
The Effect of COVID-19 on Guests' Patronage in Hospitality Industries

AKPAN, E. Ebenezer, *Ph.D, FCICN, AP, PPGDCA, PHDCDPM*
Corporate Institute of Research and Computer Science
140 Ikot Ekpene Road
Uyo, Akwa Ibom State

ABSTRACT

The aim of this paper was to assess the effect of COVID-19 on guests' patronage in hospitality industries. Expost-facto research design was adopted for the study. The design was considered suitable because the phenomena for design studies had already occurred. The research was conducted in Victoria Island, Lagos State, Nigeria. The population of the study comprised of management staff, members of the board of directors, the managing director, functional managers, and supervisors in hospitality industries in Victoria Island, Lagos, Nigeria. A strategic random sampling technique was used to select 3 hotels in Victoria Island, Lagos State for the study. 30 respondents were randomly selected from each of the hotels for the study, giving a total of 90 respondents as the sample size. The main instrument used in this study was a questionnaire titled "Covid-19 and Guests' Patronage in Hospitality Industry Questionnaire" (CGPHIQ). A letter of introduction was written by the researcher to the management of the three hotels for permission to conduct the research in their organization and also for assistance and understanding. When permission to conduct the research was granted, the questionnaire was issued to the respondents and retrieved six days later from each respondent. The data was analyzed using appropriate statistical techniques such as descriptive statistics to answer the research questions, while independent t-test analysis was used to test the hypothesis at 0.05 alpha levels. The findings of the study revealed that the different categories of hospitality industry were affected by the pandemic, including accommodation and lodging, entertainment, travel and tourism, and food and beverages. Finally, the study concluded that there is significant effect of COVID-19 pandemic on the extent of patronage in the hospitality industries in Victoria Island, Lagos State. One of the recommendations made in the study was that since pre-paid rates are unlikely to be booked with the present levels of market uncertainty, it is highly recommended to remove the non-cancellable fees. Promoting flexi-rates and allowing guests to move a booking to a new date is another key strategy to promote hotel business in compensation for emergency cancellations.

KEYWORDS: COVID-19, Patronage and Hospitality industries

Introduction

The global community woke up in December 2019 to an outbreak of a disease named Coronavirus disease 2019 (abbreviated as COVID-19). The disease was described as an infectious disease caused by the coronavirus that causes severe acute respiratory syndrome (SARS). The COVID-19 disease has spread to about 196 countries and territories on every continent across the globe. Since then, there has been a concerted effort to curb the further spread of the infection, which is believed to be transmitted from human-to-human. The disease has greatly slowed down economic

activity across the world, with many countries coming under partial or total lockdown. The COVID-19 pandemic has resulted in mass production shutdowns and supply chain disruptions, causing global ripple effects across all economic sectors in a manner that was never expected. It is projected that the spread of the disease will have serious humanitarian challenges for the countries of the world, especially Africa and Nigeria in particular. Economically, the effects have already been felt as demand for Africa's raw materials and commodities in the global market has declined and Africa's access to industrial components and manufactured goods from other regions of the world has been hampered. This is causing further uncertainty in a continent already grappling with widespread geopolitical and economic instability (Morné, 2020).

Some of the measures put in place by the Nigerian government in its effort to curtail the further spread of COVID-19 include social distancing and a staying at home policy in which workers are expected to work from their individual houses and public gatherings of all kinds are banned. This policy imposed limitations on spending and declined consumption. Many factories have responded by shutting down or cutting down production and output, while in other instances, staff work from home to limit physical contact. This has the potential of worsening the poverty and unemployment challenges in Nigeria. The last unemployment report released by the National Bureau of Statistics (NBS) ranked Nigeria number 21 among 181 countries, with an unemployment rate of about 23.1%. The country has also been rated as the poverty capital of the world, with an estimated 87 million people living on less than \$2 a day (CSEA, 2020). The hospitality industry was also affected as the travel opportunities for Chinese tourists, who usually spend billions annually, were severely curtailed. There were increased flight cancellations, cancelled hotel bookings, and canceled local and international events worth over \$200 billion.

