

Post Covid-19 Recovery for Sustainable Development of Tourism Industry (Case Study of Lagos Nigeria)

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Abstract:- The world is currently ravaged by a pandemic called COVID-19, whose origin could be traced to china, and the world has since been stagnant from all formal activities for longer period than initially projected, in a bid to curtail the spread of the virus, movement restriction was recommended by the world health organization (WHO), which has affected tremendously the tourism industry worldwide, as the industry depends heavily on mobility. this research therefore aims to analyze post-COVID-19 recovery strategies for sustainable development put in place by the tourism industry, which enables the researcher identifies strategies adopted during the COVID-19 crises by the tourism industry for the evaluation of post COVID-19 recovery and resilience by the tourism industry. the research therefore recommends a new transformation approach which will place the peoples comfort at the heart of tourism through the engagement of the private sector, citizen and the international community for a proactive approach in the management of tourism to guide adequately various policies in place and operation and positioning the industry for sustainability.

Keywords:- COVID-19 Pandemic; COVID-19 Protocol; Social Distancing; Parks; Tourism, Sustainable Development.

I. INTRODUCTION

In less than a month to the 2020 Spring Festival holiday and the Chinese Lunar New Year- a collection of pneumonia cases was reported in the City of Wuhan, the city with the largest transportation hub in central China which has a population of 11million inhabitants. A novel virus which is now popularly called COVID-19 (Corona Virus Disease 2019) was identified etiological agent and human-to-human transmission of the virus has however been established.

COVID-19 has been described by Kristalina Georgieva, the Managing Director of the International Monetary Fund, as a crisis like no other' (World Economic Forum 2020) which is certainly having an overwhelming impact on the sectoral and global economy. The virus situation has affected to a large extent the tourism industry worldwide. Most of the destinations in the world have adopted coronavirus related restrictions. According to the World Tourism Organization (WTO), the organization estimated that the tourism industry needs a minimum of one

year to recover from the losses in accrued from the current situation.

The COVID-19 pandemic, which resulted in 22% decline in international tourist arrivals at the first quarter of the year 2020, however, the most recent data from the United Nation World Tourism Organization (UNWTO) published in the year 2020 forecast of between 60% and 80% decline in tourist arrival when compared with the figure of 2019. The widespread of travel restrictions which were introduced worldwide and the closure of airports and national borders translates into a loss of 67 million international arrivals and about US\$80 billion in receipts (exports from tourism). These crises have however placed millions of livelihood at risk, as the progress made in advancing the Sustainable Development Goals (SDGs) is being rolled back, with millions of jobs at risk, and the tourism industry which is one of the most labour-intensive sectors in the economy is not an exception.

According to the World Health Organization (WHO), the tourism industry is currently one of the hardest hit by the outbreak of the pandemic, has it has a devastating impact on both travel demand and supply. Considering the evolving nature of the situation, it is too early to estimate the full impact of the COVID-19 on international tourism. As of today, WTO estimates global tourist arrival could experience a decline between 20% to 30% in 2020, down from an initial estimated growth of 3% to 4% projected in early January of 2020. This could however translate into US\$30 to 50 billion loss in spending by international visitors.

Many authors have written different articles on COVID-19 but have not worked on the resilience and recovery of the tourism industry after the pandemic crises. Ekum and Ogunsanya (2020) used the hierarchical polynomial model to predict COVID-19 cases at a global level, Adeniyi et al. (2020) applied a dynamic model to model Italy COVID-19 cases. Ekum et al. (2020) used stochastic model in analysing COVID-19 cases in Nigeria, Rabajante (2020) deployed mathematical models to measure COVID-19 dynamics, Jia, et al. (2020) applied different mathematical models to predict the number of individuals expected to be infected in Wuhan and China as a whole. Li, et al. (2020) developed dynamic models and time series models based on different mathematical formulations to predict the spread of COVID-19, Are and Ekum (2020) did some visualization on COVID-19 data using moment about

mid-point, Wu et al. (2020) used logistic growth model to compare the dynamics of COVID-19 in 29 provinces of China, and Sengupta et al. (2020) machine learning algorithms to forecast COVID-19 pandemic in Indian. This research is therefore aimed at appraising post COVID-19 recovery sustainable development strategies in the Tourism Industry. To achieve the aim, the researcher shall adopt the following objectives:

1. To evaluate the strategies adopted during the COVID-19 crises by the tourism industry.
2. To evaluate post COVID-19 recovery and resilience by the Tourism industry.

