

WOX7001 Research Methodology

Group Assignment 1

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**MASTER OF DATA SCIENCE**

**FACULTY OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY**

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**WOX 7001 - RESEARCH METHODOLOGY**

**MANAGEMENT OF TOURISM INDUSTRY IN A PANDEMIC**

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# Article 1 Reviewed:

Article 1: An Initial Assessment of Economic Impacts and Operational Challenges for the Tourism & Hospitality Industry Due to Covid-19

The paper conducts an assessment on the influence and challenges that the tourism industry would face during the coronavirus pandemic and provides several measures to assist the recovery of the related tourism industries.  Considering the outbreak of the COVID-19, the tourism markets in most countries have been significantly affected because most countries in the world have cut off the global traffic transportation and take preventive measures to reduce the spreading of the deadly virus. It is also recommended that people in these countries are advised to stay at home and keep social distancing to control  the virus.  In addition, many tourist attraction sites including museums, historical monuments, and parks have also been temporarily closed to help reduce the people's mobility. Because of the effectiveness of the traffic restrictions, the ceased traffic transport and even uncertain outlook, the tourism industry has suffered a dramatic decline in their business.

The consumer confidence index in Germany has decreased since July of 2018, while the COVID-19 is making the existing economic situation even worse, and the government was asked to take measures to save the travel markets. Considering the tourism industry plays a significant role in employment in some countries like the Philippines(20.2%), Mexico(17.8%), Austria(16.9%), etc. This means the income drop in tourism would have a great impact on the overall GDP of these countries(Thams et al., 2020).

In response to the crisis in the tourism industry, researchers have proposed several actions:

* low-interest loans provided by the government
* tax and debt reduction for the tourism companies
* reactivation of  tourism recovery

Despite these measures may take effects on the tourism industry companies and are expected to reduce their financial burden and help them survive during the crisis. However, since COVID-19 may last for several years, and the impact may still exist for a longer period, measures to help the tourism industry should be adjusted according to the existing pandemic situation. To maintain the recovery of the tourism industry, some long-term measures should also be considered.

# Article 2 Reviewed:

Article 2: Tourism: The great patient of coronavirus covid-19

With the Covid-19 spreading around the world,  the tourism industry  has been one of the biggest victims in the disaster. Countries have postponed the airlines and take unprecedented precautionary measures to contain the virus. Average people also cancel their travel plan and keep social distancing.  These actions lead to economic plight. These measures led to economic difficulties, and some quick and effective measures were taken to mitigate the negative impact on the economy during the pandemic.  As predicted by the United Nations (UN), the number of tourists in 2020 will be 20% to 30% lower than in 2019, and the economic loss is equivalent to the increase in value since 2015. Besides, the limited number of research articles increase the difficulty of studying the specific losses of tourism during the pandemic.

The first consequence caused by COVID-19 is the air transport sector. Due to the rapid spread of this deadly virus throughout China, many countries have restricted or suspended flights to China since February, and governments such as Italy, North Korea, and the United States have issued travel warnings to curb this viral spread. The suspension of transportation has also affected China's tourism industry. The same happened in Italy and Australia. Their hotel and travel reservations were canceled, and public places such as museums, theaters, and restaurants in these areas were closed. The city became empty, the tourism industry lost tourists and suffered losses. Also, due to the sudden drop in tourism revenue, the economies of these countries have to face economic decline.

According to the estimation of the World Travel and Tourism Council, the job opportunities would reduce because of the pandemic. Besides, people are uncertain about the period that COVID-19 would last. Furthermore, the tourism industry would suffer more time to recover from the crisis. Considering the restrictive measures to contain the virus, people have canceled meetings and travel, and this action causes the number of tourists to drop in some attractions. These deteriorating conditions cause the tourism industry to become shrinking and plunging.

For some hotels, they have new opportunities to maintain profits. The strategy they adopted was to provide service packages for people who needed 14 days of self-isolation. Tenants in these hotels can receive meals and deliver food to meet their daily demands. Waiters will help  tenants test the body temperature and check them for any symptoms. These actions and services can help hotels generate revenue and survive during the crisis(Folinas & Metaxas, 2020).

From the above policies and measures that help large companies, we could find the researchers are mainly focusing on large companies, while they ignore the individuals or small companies during the crisis. There is a gap that previous researchers have little research on these small companies. Consequently, we need also to find out the impacts on the different sizes of companies and investigate the suitable management methods or policies on them.

# References:

Folinas, S., & Metaxas, T. (2020). Tourism: The Great Patient Of Coronavirus Covid-2019. *International Journal of Advanced Research,* *08*(04), 365-375. doi:10.21474/ijar01/10788

Thams, A., Zech, N., Rempel, D., & Ayia-Koi, A. (2020). *An initial assessment of economic impacts and operational challenges for the tourism & hospitality industry due to COVID-19* (No. 2/2020). IUBH Discussion Papers-Tourismus & Hospitality.