|  |
| --- |
| WOX7001 Research Methodology |
| **By**  **Liu, HongYang (17201091/1)** |



**A close up of a logo

Description automatically generated**

**MASTER OF DATA SCIENCE**

**FACULTY OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY**

**UNIVERSITY OF MALAYA**

**SEMESTER 2, 2019/2020**

**WOX 7001 - RESEARCH METHODOLOGY**

**MANAGEMENT OF TOURISM INDUSTRY IN A PANDEMIC**

|  |  |
| --- | --- |
| **NAME** | **MATRIC NUMBER** |
| **GOH DEAN JETT** | **17218233** |
| **HII LEE ZING** | **17218828** |
| **LEE ZHEN LEK** | **17219514** |
| **LIU HONG YANG** | **17201091** |
| **TAN QIAN HUI** | **17221645** |

# Introduction

## Introduction and Research Background

Since COVID-19 broke out in December last year and was first reported in Wuhan, China, the virus has spread to more than 220 countries, areas or territories. By June 2020, it had infected 7 million people. Although the number of infectious cases is still increasing, considering the limited testing capabilities in most countries, some cases remain unknown. Besides, a long-term pandemic will continue for months or even years. Governments around the world have taken active measures to curb the spread of the virus. The most common measures taken by some countries, such as limited airline tickets, restrict foreigners from entering the country, and cities lockdown. These measures have taken effect to contain the spread of the virus, while some aggressive measures have quickly affected the global economy and brought harm to the tourism industry. Many people have to cancel air tickets and accommodation bookings to comply with the preventive instructions or guidelines recommended by the World Health Organization. These instructions or guidelines help people maintain social distance and reduce mobility. However, the tourism industry is suffering an unprecedented challenge and it has to face revenue plunging. Seriously, future uncertainties have also worsened the consumer confidence index, which means that these tourism organizations or companies will have difficulty in earning income or profits during the pandemic. The decreasing number of tourists gives these tourism organizations or companies much pressure on how to survive during the crisis. These companies have to suspend some of their services or close their shops and lay off their staff. The chain reactions significantly influence the economy and impact the governments’ measures on curbing the virus. The study would research the policies and the impacts on these organizations and find out the most suitable measures to assist them to survive during the pandemic. There are several successful experiences in handling the pandemic:

**Thailand Hotel:** Folinas and Metaxas illustrated in their paper that some hotels in Thailand have conducted a new strategy to continue their hotel reception for people who needed 14 days of self-isolation entering their country. Tenants in these hotels could receive daily food or deliver food to meet their demands during the quarantine period. The waiter would help them test their temperature and check their symptoms. Tenants would pay for their services, and the hotel could still maintain revenue during the disaster for changing their targeted groups (Folinas & Metaxas, 2020).

**Government's measures:** Another example is the financial measures conducted by governments. The actions could be classified as three categories: e.g.

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

The business strategy conducted by these tourism companies could help them survive and run normally until the pandemic end (Thams et al., 2020).

However, research conducted publicly before the study rarely focused on small companies, such as restaurants or private car hailing. Since the previous studies mainly reported the losses of large companies, there is a research gap, that is, a large number of small companies have not been studied and taken financial aid or effective measures during the pandemic. The study would compare the policies and measures targeted on different sizes of companies to fill the gap.

## Problem Statement

As the spread of the COVID-19, most individuals, organizations, and governments related to the tourism industry must face the challenge of the negative impact caused by the pandemic crisis. The main problem of the study is what measures, policies, or management methods can help the tourism industry survive and reduce the negative effects of the crisis, such as unemployment, falling income, or bankruptcy. This problem has challenged many departments, governments, and companies simultaneously. For example, the airline company has to obey the government’s policy and stop its services because of the decreasing travelers. The individuals like the staff have to face the unemployment crisis because of the revenue decline in companies. Consequently, each participant in the tourism sector has to offer their solution to survive during the disaster. Fortunately, because COVID-19 is not the first pandemic that appeared in human history, we could find the measures taken during the period that previous diseases outbroke.

## Research Objective

The deteriorating conditions during the pandemic have caused difficulties like business shrinks or unemployment in the tourism industry. To cope with the pandemic disaster and reduce the negative impact caused by the COVID-19 pandemic, the main objective of the study is to focus on the policies and measures that assist different sizes of organizations to survive and keep revenue during the pandemic. Besides, the research objectives could also help to answer the question of what measures, policies, or management methods can help the different sizes of companies belonging to the tourism industry survive and reduce the negative effects of the crisis.

We would also compare the current financial measures among different sizes of tourism companies. The performance during the pandemic could be reflected using the stock price or revenue. To achieve our objective, we would collect embedded data from public databases like Kaggle or previous journals, or questionnaires to find out the management measures that had been successfully carried out during the last pandemic. After the research design and analysis, we could find suitable management for the pandemic environment.

## Research Output

Today, the tourism industry has suffered a financial loss during the pandemic, and some governments have provided financial measures to help organizations or companies survive. While there are little journals shows that these measures could help the small organization survive and keep their profits. In this study, we would distinguish these measures or policies conducted by different sizes of participants. In this research design, the different sizes of organizations would be scaled using nominal values. These policies or measures would also be analyzed to match the nominal value. We would compare the performance to find out the most suitable management for these organizations.

If this research can be carried out successfully, then the first major contribution of this research is that a large number of the smaller size of tourism companies would benefit from this research, and these smaller companies could also survive during the crisis if they could apply the suitable management methods. These measures would facilitate the collaboration between governments and smaller companies, and individuals in the tourism sectors would have less chance to lose their jobs.

# 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.