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Tourism, Hospitality and COVID-19: Business Challenges and Transformations; the Case of Destination and Resort Planning, Development, and Policy Framework

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ABSTRACT

Objective: This paper aims at restoring tourism and hospitality economic sectors following the negative impacts of the COVID-19. It addresses how behaviour

changes can impact the global economy and the relationship between the COVID-19 and the economic development of a country as well as the policy measures to restore the global economy. The findings from this research will be useful to the tourism and hospitality sectors of the global economies. The recommendations from the study are helpful in decision-making when restoring the global economy.

Methodology: To pursue its aim, the study uses Strength Weakness Opportunities Threats (SWOT Analysis). This method helps determine the strategic factors that will ensure the global economy's restoration during the COVID-19 period. Additionally, an Analytic Hierarchy Process (AHP) method helps prioritize the strategic factors to provide the most effective is used.

Findings: The research findings indicate that the knowledge that people adapt is constant. Since abrupt changes in behaviour among individuals in the global context is a challenge, the report observes the need to adjust to the new action, especially when adapting to new geographical locations. The tourism sector, for instance, suffers majorly. Notably, most countries are on an economic standstill; this is attributable to the increasing financial crisis because of bans on international travel. Further, the research reflects the pandemic's emergency, especially in the economic, political, and socio-cultural sectors. Concerning the relationship between the pandemic and the global economy, the research observes a backpedalling characterized by low growth in the global gross domestic product (GDP), a significant determinant of economic development in many countries. Economic research indicates poorly productive economies, reduced consumption of locally manufactured goods, and employment losses.

Recommendations: The report recommends developing new mechanisms and policy measures besides behavioural changes to restore the global economy. However, variations, complications, and modifications characterize these measures. Additionally, the research's proposed strategies acknowledge that the economy's tourism and hospitality sectors require reinstatement from income employment, social inclusion, and socio-economic solidarity. Reinstatement is also mandatory in cultural exchange and peaceful coexistence.

Value-added: The results indicate that COVID-19 will break down the tourism sector's economic development structure; hence, strategic initiatives will be vi-



tal in achieving the economy's sustainable tourism and hospitality sectors. The inclusion of production and consumption is related to the current global economy due to the COVID-19 pandemic.

Key words: financial crisis; COVID-19; global economy; behaviour changes; economic growth and development; rational choice theory, economics, tourism, and hospitality industries

JEL codes: L83, Z30, Z32

Introduction

The inception and subsequent effects of the COVID-19 have been described to have occasioned the worst recession since the Great Depression of the 1920s. Its impacts were felt from all sectors of the economy. Some of the affected sectors included health, transport, tourism, and hospitality, among other sectors. The general implications of the pandemic's effects on these factors were a deterioration of the global economy. One of the mechanisms employed to minimize the virus's adverse impacts was sending people to complete and impartial lockdowns (Jiang & Wen, 2020). Lockdowns were designed to limit the spread of the virus by restricting movements and this reduced the spread of COVID-19.

One of the factors that could not be entirely placed under consideration during the inception of the pandemic was the economy. The economy of individual states was in jeopardy, and so was the global economy (Nicola et al., 2020). While attempts were made under the health sectors to limit the disease's impacts through isolation and quarantine techniques, it became clear that global economies would suffer a great deal due to the lack of constant and reliable productivity. The disease manifested and sent most of the working population to quarantine. Most of the economic activities could not be continued due to the imposed restrictions. The nature of the disease warranted strict health and policy restric-

tions. However, these restrictions were not healthy for the development of the global economy.

The paper seeks to analyse the challenges and transformations of the COVID-19 pandemic to the global economy. To attain this, the tourism and hospitality sectors of the economy will be placed under perspective. In appreciation that the pandemic occasioned restricted movements domestically and from one country to another, its impacts on destination and resort planning will be assessed (Jiang & Wen, 2020). The influence of the development of a policy framework to govern these sectors' operations will also be highlighted. The analysis is determined to discuss the restoration of the tourism and hospitality economies despite the pandemic's negative impacts.