However, the industry has a massive task ahead. Government assistance is needed and will help. Current forecasts project a deep economic contraction in the first half of the year, followed by a bounce-back in the latter half. However, there is concern that there could be prolonged economic uncertainty that would prevent a sharp bounce-back. As hotels respond to this economic reality, they will need to think through key issues both for the short and long terms. EY has developed a resiliency framework (see below) that addresses major concerns that companies have during these turbulent times. Maintaining the safety and security of employees and guests is clearly the highest priority. That includes setting up a secure remote working environment. While there will inevitably be some loss of productivity as employees work away from the office, companies need to ensure that employees are engaged and productive in the new operating environment.

Statement of Problem

The outbreak and spread of COVID-19 disease has resulted in countries around the world placing travel restrictions and closing their borders to movements to and from other countries. The tourism industry is one of the sectors that would be greatly affected. The outbreak and spread of COVID-19 disease led to rapid shutdowns in cities and states across the country, which greatly affected the tourism industry. Industries in the tourism sector, such as airlines, hotels, entertainment, and hospitality industries, are facing declining demand and patronage with travel crashes and cancellations expected to continue. The increased cancellations of hotels and travel bookings resulted in

billions of dollars in revenue losses and hundreds of thousands of job losses in the country. The Nigerian hospitality industry therefore needs to put certain strategies in order in order to survive the damaging effects of the virus. The need to do this constitutes the main focus of this study, which is to examine the effect of COVID-19 on guests' patronage in the hospitality industry in Lagos State.

Objectives of Study

The main purpose of this study was to assess the effect of COVID-19 on guests' patronage in hospitality industries. Specifically, the study sought:

1. To examine various categories of hospitality services within the hospitality industry affected by covid-19 pandemic in Victoria Island, Lagos State.
2. To find out the extent of covid-19 pandemic effect on guests' patronage in the hospitality industry in Victoria Island, Lagos State.

Research Questions

The following research questions were answered:

1. What are the various categories of hospitality services within the hospitality industry affected by COVID-19 pandemic in Lagos State?
2. To what extent has COVID-19 pandemic affected guests' patronage in the hospitality industry in Lagos State?

Hypothesis

There is no significant effect of COVID-19 pandemic on the extent of guest's patronage in the hospitality industries in Victoria Island, Lagos State.

Conceptual Review

Concept of COVID-19 Pandemic

COVID-19, subsequently named SARS-CoV-2, is defined as an illness caused by a novel coronavirus now called "severe acute respiratory syndrome coronavirus 2" (SARS-CoV-2; formerly called 2019-nCoV), which has rapidly spread to almost every region of the world. The infection has no immediate treatment or vaccine, and it has, according to the World Health Organization (WHO, 2020), become a worldwide pandemic, causing significant morbidity and mortality. As of April 9, 2020, there are 1,603,428 confirmed cases, 356,440 recoveries from the illness, and 95,714 deaths worldwide as of April 9, 2020. The most likely ecological reservoirs for SARS-CoV-2 are bats, but it is believed that the virus jumped the species barrier to humans from another intermediate animal host. This intermediate animal host could be a domestic food animal, a wild animal, or a domesticated wild animal that has not yet been identified. During previous outbreaks due to other coronaviruses (Middle-East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS)), human-to-human transmission occurred through droplets, contact, and fomites, suggesting that the transmission mode of COVID-19 could be similar. According to Anand, Ziebuhr, Wadhvani, Mesters, & Hilgenfeld (2003), prevention is, so far, the best practice in order to reduce the impact of COVID-19 considering the lack of effective treatment.

As noted by ECDPC (2020), the first people with COVID-19 had links to an animal and seafood market. This fact suggests that animals initially transmitted the virus to humans. However, people with a more recent diagnosis had no connections with or exposure to the market, confirming that humans can pass the virus to each other. Symptoms vary from person to person with COVID-19. It may produce few or no symptoms. However, it can also lead to severe illness and may be fatal. Common symptoms include fever, breathlessness, and cough. It may take 2–14 days for a person to notice symptoms of infection after infection. The Corona virus life cycle includes attachment and entry, replicase protein expression, replication and transcription, and assembly and release. Corona viruses (COVID-19) can mutate effectively, which makes them so contagious. Gralinski and Menachery (2020) posited that to prevent transmission, people should stay at home and rest while symptoms are active. They should also avoid close contact with other people. Covering the mouth and nose with a tissue or handkerchief while coughing or sneezing can also help prevent transmission. It is important to dispose of any tissues after use and maintain hygiene around the home.

