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Service Delivery Practices of Guest Accommodation Providers During Covid-19 In Calabar Metropolis, Cross River State, Nigeria

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Abstract
The outbreak of COVID-19 in 2019 disrupted global activities, with the hospitality industry, especially guest accommodations - experiencing significant setbacks. This study explored the service delivery practices adopted by guest accommodation providers during the pandemic in Calabar Metropolis, Cross River State, Nigeria. A descriptive survey research design was employed, with purposive sampling used to select 40 guest accommodation facilities. A total of 307 questionnaires were administered to staff members. Data were analyzed using tables and charts, while hypotheses were tested using Analysis of Variance (ANOVA). Findings revealed a statistically significant variation ($F=4.41 > 3.17$, $p<0.05$) in service delivery measures compared to pre-pandemic practices. Key adaptive practices included contactless check-ins, frequent disinfection, and strict adherence to government protocols. The study recommends increased awareness of hygiene practices, the establishment of contingency plans, and sustained commitment to preventive protocols for future health emergencies.
Keywords: COVID-19, service delivery, guest accommodation, hygiene practices, Calabar Metropolis, hospitality industry.

Introduction

Globally, the unforeseen emergence of the Corona Virus Disease (COVID-19) in late 2019 triggered a global predicament unparalleled in modern times, profoundly affecting global economics, public health, and conventional lifestyles. Recognised as a monumental juncture in medical history, COVID-19 presents as a severe infectious respiratory malady, underscoring its contagious character, thus cautioning against proximate human interactions. As the virus permeated diverse economic sectors, the hospitality domain, including entities like hotels, resorts, and holiday accommodations, experienced a notable reduction in clientele. This decline was ascribed to stringent travel restrictions, mounting health concerns, and impending economic uncertainties (Jones, 2020).

This malevolent ailment, reputedly spread via respiratory droplets, contact with tainted surfaces, sneezing, and direct interaction with an infected person, was initially identified in

Wuhan, China, in December 2019. The World Health Organization (WHO) formally recognised its adverse implications in Africa on 30 January 2020. Such an announcement precipitated comprehensive lockdowns and limited mobility in impacted regions, including Nigeria. The mandated seclusion and distancing measures led numerous accommodation establishments, especially commercial ones, into prolonged dormancy, engendering minimal business activity. This situation compelled many entities in the hospitality industry to implement redundancies due to dwindling revenues.

The pandemic's inexorable expansion, accentuated by global travel restrictions and obligatory distancing, inflicted significant duress upon the international accommodation sector. Investigations conducted in the State of Georgia by John & John (2020) highlighted the deleterious fiscal consequences of COVID-19 on service sectors, depicting pronounced reductions in job opportunities, earnings, and tax contributions. A recent World Health Organization (WHO) study attributes SARS-CoV-2 as the responsible agent, primarily proliferating through respiratory droplets and direct human engagement (WHO, 2020). Moreover, fomite transmission, the acquisition of the virus from infected surfaces, is also acknowledged as a potential transmission pathway.

As humanity continues its incessant journey, propelled by varied motivations such as leisure, commerce, enlightenment, well-being, and reprieve, the primordial requirement for solace and rest invariably surfaces, rendering accommodation an integral aspect of existence. Therefore, tasked with the pivotal duty of furnishing sojourners a temporary haven, the accommodation industry emerges as the linchpin, offering sanctuary to transient souls seeking comfort amidst unfamiliar terrains, ephemeral business dealings, or brief academic pursuits (Piate, Inyang, &Akpan, 2022).

However, the pandemic markedly stifled this sector's dynamism due to state-enforced mobility restrictions. Calabar's esteemed status as a tourist attraction, especially during notable events like its carnival, highlights the consistent demand for accommodations. Regrettably, the pandemic drastically reduced patronage, resulting in consequential socio-economic impacts. Navigating through this pandemic was typified by a gamut of emotions, from fear to hope, societal detachment to economic fluctuations. In efforts to curtail the pandemic's proliferation, global leaders enacted various protocols, spanning from sealing borders to suspending airline activities, culminating in an unprecedented halt of numerous daily routines (Nicola, Alsafi, Sohrabi, Kerwan, Al-jabir, Iosifidis, Agha &Aghat, 2020).