Conceptual Framework

Coronavirus (COVID-19) has been defined by the World Health Organization (WHO) as a newly found type of SARS virus that has been a worldwide pandemic of respiratory illness. The origin of the disease is attributed to China in December 2019. Lauren Sauer, MS, the director of operations with the John Hopkins Office of Critical Event Preparedness and Response, confirmed that the virus was spread through the droplets released into the air from an infected person (Arain, Thalappambath, & Al Ghamdi, 2020). One of the characteristics of these droplets is their inability to travel for longer distances. It is upon this characteristic that social distancing was implemented as a measure of preventing the spread of the pandemic. However, the form of social distancing is employed depending on the severity of the disease. In some cases, total lockdowns were considered the most effective measures as they would considerably limit the viruses soared.

The other significant term in economics is a social science focusing on the production, distribution, and consumption of goods and services. It has also been described as studies on how individuals, business entities, countries, and other international legal personal-



ities make choices regarding resource allocation and the attainment of profitability (Mankiw, 2020). One of the tenets governing the school of economics is the presumption that human beings act with rational behaviour. The behaviour ensures that they seek and attain the optimal or maximum level of benefit, happiness, or utility in every aspect of their actions. Economics can be categorized into two major components: macroeconomics and microeconomics. Macroeconomics deals with the economy's general behaviour while the latter concerns individuals and businesses. For example, in relation to the COVID-19 pandemic, macroeconomics will be interested in the pandemic changes to the tourism and hospitality sectors of the economy in general (Baldwin & Weder di Mauro, 2020). Similarly, microeconomics will highlight the pandemic's effects on the individual stakeholders of business in these two sectors.

In light of the meaning attributed to economics, a definition of the economy can also be extrapolated. The term has been described as an area of production, distribution, trade, and consumption of various stakeholders' goods and services (Mankiw, 2020). It is a social domain emphasizing the practices and material expressions of production, utility, and resources management. The economy results from a group of factors that correlate to influence demand, supply, and profitability. The factors depict a set of values, cultures, education, technological innovations, socio-political structures, and an economy's legal ramifications. Economies can be categorized as market-based, command-based, green economy, gig economy, new economy, and the global economy.

A market-based economy is pegged on the interplay between demand and supply of goods and services. This form of an economy requires economic agents and the medium and form of exchange between the parties. A command-based economy, on the other hand, is premised on political goodwill. The political agents directly influence the chain of production and distribution of goods and services (Mankiw, 2020). A green economy is focused on low-carbon emissions and resource efficiency, and sustainability. A gig economy focuses on the allocation of short-term jobs through on-

line platforms. The term new economy alludes to contemporary standards and practices. Lastly, the global economy refers to the collection of all the economic systems of the world.

The hospitality industry comprises five core categories: food, hotel, travel, tourism, and leisure activities. These businesses receive money from domestic or local economies from visitors who spend quality time in their hotels and leisure facilities. Hospitality is directly tied to the tourist business (Gursoy & Chi, 2020). Each company's success is tied to another's success. The second sector is related to these two economic sectors in the travel industry, which allows mobility within a state or between states. The travel sector permits both locals and visitors to be transferred to tourism and hospitality enterprises.

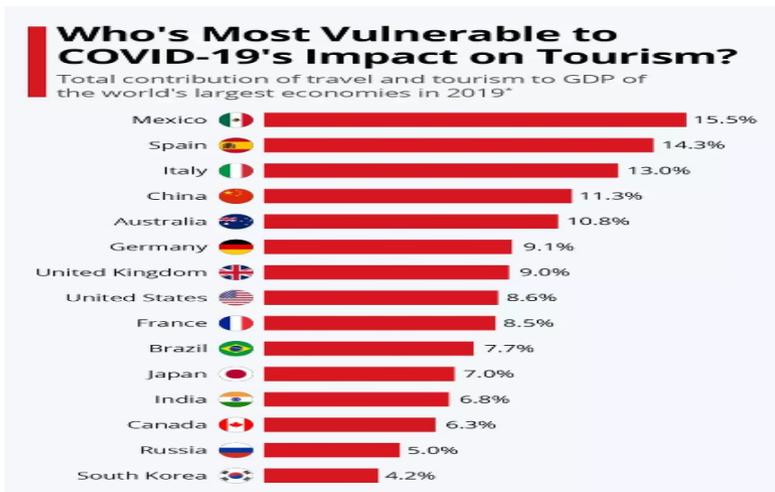
Research's other essential words are destination and resort planning. A Location Management Strategy (DMP) refers to a tourist economic management business plan for one's destination (Hristov & Petrova, 2018). The core of the document is gathering and presenting intimations and actions found via a destination management procedure. The plan is important in identifying areas requiring cooperation from other economic partners. Resort planning, however, is a constant process of designing a comprehensive and regulated resort growth. Resort planning helps resorts to position themselves strategically, attracting as many visitors as possible. Resort planning analyses prevalent and current elements that may affect company operations and profitability.