The NCDC (2020) has given general preventive measures to help curb the spread of COVID-19. Therefore, the basic principles for reducing the general risk of transmission of acute respiratory infections according to NCDC include the following:

- Listen for instructions from your local government about staying home.
- Avoiding close contact with people suffering from acute respiratory infections.
- Frequent hand-washing, especially after direct contact with ill people or their environment.
- Avoiding unprotected contact with farm or wild animals.
- People with symptoms of acute respiratory infection should practice cough etiquette (maintain distance, cover coughs and sneezes with disposable tissues or clothing, and wash hands) and also use face masks.
- Within healthcare facilities, enhance standard infection prevention and control practices in hospitals, especially in emergency departments.

Concept of Hospitality Industry

Nowadays, the hospitality industry is a powerful system within the regional economy and tourist center and an important component of the hospitality economy. The hospitality industry has different means of collective and individual accommodation: hotels, motels, youth hostels and dormitories, apartments, tourist shelters, as well as the private sector involved in tourist accommodation.

To start with, hospitality is a domestic concept, which means a special kind of hospitality: the hospitality of the hosts at the reception of the guests. Telfer (1996) characterized the nature of hospitality as the sharing of drink, food, and shelter with people who are not permanent members of a household. The hospitality industry as an economic activity includes the provision of services and the organization of short-term accommodation in hotels, motels, campsites, and other accommodation facilities for a fee. According to Lashley and Morrison, "to better understand hospitality activities, we

need to understand the provision of food, drink, and accommodation in the nuclear family" (2000, p. 10). In addition to the above, Lashley et al. (2000) state that "hospitality is essentially a relationship based on hosts and guests" (p. 15). The hospitality industry includes various spheres of human activity—hospitality, recreation, entertainment, hotel and restaurant business, catering, sightseeing activities, exhibitions, and various scientific conferences. Brotherton and Wood (2000) defined hospitality management as "the management of hospitality in that one set of intellectual constructs and practices (management) is applied to another (hospitality)."

The hospitality industry is a business aimed at providing visitors with accommodation, food, and organizing their leisure time. The travel services, including those in the framework of hotel services, are referred to as the social and cultural services. They are built on the principles of modern hospitality, which increases their role in the development of domestic hospitality but also poses certain problems in the system of training for hospitality and hotel service. According to Kumar, Kee, and Manshor (2009), there are various skills needed by employees in the hospitality industry, such as: customer service skills, cultural awareness, communication skills, multitasking skills, work ethic, language skills, professionalism, teamwork skills, problem-solving skills, and attention to detail. These skills will promote guests' satisfaction in the hospitality industry.

Categories of Hospitality Industry

Hospitality is one of the biggest industries in the world and contributes immensely to the global economic output. It is an industry that connects different types of businesses with each other. Use of digital technologies by both businesses and consumers and an increase in consumer purchasing power have propelled rapid growth in the global hospitality industry. These service industries include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services such as accommodations and restaurants, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theaters.

There are different types of businesses within the hospitality industry. However, these businesses usually fall under four broad categories, i.e., accommodation, food and beverage, travel and hospitality, and entertainment. The discussion that follows aims to explore these four types of hospitality businesses.

Accommodation in the Hospitality Industry: A broad sector of the hospitality industry is accommodation (lodging), which comprises different types of hotels and facilities that have the provisions for overnight accommodation for people travelling. Budget hotels, luxury hotels, spa hotels, hotel resorts, boutique hotels, and bed and breakfasts are some of the most important players in this industry. This perception is supported by a study of South Korean hotel managers that found the managers believed that guest technologies had only a marginal impact on hotel performance (Ham, Kim, & Jeong, 2005). Conversely, more recently, Singh and Kasavana (2005) concluded that guests expect to find technologies in their hotel rooms that mirror those that they use in their daily lives.

