due to outbreak and change the intention or psyche of tourist. In this session, it can be concluded that the tourist behavior could be change in perception about the perceived risk perception and types of the destination and kinds of the tourism. In case of post pandemic, the tourist would be try to visit a safer destination with fewer risk spread of illness and try to avoid the high risk. The pandemic covid-19 has influenced the behavioral and level psychological of human such as fear, panic and suspicion.

Evolution of Value Chain Theory

The theory makes it possible to identify primary activities such as marketing and sales, logistics and services as essential drivers for production. Alongside this, support activities such as human resources, procurement, research and development and administrative management are defined. The provision of synchronized services presupposes a value system between different organizations. At the tourism level, value drivers can be identified in different stakeholders. For example, individuals, public and hybrid organizations enterprises involved are considered as nodes in the value chain. Going into more detail, as identified by numerous scientific studies, travel agencies, hotels, catering, sports activities shops and all related activities are nodes in the value chain. Designers also assume importance in the first part of the value chain as planners, together with public actors. A value variable is also defined by tourism chains, which are often interregional and proximity chains. Additionally, the value chain theory allows us to understand tourist sources and actions such as tourists and the supply for the provision of tourism services the theory provides a unified response to complexity management, considering government measures and new customer demand for tourism.

Empirical Review

Ng'ang'a (2022) conducted a study to investigate the National Police Service (NPS) response strategy in the management of COVID-19 containment measures in Nairobi City County, Kenya. A sample size of 350 respondents was finally utilized in the study and primary data was collected using questionnaires and interview guides. The validity and reliability were tested for consistency using the Cronbach's coefficient alpha technique and all instruments were found to be reliable with values of 0.7 and above. Quantitative data were analyzed and presented using statistical tables and figures and qualitative data were organized into themes and excerpts reported verbatim. Analyzed data revealed major findings as follows. These findings implied that each construct, positively,

and significantly impacted on management of COVID-19 containment measures. In summary, the overall findings and conclusions revealed that the variables of NPS response teams, coordination of NPS response strategy, and the level of public satisfaction individually, jointly, positively, and significantly influenced the successful management of COVID-19 containment measures. The political goodwill facilitated the successful interaction between the NPS response strategy and management of COVID-19 containment measures

Kimunio (2022) conducted a study to examine how Kenyan government can revive the tourism economy to improve its competitiveness. A tourism demand model to explore relationship between fiscal policies and inbound tourism in Kenya is developed. This study uses a Markov regime-switching (MS) regression model to establish the relationships that exist between COVID-19 pandemic, fiscal policies and tourism revenue in Kenya. Findings –The estimation results of the Markov-switching dynamic regression showed that the coefficients of international tourist's arrivals, domestic bed occupancy and international bed occupancy are positive and significant with p-values of 0.000 during the pandemic period. The findings show that the transitioning periods during the fiscal policy shifts had an effect on the international arrivals. Therefore, fiscal incentives were key in influencing tourism arrivals and bed nights' occupancies.

Mohammed (2022) conducted a study to determine the willingness to be vaccinated of the population using Kiambu Level 5 Hospital outpatient Department between February and March 2022. Null hypotheses were used to determine the relationship between variables. The study was a cross-sectional analytical study. Data was collected using researchers' administered questionnaires. The data was run through SPSS software for analysis and interpretation. Measures of association and logistical regression were used to compare variables. The data was then presented using tables, graphs, and pie charts. The study results showed that the majority of the respondents were willing to be vaccinated (71.1%). Those vaccinated were 62.4% of the respondents. One factor contributing to the high rate of willingness to be vaccinated is that the vaccines are free. The government's initiative to roll out campaigns about vaccination helped make people accept to be vaccinated. The requirement for evidence of vaccination as one of the prerequisites to receive government, transport, religious and recreational services helped to drive up the demand to be vaccinated. More than half of the respondents (50.8%) were young adults (21-30 years).