Research Problem

Although the COVID-19 resulted in adverse impacts on the global economy, there are still opportunities that can be exploited to restore the tourism and hospitality economies. The research appreciates that the implementation of movement restrictions in the form of the banning of flights and lockdowns impacted heavily on the economy's tourism and hospitality sectors (Nicola et al., 2020). As a consequence, the sectors' ability to survive and thrive was

threatened. National and international organizations that relied on travel, tourism, and hospitality could not sustain the economy as most of them were forced into closure as a mechanism of minimizing the spread of the pandemic. The banning of international flights impacted the transport and tourism sectors of the global economies greatly as airline companies could not contribute to economic development, which was already crumbling in other economic sectors.

Figure SEQ Figure * ARABIC1. Contribution of Tourism to the global economy



Source: Richter, 2021.

Despite these consequences, pandemic survival required modification and adaptation. One of the ideas stressed was the necessity to learn how to live with the infection (Baum et al., 2020). Essentially, the principles indicate that people around the world should accept behavioural change given the necessity to restore the global economy. Part of the study issue is how behavioural changes influence the global economy. Subsequently, these developments are analysed from the perspective of the COVID-19 pandemic, demonstrating a linkage between it and economic progress. Part of

the study topic is to provide advice on the pandemic-related economic restoration process. The economy's tourism and hospitality industries will rely substantially upon it.

Research Questions.

This study is guided by three research questions:

1. How has the COVID-19 affected the tourism and the hospitality industries?
2. What is the relationship between the COVID-19 pandemic and?
4. the economic development of a country?
5. What policy measures can restore the global economy of the
6. tourism and the hospitality sectors?

Research Objectives

The research paper is premised on three main research objectives. These are:

1. To find out how the COVID-19 affected the tourism and the hospitality industries.
2. To establish the relationship between the COVID-19 pandemic and the economic development of a country.
3. To determine and recommend policy measures that can restore the global economy of the tourism and the hospitality sectors.

Research Significance

The research is based on the assumption that change is inevitable. Individuals, companies, and governments are expected to embrace the notion of change. The unanticipated COVID-19 epidemic had severe unfavourable impacts on the state and the global economy. Isolation techniques, self-quarantine, and lockdown methods to prevent viral transmission severely affect the overall productivity and profitability of major economies (Snooks, 2020). The



consequences were caused largely by limiting the freedom of movement for people.

One research question acknowledges that tourism and hospitality are among the most impacted economic sectors, both worldwide and domestically. Evidence indicates the hotel economy gradually recovered from the pandemic's effects. However, more has to be done as the number of revenues during the virus' earliest phases was tremendous. The hotel industry had its lowest profit when governments pondered complete lockdowns to stop the pandemic's alarming spread (Nicola et al., 2020). The report indicates that given the present COVID-19 business climate, to recoup from these losses, it needs to make considerable adjustments to how it carries out its operations. The same applies to the tourist industry. The cornerstone of this industry is the health of staff and consumers. Therefore, policy should attempt to ensure the safety and health of these economic players. Consequently, clients will have faith in the tourist and hospitality industry, improving their possibility of profitability.

The report contends that although these isolation methods successfully decrease the epidemic's spread and impact, the effects of the epidemic have been delayed. According to this study, the economic ramifications of COVID-19 would greatly hit the tourism sector if no measures were taken. WHO has suggested that, even as countries begin restructuring and repairing their economy, there is a need to maintain a high threshold of health standards necessary to avoid and minimize the spread of coronavirus (Cucinotta & Vanelli, 2020). Therefore, the study aims to provide advice on how global economies might adjust themselves and adapt to the pandemic-induced changes. The results of this study will be beneficial in building a foundation for making suggestions on how to revive global economies.