According to the World Hospitality Organization (cited in Telfer, 2019), the total number of visitors who visited France in 2017 was 86.9 million. In the same year, 81.8 million people visited Spain; 76.9 million visited the USA; 60.7 million visited China; and

37.7 million visited the UK. Only a small percentage of these many millions of visitors stayed with friends and family. The rest stayed in hotels or similar facilities. It is worth noting that travelers spent more than \$293 billion on accommodation in the United States in 2016.

Food and Beverage in the Hospitality Industry: Food and beverage is one of the largest sectors within the hospitality industry. Services within this sector range from preparing food to presenting it on the customer's table. Fast food, fast casual, fine dining, and casual dining are some of the most popular types of restaurants in this sector. There are different types of businesses within the travel and hospitality sector that include but are not limited to trains, airlines, cruise ships, and tour operators. Travelers spent approximately \$265 billion on passenger air transportation services in the United States in 2016 (ITA, 2019). Travel and hospitality have been one of the fastest growing sectors in the UK in employment terms since 2010.

British Airways, American Airlines, Emirates Airline, Singapore Airlines, Air Canada, Air New Zealand, Lufthansa, and Qatar Airways are some of the most popular airlines in the world. The articles, "SWOT Analysis of American Airlines" and "Marketing Mix of Emirates Airline" provide the readers with detailed information concerning American Airlines and Emirates Airline. The general findings reported in the academic literature suggest that the hotel industry is slow to adopt guest room technologies (Van Hoof et al., 1995; Deeb & Murray, 2002; Beldona & Cobanoglu, 2007), because hotel operators and managers perceive that expenditures on in-room entertainment-technology amenities do not yield a positive return on the investment. The challenge for the lodging industry is determining when a potential new technology is sufficiently accepted by consumers in their daily experience and thus should be implemented in hotel guest rooms.

Entertainment in the Hospitality Industry: Entertainment is a significant part of travelling nowadays. No wonder why many top hospitality destinations offer zoos, museums, theme parks, theatres, marinas, and many more that captivate and entertain tourists. Disneyland, Lego Land, Madame Tussauds, Magic Kingdom Park, Cedar Point, British Museums, Walt Disney World Resort, Port Aventura, Ferrari World, Alton Towers, and Tivoli Gardens are some of the most popular entertainment choices for travelers.

The hospitality industry's backbone is comprised of customer service, a concept shared by all segments of the industry. Your small business may focus on one or all facets of hospitality. How accomplished you and your staff are at serving others will determine your business's level of success. You may find it easier to excel in just one category of the hospitality industry. However, though costs and challenges will increase, owning or managing several facets of hospitality can provide you with many more opportunities to generate success.

Travel and Tourism: A lot of people consider tourism synonymous with hospitality and not as a different sector of the hospitality industry. The travel and tourism industry is a vast sector of the hospitality industry with several key players across the globe. Most of them include trains, airlines, cruise ships, and several crew members in their service. On the whole, players in the travel and tourism segment are in the business of moving people from one destination to another. It would not be an exaggeration if we made a statement that the most important segment of the hospitality industry is travel and

tourism, as others depend on it. Without profound levels of travel and tourism in a region, the hospitality industry of that region won't grow. So, the travel and tourism domain form the backbone of our hospitality industry.

It is a huge domain that demands innovation, strategy, and novelty at each step. When we talk about travel and tourism, it is not confined to leisure and travel for fun. Both formal and informal travel include this division. People travel across the globe for business, education, entertainment, holidays, and many other reasons. Like all other different sectors of the hospitality industry, this one also demands customer focus, leniency, relationship management, and other integrated marketing skills for its smooth running and expansion.

COVID-19 Effect on Hospitality Industry

According to Ishmael (2020), undeniably, hotels are one of the hardest-hit industries by COVID-19. As a result of massive cancellations of flights, tours, events, and hotel reservations and a resultant decline in inbound travel, hotel occupancy rates and average room rates have dropped sharply, causing unprecedented declines in profit margins. In Italy, 90% and 80% of all hotel bookings in Rome and Sicily, respectively, have been cancelled, and for a relatively small tourist destination like Ghana, hotel occupancy rates are down from 70% to under 30%, with some hotels recording as low as 5%. Also, it has been reported that hotel industry REVPAR in the United States fell 11.6% for the week ending March 7, 2020.