Unfortunately, statistical data, like reduction in revenue, often translates into social problems and the crisis currently being faced by the tourism industry is not also an exception. The Case of the tourism Industry during the hardest period of the pandemic (late March and April of 2020). It is estimated that up to 75 million jobs are at

immediate risk, depending on the period of the pandemic and international lockdown (World Travel & Tourism Council 2020). At the same time, closing various Tourism facilities across the Globe does not only endangers the wellbeing of employees engaged in the industry but also prevents the industry from creating welfare for other stakeholders like their customers, local communities, and others.

Lagos State is the commercial capital of Nigeria with an estimated population of 12,550,598 (NBC, 2017), Lagos is one of the 36 States in the Federal Republic of Nigeria. Lagos State is situated in the southwestern part of Nigeria. It lies approximately between longitude 2o42oE and 3o42'E and latitude 6o22'N and 6o52'N. The Atlantic coastline of about 180km formed the boundary at the south, to the west it is bounded by Benin republic while it is bounded in the northern and eastern part by Ogun State.

Map showing the study area



Source: researchgate.net

II. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.2.1 What is Sustainable Development?

In an attempt to promote a sustainable environment, a major United Nation conference was set up, which was held in Rio de Janeiro (Brazil), from June 3-14, 1992, the conference was centered on Environment and Development, also known as the Rio summit. The earth summit was bent on fostering cooperation among member state internationally, which will enable them to identify development issues after the Cold War. Sustainability is a big issue too big for an individual state to handle, which therefore calls for the summit, which was used as a platform for other member states to collaborate for the joint achievement of the sustainable development to engineering the growth of the world economy.

Sustainable development is acknowledged as one of the world economy driving forces from the end of the 20th century, caused by increasing awareness of the expected ecological crisis (Pisani, 2006). The term of Sustainable development was defined by the United Nations as follows: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987, p43). There are two fundamental elements of the concept of sustainable development, i.e. development and sustainability. According to Sharpley (2000), development and sustainability are in the contrast, as both have possible counterproductive effects, however, neoclassical economists retweeted that there is no contradiction between sustainability and development (Lele, 1991). Sachs (2010) also opined there is no development without sustainability or sustainability without development.

2.2.2 Sustainability in the Tourism Industry

United Nations' World Tourism Organization's (2020) definition of sustainable tourism includes all three main dimensions of sustainability and is described as: "A Tourism that takes full account of its current and future economic, taking cognizance of the social and environmental impacts, thereby addressing the needs of visitors, the industry, the environment, and host communities respectively" (UNWTO, 2020). Sustainable according to UNWTO refers to respecting the socio-cultural genuineness of host communities, at the same time preserving the tradition and cultural heritage. It also requires equal opportunities for the whole society and equitable distribution of tourism benefits (UNWTO, 2020).