Theoretical Framework

This study uses the Modern Disaster Theory to theoretically look at the Tourism, Hospitality and COVID-19: Business Challenges and Transformations; the Case of Destination and Resort Planning, Development, and Policy Framework. Disaster law is a repertoire of laws to cope with disastrous threats. This paper provides basic attempts towards simulating the quantitatively familiarized analogy using current portfolio theory. Modern disaster theory, similarly, to the corporate finance model, sees catastrophe law as the optimum portfolio of legal norms. Optimal catastrophe preparation consists of finding, implementing, and keeping that portfolio of regulations at the border of effective governance. Disaster management starts with knowledge of societal contribution to disasters.

Natural disasters as such do not destroy; environmental tragedies only cause loss to the degree that human institutions put people and property in the line of destruction. A genuinely compassionate approach to catastrophe legislation extends this first identification to a profound comprehension of the social injustice and this can be used to define the COVID-19 disasters to the global tourism and hospitality scenario.

The other theory is the behavioural economics theory that draws its legitimacy on psychological changes and tries to explain why people can reach irrational decisions. The theory argues that factors related to the environment, personal and behavioural characteristics determine market or consumer behaviour (Thaler, 2016). The theory is relevant to this study as it explains why some of the consumers of the tourism and hospitality industries declined to embrace the reopening of reactional and accommodation facilities.

Literature review

One of the articles that this research will rely upon is the COVID-19 Generation: A Conceptual Framework of the Consumer Behavioural Shifts to be Caused by the COVID-19 Pandemic. The authors



of this secondary source, Zwanka and Buff, provide a review of the impacts of the COVID-19 pandemic the consumer traits, purchasing patterns and preferences, and their global interconnectedness (Zwanka & Buff, 2020). The authors argue that the pandemic has influenced consumer patterns and psychographic behaviours, affecting marketing strategies and outcomes. In assessing the effects of the current 2020 pandemic, the authors are guided by precedent on the impacts of the significant milestones such as the JFK assassination, Iran Hostage Crisis, Terrorism, and the 2008 worldwide economic contraction and how they influenced the economy. The authors reiterate that major catastrophic events of the world affect human behaviour in relation to the purchase of goods services. Thus, in very devastating events, such as the COVID-19 pandemic, there is a need for altering the behaviours of the market stakeholders with the view of adapting to the changes occasioned by the event (Zwanka & Buff, 2020). To elaborate on the current pandemic's role, the authors relate it to the effects of the global flu epidemic of 1918. The global flu is reported to have triggered and influenced the creation of national health services in most of the European countries.

Larson and Shin (2018) expound on the assertion by Zwanka and Buff (2020), by stating that catastrophic events such as terrorist attacks and pandemics create fear among human beings that contribute to their changing. The authors give examples of the Great Depression and World War II crisis that set platforms for the modern welfare state. Viewing the coronavirus disease in light of these examples helps understand that the virus's changes to consumer behaviours call for adaptability by the contributors of the economy (Larson & Shin, 2018). An example of a market behavioural change occasioned by the pandemic, according to this article, is increased forms of online shopping and ordering. Thus, the tourism and hospitality departments are expected to adjust their policies and cultures to reflect this behaviour change from their respective customers.

Gursoy and Chi (2020), in their article, note that the world's economy has been shut down considerably. The authors analyse the plethora of challenges the pandemic has occasioned the hospitality industry (Gursoy & Chi, 2020). According to the article, the strategies used to flatten the COVID-19 curve like lockdowns, stay-at-home orders, travel, and mobility restrictions led to the temporary closure of many hospitality businesses. Gursoy and Chi (2020) note that over time, the hospitality industry has been recovering from the pandemic's adverse impacts. However, the full realization of stability will take a longer time since customers are more concerned with their welfare and safety (Gursoy & Chi, 2020). As the businesses make policy changes to reflect and meet the customers' safety concerns, it will require more time for them to attain full confidence in the services offered by this industry.

