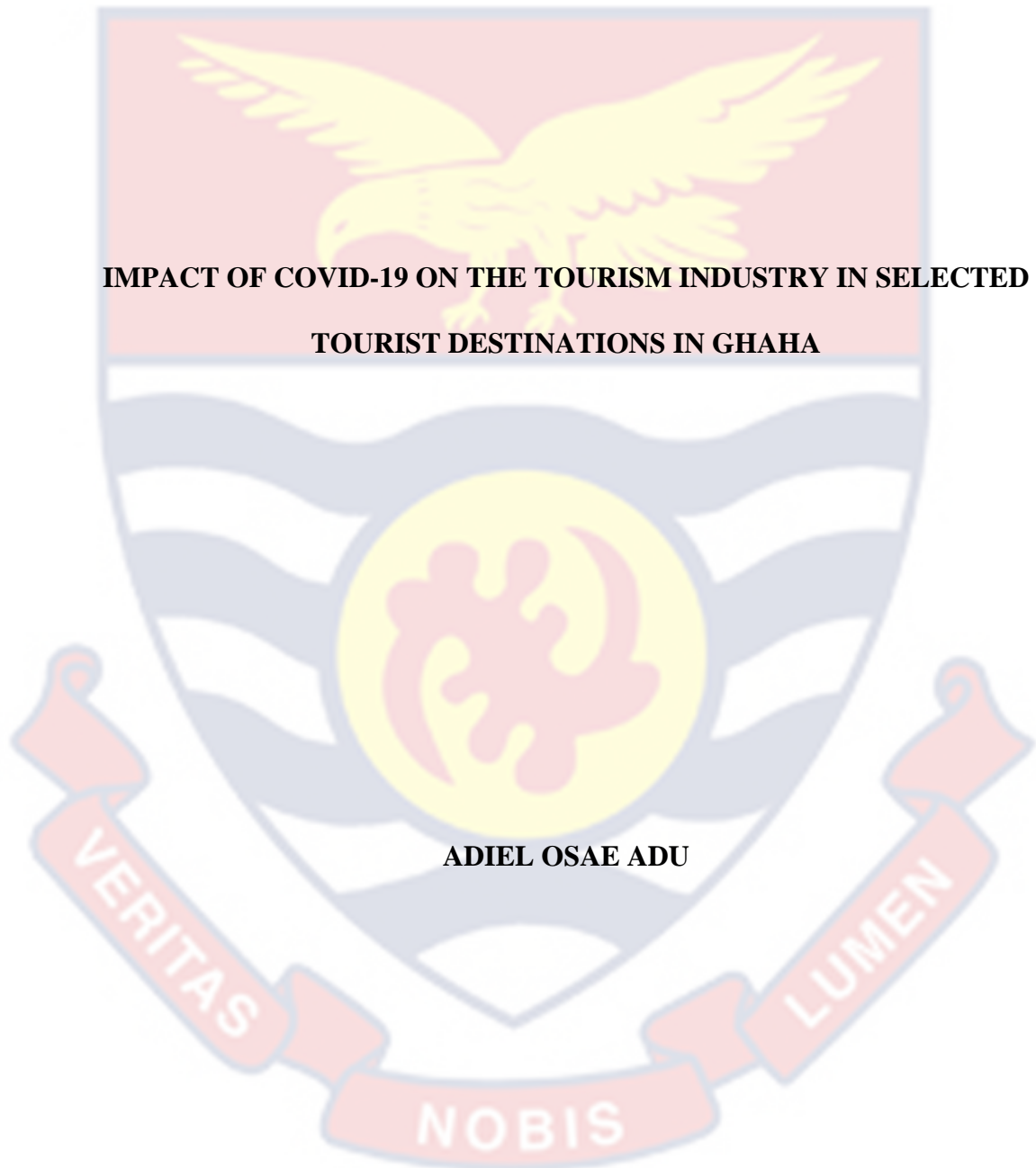


CHRISTIAN SERVICE UNIVERSITY COLLEGE



**IMPACT OF COVID-19 ON THE TOURISM INDUSTRY IN SELECTED
TOURIST DESTINATIONS IN GHAHA**

ADIEL OSAE ADU

2023

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BY

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(16000402)

**DISSERTATION SUBMITTED TO THE DEPARTMENT OF PLANNING
AND DEVELOPMENT OF THE FACULTY OF HUMANITIES, CHRISTIAN
SERVICE UNIVERSITY COLLEGE IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF MASTER OF SCIENCE DEGREE
IN MONITORING AND EVALUATION**

SEPTEMBER 2023

DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature Date

Name: Adiel Osae Adu

Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidance on supervision of dissertation laid down by the Christian Service University College.

Supervisor's Signature Date

Name: Dr. Bernard Adjei-Poku

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Taking this study has been a milestone hence I would like to thank God for his wisdom, knowledge and understanding. I would also thank Dr. Obeng Nti for the concept and for helping with the initial build-up of the study. I am also grateful to my supervisor Dr. Bernard Adjei-poku for his guidance throughout the study. Finally, I would like to express my gratitude to all participants during the data collection, your insights and input made this work possible.



DEDICATION

I dedicate this entire work to my wife, Mrs Christiana Osae.



ABSTRACT

In its wake, COVID-19 had caused communities and countries a lot than expected. Most sectors of countries across the globe were affected but one of the most hit sectors was the tourism industry. Movement from place to place was restricted which came as a results of closure of borders, social distancing and other restriction instituted as part of measures to manage the spread of the disease. Prior studies have mostly considered the economic effects of the pandemic on the country; others have also socio economic effects of the pandemic on tourism industry, focusing on one region. This study looks at the impact of COVID-19 on the tourism industry focusing on Community livelihood of people in tourist destinations. Using a mixed method approach, the study focused on two communities, Abono and Boabeng-Fiema in the Bosomtwe district of Ashanti Region and Nkoranza-North of the Bono-East Region respectively. Data was collected using Focus Group Discussions, Key informant interview and survey questionnaire and analysed with Google form, excel and SPSS. Result from the study showed that, tourism in these communities have both negative and positive impact on their livelihood. In addition, business closure, decline in social and tourism activities were some of the effects the pandemic had on the community livelihood of both study areas. The study concludes the impacts on community livelihood of the pandemic is mainly due to direct link to tourism of both communities. Business diversity, focus on domestic tourism and local talents were amongst the recommended measures suggested to keep and make the tourist destinations and the tourism industry at large more resilient to future shocks and to enable the people of the communities build a better livelihood.

KEY WORDS

Tourism, Resilience, Impact, Pandemic, Livelihood.

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LIST OF ACRONYMS

CL: Community Livelihood

DSWD: Department of Social Welfare Development

FGD: Focus Group Discussion

GDP: Gross Domestic Product

GTA: Ghana Tourism Authority

HIV: Human Immune-deficiency Virus

ICAO: International Civil Aviation Organization

ICTV: International Committee on Taxonomy of Viruses

NHAG: National Hospitality Association of Ghana

SARS CoV2: Severe Acute Respiratory Syndrome Corona Virus 2

SARS: Severe Acute Respiratory Syndrome

SDGs: Sustainable Development Goals

SPSS: Statistical Package for Social Sciences

UNWTO: United Nation World Tourism Organization

WTO: World Trade Organization

CHAPTER ONE

BACKGROUND OF THE STUDY

Background to the Study

The tourism industry has been widely acclaimed as a key force for sustainable socio-economic development (Wakimin et al., 2018). The industry has been identified to be among the world's largest industries recruiting over 330 million people in 2019 (*Travel & Tourism As a Catalyst for Social Impact*, 2021) and conveying almost 700 million international visitors worldwide (Roe et al., 2020). Tourism was valued to generate approximately 10.3% of the world's Gross Domestic Product (GDP) with a growth rate reaching 3.5% in 2019 (*Travel & Tourism As a Catalyst for Social Impact*, 2021). It is undoubtedly vital in many developing countries with crippling economies and high poverty rates and could be a significant source of economic growth and sustenance in these regions (Roe et al., 2020).

Apart from its direct economic benefits, the sector poses a prodigious social impact on global and local factions and also goes a long way to influence positively the lives and sustenance of people (*Travel & Tourism As a Catalyst for Social Impact*, 2021). In coherence with United Nations Sustainable Development Goals (SDGs) 1, 3, 4, and 11, (no poverty, good health and well-being, quality and sustainable cities and communities) revenues and jobs created through the industry aid in addressing and improving issues related to poverty, health, education, housing (respectively) and the general livelihood of the people. While protecting and keeping the traditions and hereditament, encouraging remodelling of ideas, especially in the local communities, the tourism industry has an exceptional way of getting weaker and smaller groups and factions included and secured (*Travel & Tourism As a Catalyst for Social Impact*, 2021).

Touring and exploring places diverse in nature can be quite interesting especially when the passage is devoid of crimes, calamity, or even sickness (Uğur et al., 2020). However, tourism can be hindered by factors such as education, quarantine/lockdown, language barrier, people's perception, epidemics, and pandemics (Khan et al., 2020). While the consequences of some of these factors can be managed, the consequences of others like pandemics, are inevitable but their related risks can be managed (Jonas, 2014).

In light of the massive benefits of the tourism industry on national and global economies, the wake of COVID-19 have had dire effects on these economies and developing countries have been hard hit since the spread of the disease (Countries, 2020; Soliku et al., 2021). The pandemic does not discriminate between the haves and the have-nots but then it is most likely to amplify the existing inequalities in economies. Developing countries are considered among those severely affected by the pandemic especially in areas of health, social and economic in addition to already existing challenges such as food security, high poverty and unemployment rates which will pose more strain on the weaker economies and risking attempts in improving livelihoods of its members (Countries, 2020). The effects of the pandemic directly affects the health sector as most developing countries have existing issues boosting the health sector. Also in order limit the health risks, tough measures like closing of schools and reducing of work and thirdly halting of trades which affected exportation and other economic activities (Countries, 2020).

In the advanced economies, their inability to establish coordination amongst them brought about discontinuity in their businesses. There was also behavioural changes in the purchasing pattern of consumers which apparently led to a downward

impact in the health sector and the economy and bringing some changes socio-economically (Taylan et al., 2022).

Available evidence indicates that the tourism sector has been one of the hardest hit sectors globally in the wake of the pandemic due to lockdowns, travel restrictions and safety concerns which ultimately affected international arrivals and departures (Almughairi, 2021).

According to UNWTO (2022), international arrivals reduced drastically between 2019 and 2020 with a negative corresponding percentage change across all regions with Asia and the Pacific recording the highest (-83.5%) followed by Africa (-76.2%). This was followed by a gradual increase in 2021 though some sub-regions in Asia, Europe, the Americas, and the Middle East still had negative percentage changes, their figures were much better than the previous year. These changes could be associated with the fact that there was some gradual ease in travel restrictions and bans, and public gathering with limited numbers and meeting times (UNWTO, 2022).

Considering all these discussions above, we come to a realisation that, COVID-19 has had a far-reaching impact on livelihoods in communities, especially tourist destinations across the globe. These impacts have been considered to be both immediate, short-term and long-term which affects local economies. This study seeks to attempt to assess the impact of COVID-19 on the tourism industry focusing on community livelihood.

Problem Statement

As part of the measures to manage and contain the effects of the COVID-19, governments across the globe introduced travel restrictions, lockdowns, and social distancing among others. This had a negative impact on the Travel and Tourism

industry which required visitors to move from one place to the other and have close contact with individuals, the major mode of transmission (Soliku et al., 2021). Available evidence shows that COVID-19 has negatively affected tourism. According to the 20th edition of the International Tourism Highlights, the tourism sector grew in 2019 (UNWTO, 2020), there was however a decline in arrivals by 2020 running through to 2021 as a result of COVID-19 (UNWTO, 2022). The situation in Africa, including Ghana, was dire due to over-reliance on international visitors in the tourism industry which in the wake of the pandemic and associated containment measure led to a deteriorating effect on the industry (Soliku et al., 2021). The pandemic has brought about unpredictability in economic growth (Musavengane et al., 2022), rise in the inflation rate (Abbas et al., 2021), increased poaching activities (Soliku et al., 2021), increased unemployment (King et al., 2021), unstable health and mental well-being of tourists (Abbas et al., 2021) and re-think in energy production and usage since the industry depends and use high amounts of energy (electricity and fuel). These effects translate into the livelihoods of individuals and communities in that, the outbreak of the disease led some businesses to lay off some of their workers, slashing down salaries and taking other drastic measures to sustain them which led to an increase in the unemployment rate (Soliku et al., 2021). All these effects create some stress and instability in the mental well-being of communities and individuals who directly benefits from the tourism industry (Al-mughairi, 2021; King et al., 2021). A number of studies (Abbas et al., 2021; Aduhene et al., 2021; Musavengane et al., 2022; OMT, 2019; UNWTO, 2020) have been carried out on the effects of the COVID-19 pandemic on socio-economic development. However most studies mainly considers how the national GDP have dropped due to the pandemic, the economic impact of COVID-19 on the tourism industry and economies at large (Al-Mughairi, 2021; *Covid-19 : Socio-*

Economic Impact In Ghana Impact Of Covid-19 On Culture & The Creative Sector, 2020). Little attention have been given to the effects of COVID-19 on the livelihood of the people in tourist destination communities. This study, therefore, attempts to address this gap, by assessing the impact of COVID-19 on the livelihoods of people living in tourist destination communities in two separate geographical locations.

