

## RESEARCH METHODS AND COMMUNICATION

EMOS 6001

### ASSIGNMENT

#### Instructions:

1. Read the below case study and answer the question.
2. Format: Use Arial 11 font size (send as **Word Document**).
3. Page numbers at least 10 (below 10 pages it is also accepted).
4. Write your first name and surname and Registration Number on top of page 1
5. SAVE FILE AS **your First name and Surname**.
6. If you have used references. Use APA 6 reference style.
7. Submission: Submit soft copy to email address [elizabeth.mkoba@nm-aist.ac.tz](mailto:elizabeth.mkoba@nm-aist.ac.tz)
8. **Deadline submission date: 13/12/2022 at 23:00 East Africa Time Zone**

### RESEARCH - IMPACT OF COVID - 19 ON TOURISM INDUSTRY IN EAST AFRICAN COUNTRIES

Tourism is one of the largest foreign exchange earners and fastest-growing sectors in the East African Community (EAC). According to the EAC Secretariat, tourist arrivals in the EAC region increased from 3.5 million persons in 2006 to about 7 million in 2019. Tourism contributed to the Gross Domestic Product (GDP) of the EAC Partner States by an average of 9.5% in 2019. It contributed an average of 17.2% to EAC total exports and 7.1% to employment. However, the upward trajectory in tourism in the region, with its positive impact on the economy, was devastatingly affected by the onset of COVID-19 pandemic in March 2020.

EAC Secretariat is **conducting a study aims at assessing the impact of COVID-19 on the EAC tourism industry focusing Airline Companies**. You have been appointed as a researcher of EAC Secretariat, explain how you will conduct your research focus on the following:

1. Explain a research method (s) you will use in your study and provide justifications of choosing that particular research method (s). **(10 Marks)**
2. Explain how you will identify samples by describing your sampling technique (s) and sample size. **(20 Marks)**
3. What will be your variables to assess the impact of covid-19 to airline companies? **(5 Marks)**
4. Design data collection instrument (not a very long one). **(40 Marks)**
5. How will you analysed data? **(5 Marks)**

6. Explain 5 forms of research communication you will use to communicate your research findings. **(20 Marks)**

**\*\*\*\*\*End\*\*\*\*\***