The problem is compounded by lockdowns and other social distance protocols announced by governments in an attempt to "flatten the curve." Governments are in a dilemma as to how to flatten the curve without flattening their economies. Though hotels are experiencing substantial revenue losses, utilities, wages, and salaries, as well as other recurrent expenditure and statutory payments, have to be made. For all intents and purposes, the hotel industry is headed for an unprecedented slump from COVID-19. According to experts, the pandemic will linger on for about two years. However, the fear of travelling and the enforcement of social distance protocols will not go away soon after the pandemic subsides (Ishmael 2020).

COVID-19 will leave the hotel industry badly bruised, and there is a general agreement that the industry will not be the same long after the lockdowns and travel restrictions have been lifted. But hoteliers cannot afford to follow the existing model of operations. Hotels must adopt survival strategies against COVID-19. This calls for repackaging the hotel service to make it more attractive in this post-Civilian era. After all, desperate situations require desperate measures. It must be emphasized that the extent of the impact of COVID-19 on the entire economies of destinations and along the tourism value chain requires the government to provide leadership in managing the situation. Indeed, in most destinations, governments have instituted a number of austerity measures to help cushion businesses, including hotels and restaurants, from the debilitating effects of the pandemic. This has been in the form of relief funds, tax cuts, subsidies, credit facilities, and employment support (Ishmael 2020). According to Ruwan, Anupama, Shamila, Chandi, Dhananjaya, Sammani, Amaya, and Ali Abdulla (2020), one industry that is suffering the most immediate repercussions is the hospitality and leisure industry. Due to fears of community spread through travel and group environments, hospitality is among the hardest hit. The news has been featuring the postponement and

cancelation of events, conferences, conventions, and sports leagues, which is immediately driving down travel and hospitality costs for business and pleasure.

As the phrase "social distancing" becomes a household term, many consumers are playing it safe and staying at home, while some are attempting to continue typical day-to-day operations through restrictions. Curfews, and in some cities, full lockdowns, have created a precarious business climate for restaurants, bars, cafes, and other businesses dependent on guests. These roadblocks are significantly impacting their bottom lines (Ruwan et al., 2020). There are two scenarios for which the hospitality industry should prepare a response:

1. The event that a guest, customer, or employee contracts COVID-19.
2. The probable drop in profits.

However, the real impact of the COVID-19 outbreak on hospitality will depend mainly on the duration of travel restrictions in different regions (Lloyd-Jones 2020). Many economic forecasts show that the GDP of many countries will slow, perhaps very significantly, in the near future (Fernandes 2020). Smeral (2009a) confirmed that consumer behavior and tourism demand are symmetrical; a fall in the incomes of consumers will result in similar or deeper falls in the consumption of tourist services, identified as higher-order services and characterized by a relatively higher income elasticity of demand (Momsen, Sinclair, & Stabler 2010). Moreover, the recovery of tourism markets usually lasts longer compared to the period of demand decline (Smeral, 2009a and 2009b).

Methods

Expost-facto research design was adopted for the study. The design was considered suitable because the phenomena for design studies have already occurred. The study was carried out in Victoria Island, Lagos State, Nigeria. The population of the study comprised of management staff, members of the board of directors, the managing director, functional managers, and supervisors in hospitality industries in Victoria Island, Lagos, Nigeria. A strategic random sampling technique was used to select 3 hotels in Victoria Island, Lagos State for the study. 30 respondents were randomly selected from each of the hotels for the study, giving a total of 90 respondents as the sample size. The main instrument used in this study was a questionnaire titled "Covid-19 and Guests' Patronage in Hospitality Industry Questionnaire" (CGPHIQ). A letter of introduction was written by the researcher to the management of the three hotels for permission to conduct the research in their organization and also for assistance and understanding. When permission to conduct the research was granted, the questionnaire was issued to the respondents and retrieved six days later from each respondent. The data was analyzed using appropriate statistical techniques such as descriptive statistics to answer the research questions, while independent t-test analysis was used to test the hypothesis at 0.05 alpha levels.