Jiang and Wen's (2020) study indicated that the reopening of sit-down restaurants and resumption of air travel and other forms of travel will not assure its customers' hospitality business. The findings found out that about 50% of the interviewed individuals were hesitant to resume using sit-down restaurants immediately after reopening (Jiang & Wen, 2020). The same statistics were evident for travelling. According to the article, this fear was attributed to a lack of trust and confidence regarding individual welfare. This assessment will be highly relied upon to establish the extent of the pandemic's impacts on the tourism and hospitality departments.

A comparison is made between the factors that drove the hospitality business before the COVID-19 pandemic and after in the United States (Baum et al., 2020). According to this article, some of the highlighted factors that influence the industry before the pandemic included increased disposable income, new trade trends, and rising online business attributed to high internet penetration, the web presence of hotels, and tourism directories. The authors highlight the relationship between the tourism and hospitality industries. The article affirms that, immediately after the pandemic's inception, hospitality industries in all regions of the world were affected. This was in the form of sudden cancellation of accom-



modation reservations by customers (Baum et al., 2020). Accordingly, the most affected sectors included food and beverages, travel and tourism, lodging, and recreation. The article further provides an analysis of fourteen company profiles and how the pandemic impacted them.

Research Findings and Analysis

How has the Covid-19 affected the tourism and the hospitality industries?

This paper notes that unexpected outbreak-like illnesses are no longer unusual. The world is facing infectious epidemics of numerous forms, sometimes with global repercussions. Going through the archives, one may find devastating epidemics that impacted the path of human history. For example, the epidemic that peaked from 1347 to 1351 altered the landscape of Europe and the world, wiping off 17% of the 450 million worldwide population.

Spanish flu and subsequent epidemics of various scales presented serious signals to the world's public health agencies and health systems. Advances in technology and science have improved global health systems, including, for example, artificial intelligence, which can predict the location of the next outbreak, the development of effective drugs, the design of new molecules that could stop viral replication, and so on. Yet, dangers of new and re-emerging illnesses showed no diminution, rather, they were more prevalent. The world has seen and feared infection epidemics of different intensity in terms of effect and geographical coverage during the last several decades. With repeated emerging and re-emerging of epidemics of various scales of illness, forecasting the next one became very elusive.

COVID-19 unprecedentedly affects the hotel business in the world. The consequences are uncertain since the eventual pandemic magnitude is still to be ascertained. For example, hotel oc-

cupancy in Ethiopia decreased to 43% and revenue per available room plummeted by 30.5% for the week ending on March 14. The World Travel and Tourism Council (WTTC) believed that over 50 million travel and tourism jobs were in danger worldwide in 2020. Hotels and hospitality are key cash sources, with the potential to create thousands of jobs yearly. The tourist industry's hotels and hospital subsector have had their share of Ethiopia's government's COVID-19 lockdown policy difficulties. With the government proclamation to limit the "stay-at-home policy" and "social distancing" trend, most restaurant enterprises were badly damaged. This prompted swift shutdowns in towns and states to stop the spread of the COVID-19 illness, which shocked many restaurants and hotels throughout the nation.

Relationship between the COVID-19 Pandemic and the Economic Development of a Country.

The immediate association between COVID-19 and economics is that the epidemic caused an economic collapse as seen in the closing or depreciating the scope of the same business. According to Gursoy and Chi (2020), the COVID-19 pandemic was the worst global economic era. Governments, nations, and other international legal personalities confronted a problem of combining the health and safety concerns of people with other components of life, such as social life and economic growth. The study results suggest that one of the differences between the COVID-19 pandemic and most other catastrophic situations is that the former permitted a brief gap in continuing with other elements of life while addressing the impacts of the catastrophic occurrences (Gursoy & Chi, 2020).

Findings from interviews with potential tourists and the person using hospitality facilities such as relational and housing suggested that the number of people eager to welcome the reopening of these facilities was much lower. Different foreign governments have decided to reopen tourism and hospitality services and



amenities to recover and repair their failed economies. The conclusion of these interviews revealed that over 50% of those who previously used hospitality facilities were unlikely to reopen restaurants and similar services (Dzambazovski & Metodijeski, 2020). Also, almost 50% of clients were unwilling to go to new places throughout the pandemic's duration. The data showed that fewer than 20% of the total number questioned utilized hospitality facilities and services after tourist and hospitality enterprises reopened. The upshot of this is that tourism and hospitality departments could not acquire the potential to restore global economic restoration only by reopening their services. Instead, commercial organizations had to establish that they could ensure client safety, which would involve time.