Objectives

The main objective of the study is to assess the effects of COVID-19 on the livelihoods of people in tourist destination communities in Ghana. Specific objectives are to:

1. Assess the contribution of tourism to community livelihoods.
2. Examine the effects of COVID-19 on the livelihoods of people in tourism destination communities
3. Examine how communities in tourist destinations were able to cope with the effects of COVID-19.
4. Examine how the effect of COVID-19 on the livelihoods of people in tourist destinations can be addressed.

Research Questions

The study seeks to find answers to the following questions:

1. What is the contribution of tourism to community livelihoods?
2. What are the effects of COVID-19 on livelihoods in tourism destination communities?
3. How did people in tourist destination communities cope with the effects of COVID-19?

4. How can the effect of COVID-19 on the livelihoods of people in tourist destinations be addressed?

Significance of the Study

The study will help identify factors that affect tourism as well as factors that affect community livelihood. The study would also help to establish whether or not there is a causal link between tourism and community livelihood. Again, the study will help identify the effects the COVID-19 pandemic had on the livelihood of people living in tourist destination communities. Based on this, recommendations to manage the effects of the pandemic and future shocks on community livelihoods in tourist destinations will be suggested in order to make the communities and the tourism industry at large more resilient against future shocks, beyond COVID-19. This is crucial to policy and national development in diverse ways. These may include but not limited to;

- a) Enabling policy makers develop strategies to manage economies communities facing affected communities.
- b) Enabling allocating resources according to the needs of affected tourist destinations
- c) Highlight the importance diversifications of the local economies of the tourist destination and making them more resilient.
- d) Guiding the policymakers to develop strategies in marketing of various tourist destinations.

Delimitation of the Study

The study will cover two of the major tourist destination in Ghana, namely Boabeng-Fiema Monkey Sanctuary located in the Nkoranza-North District of the Bono-

East region and Lake Bosomtwe in the Bosomtwe District of the Ashanti region (Environment et al., n.d.). The study's main focus is based on assessing the impact of COVID-19 on the tourism industry concerning Community Livelihoods. Data will be collected from key informants using interviews and administering of questionnaire and also from secondary sources.

Limitation of the Study

During the course of the study the following are some limitations that were encountered:

- Getting the right and willing participants for interviews and Focus Group Discussions.
- The necessary secondary needed for the was incomplete
- Proximity of the researcher to the tourist destinations was
- Even though most the data was collected time at the disposal of the researcher to collect the data was limited.

Organization of the Study

The study will cover five chapters. Chapter one will cover the introduction and background of the study as well as the problem statement, research questions, the significance of the study, and the organization of the study. In Chapter two a review of literature will be performed covering various topics and contributions to similar studies and identify a research gap that forms the basis of the objective of the study. The Third Chapter will deal with the research methodology. The Chapter Four will focus on data analysis, findings, and discussions of findings. The final chapter, Chapter Five, will cover the conclusion and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

Introduction

By looking at and reviewing other studies on the impact of COVID-19, this study follows a systematic review approach (Sigala, 2021) by reviewing various literature on the impacts of the pandemic globally, in Africa thus sub-Saharan Africa and in Ghana to be specific. A review of the pandemic on tourism was done and in addition, a review of the impacts of COVID-19 on community livelihood especially in tourism destination communities. The study will also review from kinds of literature, on how communities can cope with the effects of the disease by looking at their coping strategies finally a conceptual framework was developed showing the relationship between the dependent variable and the independent (predictor) variables through which data can be gathered and analysis on the impacts of the disease made.

Background of Covid-19

For decades, the health of the global community have been challenged in diverse ways. These challenges spans form economic, war, climate change, growth in population (Kuriakose, 2020) and public health issues such as epidemics, Ebola, Swine flu (H1N1), SARS Cov and pandemics such as HIV and the recent COVID-19 (Sampath et al., 2021).

COVID-19 is known to be first recorded coronavirus as a pandemic and the fifth recorded pandemic after the Spanish flu of 1918 (Liu et al., 2020; Sampath et al., 2021). COVID-19 was first named SARS CoV2 (Severe Acute Respiratory Syndrome Corona Virus 2) by the International Committee on Taxonomy of Viruses (ICTV) and it is traced to pneumonia cases in Wuhan, China and was called the Wuhan pneumonia before later given the name SARS CoV2 by the ICTV (Liu et al., 2020). After further

assessment by the World Health Organization (WHO), it was characterized as a pandemic. Bats are considered to be reservoirs for the coronaviruses (Platto et al., 2021). Additionally, it was discovered that the COVID-19 virus evolved rapidly in such way that it adapted to human-to-human transmission and this can be related to the decrease in biodiversity which can bring about an increase in pathogen transmission (i.e. reducing dilution effect in the ecosystem). Activities such as those related to agriculture, haphazard urbanisation, and other uncontrolled practices are capable of interfering with the dilution effect in ecosystem, reducing it and in the long causing human exposure to these pathogens and viruses of all kinds (Platto et al., 2021). In the case COVID-19, the decrease in biodiversity has paved way thereby favoring the spreading of human affecting pathogens which uses bats as mediators or carriers (Platto et al., 2021).

The new coronavirus known as COVID-19, very infectious and is capable of spreading from one person to another by way of sneezing or coughing or touching areas contaminated with the virus. The virus has symptoms that are similar to that common cold (stuffy nose, sneezing, coughing fever) as a results when no properly reported and managed can become deadly. Again, older people, people with underlying health conditions and weaker immune systems are considered to be at high risk of contracting the disease. During the spread of the disease, keeping safe distance, using of face masks, staying home when you experience the symptoms (which may or may not be related to the disease) avoid people with visible symptoms (Food et al., 1997) (which can also sometimes be hard to be detected) were part of the tall list of ways to manage the spread of the disease. These preventive measures posed some effects in diverse areas of the economy in Ghana, Africa and the world at large, they are considered in the section that follows.

COVID-19 and its Effects

Global

In the Philippines, rural communities are faced with challenges such as inadequate income opportunities as well as a cutback in salaries; but the effects posed by these challenges increased during the COVID-19 outbreak; there were reports also on the increase in the insufficient food supply, sanitation, health and other related issues (WorldBank et al., 2021). Communities were faced with issues about peace and order and as the effects of the outbreak rippled, the problems shot from 26% to 78% from insufficient medical supplies to issues with job losses; on the other, side increase in crimes such as sexual harassment and other related cases were not recorded (WorldBank et al., 2021). This may be attributed to lockdown, social distancing and other restrictions, though not clearly stated in the study, hence the speculation. COVID-19 patients, as well as health workers, were mostly discriminated against due to possible exposure to the virus (WorldBank et al., 2021).

Africa/Sub-Saharan Africa (SSA)

For fear of access to food which was activated by lockdowns and other restrictions, families and individuals rushed to buy foodstuff risking the increment in food pricing (Agyei et al., 2021; FAO & WFP, 2020). To determine whether there exists a significant relationship between COVID-19, (Agyei et al., 2021) use a general method of moments estimation. It was estimated that every percentage increase in the cases of the disease will increase prices of Maize, Sorghum, Imported rice and local rice which might have been a result of the shooting up of inputs for production cost and a decrease in the production of food as well. A higher exchange rate means fewer import prices for a country (Twin, Alexandra Brock, 2022) which means that when the exchange is high prices of imported goods, in this case, imported rice, will be low but may after

sometime increase due to high demand (Agyei, Isshaq, et al., 2021). The effect COVID-19 poses differs from country to country (Information et al., n.d.; UNICEF, 2021). The quantity of these food produced and or consumed (maize, sorghum, rice) vary from country to country (*West Africa / West Africa*, 2017; US Department of Agriculture, n.d.), given this, if the difference in consumption and production been considered, would the study (Agyei, Isshaq, et al., 2021) have yielded different resulted?

Studies (Abbas et al., 2021; Amewu et al., 2020; Soliku et al., 2021; Taylan et al., 2022; UNICEF, 2021) have shown how economic growth has been affected by COVID-19 globally and the sub-Saharan African region is one of the most affected regions causing additional effects to the already existing poverty, health, prices, employment issues just to mention a few, that existed before the COVID-19 pandemic (Agyei, Adam, et al., 2021; Teachout, 2020). Economic activities during the disease outbreak were reduced due to some tough measures adopted by various governments within the sub-region (Danquah et al., 2020). Closure of workplaces, restricted movement and related decline in the demand for the production of goods and services brought about reduced production thereby rendering some activities unnecessary, leading to reduced working hours, income (salary) and to some extent job loss (Danquah et al., 2020). According to a survey performed by (Balde et al., 2020), in some countries in the region, about one person out of four people lost their job position, as well as one person out of two people, has had a reduction in their income during the pandemic. In addition, 9.1% of the total population in the SSA region have been subjected to excessive poverty, approximately 19% during lockdown could not afford the quantity of food they use to consume before the outbreak and 4% of the population including children below 5 years were deprived of food (Teachout, 2020). Some

countries in the SSA region have records of food deprivation and extreme hunger before the outbreak of COVID-19, (Kemoe Laurent, Mitra Pritha, Okou Cedric, 2022; Schlein, 2022) that been said, an assertion can be made in regards to the fact that issues related to employment in the region existed before and might not necessarily be as a result of COVID-19; it can be considered as one of the many reasons.

Considering a country like Ethiopia, there has been a greater amount of pressure on a significant number of farmers considered smallholders who have had most of their livelihood activities affected by the pandemic (Asegie et al., 2021). On-farm, off-farm and non-farm activities which served as a livelihood source for various households, had been reduced and in some cases ceased due to COVID-19 and its accompanying restrictions. Spending savings, selling assets, limiting food consumption and depending on family and friends have been but a few strategies adopted to reduce the effects of the pandemic (Josephson et al., 2021). These strategies are not only temporary but are also capable of leading to economic loss and increased dependency.

Ghana

Transportation during the outbreak of the pandemic was one of the feared modes of transmitting the coronavirus and as part of the many strategies to limit the spread of the disease, social distancing was adopted (Amewu et al., 2020). The number of passengers who boarded various public transport, especially those who boarded mini-buses on a normal day was reduced (Ansah, 2020), passengers were mandated to wear face masks and observe social distancing but for fear of getting infected by the disease, others resorted to board taxis and other private forms of transportation (Sogbe, 2021). This posed an effect on citizens whose livelihood came from transportation (Drivers, station masters) as they would now be making less income compared to previous times and to close this gap, transportation fares were increased (Aklorbortu, 2021) to enable

these individuals to earn enough money if not exactly, as they used to. Changes in transport behaviour have been observed, related transport activities had either been reduced or stopped (Sung et al., 2020), the livelihood of people was hanging in a balance and people who couldn't afford resorted to staying home or would rather walk all the way or halfway to their destinations to save some money on them for the next day, food or other necessary duties (Quiknews, 2020). In short, the drivers were affected, and commuters were also affected.

Talking of the effects of COVID-19 on individuals in Ghana, children are one of the vulnerable groups affected by the disease (Child Rights International, 2020; Ghana, 2021). For a child or children to feel protected or have a sense of belonging certain needs, including food, shelter, and clothing must be made available but in the absence of these needs, the child can be exposed to conditions which have the potential to affect their well-being. Though studies (Child Rights International, 2020; *Episode #22 - Children & COVID-19*, 2021) have shown that children show mild symptoms of COVID-19, the impacts of the disease hit them in different ways: In Ghana, the reduced economic activities brought about some financial distress to various households across the country leading to children having limited access to food, that is to say, approximately 24 per cent of children between the ages 4-6 have meals to eat. (Ghana, 2021). Some households depended on the school feeding programme to enable their children to have access to food during some hours of the day but this opportunity was affected during the closure of schools nationwide leading to children having fewer meals a day than usual (Ghana, 2021). According to (UNICEF, 2021) one out of three children in the country live under the poverty line before COVID-19 which was 1.90 USD before it was updated to 2.15 USD as of September 2022 (*Fact Sheet: An Adjustment to Global Poverty Lines*, n.d.). Children staying at home as a result of the

closure of schools added up to the risks they are exposed to which include, increased poverty, food insecurity (UNICEF, 2021), Child labour and no learning during the closure of schools (Mohammed, 2022).