Akarpa (2021) conducted a study to Assess the impact of the Pandemic on the Economic security of Africa, a case study of Kenya's Hospitality and Tourism sectors, it looks at how COVID-19 has affected the Economic Security of Africa, the impact of the pandemic on Kenya's tourism and hospitality sectors and the impact of the Pandemic on the employment rates within Kenya's tourism and hospitality sectors and how this affects the standards of living of the People. The study also keenly explores how available policies can be keenly implemented towards post-Covid Economic Recovery. It applied Keynes theory of economic growth and adopted a mixed method approach through the use of both quantitative and qualitative data. The study relied on both primary and secondary data.

Decker (2021) conducted a study to analyze background Infectious disease outbreaks like COVID-19 and their mitigation measures can exacerbate underlying gender disparities, particularly among

adolescents and young adults in densely populated urban settings. An existing cohort of youth ages 16–26 in Nairobi, Kenya completed a phone-based survey in August–October 2020 ($n = 1217$), supplemented by virtual focus group discussions and interviews with youth and stakeholders, to examine economic, health, social, and safety experiences during COVID-19, and gender disparities therein. Results showed that COVID-19 risk perception was high with a gender differential favoring young women (95.5% vs. 84.2%; $p < 0.001$); youth described mixed concern and challenges to prevention. During COVID-19, gender symmetry was observed in constrained access to contraception among contraceptive users (40.4% men; 34.6% women) and depressive symptoms (21.8% men; 24.3% women). Gender disparities rendered young women disproportionately unable to meet basic economic needs (adjusted odds ratio [aOR] = 1.21; $p < 0.05$) and in need of healthcare during the pandemic (aOR = 1.59; $p < 0.001$). At a bivariate level, women had lower full decisional control to leave the house (40.0% vs. 53.2%) and less consistent access to safe, private internet (26.1% vs. 40.2%), while men disproportionately experienced police interactions (60.1%, 55.2% of which included extortion). Gender-specific concerns for women included menstrual hygiene access challenges (52.0%), increased reliance on transactional partnerships, and gender-based violence, with 17.3% reporting past-year partner violence and 3.0% non-partner sexual violence.

RESULTS

The results were grouped into various research gap categories namely, geographical and contextual gap and methodological gap.

Research Gaps

Geographical and Contextual Gaps

A geographical gap is the missing piece or pieces in the research literature, is the area that has not yet been explored or is under-explored. Ng'ang'a (2022) conducted a study to investigate the National Police Service (NPS) response strategy in the management of COVID-19 containment measures in Nairobi City County, Kenya. Kimunio (2022) conducted a study to examine how Kenyan government can revive the tourism economy to improve its competitiveness. A tourism demand model to explore relationship between fiscal policies and inbound tourism in Kenya is developed. These two studies presented a geographical gap since our study was conducted in Tanzania.

Methodological Gaps

Methodological gap is the missing gap of knowledge on a more appropriate underlying method(s) which can be used in research instead of the previously one. Mohammed (2022) conducted a study determined to check on the willingness to be vaccinated of the population using Kiambu level 5 Hospital outpatient department between February and March 2022. Null hypotheses were used to determine the relationship between variables. The study was a cross-sectional analytical study. Data was collected using researchers' administered questionnaires. Decker (2021) conducted a study to analyze background Infectious disease outbreaks like COVID-19 and their mitigation measures can exacerbate underlying gender disparities, particularly among adolescents and young adults in densely populated urban settings. An existing cohort of youth ages

16–26 in Nairobi, Kenya completed a phone-based survey. This two studies presented a methodological gap since our study will utilize a desktop research methodology.

SUMMARY CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The study found out Covid 19 pandemic led to suspension of international tourism and domestic tourism curtailed by lockdown conditions imposed in many countries in response to the Covid 19 spread prevention. This led to the decrease in the tourism sector since tourists were not allowed in the country. Domestic tourists were not allowed to visit the tourist destination in Tanzania due to the travel restriction that was imposed in the country. Many people lost jobs and their source of income. The income level in the country decreased.

Recommendations

Since the theory of planned behavior and evolution of value chain theory were useful in giving insights on Covid 19 and tourism, the researcher recommends that the theories can be used in the future for future studies in the tourism sector.

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