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**Research Methods and Communication Assignment**

**0. Introduction**

Even before the pandemic, the number of visitors increased from 3.5 million in 2006 to 7 million in 2019. This demonstrates how various EAC countries profited greatly from tourism activity. Due to the covid-19 pandemic, many countries closed their borders after March 2020 to avoid spreading the pandemic and bringing in new covid-19 cases.(Muoki, 2021)

That metric was both good and bad on both sides. It was good because it helped different countries regulate their covid-19 cases and also reduced new infections due to the same pandemic, but it was bad because it reduced the number of tourists, which was increasing year after year and generating a lot of money for most EAC countries like Kenya (1.4 million), Tanzania (1.3 million) and Rwanda (1.2 million).(*So Which Countries in EAC Have the Most and Which Have the Least Tourists Visiting and Why? - TradeMark East Africa*, n.d.)

**1. Explain a research method (s) you will use in your study and provide justifications of choosing that particular research method**

The goal is to demonstrate the negative impact of Covid-19 on the economies of various EAC countries based on the work proposed by the EAC secretary. **Case studies** and **archival research** will be used in my research strategy.

I ended up choosing a case study because there have been many cases conducted on covid-19, particularly in EAC, and from their results, I can now obtain data that will help me finish my research.

I also opted for archival research because, once again, my research on the impact of covid-19 was conducted by a different person. And I know I can find various data from various platforms and scientific databases. I will use the qualitative multi-method with interviews and observation based on the case study.

I will also use observation to validate the interview results and ensure that I am on the right track. Again, with the interview, I will make sure to get the answers from your subjects' mouths. Again, I will conduct archival research and compare data collected in various databases such as IEEE Explorer, ScienceDirect, MDPI, Nature, Elsevier, and others.

**2. Explain how you will identify samples by describing your sampling technique (s) and sample size.**

According to my research, I will use the nonprobability technique and the judgmental technique for gathering a selection of items and testing based on expertise and knowledge to target known or probable areas of risk based on each get the most tourist in EAC.

I am aware that we have air companies in EAC such as Air Tanzania, Rwandair, and Kenya Airways, and one from outside EAC, Ethiopian Air Lines. Following that, I will check with the tourism ministries in various EAC countries to determine the true impact of Covid-19 on those countries, such as the Office National de Tourism du Burundi (ONT), Tanzanian Tourism Board, Rwanda Development Board, Kenyan Ministry of Tourism and Wildlife, and Uganda Tourism Board. Because of the permanent wall, we can still use other EAC countries in the case of the Democratic Republic of the Congo and South Sudan.

Sampling selection:

Air companies: -air Tanzania, Kenya Airways, and Ethiopian Airlines because they are the most popular and widely used for tourism transport in the EAC.

I will choose the Tanzanian Tourism Board, Rwanda Development Board, and Kenyan Ministry of Tourism and Wildlife as tourism ministries or offices because they are the most visited countries in the EAC, which means they can provide me with more important information than others. [7]

My **sample size will contain 3 airline companies and 3 tourism offices** from EAC countries.

**3. What will be your variables to assess the impact of covid-19 to airline companies?**

Variables are provided by those numbers:

* In 2006 3.5 million tourists to 7 million in 2019 before the covid-19 pandemic
* The contribution from tourism was 9.5% on average in 2019.
* It contributes 17.2% of all the AEC export in 2019.
* It contributes 7.1% to employment in EAC in 2019. (Muoki, 2021)

Tourism was growing at an exponential rate, and the national income from that activity was very high. According to the same number in EAC, tourism activity provided a good number of jobs to various people. (Muoki, 2021)

Borders were closed beginning in 2020 and throughout the pandemic, negatively impacting tourism in many EAC countries. The tourism sector was severely harmed by the pandemic because of a source of income that was not functioning properly. (*Impact Assessment of COVID-19 Pandemic on the Tourism and Hospitality Industry in the EAC and Post Recovery Strategy for the Sector - Working Paper*, n.d.; Muoki, 2021)

**4. Design data collection instrument**

My data collection tool will be an interview as well as observation. Using the interview, I will be able to gather vital information on how the pandemic affected various airline companies and countries in the tourism sector. And validate the findings using research from various papers and scientific publications(observation).