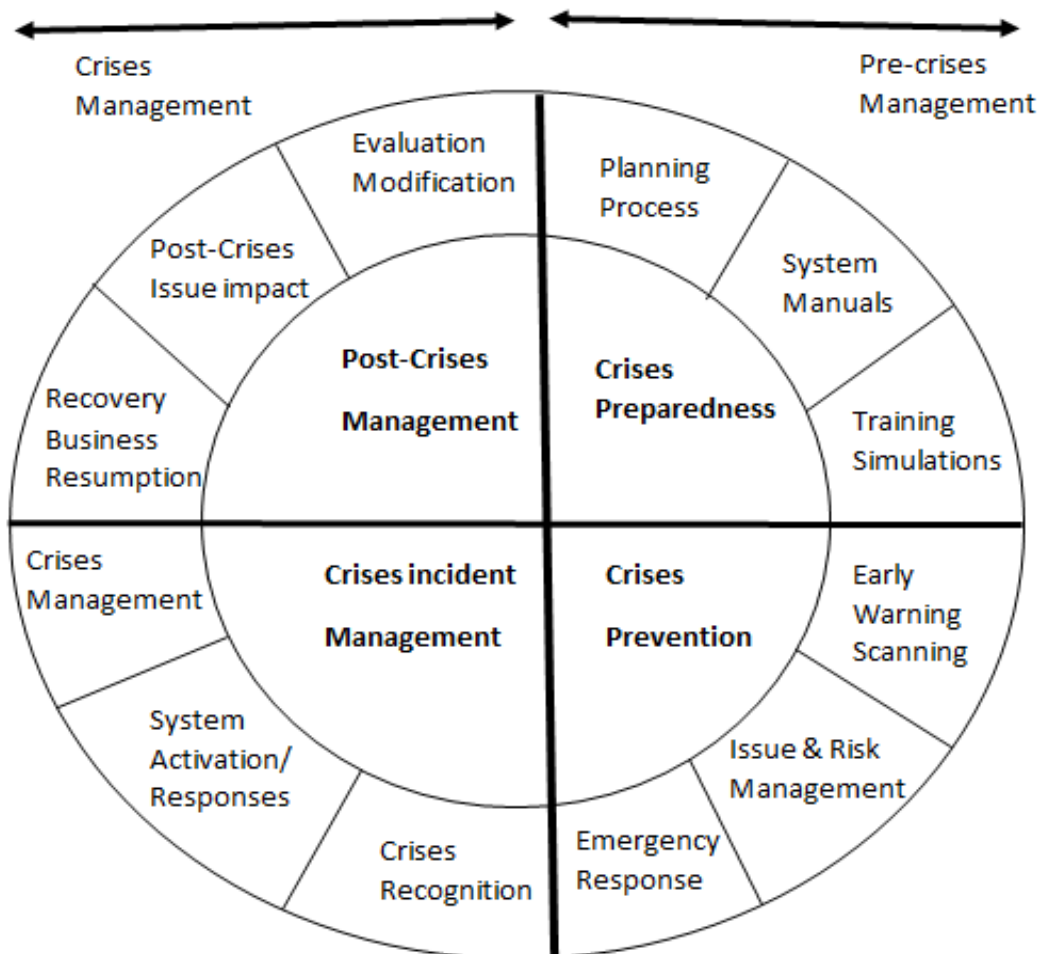
Stakeholder approach is a common method for defining the social dimension of sustainability, which does not only apply to the tourism industry but also generally in organizational studies. According to Dillard et al. (2008), social interactions are a core part of organizations and involve a diverse network of participating and/or impacted

stakeholders such as staff, suppliers, customers, and the community. "Business organizations have a myriad of social impacts from their interaction with, inter alia, employees, suppliers, communities, and consumers. These impacts vary, which also depend on the nature of the organization, its activities, and stakeholder interactions" (Dillard et al., 2008, P 159).

It is evident that the tourism industry has seriously been affected by the COVID-19 pandemic, as room occupancy were nil during the movement restriction, restaurants closed and other recreational facilities and their activities paralysed. To this end, recovery from post COVID-19 for sustainable tourism development is critical, considering the significant impact of the COVID-19 crises on the industry. Crises are inevitable in the organization, this suggests why stakeholders and government agencies need to be awake to their responsibilities and come up with recovery strategies, which will invariably subdue the impact on the industry, national economy and the world at large.

Crises Management Model

Relational Model of Crises Management



Source: Adopted from Tony and Jacques, 2007

The model is significant in the preparation of organization against crises management, as this will help the organization plan ahead, and train its staff by replicating several crises and its management techniques, which will enable the organization to identify early warning signs, issue and risk management, and also come up with an emergency response to crises in a situation of its occurrence.

The post crises management determines the sustainability of an organization in the business, as this determines the organization resilience in crises occurrence, such as the COVID-19 pandemic, as this will enable the organization management to evaluate the impact of the crises on the productivity of the organization, thereby coming up with various recovery plan for the full business resumption. The model is therefore of great significance to the tourism industry in the country and the world at large to help in the post crises recovery process.

2.2.3 Crisis Management Theory and the Tourism Industry

Crises are associated phenomena of the modern economy and business establishments faces both the internal and external crises (Ritchie, 2004). Crises sometimes a devastating impact on an organization and its stakeholders and it was defined by Bundy et al. as follows: "an event identified by managers and stakeholders as highly significant, unexpected, and potentially disruptive can threaten the goal of an organization's and also have reflective implications for its relationships with various organization investors" (Bundy et al., 2017, p1662). Such instabilities in the organization, that are caused by crises may raise problems of the brand's reputation, organizational learning and adaptation, as well as the financial position and stakeholders' perception about the organization (Bundy et al., 2017).

In the tourism industry crises arise from different reasons and except for internal sources, when the crisis might be caused by internal organizational problems, many uncertainties in the modern world also lead the tourism industry to crises triggered by various external sources like natural disasters, terrorism and political instabilities, virus outbreaks, financial crises etc. (Faulkner and Vikulov, 2001; de Saumarez, 2003; Ritchie, 2004; Henderson, 2007). From many other external sources, crises caused by disasters have been broader researched by scholars of the tourism industry. However, such studies mostly highlight reactive responses and recovery strategies rather than reduction or readiness strategies (Ritchie, 2004).