All 18 %of the clients, however, said they would only accept to go provided the location had fewer COVID-19 occurrences. The remainder of the population (almost 78%) renounced their travel arrangements to new places till the epidemic ended. 17% of the overall group stated their readiness to travel when COVID-19 was discovered and available. About 40% of hotel clients were prepared to pay extra for these services as long as greater attention was given to safety considerations.

Research results also show that the epidemic impacted elements driving the hospitality sector before and after the outbreak. In the US, for example, the pre-COVID tourism and hospitality company entities were controlled by increasing the amount of discretionary money and using Internet platforms to market a set of services supplied. Some of the most impacted US businesses were Airbnb Inc., Choice Hotels International Inc., and Pizza Inc. (Zwanka & Buff, 2020). Even once these establishments reopened, many consumers decided to remain at home.

Analysis of the preceding study data reveals that the COVID-19 pandemic's beginning and development-induced dread among travellers and hospitality customers. The eventual effect of this was a decreased use of these services, therefore decreasing their contribution to the economy.

What policy measures can restore the global economy of the tourism and the hospitality sectors?

Opening the industry will be harder than closing it down, requiring a balanced methodical approach (Ozili & Arun, 2020). While the pandemic has severely affected tourism and the precautions put in place to restrict the virus, tourist flows are also a potential vector for viral propagation. Arguably, while the delay in reopening and continuing uncertainty present additional obstacles for the industry, moving too fast risks further reducing government and consumer confidence in getting the industry up and operating for the longer term. Eventual repercussions will rely not only on the duration of the epidemic that will affect company survival but also on possible long-term changes in travel behaviour as a consequence of the crisis – would individuals be more careful about travelling abroad in the future? The crisis is projected to have a lasting influence on consumer behaviour, driving the transition to online, with more focus on sanitation and healthy living, and increased usage of cashless and contactless payment methods (Rasul et al., 2021). The effect on travel behaviour remains to be seen, but tourist sectors such as cruise and airlines are already planning to increase health screening and sanitary procedures, and there is a significant acknowledgment that more will have to be done to restore the trust of travellers. Such measures will need to be fully executable by small- and micro-enterprises, and the government has a role to play in cooperating with leading national industry associations to promote these enterprises. Businesses will also need to take action to safeguard employees at the forefront of tourist services (Rasul et al., 2021).

Another issue will be how to welcome visitors will be in destinations, as the negative perception of tourists as risk carriers by the host community may also be a consequence of the pandemic, while local communities in pre-crisis destinations have recovered



from problems associated with high visitor volumes and overcrowding.

Research Methodology and Data

Introduction

This section details the precise methods and materials utilized in the research. The study includes a vivid description of the study area, how research has been developed, the materials that have been used in the research to achieve the study objective, how and where the data have been collected, the targeted population, sample procedures, and the size, as well as the data analysis methods.

Research Design

The research used Strength Weakness Opportunities Threats (SWOT Analysis). The repercussions of restoring tourist and hospitality businesses on the economy and individual health and safety demerits are considered. Eventually, a balance is reached between the two factors to enhance the economy while decreasing the danger of exposure to the epidemic. This technique helps to discover the key variables and suggestions that will restore the global economy during the COVID 19 timeframe.

In addition, an Analytic Hierarchy Process (AHP) technique helps prioritize key aspects for the most effective suggestions. Evidence and conclusions for the research were developed via one-on-one interviews and online questionnaire administration. The interviews offered an adequate chance to observe the data acquired manner and honesty. Research prioritized qualitative study as opposed to quantitative research. However, quantitative analytic features were used in one-on-one interviews.

