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The Impact of Coronavirus on Tourism

Introduction:

Coronavirus first began to spread suddenly in December 2019 in Wuhan, China, which then spread across the globe and reduced nearly all global tourism. (Estrada et al, 2020). By March 2020, there was an astonishing number of 1,400,000 Coronavirus cases exceeded.

(Worldometers, 2020) With the Foreign Office on March 17th, 2020 announcing they advise Britons against all other than essential travel across the world as borders close around the globe (Sophie Murray-Morris,2021), it is simply obvious why the tourism industry is failing.

This research has been generated to figure out if tourism businesses in Britain: 1) How has Covid-19 impacted businesses, 2) With restrictions easing is the tourism businesses starting to pick up again, 3) Is the government helping tourism businesses enough to help pick them up off the ground, 4) do tourism businesses need extra funding for them to bring in customers from abroad. The goal of this research is to have a better understanding on how tourism businesses have been impacted by the current global pandemic and whether they need extra help to get back to where they were before Coronavirus.

This subject is recently relevant since Coronavirus is still amongst society and businesses today, and has impacted family, friends, employment, businesses, and human well-being. Every business across the world had had a negative impact or a struggle through out the global pandemic and especially the tourism industry. The tourism sector has been the main force that drives the world economy with twenty-five million tourism arrivals in 1950, four hundred and fifty million in 1990, and then reaching one billion tourism arrivals in 2010 and by 2018 there was one point four billion. (RTE, 2020). It's interesting to see how coronavirus may have impacted these figures within the tourism sector.

Literature Review

There will be the use of secondary data sources to help with the study and research.

Secondary data includes quantitative data, which is information that is studied by characteristics and behaviour and is broken down into a coded database such as documents, recordings, or transcripts from the recordings. (Hox, J.J. and Boeije, H.R., 2005.) The plan is to interview British tourism business managers and owners on how they have been impacted by Coronavirus and whether their businesses are beginning to pick up with lockdown restrictions beginning to ease. Compared to the start of 2019 tourist numbers fell to 22% at the start of 2020, and then there was a threat of 60% to 80% fall all the way through 2020. With the impact of coronavirus on the tourism sector millions of occupations have been put at risk, as tourism is the most labour-intensive sectors to exist. (World Tourism Organization, 2020). Coronavirus has also negatively impacted the demands on supplies and products which is what households purchase to fulfil their everyday needs, while demands on food and medical care have positively risen. Following this the demand on tourism at local and foreign holidays has dropped since lockdowns has begun and foreign borders simply down shutting their borders to prevent tourists from accessing the countries and preventing them from spreading the virus. (Khan and Yasmine Khan, 2020).

According to (Higgins-Desbiolles, 2020) most of the tourism industry is looking forward to opening back up again, but are relying on a government stimulus packages and interventions to help with their productivity. For example, TUI a multinational tourism organisation is applying the United Kingdom and German governments help and applied a reduced cost in operation around the world. The UK government has collaborated with VisitBritain in helping to work to develop a campaign to advertise the UK tourism after the impact of Coronavirus. This report targets to work upon research that looks at manager and owner in the tourism sectors experience dealing with Coronavirus across Britain.

Methodological Approach

Whilst researching and mapping out the study both quantitative and qualitative research methods was considered to include in the study. The goal of this study is to figure out how Coronavirus has impacted tourism within the UK and whether the government is helping towards the cause, therefore the qualitative method was chosen for the study to provide a more detailed study. Qualitative research collects data from observations of behaviour from in depth, open ended interviews, and written out documents. (Patton, M.Q., 2005.)

Qualitative research is to do with people's experiences and behaviours, whilst also studying the trends and themes that are involved in the participants response. Quantitative research on the other hand is a systematic investigation of social phenomena, quantitative research involves measurements and is set out to analyse data from trends and relationships and then measure it. (Watson, R., 2015.)

The quantitative research method will be used for this study to be able to understand participants experience with dealing with Coronavirus and it impacting their business in the tourism sector.