Results

Research Questions

Research Questions 1: The research question sought to find out the various categories of hospitality services within hospitality industry affected by covid-19 pandemic in Lagos

State. In order to answer the research question, percentage analysis was performed on the data (see table 1).

Table 1: Percentage analysis of the various categories of hospitality services within hospitality industry affected by covid-19 pandemic in Lagos State

CATEGORIES	FREQUENCY	PERCENTAGE
Accommodation	15	30
Food and beverage	4	8*
Entertainment	12	24
Travel and Tourism	19	38**
TOTAL	50	100%

** The highest percentage frequency

* The least percentage frequency

SOURCE: Field survey

The above table 1 presents the percentage analysis of the various categories of hospitality services within hospitality industry affected by covid-19 pandemic in Lagos State. From the result of the data analysis, it was observed that travel and tourism 19(38%) was rated the highest percentage of hospitality services within hospitality industry affected by covid-19 pandemic in Lagos State while food and beverage 4(8%) was rated the least percentage.

Research Questions 2: The research question sought to find out the extent covid-19 pandemic has affected patronage in the hospitality industry in Lagos State. In order to answer the research question, percentage analysis was performed on the data (table 2).

Table 2: Percentage analysis of the extent covid-19 pandemic effect on patronage in the hospitality industry in Lagos State

EXTENT	FREQUENCY	PERCENTAGE
VERY HIGH EXTENT	21	42**
HIGH EXTENT	18	36
LOW EXTENT	7	14
VERY LOW EXTENT	4	8*
TOTAL	50	100%

** The highest percentage frequency

* The least percentage frequency

SOURCE: Field survey

The above table 2 presents the percentage analysis of the extent covid-19 pandemic has affected patronage in the hospitality industry in Lagos State. From the result of the data analysis, it was observed that the highest percentage of the respondent 21(42%) affirmed that the extent is very high while the least percentage of the respondents 4(8%) stated that the extent to which covid-19 pandemic has affected patronage in the hospitality industry in Lagos State is very low.

Hypothesis Testing

Hypothesis One

The null hypothesis states that there is no significant effect of covid-19 pandemic on the extent of patronage in the hospitality industry in Lagos State. In order to test the hypothesis simple regression analysis was performed on the data, (see table 3).

Table 3: Simple Regression Analysis of the effect of covid-19 pandemic on the extent of patronage in the hospitality industry in Lagos State

Model	R	R-Square	Adjusted R Square	Std. error of the Estimate	R Square Change
1	0.98	0.96	0.96	0.39	0.96

*Significant at 0.05 level; df= 48; N= 50; critical R-value = 0.294

The above table 3 shows that the calculated R-value (0.98) was greater than the critical R-value of 0.294 at 0.5 alpha levels with 48 degrees of freedom. The R-Square value of 0.96 predicts 96% of the effect of covid-19 pandemic on the extent of patronage in the hospitality industry in Lagos State. This rate of percentage is highly positive and therefore means that there is significant effect of covid-19 pandemic on the extent of patronage in the hospitality industry in Lagos State. It was also deemed necessary to find out the effect of the variance of each class of independent variable as responded by each respondent (see table 4).

Table 4: Analysis of variance of the effect of covid-19 pandemic on the extent of patronage in the hospitality industry in Lagos State

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	197.23	1	197.23	1302.60	.000b
Residual	7.27	48	0.15		
Total	204.50	49			

a. Dependent Variable: patronage

b. Predictors: (Constant), COVID-19

The above table 4 presents the calculated F-value as (1302.60) and the P-value as (.000b). Being that the P-value (.000b) is below the probability level of 0.05, the result therefore means that there is significant effect of exerted by the independent variables Covid-19 on the dependent variable which is patronage. This result implies that the result therefore means there is significant effect of covid-19 pandemic on the extent of patronage in the hospitality industry in Lagos State. The result therefore is cognate to the research findings of Telfer (1996) who averred that the nature of hospitality as the sharing of drink, food and shelter to people who actually are not permanent members of a household. The result of the analysis caused the null hypotheses to be rejected while the alternative one was retained.