COVID-19 have had dire effects on the economy as indicated in some studies (Amewu et al., 2020; Ghana, 2021; Sogbe, 2021), on the other side (Asante et al., 2020) states some positive effects of the disease which has to do with adopting some practices such as regular washing of hands under running, practising proper personal hygiene, exercising, and eating warm balanced food amongst others. Major human gathering areas especially market areas, schools and other workplaces were cleaned and fumigated to ensure these places were safe enough for users of the facilities (*COVID-19: Zoomlion's Fumigation Exercise Was GH¢ 81 million Loss to Ghana — Dr Thomas Anaba, 2022; LCB Worldwide Ghana Fumigates over 1,000 Shops in Accra, 2022; Report, 2020*).

Before we delve in to the effects of COVID-19 on tourism: tourism involves the movement of people from place to place within or outside a country for business, pleasure, religion or recreational purposes. It is done at the leisure of the individual or group of people (Deepan, 2020). It is characterized by familiar or unfamiliar destinations, temporary activities, return to permanent residence, and leisure activities and are done with satisfaction (Deepan, 2020). The nature of tourism is such that is described as intangible (related to experience and feeling), luxurious (need to spend a lot to have the full experience), it is stationary (consumer must always come to the product), it is unstable (moved by season and or climate), it is interconnected with other enterprises and it also people providing varying services (it is heterogeneous) (Deepan, 2020). Hence, it can be said that there is that person-to-person and person-to-ecosystem connection in tourism. Due its nature, the industry is capable to bringing about

development and at the same time susceptible to impacts from crisis such as wars, pandemics and economic meltdowns. During the spread of the COVID-19 virus, lockdowns and other restrictions to movement were enforced to manage the spread of the disease as iterated by (Food et al., 1997); and since tourism is known to person-to-person related and person-to-nature related, it is most likely to face a sharp decline in numbers (number of visitors) and revenue. This can in turn affect livelihood of people belonging local economies and global economies at large.

Effects of COVID-19 on Tourism

Global

Tourism is known to be one of the largest industries in the world (Roe et al., 2020; The International Civil Aviation Organization (ICAO), 2017) and it was known to have generated approximately 11% of global gross domestic product, GDP, serving as a source of employment for over Two-hundred million people and leading to over Seven-hundred million international arrivals every year and was expected to go up by the year 2020 (Roe et al., 2020). COVID-19 began to spread like a wildfire across various countries bringing almost every activity related to the industry to a stand-still (Al-mughairi, 2021; King et al., 2021). Before the spread of the virus, international arrivals increased by 5% and as well export earnings grew to a total of 1.7 trillion US dollars in 2018 (OMT, 2019) and 2019 international arrivals grew by 4% and export earnings were 1.7 trillion US dollars (UNWTO, 2020), growth observed runs through all Sub-regions (Americas, Europe, Asia and Pacific, Africa and the Middle East). Following this period of growth was the pandemic period- that is to say in 2020 and 2021, international arrivals went as low as 73% and 80 % respectively, January-July (UNWTO, 2022b) which means that export earnings concerning the industry will be

reduced; It also meant that employment and global GDP will be affected compared to the observation made in 2018 and 2019.

An increase in the number of tourist arrivals means an increase in tourism revenue as indicated by (OMT, 2019; UNWTO, 2020). In a study regarding the tourism and hospitality industry in Oman, the industry was negatively affected in the sense that businesses, demand for services and products by customers, supply chain and distribution channels under the industry were disrupted (Al-mughairi, 2021). Bookings and inquiries declined and in some cases tourists called to cancel their reservations, the number of international and local or domestic visits went down as well. Also to sustain their businesses during the pandemic, some business Owners suspended wages/salaries, laid off workers, reduced production and services provided and others applied for financial support to cushion their businesses (Abay et al., 2020). On the other hand, to prevent the spread of the disease, safety measures like the use of hand sanitisers, social distancing, allowing some of their employees to work from home and wearing of nose masks were also adopted by businesses under the industry. These safety measures adopted brought a new normal which impacted the social life of employees leading to stress, anxiety, and in some cases difficulty to adapt to the new normal. Some owners decided to merge with others or sell their businesses. Other works of literature indicated that some business owners had to move their activities online, invest and maximize the use of digital space (for example holding meetings, engaging customers, and advertising online) which by the way is a good initiative; it opened doors to innovations and the opportunity to incorporate technology to their businesses (Abay et al., 2020).

The tourism industry requires intensive labour (Highly skilled and Low skilled labour), and about 144 million workers are employed in the industry (OECD, 2020). According to the report in 2020 174 million jobs were at risk globally as a result of the

increase in the spread of the disease especially businesses that are dependent on tourism stand the risk of reducing operating hours and are likely to suffer permanent losses (OECD, 2020). Concerning tourism in China, about 87% of enterprises related to tourism were brought to a halt resulting in the loss of approximately USD 2.6 billion daily in revenue (Bu et al., 2021). Also, employment was greatly affected since the industry provided jobs directly and indirectly to over 28 million and 50 million respectively.

Other economic effects of tourism are the increase in prices and corruption, biased income allocation, and the inability of people to meet livelihood needs, (Eslami et al., 2022) just to mention a few.

Africa/ Sub-Saharan Africa (SSA)

The effect of COVID-19 differs from country to country and its spread disclosed the poverty nature of the African sub-region where an increase in poverty levels was observed especially during the Pandemic (Akinola et al., 2022). The risk of COVID-19 greatly affected the travel and tourism industry and it put lots of lives and livelihoods at risk in this case the most vulnerable are those whose survival is dependent on the informal sector (UNWTO, 2022a) though these are mostly part of the economy not formally registered, taxed or monitored by the government (*Informal economy @ En.Wikipedia.Org*, n.d.; *SA Tourism Industry Struggles amidst COVID-19 Pandemic / Statistics South Africa*, n.d.; UNWOTO, n.d.).

Countries like Tanzania and others in Eastern Africa have tourism to be a key player in building their GDP (Henseler et al., 2020; Muoki, 2021). Depending on how measures are put in place to manage the effects of the pandemic, economic growth will recede (Muoki, 2021) since most of the countries in the Sub-Saharan African region

(Eastern Africa included) have tourism potentially contributing to the majority share of their GDP over the years (Christie et al., 2013; Soshkin, 2019). In addition, 24 million people are employed in the tourism sector and during the spread of the pandemic, about 51% of employees in the sector were laid off (Muoki, 2021). Similarly, tourism in Botswana contributes to about 27% of jobs in the country (LEA, 2020) which were affected during the spread of the disease leading to approximately 8% loss in employment at the beginning of the second quarter (Hambira et al., 2022).

During the spread of the Pandemic in Africa, international tourists arrival was reduced by about 75% compared to the billion reductions in international arrivals globally in 2020 (UNWTO, 2022a). In Botswana, international arrivals were reduced during the pandemic leading to a loss of approximately 870 million USD in revenue thereby rendering the sector not having enough income to cater for operational costs as a result of the closure of ports and travel restrictions (Hambira et al., 2022).

Southern Africa is known to have tourism as an integral part of its development (Rogerson, 2008), due to this, the pandemic has made a sector like tourism one of the hardest-hit sectors in the area. It is not wrong to note that countries in the southern African area had their challenges that is before the spread of COVID-19 (Landry, 2019; Musavengane et al., 2022). These generally centred around social, political and economic, manifesting themselves through injustice to the environment, too much urbanization, and unbalanced developmental policies since the spread of the disease, hence the effects of these challenges have been inflamed making tourists destinations the most affected (Musavengane et al., 2022). There is also the issue of investing in information and communication technology (ICT). This means that tourist destinations in the region are beginning to add ICT to their operations. In this case transitioning, connectivity issues, cost of installation and maintenance, training ICT and remunerating

personnel, ensuring the safety of tourists as well as changing the perception of managers are some of the challenges faced though the idea might have a lasting improvement on the industry (Gqoboka et al., 2022; Idah et al., 2021; Lee et al., 2021).

Ghana

The effects of COVID-19 in Ghana cover a wide range across the industry which is similar to what is observed in Africa, especially in the sub-Saharan region. As pointed out by (Dayour et al., 2021), businesses connected to the tourism industry were strained in their operations and revenue generation. The study continues to note that the strain can be linked to the restrictions and closure of borders as a means to reduce the spread of the virus as observed in other studies earlier. Most bookings made with most accommodation and transport businesses were cancelled leading to a drop in revenue; the food industry worked under strict restrictions eventually leading to customer and revenue loss though on the other hand domestic patronage of the food businesses made it resilient to the impact of the pandemic. The accommodation industry experienced reduced patronage from 83% in February 2020 to approximately 16% in April 2020. The study conforms with the findings of (Soliku et al., 2021) which it was discovered that businesses such as transportation, accommodation, food and beverages operators at tourist destinations went out of business. In addition to this is the loss of livelihood of most people who directly and or indirectly benefited or depended on tourism in various destinations. Some businesses sent home or laid off the majority of their staff leaving a few behind to perform some minor operation of the business and were remunerated with a percentage of their income. Due to the lockdown and restrictions instituted as a means to reduce the spread of the virus, patronage of tourism in the tourist destinations almost came to a halt and as a result, livelihood was strained even though the primary source of livelihood in some areas falls under crop and animal production;

priority was given to such business directly linked to tourism. This point iterates the fact that there is the over-dependence on tourism in destination communities in the study, (Sisneros-Kidd et al., 2019), and it testifies to the fact that though it is quite certain that tourism can be a major source of income for tourist destinations and their communities in general, over-dependence on tourism can pose negative implications on the communities, especially in uncertain times like COVID-19. Over-dependence also restricts the communities (especially tourist destinations) in terms of business diversification hence making them less sturdy during crises.

Linked to tourism are social activities like participation in local projects, parties, festivals, marriage and naming ceremonies, Hiking, workshops, meetings and volunteering programmes (Owusu-Mintah et al., 2017; *Recreation and Tourism Sector Profile*, n.d.). The restrictions placed on social gatherings as a means to control the spread of the COVID-19 virus led to a decline in these social activities in tourist communities, a decline in these activities also meant a decline in business activities for businesses like Salons, grocery shops, food and beverages, hospitality and other tourism-related businesses leading to reduced income, increased unemployment and loss of livelihood (Soliku et al., 2021). Illegal activities under ecotourism as well as Environmental crimes surged especially in unprotected tourist spots due to the absence of forest guards who were asked to stay home and some were laid off as a result of the spread of the pandemic leaving most forest areas and reserves, national parks to be explored by poachers, illegal miners, and loggers; according to literature (Agyapomaa, 2022; Soliku et al., 2021) this is linked to the return of members of the communities who had left to seek greener pastures and have returned as a result of the lockdown and other restrictions. On the other hand, due to the increase in illegal activities in various tourist reserves and parks, patrols had to be increased in these areas hence some forest

guards and patrols teams had to be called back which means that an opportunity has been provided to spend more time and commit more resources to conserve tourist reserves and parks as well as give the personnel a shot at improving their livelihood once again while sustaining the industry.

In 2017, the industry made a substantial contribution of 4% and 5% approximately to GDP and total employment respectively and was anticipated that by 2028 the contribution of the industry will increase to approximately 6% and 16% to GDP and total employment respectively. However, in the wake of the pandemic, the industry was unfavourably affected owing mostly to the closure of borders and other restrictions leading to a slowdown in the demand for international tours extrapolated to reduce by almost 25% (United Nations, 2020). The National Hospitality Association of Ghana (NHAG) petitioned the government of Ghana on the impact the pandemic has had on the hospitality businesses by bringing to attention the revenue losses and mass lay-off of employees of various hospitality enterprises forcing some of these businesses to almost go out of operation (Anaba, 2020).

One of the sectors of the tourism industry is Hospitality which comprises accommodation, food and beverages, attraction, creative art and transportation (International Labour Organization (ILO), 2020). Preceding the impact of the lockdown and other restrictions, low patronage of hotel services (restaurants) was reduced by almost 60% (Nuong et al., 2020). During the spread of the virus, hotel occupancy went down as low as under 30% from 70% before the pandemic; various employees were sent home or laid off just as was observed in tourist destinations, to be able to manage resources left during the pandemic. Hotels of various star ratings had to cut off most of their employees as the hotel management could not cater for all its workers during the pandemic; for instance, 5 hotels had to reduce their workers from about 550 to almost

80 (approximately 85.5% reduction) (Nuong et al., 2020). At the same time, salaries most workers had salaries cut off while others were put on leave without pay and in others cases, some workers were laid off completely. Similarly, other findings, (Hervie et al., 2022), indicate that employees in Accra-based hotels received salaries based on positions or the number of years served, while some employees received approximately 76%-100% of their salaries while others (approximately 4% women and 1% men) received about 25% or less of their salaries.

In contrast to these effects earlier identified, patronage of ICT was in high demand due to the lockdown and other restriction policies issued by the government and as well for fear of contracting disease. Individuals and enterprises related to the industry resorted to using social media platforms and other forms of technologies to advertise goods and services and hold meetings and a chunk of other services were moved online, that is to say, as the number of COVID cases increased, the demand for ICT services also increased (Abay et al., 2020).