Calabar, a city adorned with the epithet of a tourist magnet, faced a predicament emblematic of the larger global narrative, particularly during its iconic carnival. Historically, as globetrotters converged upon the city, the inherent demand for accommodation burgeoned, fostering a symbiotic relationship between visitors and service providers. Regrettably, the pandemic-induced upheaval drastically stymied this rhythm, engendering uncertainty and economic strain.

While the scholarly realm is replete with treatises elucidating the operational impediments of the hospitality sector amidst this crisis, there exists a lacuna pertaining specifically to the vicissitudes faced by guest accommodations in Calabar. This dearth extends to occupancy dynamics, fiscal fluctuations, and the strategic paradigms providers adopt during these trying times. Against this backdrop, this study endeavours to illuminate the ramifications of assessing the measures implemented by guest accommodation providers during the COVID-19 period in Calabar Metropolis, Cross River State, Nigeria striving to bridge the chasm in extant literature.

Objectives of the study

The aim of the study is to assess the measures implemented by guest accommodation providers during COVID-19 in Calabar Metropolis, Cross River State, Nigeria. While the specific objective include to:

1. Examine the measures implemented by guest accommodation providers during COVID-19 period.
2. Examine the effectiveness of the preventive measure adopted by guest accommodation sector in the study area

Research hypothesis

There is no significant variation in measures implemented by guest accommodation providers during the COVID-19 period in the study area.

Study Area

Calabar Metropolis occupies the state's southern region. It envelops Calabar Municipality and Calabar South Local Government Areas, positioned between latitudes 4˚50'N and 5˚10'N and longitudes 8˚17'E and 8˚20'E. Nestled between the expansive Great Kwa River (East) and the Calabar River (West), the metropolis stretches over approximately 274.593 km^2. Known historically as Canaan City, Calabar stands out as one of Nigeria's grandest coastal towns, nestled in the Cross River heartland. Today, it boasts a thriving population of around 375,000 residents. As a crucial port city, Calabar hosts numerous sporting events.

Historically, tracing back to its roots, Calabar's origins lie in trade. Established on a natural hill overlooking the Calabar River, it once became a pivotal centre for the slave trade under British rule in the 17th century. With its transition into a primary colonial administration hub across the 18th, 19th, and early 20th centuries, Calabar metamorphosed into the capital of multiple regions before becoming the present-day capital of Cross River State. As a leading tourism hotspot in Nigeria, the city's Calabar Carnival is a testament to its cultural significance. This grand street festival pulls in thousands from across the globe every December. The local Watt and Marian market further bolsters its reputation as a trading nucleus, attracting individuals from various