Purposed data Collection Procedure

The participant will receive a form for them to sign that will ensure them about what the interview includes and to ensure participants are comfortable and agree with participating within the interview. Because of Coronavirus the interviews will be face to face over Microsoft Teams Video Calls, by doing video calls it is similar face to face only its over the internet and it is a safer option of interviewing during the pandemic. Participant will be able to respond naturally and freely with a one-to-one interview instead of a group interview as they might feel more comfortable talking privately instead in front of a group. The interviews

will be recorded over the Microsoft Teams app, and then transcribed on to a word document to capture every word said in writing.

All question will be unstructured therefore participants feel as if the interview is almost natural and comfortable, by participants feeling this way they will answer more naturally and feel less under pressure. Another advantage to choosing a unstructured method of interviewing is that the interviewer is able to prompt the interviewee whenever there is a long pause or there is more wanted from the answer of the participant.

A sample group of 15-20 managers or owners of the tourism sector in Britain will be selected for the interview. All interviewees will have had to own or manage a tourism business in the last three years therefore they know how it was like before Coronavirus and compare it to how it is now when coronavirus has hit the UK. All participants will be presented with an ethical form to make sure they comply and understand how the data is to be collected and used, making sure their confidentiality is protected.

Planned Data Analysis and Presentation:

After all the interviews have been recorded, they will be transcribed to a word document and then all data relevant will be picked and inserted into a thematic framework table. The thematic framework table consist of three columns which include the voices of the participant from the interviews, the meaning and interpretation of what they are saying that are relevant to each other, and lastly concepts/ themes identified from all that been said. After themes are obvious, they will be taken to interpret into the conclusion of the data taken from the interviews. After receiving the data needed, it will help with answering the research question at hand.

Research planning and ethics

Limitations:

The interview will have to be conducted through Microsoft Teams online over a video call, the internet signal can cut out at certain points and cause a glitch throughout the whole interview which can cause unanswered questions.

With the sample size of 15-20 participants its to a small scale compared to a wider population, therefore it will not be possible to generate a result for a wider population of tourism managers and owners.

Some participants may not know how to use a Microsoft Teams online meeting and may take time out of their schedule to help them understand how to use the app.

With resources and word count limit it will be difficult to create a proper in-depth analysed research.

Ethical Consideration:

Ethics is what helps a person decide with what is right and what is wrong. Whilst interviewing and working with the participants and analysing data from them, its important to follow the human rights law to make sure all participants feel like they are being treated the way they want to be treated. By following an ethical standard, the interviewer, the participants, and the university reputation will not be destroyed.

Its vital that throughout the interview that the interviewer is sympathetic towards the participants as some questions may cause participants to bring up something that is sensitive to them. Therefore, if the participant does not feel comfortable answering a question, its important for the interviewer to make it clear that the participant can decide whether they want to answer the question or not.

Before every interview, all participants will be given an ethics form to sign. The ethics forms let the participants understand that the research being held is following the ethical standard of the assignment. By the participants signing the ethics form, they are giving the researcher their full consent to use the participants personal experiences and turn them into data for the study. The information that participants will share will only be between them and the interviewer to protect sensitive information and confidentiality.

Budget, Resources, and time management:

Preparation: doing research on the topic at hand which is how Coronavirus has impacted tourism in the UK, creating an ethical standard to follow the research and creating an ethics form for all participants to agree and sign.

Data Collection: Setting a time that works with every participant, selecting a group of participants that fits the role of the research needed, and doing the interviews.

Data Analysis: Transcribing data onto a Word document, creating a thematic framework table, and making sure all conclusions are relevant to the research.

Review: Conclusion, correcting, and evaluations.

Resources Needed:

- Online Reading Tutorials
- Communications methods for contacting participants.
- Computer that includes Microsoft Word and the Internet.
- Ethics Forms

Budgeting:

Costs will involve purchasing books or articles for the study and paying participants for taking their time to be apart of the study, although it's hoped that participant will do all the interviews voluntarily.

References

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