Faulkner defined the disaster in the tourism industry is confronted with sudden unpredictable disastrous changes

over which it has minimal or no control" (Faulkner, 2001, P144). In general, crisis management theory has mostly been divided into three main phases: Pre-Crisis - Prevention & Preparation, The Crisis - Response, Post-Crisis - Learning & Revision (Coombs and Laufer, 2018; Bundy et al., 2017). Stakeholder theory is also actively used in CSR (Corporate Social Responsibility) theory and practice. CSR, which is defined as follows: "the responsibility of enterprises for their impacts on society" (European Commission, 2011, p.6) has gained high recognition and has been progressively adopted by the hotel industry since the 1990s to demonstrate their commitment to building sustainable tourism (Ayuso, 2007).

In the offered model Porter & Kramer (2011) illustrate three main approaches for companies to create shared value. (1) According to CSV, by reconceiving products and markets, companies should shift their focus from only profit and profitable products to real demand of customers. (Porter & Kramer, 2011). By utilizing natural resources and contributing pollution, companies often hurt the ecosystem and society at the same time. (2) By redefining productivity in the value chain Porter and Kramer (2011) show the business the method to build a responsible value chain and minimize the negative influence on a company's employees or society. And finally, (3) By enabling local cluster development companies can help a local society, increase their well-being and at the same time contribute to the knowledge exchange (Porter & Kramer, 2011).

III. METHODOLOGY

The research was based on the two main traditional sources of data, which includes the primary and secondary source of data collection. For the generation of desired information, a structured questionnaire was designed in connection with the objectives, which was used to elicit information from the administrative staffs of the selected Tourist facilities, as they are in the best position to give detailed information on various sustainability development strategies adopted by their industry. One (1) Tourist facilities were randomly selected from the Six (6) Lagos zonal classifications (Ikorodu, Badagry, Ikeja, Lagos Island and Epe), and Fifty research instrument allotted to each zone, which amount to a total of Three Hundred (300) questionnaire. The retrieved data was properly subjected to proper scrutiny to identify those that were not properly filled after proper scrutiny, two hundred (200) was considered valid for the research, to avoid spurious result they were forgone, the data was thereafter coded and analyzed with appropriate data analysis tools for inferences. The secondary data include journals and various publications referenced in this research work.

IV. RESULTS

Demographic Characteristics of Respondents

Variables	Frequency	Percentage
Age of Respondents		
11-20 years	11	5.5
21-30 years	30	15.0
31-40 years	73	36.5
41-50 years	65	32.5
51-60 years	17	8.5
Above 60 years	4	2.0
Total	200	100.0
Gender of Respondents		
Single	75	37.5
Married	116	58.0
Divorced	9	4.5
Total	200	100.0
Highest Educational Qualification		
Informal education	77	38.5
Primary	62	31.0
Secondary	21	10.5
Diploma	21	10.5
Degree	14	7.0
Postgraduate degree	5	2.5
Total	200	100.0
Staff Category		
Top Management	123	61.5
Medium Management	66	33.0
Lower Management	11	5.5
Total	200	100.0
Popular Means of transportation to your tourist location		
Motorcycle/Tricycle	27	13.5
Cab	24	12.0
Public transport	24	12.0
BRT	69	34.5
Personal car	56	28.0
Total	200	100.0

Source: Researcher field work, 2021

The data reveals 5.5% of the respondents are between 11-20 years, 15% are between 21-30 years, 36.5% are between 31-40 years, 32.5% are between 41-50 years, 8.5% of the respondents are between 51-60 years, while 2% are above 60 years respectively, the research reveal larger percentage of respondents between 31-40 years, age of respondents are as follows, 37.5% of the respondents are single, 58% are married while 4.5% are divorced.

The research also reveal the highest education qualification of the respondents as follows, 38.5% obtained informal education, 31% primary education, 10.5%

secondary education, 10.5% Diploma, 7% degree, while 2.5% obtained postgraduate degree respectively, the staff category is revealed as follows, 61.5% are top management staff, 33% are medium management staff, 5.5% are lower management staff, the research reveal larger percentage of top management staff. The popular means of transportation to the tourist locations were also identified as follows, 13.5% use motorcycle/tricycle, 12% use taxi/ private cab and 12% Public transport also, 34.5% use BRT, 28% use personal car respectively as represented with table 4.1 above.