Conclusion

The hospitality industry has always proven to be resilient in times of pandemics and crisis and it is expected that post-COVID-19 will not be any different, though the road to recovery could be long. With the outbreak of the coronavirus and its resultant impact on hotels, we can only say that the industry is down but not out. Hotel managers must

institute a crisis management plan based on the COVID model outlined above to ensure that they keep their heads above water. Based on the findings of the study, the following conclusions were drawn: The different categories of the hospitality industry affected by the pandemic include: accommodation and lodging, entertainment, travel and tourism, and food and beverages. Finally, the study concluded that there is significant effect of COVID-19 pandemic on the extent of patronage in the hospitality industries in Victoria Island, Lagos State.

Recommendations

Based on the findings and the conclusion of the work, some of the recommendations made to overcome the negative impacts of COVID-19 outbreak in the hospitality industry include:

1. Since pre-paid rates are unlikely to be booked with the present levels of market uncertainty, it is highly recommended to remove the non-cancellable fees. Promoting flexi-rates and allowing guests to move a booking to a new date is another key strategy to promote hotel business in compensation for emergency cancellations.
2. Additionally, making some timely-modifications to existing hotel policies are also vital, such as flexi-cancellation policies, flexi-rates for all services, ensuring strict hygiene policies should be some of the key areas of concerns.

REFERENCES

- Anand, K., Ziebuhr J., Wadhvani P., Mesters J. R., and Hilgenfeld R. (2003). Coronavirus main proteinase (3CLpro) structure: basis for design of anti-SARS drugs. *Science*, 300:1763–1767.
- Brotherton, B. and Wood, R. C. (2000) *Defining Hospitality and Hospitality Management*. In: C. Lashley and A. Morrison (eds.), *In Search of Hospitality – Theoretical Perspectives and Debates*. Oxford: Butterworth Heinemann, pp. 134-156.
- Centre for the Study of Economies of Africa (CSEA). (2020). *The implication of Covid'19 on the Nigerian Economy*. Retrieved from: <http://cseaafrica.org/the-implication-of-covid19-on-the-nigerian-economy/>
- Fernandes, N. (2020). *Economic Effects of Coronavirus Outbreak (COVID-19) on the World Economy* retrieved from: <https://papers.ssrn.com>
- Gralinski, L. and Menachery, V. (2020). Return of the Coronavirus: 2019- nCoV, *Viruses. Travel Med. Infect. Dis.*, 12(2): 135.
- Ishmael, M. (2020) *Unpacking the Impacts of COVID-19 on Tourism and Repackaging the Hotel Service*. Hospitality and Tourism Management, University of Cape Coast.
- Kumar, M., Kee, F. and Manshor, A., (2009). Determining the relative importance of critical factors in delivering service quality of banks: An application of dominance analysis in SERVQUAL model. *Managing Service Quality*, 19(2), pp.211 – 228.
- Lashley, C. and Morrison, A. (Eds.). (2000). *In Search of Hospitality: Theoretical perspectives and debates*. Oxford: Butterworth-Heinemann.
- Lloyd-Jones, A. (2020). *Pandemics and the Lodging Industry*. Available online: <https://www.hospitalitynet.org/opinion/4096969>.
- Momsen, J.H.; Sinclair, M.T& Stabler, M. (2010). *The Economics of Tourism*. Routledge: Abingdon, VA, USA.
- Ruwan R., Anupama D, Shamila W, Chandi K, Dhananjaya N., Sammani G., Amaya R. & Ali abdulla I. (2020). *Tourism after corona: Impacts of COVID-19 pandemic and way forward for tourism, hotel and mice Industry in Sri lanka*. Doi: 10.13140/rg.2.2.27955.17442
- Smeral, E. (2009b). Impacts of the World Recession and Economic Crisis on Tourism: Forecasts and Potential Risks. *J. Travel Res.* 49(1), 31–38.
- Smeral, E. (2009a). The Impact of the Financial and Economic Crisis on European Tourism. *J. Travel Res.* 48(1), 3–13.
- Telfer, E., (2019). *Food for Thought: Philosophy and Food*. Routledge, London. World Atlas.