

## The Effect of Epidemic, Endemic and Pandemic Diseases on the Hospitality Industry. A Case Study of the Effect of Covid 19 on the Revenue of Hotels in Enugu Metropolis

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### ABSTRACT

The paper seeks to explore how the prevalence of endemic, epidemic and pandemic disease can affect the hospitality business. It tried to explore the meaning of pandemic, endemic and pandemic diseases and its occurrences. It deals with its effects on the income and finances of the hospitality industry in Enugu. Attempts were made in exploring how it affects the general performance of the industry in trying times, like the period of COVID 19 which has turned out to be a global pandemic. Data were collected and analyzed using frequency and percentage. From the result of the analyses, the observation made was that COVID 19 affected drastically the room occupancy rate of all the hotels which was their major source of the revenue.

Keywords: Disease, hospitality industry, COVID-19, revenue and hotels.

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### INTRODUCTION

Disease has been in existence among humans since the beginning of history and has continued to pose a threat to the general wellbeing of people and the society at large [1]. There has been diverse health challenges that has been facing humanity and the society have always tried to find solutions to them and marshal out survival strategies during such period.

Endemic, epidemic and pandemic diseases are mostly communicable diseases. Endemic and epidemic diseases have been lingering mostly in developing countries.

The arrival of the new **COVID 19** which is a pandemic disease, which has affected both developed and developing countries. A disease is said to be endemic when there is a constant presence of the disease or infection within a given community or area. A disease is said to be an epidemic when the occurrence of the disease in a community or region is clearly in excess of normal expectancy [2]. While endemicity of disease describes the

constant prevalence of the disease in an area or locality, epidemicity describes afflictions of many people in a particular area at the same time. Pandemic disease is a disease that hits a wide geographical area and affects a large proportion of the population.

**COVID 19** which is a viral disease that originated from Wuhan city in china. The disease which was first noticed in late 2019 spread rapidly to the rest of the world within a very short period of time [3].

### **Hospitality Industry in Enugu Metropolis:**

Enugu metropolis has so many hospitality outfit which includes hotels, restaurants and bars. Our area of study is the hospitality industry in hotels which are evenly distributed across the various areas of the metropolis viz-

Abakpa - 22, Trans Ekulu 12, New Heaven. 14, Independence Layout 25, Obiagu 16, GRA 12, Uwani 16.

With the advent of globalization, movement of the people and goods from

one part of the world to the other or from one region to the other is faster. The corona virus which started in Dec 2019 in China spread rapidly to other countries with the devastating global impact thereby becoming a global threat.

It increased from 19,7590 infections on 17th March 2020 to 2,350,075 infections and 161,270 deaths as at April 19 2020. (Nairametrics 2020).

With the rapid spread and its fatal effect there was urgent need to contain the

#### METHODOLOGY

The research method adopted for the study is the survey research design. Three (3) hotels were randomly chosen from the seven (7) geographical areas in the town viz, G.R.A, Abakpa, Uwani, Trans-Ekulu, New heaven, Independence layout and Obiagu. There, 3 hotels formed the population used for the basis of the study [5].

Odili spread, which led to lockdown and travel restriction across countries globally.

With the introduction of lockdown across the country Nigeria, this led to the shutdown of businesses especially those that cannot be performed from home. Among the businesses that were drastically affected by the lockdown include the hospitality industry especially the hotel businesses [4].

Questionnaire was the instrument that was administered to the various hotels that were randomly selected within the seven (7) geographical areas of the town. The questionnaire was subjected to face validation by experts in the field of statistics study.

Some amendments and adjustments were made by the experts which made instrument used valid for research.

**Table 1: The data collected were organized in tables. The researcher used direct approach to administer and collect back the questionnaires.**

Areas	No of hotels	Jan 20	Feb 20	Mar 20	Apr 20	May 20	June 20	July 20
G.R.A	3	70%	63%	72%	20%	10%	9%	15%
Abakpa	3	48%	52%	58%	32%	10%	6%	16%
Uwani	3	56%	58%	63%	29%	12%	7%	13%
Trans-Ekulu	3	79%	62%	60%	15%	185	5%	12%
Uwani	3	80%	70%	72%	22%	8%	3%	18%
Independence layout	3	82%	85%	81%	32%	20%	12%	23%
Obiagu	3	79%	60%	72%	29%	18%	2%	20%

Federal government in Nigeria shut the economy in April 2020. Which started when businesses in Abuja, Lagos and Ogun state were shut down. This shutdown spread to the remaining states with the introduction of shut down inter-state movement. In some areas in the country where there was a total lockdown which entails ban in intra-city movement and shutdown of all economic activities [6].

The shutdown affected mostly hospitality centres like hotels, restaurants, cinemas and bars, because of the introduction of social distancing which was used to curb the spread of the disease.

With the result of the questionnaire, it was discovered that room occupancy rate was lowest during the lockdown period. Room occupancy which is the major source of income to the hotel having been

drastically affected, invariably affects the

general income of the hotels.

#### CONCLUSION

With the devastating effect of the **COVID 19** on the income of the hotels, the industry operators need to look inwards to be able to ameliorate the impact on the finances. There is need to re-engineer their processes to cut cost and look

inwards to create diverse income sources, equally there is needed to maintain contact with their customers and informing them of the steps being taken to ensure their safety when they return.

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