Effects of COVID-19 on livelihood

Livelihood is the ability to be able to earn a living. Having a livelihood paves the way to augment one's capabilities and being capable means having the ability to gain a livelihood that is to say, "Capabilities is an end and a means to livelihood" (Chambers et al., 1991).

To be able to gain a livelihood means to have the capability to move (to and from the workplace, to sell or purchase goods and or services amongst others) and not have any restriction placed on your movement. A restricted movement translates into reduced production and income, inability to acquire assets and perform required activities, which in the end affects the ability to gain livelihood (Cavaglieri, n.d.;

Chambers et al., 1991; FAO, 2009), an effect that became inevitable during the pandemic on various economies globally. To manage the spread of the disease, lockdowns, bans on some activities and other restrictions on movement were implemented in most countries affecting almost every sector especially tourism (Soliku et al., 2021; UNWTO, 2020) and agriculture (Carreras et al., 2020; Nyiawung et al., 2022). As a result, the livelihoods of individuals, households and communities at large, directly or indirectly connected to the industry are affected.

The tourism industry is known to be the third largest exporter on a global scale and by 2019, it had accounted for about 7% of global trading for some countries (tourism-based), and tourism contributed to approximately 20% of their GDP. With its unprecedented impact on the tourism sector, COVID-19 had affected economies, livelihoods, services rendered to the public and some opportunities across every continent. For instance, projections showed that revenues realized due to the tourism industry could reduce to 1.3 trillion USD and the global GDP by 1.5% in 2020 in some Small Island Developing States, (SIDS) and the industry is also known to be responsible for about 80% of their exports (UNWTO, 2020).

About 100 million jobs directly linked to the tourism industry were at risk, meaning 100 million people were at risk of losing their jobs in the wake of the pandemic in tandem with this, other sectors such as food and intensive labour services employing about 144 million people were all vulnerable including about 80% small scale enterprises. Women, which make up more than half of the total workforce in the industry were the most vulnerable including those belonging to the informal sector (UNWOTO, n.d.). Also, destinations that are more reliant on tourism such as SIDS, Least Developed countries (LDCs) and African countries for providing jobs and

economic growth are greatly affected (BEHSUDI, 2020; *Tourism and COVID-19 – Unprecedented Economic Impacts* / UNWTO, n.d.).

In Africa, (Jakkie Cilliers et al., 2020) indicate that the ramification of the disease was felt before the cases were recorded resulting in putting a heavy burden on the economies and livelihoods on the continent. The low demand for goods and services in Africa, and the near collapse of tourism and transportation in Africa came as a result of lockdowns and other restrictions in various countries to manage the spread of the COVID virus. The livelihoods of the majority of the workers on the continent fall under the informal sector representing approximately 86% of the total workforce. This cannot be left out when it comes to talking about the ramifications the pandemic has had on the continent mostly coming as a result of the institution social distancing, border closure, just to name a few, have been negatively impacted some of which could not pick up from where they left off. Adding to this, 90% of the workforce in the informal sector, which are women, have had to work with less social protection with homes mostly headed by some of these women facing greater risks. This falls in line with what is happening in some parts of the world such as India where women had fewer options for jobs and building or enhancing their livelihood (Agarwal, 2021). About 73% of women in rural areas engage in agriculture and mostly work on family farms without being paid compared to the 55% that are men (Agarwal, 2021). In the wake of the pandemic according to the study, even though more men compared to women lost their jobs, the women are less likely to be employed; for instance, women in urban areas who provided home or private services were greatly laid off during the lockdown with the majority of them not being re-hired. Also, during the nationwide lockdown, about 20% women of the total migrant workers were left stranded and insecure (Agarwal, 2021). Like other parts of the world, the African airline and travel industry, which provided

support towards tourism and over 6 million people, was significantly disrupted because of travel restrictions, a near halt in service demands and other restrictions (Jakkie Cilliers et al., 2020).

As indicated earlier in this study, the tourism industry provides jobs for millions of people (Behsudi, 2020; *Tourism and COVID-19 – Unprecedented Economic Impacts / UNWTO*, n.d.), globally and specifically Ghana, with the majority of these working force falling under the informal sector. In Ghana, the lockdown was implemented in two areas (Greater Accra and Greater Kumasi) considered the hub for the virus to limit its spread to other parts of the country. With this, the lockdown measures implemented in these areas and their respective districts posed an immediate negative effect on employment (Schotte et al., 2021) where almost all workers had to stay home, and others were laid off or their salaries slashed. With this impact as a result, the earnings of the majority of the populace in their respective districts dropped in August and September 2020 compared to their in February 2020 (Schotte et al., 2021). It is important to note that the earnings of women and self-employed workers were the most affected given that women generally have low earnings than men and most self-employed fall under the informal sector (Schotte et al., 2021). This fact reveals some level of inequality in the labour market where people who were vulnerable before the pandemic is more vulnerable in the era of the pandemic. This is also in line with (Ferreira et al., 2021) where two major points are noted. Firstly, the fact that the inequalities in the labour market are closely tied to the ability to work remotely which also corresponds to education and secondly, the group of workers hit the hardest by job and income losses during the pandemic are the lower-skilled and the uneducated majority of whom are in the informal sector (Ferreira et al., 2021).

The local economies (tourism destination communities) have most of their activities organized in a way to suit the needs of tourists. As a result, (Soliku et al., 2021) in a study performed in the northern part of Ghana, observed that following the spread of the COVID virus, the implementation of a lockdown, bans on social gatherings and travels, and the closure of public places had negative effects on the local businesses. Most local businesses such as restaurants, hotels, and tour guides in tourist destinations in the area depend on tourist activities for their operations. Even though in the north most people in the rural areas engage in crop production for their livelihood but those in the tourist destination give priority to livelihoods that are dependent on tourism and as such were hard hit during the bans and restrictions implemented to manage the spread of the virus. This reveals the fact that an over-reliance on tourism can negatively affect livelihood, especially in uncertain times by limiting their capacities and missing opportunities to diversify their community to build resilience in uncertain times such as the COVID-19 era.

Coping Strategies of Communities to the Effects of Covid-19

The wake of the pandemic brought about different forms of uncertainties in all areas of human existence ranging from socio-economic challenges (Josephson et al., 2021; Teachout, 2020), Educational challenges (Quansah et al., 2022; Unicef, 2021) and health challenges (Badon et al., 2020). To cope with the effects of COVID-19, people in various communities engaged in talking with friends and spending more time with family, engaging in physical activities, those communities with access to electricity spent most of their time on screens (Televisions, phones and computers) as sources of entertainment and stress relievers (Badon et al., 2020). In Botswana, resorting to domestic tourism was one of the many ways to cushion the members of tourism communities from effects such job and income losses. Citizens and residents

were encouraged by receiving discounts (almost 70%) to patronize their services. The domestic market was used more to make some products and services available for the residents and to keep the industry from complete shutdown. There is also the use of virtual technology to keep the operations of the industry going that is the use of social media and digital marketing. For instance, virtual tours as well as virtual engagements were available to give tourists almost the same experience they would have had if they were there in person. Some communities also sorted help from some multi-national companies who provided support for schools by providing some supplies for their students and organizing educational and environmental projects (Hambira et al., 2022).

Diversification has been one of the coping strategies used in communities in Mozambique to manage the stress from COVID-19 (*Livelihoods, Vulnerability and Coping with Covid-19 in Rural Mozambique _ Elsevier Enhanced Reader.Pdf*, n.d.) points out the fact that most residents engaged in extra or shifted their businesses towards directions that would enable them to maintain their livelihood. Agricultural activities (crops and livestock), charcoal production and food vending were but a few of the activities engaged in to diversify their activities. This is reiterated by (Noorashid et al., 2021) where other communities in Brunei used more local resources and products and engaged in more diversified tourism where most people had the opportunity to have vacations in their local areas or at home without having to move to faraway places or even out of the country for the same experience.

Government support as stated by (Dayour et al., 2020) was provided as a form of coping mechanism for the impact of the pandemic. The support was in the form of providing food for community residents, and cutting down utility costs even though it lasted for the lockdown period till the ban was lifted.

In conclusion, major findings from previous work revealed that the tourism industry is one of the major contributors to economic growth in most countries. It contributes immensely to GDP and also provide livelihood for millions of people directly and indirectly. In the wake of COVID-19 the industry was brought to a halt; business directly linked to the industry were closed to prevent outright bankruptcy. Inequality in the labour sector was seen in most countries; the probability of women loosing their jobs were high compared to men. Again, the uneducated persons stood the chance of loosing their jobs or being laid off especially those in business that demanded remote working, the educated were chosen over the uneducated. Further, countries which focused more on domestic tourism were not hard hit as countries that practiced the opposite (depended more on international arrivals). In short most livelihoods were compromised during the pandemic. It was also discovered that, COVID-19 unveiled some hidden talents in some communities. people were seen using locally manufactured nose masks, veronica buckets and hand sanitizers. Other people used the pandemic as opportunity to learn new trades especially those whose business were directly connected to the tourism industry. Finally, it also gave chance for governments, business owners to fumigate most public places and their work places respectively like hotels, market places, schools major streets, just to mention a few.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This study aims to look at the impact of the COVID-19 pandemic on tourism by focusing on the impact of the pandemic on community livelihood specifically in the selected tourist destinations.

According to reviewed literature, observation on the general impact of COVID-19, its impact on the tourism industry and community livelihood as well as some coping strategies communities adopted to manage the effects of the pandemic were made following the research questions stated in the first chapter of the study. The research questions are as follows:

1. What is the contribution of tourism to community livelihoods?
2. What are the effects of COVID-19 on livelihoods in tourism destination communities?
3. How did people in tourist destination communities cope with the effects of COVID-19?
4. How can the effects of COVID-19 on the livelihoods of people in tourist destinations be addressed?

Research Design

The study used a qualitative method approach. In order to be able to attempt to answer the research questions to get a better and complete picture of the research, the study followed the qualitative method research approach. This study would therefore employ elements of qualitative approach for data collection, analysis and reporting. This would help to generalize and put the findings in context to make results more

credible and conclusions valid. Primarily, the study is a qualitative study, which will employ mainly structured interviews, focus group discussions/key informants, and a review of secondary data, which will be qualitative.

Sampling method

Data collection is very important as far as research is concerned since the purpose of data is meant to help in understanding the concept under study. As a result, it becomes crucial that gathering of data and from whom the data should be collected is done in a fashion such that it portrays sound judgement since no form of analysis can cover improper collection of data.

In order to gather data from the selected areas, the researcher will purposively sample participants from both study areas.

Purposive sampling is a non-probability sampling technique where the researcher determines the participants who will be included in the study (Isaac, 2023; Thomas, 2022). The choice of participants is based on the participant(s) expertise on the subject matter and ability and willingness to participate. In other words, sampling of participants for the study, is based on the researcher's judgments and convictions on who can participate in the study and this is based on the abilities and qualities the participant(s) possesses (Etikan, 2016; Tongco, 2007).

The study is related to the tourism industry, as a result participants linked to, have knowledge relating to the industry, and were present during the COVID-19 outbreak will be included in the study. This is because they are most likely to give concise, well informed which will enable the researcher to eliminate any form of information and participants not relevant to the study and prevent time wastage during data gathering. Gathering of data as stated earlier will be carried out in two different

geographical locations hence the cost involved in moving from one location to the other is estimated to be high. These are the reasons that informed the choice of the sampling technique.

Data Collection

The study followed a qualitative method approach, which means that qualitative data would be collected for analysis and reporting. Data was collected through a survey, key informant interviews (via phone call and/or in person), Focus group discussions (FGDs) and secondary data sources. A survey questionnaire and interview guide was used to collect the data. These data collection techniques was used in both tourist destinations, Lake Bosomtwe in the Ashanti region and Boabeng-Fiema Monkey sanctuary in the Bono-East region. A Mobile Data Collection system was used in order to gather the needed data.

Mobile Data Collection (MDC)

Recent advances in technology have revolutionized and as well paved way for more and innovative ways to perform research and collect data especially on the field. Amongst these advances is the use of Mobile Data Collection (MDC) which allows a researcher to collect on-the-go with a mobile phone device without having to follow the traditional way of using paper and pen or pencil (Lugo et al., 2015). In this study, data will be collected from both study areas with the help of Google forms and Kobocollect.

Research Instrument

Again, to determine the data required and the mode or method of collection, a methods selection matrix was developed to enable this procedure. The procedure is presented in the table below.