4.2 RESEARCH HYPOTHESES

S/No	Hypotheses	R	R-Square	Durbin-Watson	Significance
1	Ho: There are no adequate strategies adopted by the tourism industry during the COVID-19 crises	0.677	0.458	0.488	0.500
2	Ho: There is no post COVID-19 recovery and resilience strategy put in place by the Tourism industry.	0.747 ^a	0.558	0.222	0.00

4.2 RESEARCH HYPOTHESES

R-value is used to measure the success of the regression in predicting the values of the dependent variable within the sample. It is therefore used to test the significance of various strategies adopted by the tourism industry in the management of crises posed by the COVID-19 pandemic in the state and the recovery and resilience strategy put in place by the tourism industry. The results reveal R-value of 0.677 for the first hypothesis and 0.747 for the second hypothesis respectively, which shows the identified factors are having positive relationship with the tourism industry. It is interpreted as the fraction of the variance of the dependent variable explained by the independent variables.

The estimated R-square result for the first hypothesis is 0.458 while that of second hypothesis is 0.747, which reveals that holding other variable constant, the management strategies put in place by the tourism industry is having 45% significance on their sustainability, while the recovery and resilience strategies put in place is having 74% impact on the industry sustainability, which means a percentage increase in the industry strategies and recovery/resilience will cause 45% and 55% increase in the industry sustainability and recovery from the crises and other crises of this nature, while 55% and 45% tourism sustainability, resilience and recovery are explained by other variables outside the model, that are not connected to the above identified variables.

Durbin – Watson statistic is used to detect if there is autocorrelation in the residual from a statistical regression analysis. The value of DW always lies between 0 and 4. If the Durbin–Watson statistic is 2, it means there is no autocorrelation, a value between 0-2 indicate positive autocorrelation, while a value between 2-4 indicate a negative autocorrelation. The analysis reveals a DW value of 4 for hypothesis one and 2 for hypothesis two. The hypothesis one reveals a negative autocorrelation. In other words, the research reveals if proper strategies are not put in place it will have negative influence on the management capability of the tourism industry. The hypothesis two indicate a positive autocorrelation. In other words, the research reveals if proper strategies are put in place it will have positive influence on the recovery and resilience capability of the tourism industry.

Considering the coefficient statistics results (significance) in the validation of the earlier stated hypothesis, the initially stated null hypothesis will be rejected if the p-value is less than 0.05. The result thus reveals a p-value of 0.50 for the first hypothesis, which is above 0.05, it is, however, pertinent to stick to the earlier stated null hypothesis which states that there are no adequate strategies adopted by the tourism industry during the COVID-19 crises, the adoption of the null hypothesis is because it receives statistical support. The second hypothesis reveals a p-value of 0.00, which is less than 0.05, it is, however, pertinent to reject earlier stated null hypothesis which states that there is no post COVID-19 recovery and resilience strategy put in place by the tourism industry, the adoption of the null hypothesis is because it lacks statistical support.

V. RECOMMENDATIONS

1. Protect jobs, income and enterprises: short term and medium term direct financial assistance is needed for the vulnerable businesses in the informal economy and those who also depend on nature based tourism. This can be done through the provision of micro grants, providing additional bonuses, subsidies, waivers etc. To ameliorate the impact of the economic crises on the masses.
2. The government should consider the postponement of all dues on tourism and hotel establishments and suspension of rent by all bazars and cafeterias in most affected tourist sites until all activities resume fully.
3. Direct aid to companies: the government should provide direct aid to companies that were forced to shut down due to the pandemic to aid their recovery, which may include provision of recovery loans, as well as donations of protective kits.
4. The Government should build confidence and trust in the people through health and safety protocols in all tourism operations: the implementation and communication of adequate health and safety protocol at various points of trip is paramount in the rebuilding of commuter's confidence, while also ensuring the safety and security of the travelers, workers and host communities respectively.

VI. CONCLUSION

The research reveals a significant impact of the pandemic on the tourism industry, as the industry is not prepared for the pandemic which caught the entire world unaware, which therefore dealt a devastating blow on the industry as movement was restricted, and the industry depend much on mobility. The industry however shows a high-level resilience and ability to adopt innovative recovery strategies from adversity. However, this unforeseen circumstances requires a dynamic approach, while addressing the challenges of the socio-economic impact of the pandemic on tourism, the crises also present an opportunity for the industry to become more resilience inclusive and sustainable.

It is therefore necessary to adopt a new transformation approach which will place the peoples wellbeing at the heart of tourism through the engagement of the private sector, citizen and the international community for a better planning in the management of tourism to guide adequately various policies in place and operation and positioning the industry for sustainability.

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