

EFFECTS OF VIRUS ON HOSPITALITY AND TOURISM INDUSTRY

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1. Introduction

1.1. Contextual Background

One of the fastest growing and biggest sectors is tourism which is considered as a vulnerable industry and therefore the tourism industry gets the most affected due to the internal or external stresses (Liu, Pennington-Gray and Krieger, 2016). These factors can be change in weather conditions, increase in taxes, introduction of new technologies, the cultural and environmental challenges, etc. In this regard, the recent outbreak of corona virus (COVID-19) has greatly impact on the various countries tourism sector as a whole (Hoque et al., 2020). Moreover, the pandemic has caused a serious global crisis with the cancellations of public events, trips, temporary employment repercussions, etc. Similarly, the hotel and hospitality industry has faced a hard hit due to the spread of corona virus especially during the Lunar New Year which is one of the busiest seasons for travelling a hotel industry (Honerkamp, 2020).

1.2. Research Aims and Objectives

1.2.1 Aim

The main aim of the study is to assess the effects of virus on hospitality and tourism industry.

1.2.2 Objectives

- In order to meet the main aim, the following objectives have been devised:
- To study the potential factors that are pertinent to a virus that can affect a country's hospitality and tourism industry
- To assess the negative influence of a medical virus upon a country's hospitality and tourism industry

- To provide recommendations with regards to the measures a country can take in order to avoid being impacted by medical viruses, especially for the hospitality and tourism industry.

1.3 Research Problem

The tourism industry is facing challenges and is entering a crisis due to the worldwide pandemic of COVID-19. Furthermore, according to the study of Bai et al. (2020), the extent and the scope of COVID-19 is still unknown. Similarly, the Ramelli and Wagner (2020) study of mentions that COVID-19 has already damaged the stock market which can affect the major sectors and industries. The study of Chinazzi et al. (2020) states that with travel restrictions in the place, the industry of tourism and hospitality is suffering from a major financial constraint. Furthermore, the authorities are also comparing the global pandemic of COVID-19 to SARS or H1N1 which also harmed the tourism and hospitality industry.

The study of Hoque et al. (2020) discusses that the tourism industry of countries such as China can be considered as the most affected due to COVID-19 because the tourism industry of China has a contribution of 11% in their overall GDP growth which accounted for \$1.35 trillion in total revenue. Therefore, with such damaging impact on the economy of different nations and tourism industry, the UNWTO and WHO have also suggested the tourism industry to create a measured and consistent approach regarding the tourism guidelines for the safety and security of public health. Therefore, the study identifies that the spread of a global pandemic can cause severe damage to the tourism industry.

1.4 Rationale of the Study

The purpose of this study is to assess the research area which revolves around the effects of the virus on the hospitality and tourism industry. Furthermore, the study of Carroll et al. (2015) also states that measuring the effects and damage of virus can be difficult. Similarly, the study of Wang et al. (2020) mentions that preparing and designing a contingency plan for

the reduction of the virus also requires significant time. Therefore, the gap identified in the study is the limited literature related to the effects of the virus on the hospitality and tourism industry.

According to the study of Liu, Pennington-Gray and Krieger (2016), the literature on crisis management related to tourism is limited. Furthermore, the majority of the studies in the literature focus on the spread of viruses in a specific area or a country and often fail to mention its effects on the industry of tourism and hospitality. As per the study of Nokso-Koivisto, Marom and Chonmaitree (2015) understanding regarding the risks associated with the viruses and its impact on different industries is imperative. Therefore, the study aims to assess the virus and its impact on the hospitality and tourism industry.

1.5 Significance of the Study

The study regarding the effects of the virus on the hospitality and tourism industry can be considered as significant because it would enable the researchers to analyse the effects of the virus more descriptively and effectively. Furthermore, the research will enable the hospitality industry to develop certain contingency plans that will be crucial for mitigating the effects of the virus on the hospitality industry. Furthermore, with the current pandemic situation of COVID-19, the research will be essential in providing relevant data and recommendations that a country can take to avoid the impact of medical viruses specific to the tourism and hospitality industry.

2. Literature Review

Study of Grand (2016) mentions that the airlines, cruises, and hotels are some of the industries that face repercussions associated with an outbreak of a virus. Furthermore, the cancellation of public events, trips, income downfall, and unemployment has already caused a global impact on the economies and organisations. Study of Fernandes (2020) mentions that majority of the tourism companies are cancelling their trips for arrival and departure which

causes a severe negative impact on the tourism and hospitality industry. Cancellation of employee trips to nations that are affected by the virus can lead to unemployment in the tourism industry and negative economic impact on the GDP of the country affected with the virus. The pandemic of COVID-19 is estimated to create risk for 50 million jobs in the sector of tourism and travel (McKibbin and Fernando, 2020). Furthermore, it is estimated that the travel and hospitality industry in Asia will be most affected due to the virus. According to the study of Bai et al. (2020), the effects of viruses that are pandemic are often unknown but can be aggravated by a lack of restrictive measures. The lack of effective measures in the travel and tourism industry can cause a negative economic impact on the GDP of a country.