Table 1: Methods Selection Matrix

Research Question	Data Required	Data Collection Method
Research Question 1: What is the contribution of tourism to community livelihoods?		
Sub-research question 1: What is the state of tourism in the selected areas?	<ol style="list-style-type: none"> 1. Current operations at the tourism destinations 2. Interactions between communities and the industry. 	Survey, and Key informant interviews
Sub-research question 2: What accountability tools or processes are set in the industry concerning community livelihoods?	<ol style="list-style-type: none"> 1. Person (s) or group(s) responsible for the wellbeing of the communities and to whom they are accountable. 2. Amount earned yearly at the respective tourism destinations. 3. Percentage directed to communities. 	Key informant interviews and secondary source.
Sub-research question 3: What are some benefits communities gain from the industry that is directly linked to their livelihoods?	<p>Benefits of tourism to community livelihoods.</p> <p>Effects the industry has on the cultural, religious, and social values of the selected communities.</p>	<p>Survey, Key informant interview, Focus Group Discussions (FGDs) and secondary source.</p> <p>Survey, Key informant interviews</p>
Research Question 2: What are the effects of COVID-19 on livelihoods in tourism destination communities?		
Sub-research question 1: How has the COVID-19 pandemic affected community livelihoods?	<ol style="list-style-type: none"> 1. The effects of COVID-19 on livelihoods of the people. 2. Effects of COVID-19 on informal businesses 	<p>Survey, Key Informant Interviews, FDGs and Data from secondary sources.</p> <p>Key informant interviews</p>
Sub-research question 2: What has been the effects of the pandemic on visits to tourist sites?	<ol style="list-style-type: none"> 1. The average number of people who visited the site in a month before the pandemic (Jan-Feb., 2019) and the amount generated per month 2. The average number of people who visited the tourist sites during the outbreak and the amount generated per month (March 2020-December 2020) 	Key informant interviews, Secondary data source.

	3. The average number of people who currently visit the site in a month and the amount generated per month (2022)	
Sub-research question 3: How many informal businesses operated during the outbreak of the disease?	1. The number of businesses that operated during the outbreak. 2. Types of businesses that were able to operate. 3. Number of people laid-off or maintained, received full or part payment of salaries during the period.	Key informant interview
Research Question 3: How did people in tourist destination communities cope with the effects of COVID-19?		
Sub-research question 1: How did the people cope with the effects of COVID-19?	Coping strategies of people/communities to the effects of COVID-19	Survey, Key Informant Interviews, FGDs and secondary data.
Sub-research question 2: Did the people of the respective communities receive any form of support to cope with the effects of COVID-19?	Support (type and source) received by the people/ to cope with the effects of the diseases.	Survey and Key informant interview.
Sub-research question 3: How did informal businesses cope with the effects of the pandemic?	Coping strategies of informal businesses to the effects of COVID-19	Key informant interview,
Research Question 4: How can the effect of COVID-19 on the livelihoods of people in tourist destinations be addressed?		
Sub-research question 1: What measures can be put in place to improve the livelihood of the people amidst the effects of the disease?	Interventions needed to be put in place to enhance community livelihood in the respective destinations.	Survey. Key informant interviews, Secondary data source.
Sub-research question 2: What opportunities are available to the communities that can be used to address the effects of COVID-19?	Strengths and opportunities available to the communities to aid in addressing the effects of the disease.	Survey, Key informant interview, and, Secondary data source.
Sub-research question 3: What measures have been put in place to prevent future effects from the pandemic and any other possible shocks that can affect community livelihood?	Interventions considered to make the communities more resilient to future effects of the disease and other possible shocks.	Survey, Key informant interview, and Secondary data source.

Data Analysis

Data from Interviews, Key informants and focused groups was recorded with the prior knowledge of the participants. The interviews was done in the native language of both areas and then transcribed into English language. Qualitative data will be collected for analysis and reporting. In addition, since the study is primarily a qualitative study, content and thematic analyses was employed to analyse the data gathered. Content analysis is usually focused on systematically classifying qualitative data in order to easily identify group key issues within it (Uk, 1980), it is generally a term for different methods used analyse texts (Vaismoradi et al., 2013). In other words it the analysis of language based data by grouping the data, identifying consistencies and variations and finding meaning to the information gathered (Uk, 1980). It involved continuously reading and re-reading of content from discussions and interviews to come up with the consistencies and variations (Soliku et al., 2021).

Thematic analysis on the other hand focused on the generation of themes for the data gathered. This means that coding of the responses was done to show the similarities and variations which were then grouped under reasonable themes. The word cloud technique was employed to compliment the thematic analysis (Bletzer, 2015; Soliku et al., 2021). Word cloud is a technique that is used to visualize texts or language (Jin, 2017). The data gathered from both community cases will be coded and put into themes and then the word cloud technique was used in an attempt to assess the response by displaying the most frequent or prominent words after removing common words such as an, to, are, was and is, just to mention a few (Living, n.d.). The Monkeylearn world cloud tool was used to perform the word cloud analysis mentioned earlier. Monkeylearn word cloud uses an Artificial Intelligent (AI) technique to prioritize words based on relevance and included phrases (Cloud, n.d.). It allows you to copy and paste a text or

insert a text file. After generation, the word cloud can be downloaded and saved as picture which can then be used for its intended purposes and in this case it was used in this study to help perform thematic analysis.

Study Area

The areas selected for the study is Nkoranza North and the Bosomtwe Districts. Respectively the tourist destinations are the Boabeng-Fiema Monkey Sanctuary in the Boabeng-Fiema community and the Lake Bosomtwe in the Abono community.

Nkoranza North District

Nkoranza North District is one of the Twenty-seven districts in the Bono and the Ahafo areas. It was carved out of the Nkoranza district in 2008 by way of a legislative instrument. It is located in the Bono-East region with Busunya as the district capital and it covers a total land area of 2,322 square kilometres (km²). The district shares boundaries with Kintampo South, Nkoranza south, Atebubu Amantin and Techiman North to the North, South, East and West respectively (Outcome, n.d.). According to the 2010 PHC, the population stood at 65,895 out of this 33,263 are males and 32,632 are females. 12,166 of the total population in the district live in the urban areas and 53,729 live in the rural areas (*Nkoranza District*, n.d.). Currently according to the 2021 PHC, the population stands at 56,468. Out of this, 28,744 are males and 27,724 are females. Also out of the total number in the district, about 12,175 live in the urban areas and 44,293 live in the rural areas (Guanabara et al., n.d.). As it stands now about 28,868 are literate out of which 15,556 are males and 13,312 are females. On the other hand 16,290 of the total are not literate of which 7,155 are males and 9,135 are females (*Nkoranza District*, n.d.).

Economically, the district have larger economically active population compared to the opposite. That is to say, majority of the population aged 15 years and above fall within the economically active group compared to number of people who fall within the same age range and are not economically active. About 30,708 of the population fall within the working group, out of this approximately 78% of this group are employed, about 2% are unemployed and approximately 20% are economically inactive. From the total number who are of the working class, 19,234 are males of which 15,435 of the males are employed, 326 are unemployed and 3,473 of the males are economically inactive. On the other hand 19,474 females fall under the working group with 14,754 employed, 411 unemployed and 4,309 are economically inactive. In summary there are more females in the working group than males but there are more unemployed and economically inactive females than there are males (*Nkoranza District*, n.d.).

From the total population who are employed (i.e. 30,189) in the district, majority of them are in the Agriculture sector, 81.5% in total hence making sector the largest industry in the district. Again, out of the total number of the employed, majority, 22,325 are self-employed with or without employees. Again, most of the employed population are in the private informal sector with majority of them been males (*Nkoranza District*, n.d.).

Boabeng-Fiema is located in this District in the Bono-East region. According to the 2010 PHC, the population stood at 65,895 and currently according to the 2021 PHC, the population stands at 56,468 indicating a decrease in the population size. In both periods, majority of the population is noted to be concentrated in the rural areas due to agricultural activities. The Nkoranza-North District is well endowed with tourism rich areas and as a result when resources in relation to the tourism sector are properly

developed, can be one of the main streams to boost the local and national economies. One of the prominent tourist site in the district is the Monkey sanctuary located in the Boabeng and Fiema. It covers a forest area of approximately 4.4 square Kilometres (Km²) and it is the habitat for two breeds of monkeys, Mona and Black-and-white monkeys. The forest is also the home for different species of butterfly.

Bosomtwe District

Located in the central part of the Ashanti Region is the Bosomtwe District. It shares borders with the Kumasi Metropolitan to the North, in the South Bekwai Municipal, Bosome-Freho to the west and to the East with Ejisu-Juaben. It cover an area of approximately, 4225.50 Square Kilometres (km²). The District is made up of about Sixty-six (66) communities which are group into three major councils namely Boneso, Jachie and Kuntunase councils (*Bosomtwe District*, n.d.; Budget et al., 2022). The Bosomtwe district had a population of 93,910 where 44,793 are males and 49,117 are females according to the 2010 PHC (*Bosomtwe District*, n.d.). This number has grown to about 165,180 according to the 2021 PHC. Of this number, approximately 80,428 of them are males and 84,752 are females (Guanabara et al., n.d.). Moreover, in both periods (2010 and 2021), most the people in the district live in the rural areas than in the urban areas. The district has about 54,957 of the population to be literate with about 27,641 being males and 27,316 being females while on the other hand, 10,128 people are illiterate with 7,546 being females and 2,582 being males (*Bosomtwe District*, n.d.).

There are a good number of economically active population from age 15 and above. The total number is 40,866, of this number, 19,148 are males, and 21,718 are females. Out the total number of economically active people, 37,812 are employed (18,029 males and 19,783 females) with majority of the people are into agriculture,

forestry and fishery (*Bosomtwe District*, n.d.; Budget et al., 2022) followed by those into sales work and on the other hand 3,054 are unemployed (1,119 males and 1935 females) (*Bosomtwe District*, n.d.). There are also a number economically inactive people in the district and this is a result of the fact they are either too old or too young, are having full time education, are sick or disabled, are retired or perform household chores (*Bosomtwe District*, n.d.). There are 14,930 people under this category with 6,388 being males and 8,542 females. Since majority of the employed are into agriculture, it means that the dominating industry in the district is agriculture with 13,718 (i.e. 6,031 males and 7,687 females) (*Bosomtwe District*, n.d.). Just as in the Nkoranza North district, most workers in the Bosomtwe district are self-employed with or without employees and as well, majority fall under the informal private sector but this time around with more females than males in the private informal sector (*Bosomtwe District*, n.d.).

Most members in the district who belong to the informal sector lost significant income during the pandemic as result of various level of restrictions. This resulted in significant loss of livelihood and subsequently affecting their ability to provide for themselves and families where necessary. Others on the other hand, had to learn other trades in order to help cushion them from the shock of the pandemic and beyond.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION

Introduction

This chapter contains findings on the research on the Impact of COVID-19 on the tourism industry focusing on the Impact the pandemic had on community livelihood. The results and findings are presented and discussed in the section that follows.

Presentation of Results and Findings

Contribution of tourism to community livelihoods

Currently, both tourist destination is open and receives tourists or visitors both domestic and foreign. Most visitors particularly visit these places for site seeing for instance at Abono most visitors come to see the nature, and size, and take a cruise on the lake for fun. At Boabeng-Fiema visitors led by a tour guide, take a stroll through the forest to have a site seeing of the different species of monkeys how they live with the people in the community, where and how they are buried and some laws (taboos) put in place to safeguard the monkeys. Additionally, visitors are as well shown the different species of trees in the forest. Well-informed guides give the history behind both tourist destinations during the tour.

In order to tap from these sites the industry employs the services of members of the communities in handling the management of the tourist destinations as they are well vexed in matters in these sites. When any information pertaining to the sites is needed, the industry tends to pick them from the members of the community.

The traditional council are responsible for the well-being of the people of the community and they are accountable to the government and members of the community

too. In an estimation, the amount realised yearly from the tourist destinations is over GH¢ 100, 000 and as it stands now according to a direct quote from a key informant in the Abono community, no percentage of the yearly amount earned is channelled to the community:

“We don’t receive any amount from the proceeds of the tourist. All monies are collected at the gate (a barrier set) from the visitors before they enter the community. We only earn some amount from the Lake Cruise and tips from the visitors. We have also spoken to the leaders of the communities yet to no avail”.

Supposedly the members of the community were expectant of some proceeds from the industry to be channelled to the community some initiatives of some sort be directed towards the respective community since they are the custodians, immediate beneficiaries and directly linked to the sites.

In the FGDs held, one of the major benefits of tourism regarding their livelihood is the opportunity to meet people of different calibre. Through the visit of some tourists to various tourist destinations, some members of the communities especially the youth get to meet and connect with people for instance visitors from outside Ghana. Through this connection, some are able to receive sponsorship of some kind to start a business venture or to pursue an academic career. In addition, some people in the community in these who accompany visitors and show them around the sites get receive some tokens as a form of appreciation from tourists. Again, tourist destinations receive certain developmental initiatives to better their lives. It was known through observation and FGD, the road leading to Abono from the nearest town, Kuntunase, is under construction. This will in the near future will make access to the community and other nearby areas easy. Drivers and other transport workers wouldn’t have to spend much

on repairs and avoid overloading passengers since it is sometimes hard to make a return journey to the community as a result of the bad road condition making most drivers use that as an excuse, hence the overloading of passengers. Furthermore, the industry has paved to open other businesses like grocery shops, eateries, and mobile money outlets which are beneficial to the visitors and both communities as well. These advantages goes a long way to help boost the communities making them not so dependent on the industry.

