



Effects of Covid-19 on Tourism and Hospitality

Mehmed Ali*

Introduction

COVID-19 outbreak has offered unparalleled occasions earlier than the delicate tourism and hospitality enterprise. The fairly infectious novel coronavirus keeps to thwart the world and increases extreme questions on the prevailing and destiny survival of the world. The studies addresses essential concerns, first, relates to the important demanding situations that hospitality and tourism enterprise faces amid cutting-edge conditions; and 2nd pertains to the essential learnings for the enterprise. Observe attracts at the interviews with 15 members in senior positions in hospitality enterprise, and tourism and hospitality schooling services. Responses to the interviews had been content material analyzed, which led to 27 sub-subject matters that had been in addition condensed into four important subject matters. The dominant sub-subject matters that emerged out of the qualitative enquiry blanketed want of multiskilling and expert improvement of the employees, improved feel of hygiene, sanitation and associated SOPs, optimism towards revival of the enterprise, media roles, and want of higher disaster preparedness. Subsequent overarching subject matters blanketed “Human Resource Management”, “Health and Hygiene”, “Continuity” and “Concerns”. To observe significantly discusses outstanding subject matters with inside the mild of the prevailing arguments from the literature and displays on implications for the choice makers. The important implications of the observe are with inside the shape of decided subject matters including to the evolving idea on COVID-19 pandemic and tourism & hospitality enterprise; and managerial suggestions to deal with host of troubles at the same time as taking vital learnings stemming from the cutting-edge occasions. Limitations and scope of destiny studies also are discussed.

The decade 2020 started with a much unsettling and unfortunate occurrence of new disease in the line of over 30 novel infections that the world has experienced in past 30 years. This time the nomenclature given to the new severe acute respiratory syndrome (SARS) outbreak was the novel corona virus. Later termed COVID-19, the disease represented an atypical pneumonia that started in China, and later spread across nations’ the world over. Countries like United States of America, Brazil, India, Italy, Spain, France, South Korea, Italy, Iran and many more are experiencing unprecedented spread of the disease and life loss from past several months.

The impact of current corona virus outbreak till date has long surpassed those that were observed during SARS epidemic in 2002–2003. Corona virus cases stand at over 10 million worldwide and the reported deaths due to the infection have crossed 500,000. The enormity of this outbreak can be imagined from the fact that even the leaders and prominent people couldn’t escape from the infection, for instance the virus infected British Prime Minister Boris Johnson, who had earlier warned citizens of the United Kingdom to prepare for the potential loss of lives in the country.

Akin to COVID 19, the previous SARS outbreak was characterized by its rapid spread, which led to travel advisories issued by World Health Organization. Travel restrictions and advisories have again revealed the vulnerability of the tourism and hospitality industry. The isolation of a cruise ship in Japan carrying virus infected tourists marked only the beginning of latest tragedy that still continues to unfold. The outbreak brought fears among unsuspecting tourists who had to quarantine themselves while on board. The infections and deaths on board portended the future of delicate tourism and hospitality industry across the globe. Till date researches have prominently pointed at previous SARS outbreak (2002), whenever discussion on threat to tourism and hospitality industry was discussed.

***Corresponding author:** Mehmed Ali, The Emirates Academy of Hospitality Management UAE.

Received: May 20, 2021 **Accepted:** May 20, 2021 **Published:** May 27, 2021

Author Affiliation

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The Emirates academy of Hospitality Management, UAE



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