Among the methods employed was a preliminary survey, which aided in acquiring higher knowledge of the research objectives and questions, as well as qualitative data gathering. To collect qualit-

ative data more effectively, questionnaires including both open and closed questions were distributed across the research. According to the set research objects and targets, the survey was split into four parts. The first part included the respondent's demographic characteristics, including age, gender, educational background, and length of stay in the region. The second part discussed how the COVID-19 has affected the tourism and the hospitality industries, the third section the relationship between the COVID-19 pandemic and the economic development of a country while the fourth section discussed whether policy measures can restore the global economy of the tourism and the hospitality sectors. Thus, these methods aided in the collection of data and in achieving the study's final goal.

Table SEQ Table * ARABIC1. *Summary Research Methodology and Data*

Method of data collection	Type
Interviews	Primary data source
Online questionnaire	Primary data
Document Review	Secondary
Content analysis	Secondary

Source: own elaboration

A person's confidence interval is the utmost amount of inaccuracy they are ready to accept. If 90% of respondents say yes and 10% say no, the paper may be willing to accept additional inaccuracy. In contrast, if the replies were divided into 50% or 45–55% of the respondents such that about half of the respondents participate in the survey, the paper may report less inaccuracy. The degree of uncertainty that could be allowed was represented by the confidence level. The analysis predicted that the proportion of people who replied yes to one of the questions would be more than the margin of error away from the actual answer, with a confidence level of 95%.



As for the online questionnaire, it was made accessible to the responders through all possible platforms that they use. It was made possible to be completed through a variety of contact points, including a web-based questionnaire, one delivered via email or via a text message as well as shared through social media.

Empirical Research Result

To guarantee paradigm consistency and coherence in the current research, a deductive method was used, as it was simpler to find precise data amounts that allow for acceptable judgments on the subject matter and allow for the prediction of happenings and the establishment of casual connections. The benefits include the capacity to quantify the ideas, generalize findings and the results, and comprehend cause and effect relationships across set variables.

The results from one-on-one interviews with the participants were able to convey the genuine sentiment and perspective of the participants to restore the economy in light of the pandemic. It was obvious that most participants were hesitant to reopen the tourism and hotel businesses owing to safety concerns.

Reviews were conducted by collecting articles from scholarly journals and articles, as well as by using the snowball effect to locate relevant papers and references. The databases that were consulted were Google Scholar, the SAGE Journals, Taylor & Francis Online, the Emerald and the Science Direct as well.

However, most participants were prepared to visit and utilize the resort for enjoyment and lodging only under three circumstances: quality ensured safety measures, vaccination availability, and pandemic termination.

Research limitation

One of the study shortcomings was overemphasizing foreign tourist and hospitality facilities and services. There was no sufficient image of domestic tourism and hospitality. The study's other weak-

ness was the small sample size. In one of the study methods, just five U.S. passengers gathered data. Additional secondary data were gathered from scholarly publications and media that were relevant to this research. Following that, secondary data were collected into a single source of knowledge that included an infinite number of facets of the study subject. It was critical to revise this fact. This cannot be saturated to provide the rest of the world with a true image and perspective. Similarly, only 100 individuals were interviewed in another research, of which only 78 successfully expressed their thoughts.

Table SEQ Table * ARABIC2. *Summary of the respondents*

Small sample size	Targeted Number	Those who responded
	100	78
Percentage	100%	78%

Source: own elaboration.

Conclusion

Different impacts were influenced due to the inception of COVID-19 in December 2019. One of the leading health concerns was securing individuals' health and safety against the adverse impacts of the pandemic. The global society implemented isolation and quarantine measures to limit and control the spread of the pandemic. In the long run, these measures had negative impacts on both domestic and global economies by limiting the mechanism of demand and supply. Consequently, the international community was forced to implement measures that could strike the balance between the survival and restoration of the economy and the control and depreciation of the pandemic's adverse impacts.

One of the sectors that were significantly impacted by the pandemic is the tourism and hospitality department. The research pa-



flected on the collapsed economy. The study meets its objectives by providing recommendations on how tourism and hospitality can attain restoration, thereby contributing to global economies. One of the recommendations of ensuring the restoration of the economy through profitability in the tourism and hospitality sectors is maintaining the highest standard of health and safety by business entities. Secondly, the collaboration of various stakeholders of the economy to develop new mechanisms and policy measures other than understanding concepts of behavioural change is also crucial. These recommendations aimed to ensure that the tourism and hospitality industries enforce them progressively, thus restoring their economic relevance.

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