Effects of the Industry on Cultural, Religious, and Social values.

Cultural Values

The Boabeng-Fiema monkey sanctuary as a tourist attraction is embedded in their culture of the twin village of Boabeng and Fiema. It was known that the people of Fiema were given portions of land in Boabeng as instructed by the Chief of the area. Before the settlement, a Chief of one of the suburbs in Boabeng found a fetish priest who at time had four monkeys of two species with (two monkeys belonging to each species). After consultations were made, they discovered the monkeys were supposedly the children of the fetish priest and as a result, the animals (monkeys) should not be harmed in any way but should be kept safe and revered. In situations where any of monkey die by accident or naturally, the fetish priest gives a burial. In addition, the priest performs purifications yearly as a form of thanks giving to the gods and ancestors for providence for the people and the monkeys in the area.

In Abono where the Lake Bosomtwe is located, it is believed to have some mystical backing due to how it was discovered. It was believed that, years after the accumulation of water in the crater created by a meteor, a hunter chased an antelope to the lakeside that ended up disappearing into the lake leaving the hunter to believe a god came to the rescue of the antelope. After the mystery was reported to the chief at the

time, they visited the place believing that the spirits might have given it to them as a gift hence the name it after the animal, Antelope (otwe in the local parlance), Bosomtwe (Antelope god). Knowing all these happenings, the people in the area believe the lake is sacred and as part of culture, only wooden canoes are allowed on the water or a wooden surfboard. Women in their menses are cannot go into the lake and it is a taboo to send a form of filth to the lake.

In summary, tourism in these communities is closely related to their culture that is the presence of various tour sites in the communities of Abono and Boabeng-Fiema somehow form the basis of their culture. These cultural values have been held on for years and it is been passed down to generations that have come after and communicated to visitors who come as tourist by tour guides for them to appreciate the place.

Religious Values

“Gone are those days where the only religion in our community was traditional, through tourism (though it is not the only means) the community has been exposed to people who belonged to other religions and such through this exposure some people of the community have moved to other religion apart the one they knew”. This is statement from one members in a focus group discussion in Abono.

Religion is considered as one of the ways to build and shape the morality of an individual. Each community is gets to meet different calibre of people both domestic and international. Upon their arrival at these tourists destinations, they interact with the people of the community especially the youth and a result some (the youth) are influenced one way or the other by the visitors. A key informant had this to say:

“the youth of today like to achieve things within the shortest possible time. They prefer to follow some or allow themselves to be influenced by some these visitors that

from far away rather than hustle for a while to earn a living. Most of the attitude they pick up too compromises their morality, that is what they being taught at church (and other religious means) fall on hard ears. In as much as the presence of the industry might have given us the opportunity to know other religions, it has compromise the religious values of most our younger generation.” Religiously the presence of the industry have had both negative and positive impacts on the communities.

Social Values

There are a lot issues regarding the effects of the tourism industry on the communities. Most of the concerns raised were in acquiescence with certain growing life practices in the communities.

In Abono, one of the key informants iterated that indeed has improved certain social aspects of their lives in the community. Firstly they get to mingle and make friends of nations or regions, that is, they are able create a network of friends in and outside the country. They get to hear and know about other culture apart from what they know as member of the community. Gone are those days where to be able to publish or advertise something or a franchise, one needed to buy space in the dailies or buy airtime on the radio to go on air in order to be able to achieve this. Thanks to social media, enough spaces have been made available for advertisement and broadcasting of information. As such, it is easier to make the destination known to places within the country and abroad at the comfort of your home and spending less to achieve this.

The other side of the impact the industry have on the livelihood of the community that the informant was very passionate about has to with issues the youth. Due to the exposure, some engage in fraudulent acts like Internet fraud (“Sakawa”),

and others engaged in petty thefts, smoking of weed, gambling and other social vices.

According to the man, some the reasons they give are:

1. The world is changing and we need to change with it.
2. There it a lot to achieve and we money to do so.
3. The government is not willing to help; we will do whatever is necessary to help ourselves.
4. School is not helping; in fact, it is a very slow path to make it in this country.

“Even as adults when things get tough we pick our working gears move in the forest or to the lake side to gather some produce or fish to feed our families or even sell some in order to make ends meet” said the informant.” We can choose to do anything we want, yet not all that we do is appropriate”, he added.

The situation in Boabeng-Fiema is similar in some way to that of Abono. The tourist destination have a website built where it is able to highlight some activities of the site, post pictures of the monkeys and as well contact information in case someone or a group wants to visit. In a focus group discussion, it was discovered that, the world is indeed changing, hence there is a lot to explore. Previously people would gather round talk to each other and listen to stories from the elderly; now things have taken a different turn. People would rather prefer to “sit on” their phones for longer hours, on social media (Facebook, WhatsApp, Tiktok and Instagram) virtually doing nothing. This has led to people exposing themselves to negative influence such as pornography, internet fraud, lack of respect the elderly and authority. All these social vices translates to affect the morality of the people especially the one of the community (Ghana, 2021; WorldBank et al., 2021). In other words, the communities have both had the industry influence their Cultural, Religious and Social values both positively and negatively.

Effects of COVID-19 on Livelihoods in Tourism Destination Communities

The table below shows the effect of the pandemic on the livelihood the study communities. It involves direct quotes (responses) from participants of the study.

Table 2: Respondent Views on the Effects of the Pandemic on the Livelihood of both Communities.

Quotes from participants	Theme (code)	Number (n)
The community was as quiet as a cemetery	Fall in the domestic economy	10
Families were mostly indoors		
Nothing came in or went out of the community		
No serious activity went on		
Farmers and fishermen couldn't go out to get produce to sell	Business closure and livelihood losses	13
All shops were closed		
Food vendors couldn't operate		
Drivers were unable to go out due to the restrictions on movement.		
We couldn't have naming or wedding ceremonies	No social gathering and activities	13
No religious gatherings		
No communal meetings		
There was a sharp decline in number of tourists	Reduced or No tourism activities	12
No bookings for visitation		
Business which thrived on tourism suffered great loss as results of the decline in numbers		
Because there virtually no visitation, we had to increase patrols to check on the monkeys and their safety	Increased patrols, farming and fishing activities	3
Some of our people had to go to lakeside more often to fish since it became a major source of protein		
I had to go to the farm to gather some foodstuff for the family since my shop was closed.		

Above is a tabulated form of the responses of the participants during the interview sessions from both study areas. Their responses were coded and classified under one theme and the frequency or the number of iterations by the participants were recorded as well.

Further analysis, by way of word cloud as shown in Fig 1 below, was used to highlight key words on the effects of the pandemic on both communities. These key words are representation of the views of the participants on the effects on the communities.



Figure 1 Word Cloud showing Participants Response on the Effect of the Pandemic on Livelihood.

Source: Analysis with Monkeylearn word cloud

These key words focus the economy and the communities and as well personal experiences of the participants.

Fall in the Domestic Economy

Most business in the study communities are created to suit the tourism there that is they set to meet the needs of the tourists and the people there. To manage the spread of the COVID virus, most countries including Ghana put some level of restrictions on movement, which led to a sharp decline in the visits to these tourist destinations. Business such as directly (resorts) and indirectly (grocery shops) linked to the industry began to run at a loss; as such they were forced to close down. One woman during the discussion at Abono said:

It was new and different experience for us, we all thought this would last but for a short while. Surprisingly when the executive order came where we had to stay home that was when we felt the intensity of this whole pandemic. Visitors stopped coming, people for fear of their lives were always indoors with their families. Businesses began to somehow, fold gradually. It was tough on us.

Another trader had this also say:

My business thrive when we have more visitors come in. At the point where restrictions were placed on movement and the number of visitors started declining drastically, my business began to suffer.

Due to the close ties the communities have with the tourist sites, much priority is placed on tourism especially those business that directly thrive on the industry even though farming and fishing were also major sources livelihood in the both study communities. Most often, it is seen that businesses and livelihoods linked to the industry are most likely to generated income faster (Soliku et al., 2021). While this is true, not only can over dependence on the industry can negatively affect the livelihood, it can strain the business diversification in the communities (Hambira et al., 2022).

Business Closure and Livelihood Losses

Most people in both study communities are farmers with the exception of some in the Abono community who are into fish farming. These farmers would usually harvest their produce and take it to the market place or have the buyers come to the farm to get the produce and in other cases visitors who came to the tourist sites would buy some of their produce on their way back. Unfortunately, before and during the lockdown, all this ceased because aside visitors not being able to visit the sites during that time, for fear of being affected by the virus, people living in the community were almost indoors, farmers would only harvest for their homes and close relatives. A farmer had this to say:

“Most visitors love to buy foodstuff when they come visit the tourist site. We mostly sell it to them at affordable prices and the produce are mostly fresh hence they would prefer to buy from us when returning. However, during the pandemic no visitors came around, even our own people would not come around that much to buy from us. We were all scared for our lives hence some of us had to stop sending food to market place (who would you even meet), would rather harvest what will suffice for our families alone.”

To corroborate with this, a trader from Abono during the FGD iterated the following:

I am a convenience shop owner and my good days are days when tourists visit this tourist destination, they buy water, biscuits and the likes. Yes, we do no benefit directly from the proceeds from the site, yet when these visitors come, at least we are able to earn something from them. When COVID-19 came, I always wondered what to do with my family because, no one is coming to buy, you cannot keep the things inside

for an indefinite period and you cannot eat some if not all of the foodstuff in the shop. It was hard; hence, we had no option than to close our businesses.

Further discussions from the study communities revealed that food vendors, Mobile money agents, drivers could not all operate not just because they feared, but during those times there were not enough people to sell to or render any services to; drivers would waste money on fuel, traders would spend money stocking their shops and will run at loss. Hence, it was better to close down the business and stay home and do “hand to mouth”.

Most business tied to tourism in the selected areas are informal (Jakkie Cilliers et al., 2020). Due to their dependence on the industry to thrive, the businesses are mostly like suffer during uncertain like the COVID-19 era. Jobs would be lost as well as the livelihood of the people in the area (Sisneros-Kidd et al., 2019). To corroborate with this, tourism in the some areas in the northern parts are tied to almost every business activity even though most communities are known to be farming areas (Soliku et al., 2021). Due to this over dependence on the industry, majority of the livelihood and businesses suffered great losses with some almost collapsing.

No social Gathering and Activities

After a tough period of hustling, one can only rely on a sitting with friends or family to relax or wine down or after a successful delivery, it is only right to join friends and loved ones name the newborn child. Again, when a loved has passed on, funeral service is organized as a way to pay your last respect before burial is done. These events create avenue for people to meet and sometimes dine with new and old friends and families as well. A key informant said this on the issue of social activities:

“This life cannot be predicted in any way, one day you are happy and all bubbly, other times you are sad, stressed or angry with someone or about something. We would normally wear our nice clothing (mostly white) to accompany a family to naming or wedding ceremony. It gives us the opportunity to connect with others and old folks and celebrate with the family. Other times the unfortunate happens, a loved is lost as such, we would have to join the unfortunate family mourn through funeral service and check on them even after burial is done. COVID-19 prevented all this, no form of social activity went on during the outbreak; the institution the executive order from the president worsened everything.”

In addition to this people could not meet and worship at church. One of the participants in the FGD in Boabeng-Fiema who happened to be a “church person” revealed the following:

“Going to church does not benefit one's spirituality only but emotionally and psychologically. What I mean by this is that, when you attend church the singing, dancing, and convocation too can help you calm down, forget your troubles and have some hope that all will be well. During the lockdown, all these gathering with its benefits went away. For the period where we were not allowed to have large gatherings, it was tough on some of us as a result you could get stress at any time and the painful part when there was no one to speak to or share your troubles with.”

Further, no gathering meant that communal meetings especially communal labour and other community meeting ceased. This prevented meeting to make certain important decisions for the community by certain opinion leaders and elders of the community.

“We usually had meetings with opinion leader and other elders of the community even there were times men and women had meetings separately. All these meeting ceased when the pandemic came and due to social distancing and other restrictions” this was said by a key informant in the Abono community.

The lockdown and other restrictions enforced had its own level off effect on most people in the tourist destination. Social activities were one of the ways people wind up after the day’s work. The restrictions on movement brought stress to individuals and families. gradually (Soliku et al., 2021).

Reduced or No Tourism Activities

As revealed earlier, the outbreak of the disease led to the institution of lot restrictions globally. Amongst these restrictions were the closure of borders, lockdown of major cities which known to hubs for the virus. This led to a drastic decline in the number of tourists who visited these destinations internationally and locally. Tour guides and aids had to stay home unless on special occasions where their services were needed then they would come by. It was discovered that there was a vast difference in the number of people visiting the tourist destination right before the outbreak compared to numbers that was recorded during the outbreak. The table 6 below gives some details about the numbers.