*For the interview these will be my questions:*

|  |  |  |  |
| --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | Company name: ….  Individual Name: …  Email: …  PO Box: …  Company objective: … |  | Country: …  Town: …  Date: …  Time: … | |
| 1. How are you faring? How are you adjusting to life after the pandemic's quarantine? |
| Response 1: |
| 2. How many changes have you made to prepare for the pandemic? |
| Response 2: |
| 3. During the pandemic, did you learn any new methods of problem-solving methodology? |
| Response 3: |
| 4. What, if any, lessons have you taken away from the pandemic? |
| Response 4: |
| 5. How did you handle the pandemic? |
| Response 5: |
| 6. Did covid-19 alter the mission and vision of your company? |
| Response 6: |
| 7. How has the leadership work plan changed as a result of the pandemic? |
| Response 7: |
| 8. How did the pandemic affect the number of travelers on your flight? |
| Response 8: |
| 9. What airline was the most important during the pandemic? |
| Response 9: |
| 10. What are your thoughts on closing the border indefinitely? |
| Response 10: |
| 11. How did you feel about the border reopening? |
| Response 11: |
| 12. Has your company's number of tourists decreased since before and during the pandemic? |
| Response 12: |
| 13. What were the positive effects of the pandemic in your area? |
| Response 13: |
| 14. How is your company faring in the aftermath of the pandemic? |
| Response 14: |
| 15. Do you believe the number of tourists increased as a result of the pandemic? |
| Response 15: |
| Date And Time: …  Name and Signature (Interviewer): … |

I'll get information from that interview form about how many airlines, tourism offices, and businesses handled the situation.

For data analysis, I prefer to use an NVIVO-like tool to analyze the responses provided by various employees and managers from various companies.

That formula will assist me in data collection, and I will then begin data coding with NVIVO and clean the data. And I'll begin the data analysis with graphics. The result interpretation from the graphics drawn in the previous step will follow. And then I'll start talking about the results.

*For the observation these will be my papers and website:*

1. [The impact of the covid-19 Crisis on Trade: Recent Evidence from East Africa](https://www.africaportal.org/publications/impact-covid-19-crisis-trade-recent-evidence-east-africa/).
2. [COVID-19 Scenarios in the East African Community: Implications for Sustainable Development.](file://C:\Users\Dell\Desktop\1.https:\www.researchgate.net\profile\Juliet_Angom\publication\350140225_Post-COVID-19_Scenarios_in_the_East_African_Community_Implications_for_Sustainable_Development\links\605d6fbfa6fdccbfea085bf1\Post-COVID-19-Scenarios-in-the-East-African-Community-Implications-for-Sustainable-Development.pdf?_sg%5b0%5d=started_experiment_milestone&origin=journalDetail)
3. [Implications of Tanzania’s Bungled Response to Covid-19.](http://resp.llas.ac.cn/C666/handle/2XK7JSWQ/271803)
4. [COVID-19: From health crises to food security anxiety and policy implications](https://link.springer.com/article/10.1007/s13280-020-01481-y)
5. [Responses and Impacts of COVID-19 on East Africa's Tourism Industry.](https://www.researchgate.net/publication/357554651_Responses_and_Impacts_of_COVID-19_on_East_Africa%27s_Tourism_Industry?enrichId=rgreq-47c12a19818e7267884eee57330eeb50-XXX&enrichSource=Y292ZXJQYWdlOzM1NzU1NDY1MTtBUzoxMTA4NDEwNDU2MTI1NDQxQDE2NDEyNzcwNTQ0MDY%3D&el=1_x_2&_esc=publicationCoverPdf)
6. [COVID-19 and socioeconomic impact in Africa The case of Kenya.](https://www.wider.unu.edu/publication/covid-19-and-socioeconomic-impact-africa-0)
7. [Immediate impacts of COVID-19 pandemic on bean value chain in selected countries in sub-Saharan Africa.](https://www.sciencedirect.com/science/article/pii/S0308521X20308957)
8. [Unity Is Strength: Covid-19 and Regionalism in Africa.](https://www.tandfonline.com/doi/abs/10.1080/03932729.2021.1918479)
9. [Airline Safety measures to prevent the COVID-19 pandemic that affect the confidence of passenger’s decision making to travel with domestic low-cost airlines during the pandemic.](https://www.sciencedirect.com/science/article/pii/S2352146522005403)
10. [Regional impact of COVID-19 on the production and food security of common bean smallholder farmers in Sub-Saharan Africa: Implication for SDG's.](https://www.sciencedirect.com/science/article/pii/S2211912421000341)
11. [Structural Transformation, Economic Development, and Industrialisation in Africa Post-Covid-19.](https://www.ineteconomics.org/uploads/papers/Lopes-te-Velde-African-industrialisation.pdf)
12. [Kenya’s response to the COVID-19 pandemic: a balance between minimising morbidity and adverse economic impact.](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7921885/)
13. [The Impact of COVID-19 Pandemic on Social Welfare and the Health System Capacity of East African Economies: A Comparative Analysis.](https://mpra.ub.uni-muenchen.de/113739/)
14. [Responses and Impacts of COVID-19 on East Africa’s Tourism Industry](https://www.researchgate.net/profile/Peter-Ezra-3/publication/357554651_Responses_and_Impacts_of_COVID-19_on_East_Africa's_Tourism_Industry/links/61d3e67fb6b5667157c5b891/Responses-and-Impacts-of-COVID-19-on-East-Africas-Tourism-Industry.pdf)
15. [Impacts of COVID-19 on Trade and Economic Aspects of Food Security: Evidence from 45 Developing Countries.](https://www.mdpi.com/1660-4601/17/16/5775)
16. [Impact Assessment of COVID-19 Pandemic on the Tourism and Hospitality Industry in the EAC and Post Recovery Strategy for the Sector-Working Paper.](https://www.africaportal.org/publications/impact-assessment-covid-19-pandemic-tourism-and-hospitality-industry-eac-and-post-recovery-strategy-sector-working-paper/)