The policies created by the US to counter the effects of the virus on their travel and hospitality industry are considered as generic and ineffective which would result in complicated travelling for the medical experts and transferring of medical supplies. Study of Mehmood, Ahmad and Khan (2016) mentions that more than 850,000 people and tourists travel every month from Europe to the US. Therefore, ineffective travelling measures in case of virus outbreak would lead to a disastrous situation for the countries and the economy. However, the study of Barrios and Hochberg (2020) mentions that unemployment due to virus can become a major factor in the downfall of the tourism and hospitality industry. According to the study of McKibbin and Fernando (2020), the transport revenues related to airlines is also estimated to be reduced down to 5% which is a significant loss in the travel industry. Furthermore, with the significant losses in the stock market, major airlines have suffered from collapse, hotel operators specific to the regions of Asia, Europe, and America are also facing significant losses.

The COVID-19 has trembled and agitated the world tourism industry, with the forced cancellation of bookings of large hotel chains and cancellation of travelling reservations (McKibbin and Fernando, 2020). The tourism and hospitality industry is facing severe impacts and threats such as global health alarm, shortage of travelling means, bankrupt airlines and

hotel operators, economic crash, and political instability (Gangopadhyaya and Garrett, 2020). Therefore, due to such factors the tourism and hospitality industry can face a global reduction in the future.

3. Research Methodology

3.1. Research Philosophy

A systematic manner in which the research is carried out is known as research philosophy. Interpretivist research philosophy will be appropriate for the current study in order to comprehend how viruses are affecting the tourism and hospitality industry. This research approach integrates the human interest and is based on the naturalistic approach for data collection such as observations or interviews (Pham, 2018). Moreover, interpretivist research philosophy will be beneficial for the study as the data here will be collected through qualitative sources by gaining insights and experience of individuals. According to Pham (2018), interpretivist research philosophy is about viewing the experiences of the world in diverse ways through different cultures and context in order to avoid bias; it focuses on the research aim by addressing the knowledge based on social reality. Therefore, it will be used in the research to investigate the multiple views regarding the impact of virus on the industry and challenges they are facing based on internal and external changes of the world.

3.2 Research Design

Two broad areas of scientific research are qualitative and quantitative methods. In this research, qualitative research method will be used for the analysis of the effects of virus on the tourism and hospitality industry and to assess the potential factors pertinent to it. Qualitative research design is affective for this research because it focuses on the understanding of the research objectives with the idealistic and humanistic approach (Silverman, 2016). Furthermore, it is used to analyse and understand the belief, attitudes, interactions and experiences of people

in the specific research domain. The data is non-numeric here and enhances the research by the human views. Additionally, qualitative research creates the best useful and insightful conceptual evaluation of the aspects of the aim of the study from multiple perspectives (Yeomans, 2017).

3.3. Data Collection Method

The method for data collection in this research will be primary which is known as a first-hand method. Primary data will be used for performing the research through qualitative research design which is affective as it resolves the specific issues and allows the research to be the owner of the collected data. Furthermore, primary data provides higher level of control, better accuracy and up-to-date information from various views and is known as the one of the most authentic methods of research (Driscoll, 2011). In the current study, the primary data will be collected through interviews in which the questions will be open-ended on the particular issue of the effects of virus on tourism and hospitality industry in the UK in order to get the clear concepts and reliable aspects of research topic. These will be face-to-face interviews as it provides a distinct advantage to the researcher in order to gain information with the participants in a cooperative manner (Gill et al., 2008). Moreover, for the conduct of the interviews the participants' personal data will be kept confidential and they will be allowed to respond only to the question they want to in order to maintain the ethical considerations for the research.

3.4. Sampling

The non-probability sampling technique will be used in this research for conducting the interviews for primary data collection. The sample size for the current study will be 30

respondents who are related to the hospitality or tourism industry or individuals to understand their view towards travelling in the UK where it is majorly affected.

3.5. Data Analysis Technique

Data analysis is to construct the information to discover news themes and issues of the research. The primary data will be analysed through the tool of thematic analysis. The technique of thematic analysis will be effective for the current study as it assesses the overall understating of the multiple themes emerge from the primary qualitative data and examine the critical findings for the research aim and objectives (Clarke, Braun and Hayfield, 2015). Additionally, it provides the broader understanding of the study by critically analysis it through literature studies and responses of the interviews to provide an authentic and valid answer for the research questions. Moreover, according to Clarke, Braun and Hayfield (2015), thematic analysis is a tool for analysing primary data with flexibility and permits the researcher to grow by deducing the multiple views and presents the appropriate interpretation of themes.

3.6. Research Limitation

The topic of this study is apparently new in the field of research as the identification of corona virus is known for the last few months. Although, there is information regarding the challenges faced by tourism and hospitality industry due to virus but as the study is focusing on COVID-19 there will be certain limitations in collecting the data for the research. Furthermore, the respondents may not be able to clearly understand the interviews questions and purpose for the research and not answer the questions honestly this can be a limitation for this research too.

4. Research Plan

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Topic Research										
Proposal										
Chapter: Introduction										
Chapter: Literature Review										
Chapter: Research Methodology										
Chapter: Data Collection										
Chapter: Data analysis										
Conclusion and Recommendation										

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