A worker at one of the resorts in Abono community had this to say about the effect of the pandemic on tourism activities:

We usually have tourist book rooms to spend a day or two here at the resort after especially those that cannot make a return journey. There are packages for visitors like students and churches who come and go the same day. During the outbreak, visitors called in to cancel their reservations, visitors with the country called to cancel

their arranged trips. Activities here at the resort declined gradually until an almost a complete halt.”

Businesses that thrived directly and indirectly on tourism in the study communities could not function well. Convenience shops, transport businesses, souvenir shops began running at a loss and they had to close until things settled down; all of which were as a result of the decline in tourist activities (Gössling et al., 2020; Soliku et al., 2021).

Table 3: Table showing the Number of Tourists Visiting Tourist Destination before and after the Pandemic.

Destination	2019		2020		2022	
	Arrivals	Amount	Arrival	Amount	Arrival	Amount
Abono (Lake Bosomtwe)	17,088	427,200	4,443	133,290	***	
			(approximation)			
Boabeng-Fiema (Monkey Sanctuary)	6,600		3,793		***	
	(approximation)					

Source: Tourism Report 2020, GSS tourism report and Oxford business group report on why Ghana is focusing on domestic tourism.

In the table above, information on the total arrival of tourists in both tourist destinations is presented. The arrivals in 2019 and 2020 for Boabeng-Fiema and Lake Bosomtwe respectively were approximated since the exact values were not presented hence the estimated percentage of the arrivals was used to calculate for the respective year. Information for the year 2022 was unavailable hence the gap for that year. However, from the information gathered we see a sharp decline in the numbers from before (2019) the outbreak of the pandemic and during (2020) the outbreak.

These findings follow the research carried out by (Hambira et al., 2022; OMT, 2019; Soliku et al., 2021) noted that, across the globe, Africa and Ghana saw a massive decline in number of tourist (domestic and International) who visited various tourist destinations.

From the words of the key informant in Abono, he had this to say about the businesses that operated during the pandemic.

“Well, I cannot give the exact number of businesses that operated during the outbreak because most shops were closed and virtually no business went on. The only business I think was able to operate a little bit was the farming businesses. People had to eat amidst the outbreak; they would go to the farm themselves or try to purchase some farmers nearby with the little amount they had.”

One of the traders in the FGD said this in an interview with the group.

“What is realized was that, due to the lockdown and restrictions on movement, some people were able to do some petty trading at their homes or a secluded which did not call for a lot of people trooping to the place other than that almost all kinds of business couldn't operate as they would on a normal day.”

Since most people were self-employed in both communities, they could not run their businesses, as they should. Tour guides, Resort staff had to stay home because there were visitors coming to the sites leaving a few to cater for the place (Resorts).

One advantage that came along with the outbreak, especially to Boabeng-Fiema was the increased patrolling of the area. This was to make sure the monkeys in the forest were protected since there were no visitations to the place, which could have created a loophole for bad people to steal or poach the animals.

As noted above, (Nuong et al., 2020) iterates that most hospitality business saw sharp decline in the number of visitors. This was also seen in the tourist destinations as well number of international visitors reduced drastically leading to a decline in tourism activities (Behsudi, 2020). According to the United Nation World Tourism Organization (UNTWO) the more tourist number declined in various tourist destinations the more tourist activities also reduce (OMT, 2019; UNWOTO, n.d.; UNWTO, 2022) i.e. tourist visitation is directly proportional to tourism activities.

Coping with the Effects of COVID-19 on People in Tourist Destinations

Like all other diseases that have come and gone, COVID-19 was expected to come and go the same way until nations and their people began to feel the rippling effects of the pandemic. As a result, people living in communities began to find ways and means to cope amidst COVID-19, how to get their lives and fend for themselves. For communities like Abono and Boabeng-Fiema, the people had to make it with the little they had.

A participant in the FGD at Abono lamented the effects had had on him and his family and what they had to do to survive.

“I am a trader, I own a convenience store here in Abono, when the pandemic came I had no option but to close my shop because it was the wisest decision at that time. It was better to close the shop rather than open and run at a loss. The family had to survive and for this to be made possible I had to become a farmer at once, I had land in the forest so during the early hours of the morning I would go to the farm with my wife to cultivate some crops and then try and get some home for feeding the little ones. Since then, at least once a week we go to the farm to do some work and gather something for the house and even sell here at the shop.”

Another in Boabeng-Fiema had this to say;

“Had it not been for the extra farm produce I harvest from my farm, my business would have suffered. When the pandemic came, the priority of people’s buying were limited to food and water. People would rush to get food for their families rather than buy things like clothing. I would usually get some produce from the farm and within some hours within the day, all is gone. I have invested in sachet water too hence those who could drink from taps and other sources like well or borehole would come and buy some bags of sachet water for drinking”

It was indeed a survival mode activated for most people in the communities. Other participants nodded in agreement with the points raised concerning some of these coping strategies.

In addition, it was discovered that, most of the support that came was within the communities the only support one key informant recall the support that, the external they received was the meals provided by the government, which according to him was not enough. He said:

“First of all, it wasn’t like the food was thrice a day and as for food once you’ve taken it in within a few hours you are most likely to bring out again, it doesn’t stay forever. We needed more concrete support from NGOs and other philanthropists (if not from the government) like financial assistance or any other essential we could no longer prioritize as a result of the restriction which came as a result of the pandemic.”

Most of the assistance some members of the communities enjoyed were given by friends or loved ones within the same communities. That is to say when someone has enough food or enough of a particular need he/she is able to share with others who

do not have and might be in need. This was the routine until the restrictions were eased up gradually to enable them do something for themselves.

Informal businesses in the communities were not spared with the effects of the pandemic. Most of these businesses had one option in order to be to cope the effects of the pandemic and was to close for some time until things began to settle in (Schotte et al., 2021). Some reasons gathered from the group discussions from both communities were

1. Change in people's priority: people preferred nose masks, sanitizers, food and water to shoes or clothing.
2. People were mostly indoors for fear of getting infected
3. Business owners running at a loss
4. Not enough money to restock during the outbreak of the virus.

Addressing the Effects of COVID-19 on the Livelihoods of People in Tourist Destinations (Resilience Strategies)

Considering the effects the pandemic have had on community especially people living in tourist destinations, some interventions as well as long-term plans that could cushion these communities in the future in case of any uncertainty were discussed through the FGDs and interviews with key informants.



Figure 2 World Cloud showing Intervention to Address the Effects of COVID-19 on Livelihood

Source: Analysis from Monkeylearn Word cloud

Fig 2 above is a word cloud generated to assess the participants' views on interventions they think can or should be put in place to make their communities resilient to the pandemic and any other future outcomes.

Top of the list was business diversification. During the FGD from both communities, participants stressed on the fact that diversity in their businesses can be of great help to them and their respective communities. Most participants revealed that families whose businesses were not so dependent on tourism or had other side hustles felt the implications but not as hard as they did since they mostly depended on the industry to tune their businesses. One participant from Abono said:

“There were situations where some of us had to go to these people for support which felt quite burdensome. They were managing what they had with their families so it was difficult at times asking them give some of their resources.”

Another in the Abono community stated that:

“I learnt to appreciate the concept of having more than one stream of livelihood during the pandemic.”

It is important to note that the tourism industry is bigger so is its related businesses. In fact some business can serve not just tourism needs but also other “non-tourism” needs as well, it is therefore advisable not to streamline businesses to tourism only but rather consider other areas hence, in times of crisis and future uncertainties, the business will thrive (Noorashid et al., 2021; Soliku et al., 2021). Government support and support from Non-Governmental Organizations (NGOs) can also go a long way to make the diversification of the livelihood of people in the communities more resilient. Especially since the major occupation in both communities is farming making provision for modern equipment to farm on larger scales can help in this regard (Hambira et al., 2022; Soliku et al., 2021).

Support for the community (coming from a one or limited sources) cannot be solely depended on to improve the livelihoods of the members of the community even though it is likely to give a positive impact (Hambira et al., 2022; Soliku et al., 2021).

Next, building of local talents was iterated in both communities. It was discovered that when the executive order was enforced, restricting the importation of some products from outside the country, it gave room for people to exhibit their talent by designing their own facemasks, sanitizers amongst others.

“For some of us getting these nose masks and sanitizers were not at the top of our list especially when they became very expensive. We were lucky enough to have some people who designed nose masks and sell to us at relatively cheaper prices as for

sanitizers we resorted to washing of hands”. This was from a key informant from Boabeng-Fiema.

Most local talents in normal times are hidden; people prefer to use “sophisticated things” to using locally manufactured goods, which are less advertised. Local talents of male and females must harnessed and developed through formal and or informal education (International Labour Organization and The World Bank 2021, 2021). Doing this will help secure the livelihood of the member and the community at large making it more resilient to future uncertainties. Additionally, the first and second hypotheses deals with Education and Gender having significant impact on community Livelihood (Noorashid et al., 2021).

The less educated people during crisis time are likely to earn or loose their jobs compared the more educated ones making important to give consider education when dealing with livelihood (Ferreira et al., 2021). This means that people who have attained some level of education are most likely to be maintained durig crisis. During crisis, radical changes is needed to keep the industry and its related business afloat hence would need people who can easily study, understand and adapt to the changes within the shortest time and most often an educated person would be considered first. Outsourcing local talent cuts across both genders which making provision for Education should also cut across gender. According to (Agarwal, 2021), the livelihoods of women were negatively affected during the pandemic because more women were laid than men. It is therefore important to note that, Livelihood is not gender based; as such, both males and females should get equal opportunities at earning better livelihoods.

Finally other factors that came up as forms interventions to make the communities more resilient to future crisis such as the COVID-19 are:

- More health Research
- Practicing Healthy Living
- Extensive vaccination research

These factors were revealed during lockdown, which served as a gateway for governments and major health research facilities to research into the virus and apparently into other health measures to fight the diseases. Out of this, healthy living standards were given globally in order to manage the spread of the disease. These practices one way or the other have been maintained by some individuals of the communities. It also gave authorities the chance to fumigate market places and other major meeting places for its citizens.

“As for me I still practice some of the health measures like washing hands often and occasionally using hand sanitizer. It is helpful and I wish we could maintain some these practices in our daily lives”. This is according to the FGD in Abono.

Indeed the lockdown brought some hardship to most people in the communities, it also opened opportunities to research and adopt some positive lifestyles (Akinola et al., 2022; Škare et al., 2021; Soliku et al., 2021; Stone et al., 2021).

In summary, in as much as the industry serves as a livelihood booster for most people in the communities, the outbreak of the pandemic had an adverse effect on almost all aspect of their lives. According to the study, this can be linked to high dependency on the industry to boost their businesses and the local at large thereby making the diversity in the local economy limited, hence the impact on community livelihood in the selected tourist destinations.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

Introduction

This chapter concludes the study. A summary of the report with results and findings are presented based on which conclusion is drawn and recommendations made. The importance of the study is examined with regards to the Impact of COVID-19 on the tourism industry in two selected tourist destination, Lake Bosomtwe in the Bosomtwe District and Boabeng-Fiema in the Nkoranza-North District of Ashanti and Bono-East regions respectively. The chapter ends with recommendation for further studies.

The purview of the following conclusion is limited to the Impact the pandemic had on Community Livelihood in the selected tourist destination, thus, though the conclusion might be relevant in other areas, it is likely to yield biased assumptions.

Research Summary

The research observed the Impact of COVID-19 on tourism, focusing on the community livelihood of people living Abono and Boabeng-Fiema in the Bosomtwe and Nkoranza-North districts respectively. The literature review focused on the effects of tourism on livelihood, the effect COVID-19 on tourism industry in Ghana and beyond, some coping strategies adopted and ways to address the effects of the pandemic to make the selected communities and the country at large more resilient to future shocks. By way of a mixed research methods, participants were purposively and randomly sampled to take part in the study. It was discovered that tourism is one of the biggest growing industry in the world billions of dollars of revenue to countries across the globe. In the wake of the pandemic, restrictions on movement, the fear of rapidly spreading the virus, and to protect the integrity of businesses related to the industry,

patronizing products of the tourism industry by visitors, foreign and domestic sharply declined leading to an almost shutdown of the industry. A regression analysis model was fitted to assess the relation between Community livelihood and COVID-19 by taking into consideration factors such as Educational background, Gender, Lockdown, Business diversity and Community support.

Key Findings

Contribution of Tourism to Community Livelihood

Tourism in both communities has benefited the people in so many ways. It has given some people the opportunity to network with other people from other communities. In addition, tourism in a community means employment and more business opportunity. Some business in the area started because of tourism in the communities examples include eateries, and resorts just to mention a few which also tends to give employment to some people in the area.