All of those papers and websites contain information on the covid-19 pandemic, and the majority of them describe how the pandemic was managed in various EAC countries as well as other Sub-Saharan African countries based on the tourist level. This can help to confirm the interview response and learn more about how to handle the same situation if it occurs again in the future.

**5. How will you analyze data?**

In qualitative analysis, there are two approaches: **inductive** and **deductive**. Furthermore, two types of inductive qualitative analysis are available. (*Analyzing Interview Transcripts in Qualitative Research | Rev*, n.d.; Nowell et al., 2017)

According to my research, I will use an inductive narrative analysis to make sense of the individual stories of my interview respondents. Using this type of qualitative data analysis will allow me to highlight key aspects of their stories that will most likely resonate with the people who will read my report. And, once again, it highlights critical points that I discovered in various areas of my research.

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

For my research publication I will use:

*Academic dissemination primarily which consists of:*

1. Journal articles

At the end of the day, I will publish a scientific article, which is based on empirical evidence. It can provide original research to support a hypothesis, describe existing research, or comment on current trends in a specific field.

According to the findings of my research, I will do my best to write an article that can be published in any journal such as ScienceDirect, MDPI,...

1. conference presentations

A scientific conference is a gathering, symposium, seminar, scientific meeting, workshop, or any other organized, formal meeting where people gather to coordinate, exchange, and disseminate information or to investigate or clarify a specific subject, problem, or area of knowledge. (*NIH Conferences and Scientific Meetings*, n.d.)

After gathering my research findings, I will be able to present them at a scientific conference, which is one of the best places to share papers and work with other scientists.

1. academic lectures

A lecture is an oral presentation given by a university or college professor to present information or teach people about a specific subject. Lectures are used to convey important information such as history, background, theories, and equations. (*Lecture - Wikipedia*, n.d.; Newton, 2016)

After gathering the results of my research, I can request a session to share the findings with various academic people (such as students, lecturers, etc.).

*Non-academic dissemination primarily which consists of:*

1. Reports

A scientific report is a document that describes the process, progress, and/or results of technical or scientific research, as well as the current state of a technical or scientific research problem. It may also include recommendations and the research's conclusion. (*Scientific Reports - Wikipedia*, n.d.; Zharkova et al., 2019)

My research findings can be used in various reports, and those reports can be used to make various decisions.

1. Newsletter

It is a written report and analysis of news, often with forecasts, aimed at a specific audience, such as businesspeople, and distributed to subscribers. (*Newsletter Definition & Meaning | Dictionary.Com*, n.d.)

This can be sent on a regular basis whenever I collect data. I'll also send the final analysis to the same subscribers at the end of the day.

**7. Conclusion**

Scientific research is one of the most important things that can be used to provide evidence for an existing or new event. It can also help to identify the cause of something and determine its effect based on the findings of the research.

Most of the time, scientific research is done to assist other scientists in completing their research or to reach a conclusion based on someone else's research. In my case, the results out of from the research can be applied to take important measures if a similar event occurs.

This research will also help others understand how EAC countries suffered significant financial losses during the pandemic, particularly in top tourist destinations like Kenya, Tanzania, and Rwanda.

Future work could try to demonstrate a good strategy to use in the event of a new pandemic, such as providing a way to visit national parks remotely using drones which will provide a smile to a lot of tourists around the world without them having to leave their homes.

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