On the other hand, through the key informants' interviews and focus group discussions, It was discovered that the members are the main custodians or beneficiaries of the tourist site. It was expected that a percentage of revenue realised from the tourism activities would be channelled to the development of the communities; on the contrary, through interviews and group discussions, some of the participants recounted that little or no proceeds were directed to the communities for development or to rebrand the tourist sites.

In terms of culture, religion and social values, the presence of tourism in the communities have had both positive and negative implications. The culture of these communities are tied to their tourist destinations and actually, tourism in these communities gives an opportunity to highlight their culture and other cultural values.

Through meeting and connecting with people from other places some people especially the youth engage in certain acts like weed smoking internet fraud other vices. Religiously, though it cannot be said, the presence of tourism in the communities alone have had a negative influence on the people especially the youth in compromising on some religious values other reasons might include training from home and lack of discipline on the part of the those involved. This extends to the social values; it is highly possible for people who engaged in religious vices to be a nuisance to society, thus engaging in petty thefts, fights and living promiscuous lives.

Effects of COVID-19 on Livelihood in Tourism Destination

The pandemic put a heavy burden on people in the tourism destinations. Businesses directly and indirectly connected to the tourism had to close down especially during the period of the lockdown. Most people either lost their jobs, were laid off, were asked to stay home or had their salaries slashed since there was not much gain for businesses. People whose business closed during the pandemic had to borrow from friends or families in order to survive. Farmers could not sell their produce; drivers could no longer go out to pick passengers since there was no one or very few people around to board the vehicles. All social activities and gatherings like outdoorings, funerals, wedding ceremonies, and communal labours ceased. Tourism activities also ceased since there were no visitors coming in as tourists to visit the sites. Tour guides and other workers for the industry were all inactive, they only came around as and when they were needed. Patrols especially in Boabeng-Fiema had to be increased in order to keep the monkeys in the area safe from poachers. People in Abono on the other hand engaged more in farming and fishing for foodstuff and source of protein respectively.

Coping Strategies of People in Tourism

The effects of the pandemic were unexpected hence; most people had to find ways to cope with the effect for however long the pandemic would have lasted. Some of the strategies adopted included the following:

1. Engaging in farming or fishing activities to cater for families.
2. Seeking for support from families and other members of the respective communities.
3. Prioritizing essential needs like food and water over other needs like clothing.
4. Engaging in exercising activities to keep healthy
5. Wearing nose masks, frequent washing of hands and using hand sanitizers as often as possible.

Addressing the Effects of COVID-19 (Building Resilience).

Due to the effects posed by the effects of the pandemic, some resilience factors were discussed with the participants.

Top of the list was business diversification as one of the major ways to make live for people in tourist destination more resilient in times of crisis and uncertain times. Establishing business around tourism alone has proven to have many hindrances during uncertain times hence; there should be diversification in setting a business by this the business stands a chance of thriving during the crisis. Again, outsourcing and engaging local talents according to the discussions and interviews is one way to make the community resilient. This will mean that somehow proceeds that come to the community, stays in the community. Additionally, it was stated that domestic tourism should be encouraged more because when crisis like the pandemic hit a community or a country at large, it tends to rely more on internal factors to thrive. Other factors

including developing skill sets, seeking government and support from NGOs, health research and continuous practice of good health protocols were stated as part of the resilience strategies to address the effects of COVID-19 on the livelihood of people in the tourist destinations.

Conclusion

Economic Downturn

Both tourist destinations experienced a high level of economic fall. The lockdown and restrictions on movement leading to reduced tourism activities brought about business closure in the hospitality, travel and entertainment sectors of the industry.

Job Losses

Most residents in the tourist destinations lost their jobs and those who did not have any secondary source of income suffered a great deal of income instability and financial stress on some families.

Exposure of Inequality

The Pandemic exposed the inequality in terms of the distribution of resources committed to tourist destinations, with both communities suffering asymmetrically in this regard.

Benefits to the Environment

The temporary reduction in tourism activities has positive environmental impacts, which include reduced pollution and less stress on natural resources. That notwithstanding concerns arose about the long-term sustainability of the industry and its impact on the environment.

Tourism Trend Shift

During the pandemic, both tourist destinations in the selected communities focused on domestic tourists to stay afloat and this has been the aim of the various stakeholders of the industry, to promote domestic tourism, beyond the pandemic.

Diversification and Resilience

Some members of both communities adapted to the new trend posed by the pandemic showing their resilience. Some engaged in different activities to maintain their livelihood during the pandemic and continued with this diversification to reduce vulnerability in the wake of any crisis.

Support from the Government and NGOs.

Support from the government and NGOs is crucial to the survival of the vulnerable populations (women, children, people with disabilities and the aged) in both destinations. Their support helps cushion them in uncertain times such as the pandemic.

Recommendations

To build resilience in the tourist destinations in both districts of Bosomtwe and Nkoranza-North and their respective regions at large, the study recommends the following.

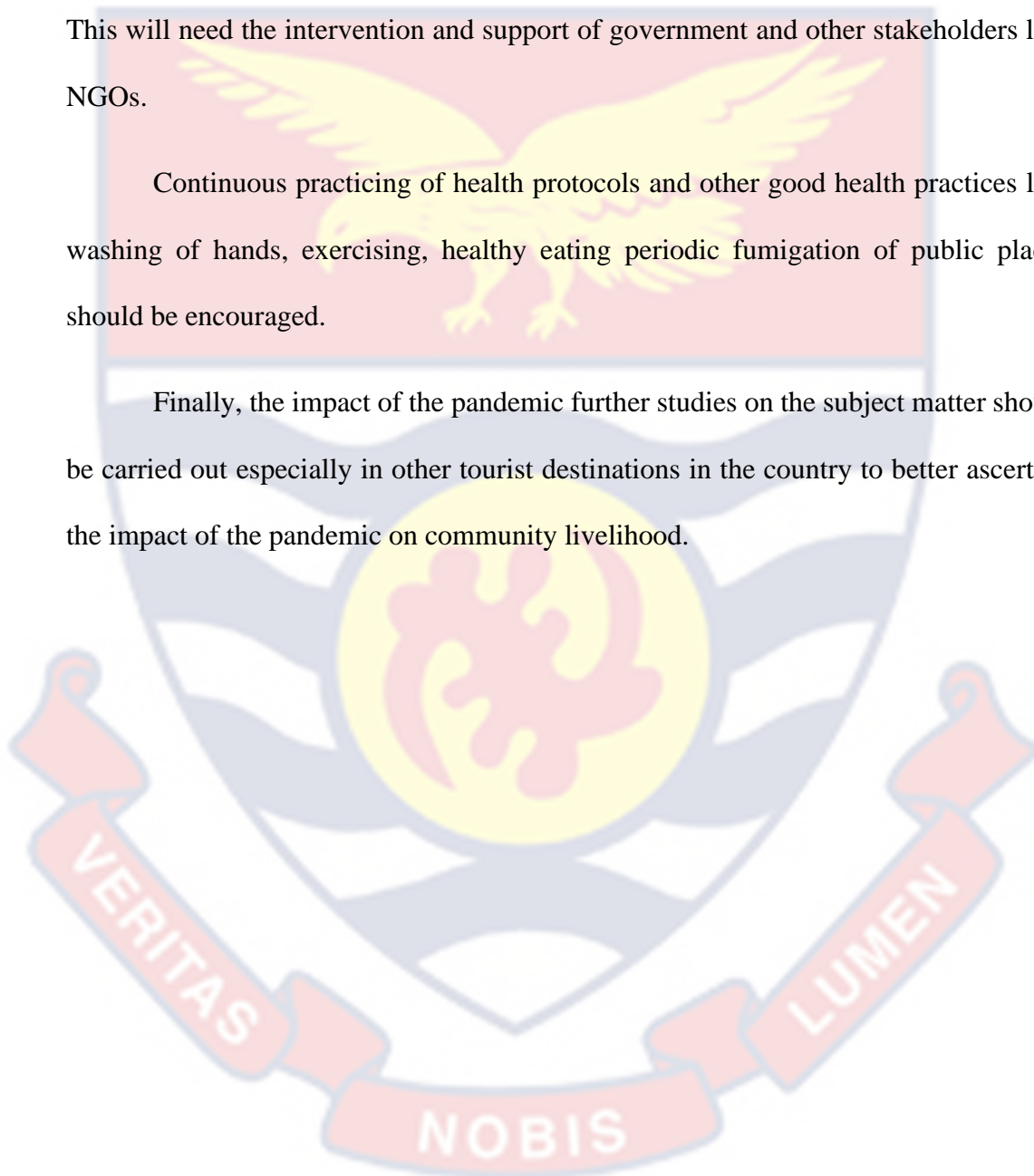
First of all, Gender equality should be well established in terms of labour in tourist destinations since it was discovered from the communities that women are most likely to lose their livelihood easily as compared to men, crisis is no respecter of gender. Education (formal and informal) should be invested in to enhance development, this will help build skill sets of both gender in both tourist destination.

In addition, businesses linked to the industry should be restructured so that in the wake of uncertainties they would still thrive.

Again, Diversification of the local economy and encouraging domestic or internal tourism is key to ensuring long-term development of the tourism industry owing to the fact that both tourist destination saw a sharp decline in revenue and activities which in turn had a negative impact on the livelihood of the communities. This will need the intervention and support of government and other stakeholders like NGOs.

Continuous practicing of health protocols and other good health practices like washing of hands, exercising, healthy eating periodic fumigation of public places should be encouraged.

Finally, the impact of the pandemic further studies on the subject matter should be carried out especially in other tourist destinations in the country to better ascertain the impact of the pandemic on community livelihood.



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APPENDIX

COMMUNITY LIVELIHOOD QUESTIONNAIRE

Introduction

I am a postgraduate student of Christian Service University College (CSUC) with the planning Department. This questionnaire is to aid in gathering of data on the implications or effect of COVID-19 on tourism with respect to Community livelihood. Your identity will be kept private and out of the study when analysing and discussing the responses gathered.

Date:.....

Kindly state your location.....

Gender of respondent a) Male b) Female

Do you have any form of Education? a) Yes b) No

What organization do you belong to? (Choose from the list below)

- o Hospitality
- o Transportation
- o Tourism
- o Restaurant and Other Eateries

Section 1 Contribution of tourism to community livelihoods.

1. What are the current operation of the tourist destination?
.....
.....
2. How often does the industry interact with the community?
.....
.....
3. Which group(s) or Person(s) are responsible for the well-being of the community?
 - a. Government officers
 - b. Private corporation/ NGO
 - c. Traditional Council
 - d. Community Elected personnel

4. Who are they accountable to?

.....
.....

5. How much is earned yearly at the destination?

6. How much the amount earned yearly is directed to the community?

7. How beneficial is the industry to the livelihood in the community?

8. Have the industry had any effects on the social, religious and cultural values of the community?

- YES
- b. NO

If yes, proceed to answer 9-11 otherwise skip.

9. What effects have the industry had on the cultural values of the community?

.....
.....

10. What effects have the industry had on the religious values of the community?

.....
.....

11. What effects have the industry had on the social values of the community?

.....
.....

Section 2 Effects of COVID-19 on the livelihoods of people in tourism destination communities

12. How has COVID-19 affected the livelihood of the people in the community?

.....
.....

13. How has COVID-19 affected informal businesses in the community?

14. What is the average visit to the site from JAN-19 to DEC-19?.....

15. How much was generated monthly during the period?

16. What is the average number of people who visited from MAR-20 to DEC-20?

.....

17. How much was generated during the period monthly?

18. Currently, what is the average number of visits per month?

19. How much is generated currently in a month?

20. How many businesses operated during the outbreak of the disease?.....

21. What type of businesses operated during the outbreak?

- Transport
- Hotels and Restaurants
- Food vendors
- Artisan (Carpentry, Tailoring, Plumbing, mechanics, Hair-Do etc.)
- Convenience Shop operators

22. How many employees were laid off?

23. How many employees were maintained?

24. How many employees received full salaries?

25. How many employees received part payment of their salaries?

Section 3. How communities in tourist destinations were able to cope with the effects of COVID-19.

26. What coping strategies were adopted by the people to manage the effects of COVID-19?
.....
.....

27. What support type did the people receive to the pandemic?

4. **Financial** **b. Basic need** c. Health

28. What were the sources of the support?

1. **Government** **b. Non-Governmental (NGO)** **c. Philanthropic**
d. Domestic (Self-support)

2. What coping strategies were adopted by informal businesses to cope with the effects of the pandemic?
.....
.....

Section 4. How the effect of COVID-19 on the livelihoods of people in tourist destinations can be addressed.

3. What interventions have been put in place to boost the livelihood of the community?

4. What strengths area available to the community to be used to address the effects of the disease?

5. What opportunities are available to the community that can be used to address the effects of the disease?
6. What factors are considered to make the community more resilient to future effects of the disease as well as other shocks?