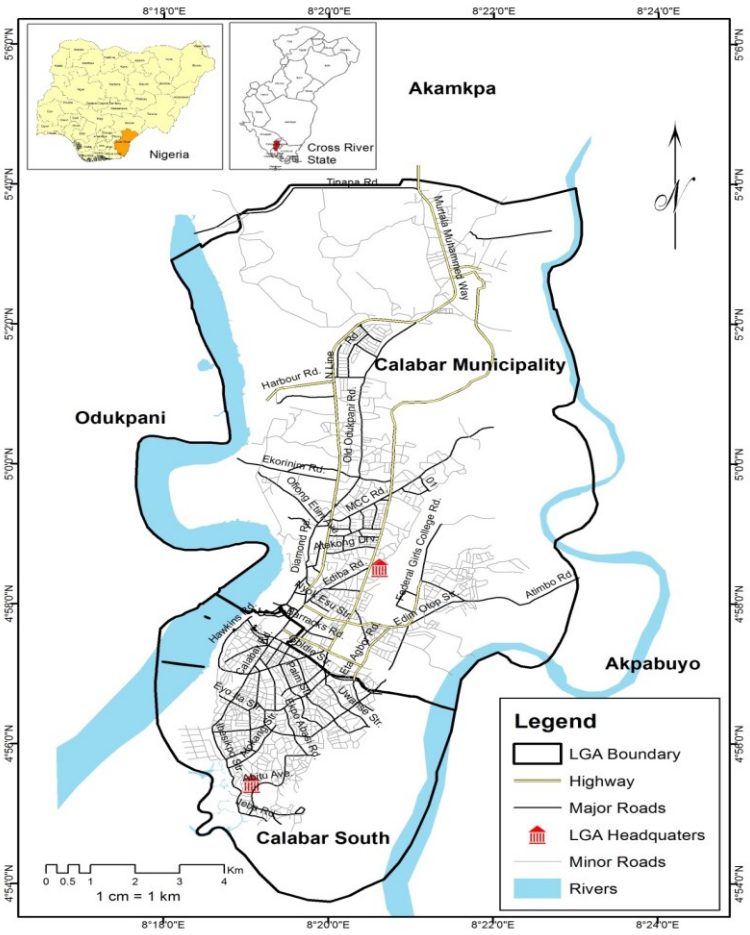


FIG. 1: Calabar Metropolis
Source: Office of the Surveyor General, Cross River State (2015).

Literature Review

Guest Accommodation and its Variants

Accommodation fulfils the essential human requirements of shelter, comfort, and security. As individuals traverse beyond their homes for varied reasons, the inevitability of seeking accommodation arises to assure rest and safety. Whether categorised as commercial or non-commercial, the significance of accommodation is paramount, with Cooper, Fletcher, Fyall, Gilbert &Wanhill (2008) noting its overarching presence in the global economy. The essence of accommodation is to provide a temporary haven away from one's domicile. The allure of a tourist destination is invariably linked to the quality and availability of its accommodation offerings.

Surya (2013) posits that accommodation is the backbone of the tourism framework, catering to tourists as they journey beyond their regular habitats. The diverse array of profit-oriented accommodations has given rise to various choices in size, location, and services. Tailoring their offerings to a diverse clientele, these establishments exhibit marked variations in their proffer services.

Hence, engaging in travel, whether driven by leisure or professional pursuits, invariably translates to diverse economic interactions. Among these, accommodation is the cornerstone, enabling many activities at the chosen destination. Therefore, Cooper, Fletcher, Fyall, Gilbert &Wanhill (2008) argue that the essence of travelling would be greatly protected. Furthermore, spanning serviced to non-serviced types, accommodations include facilities like hotels, guesthouses, and bed-and-breakfast establishments that offer services ranging from lodging and dining to housekeeping. For the purview of this study, the spotlight is cast on commercial accommodations such as hotels, guesthouses, resorts, motels, and hostels. Emphasis, however, is placed on hotels and resorts/guesthouses.

Hotel

A hotel is best described as an entity that offers services in exchange for fees. Evolving from their erstwhile role of providing rudimentary shelter, hotels now boast an array of modern amenities ranging from en-suite bathrooms to internet connectivity. As Cooper, Fletcher, Fyall, Gilbert &Wanhill (2008) elucidate, contemporary hotels, often replete with restaurants and swimming pools, cater to an expansive set of guest requirements, positioning themselves as crucial entities within the accommodation landscape. Historically, hotels were havens offering lodging and food services to transient guests. However, the modern hotel paradigm encompasses a richer, more immersive guest experience.

Guesthouse

George (2012) defines a guesthouse as a traditional homestead, a revamped apartment, or a structure deliberately designed to host guests, furnishing them with overnight stay amenities. Ordinarily, guesthouses provide sleep and dining provisions, with the owner frequently residing nearby. These establishments span a broad spectrum, from opulent to modest, sometimes necessitating guests to share resources with their hosts. Guesthouses primarily offer transient occupants rooms, food, and beverages.

Resort Hotels/Tourist Accommodation

Resorts primarily cater to the touristic and holidaying populace, often embedding recreational pursuits and sightseeing excursions within their offerings. As Akyeampong (2007) outlined, these establishments proffer services to individuals or groups, ensuring they have a hospitable base during their temporary sojourns away from their habitual abodes. Eja, Ajake, Effiom and Ndomah (2011) highlight the pivotal role of tourist accommodations, such as resorts and hotels, in shaping the trajectory of destination development and concurrently amplifying visitor influx.

Overview of Coronavirus Disease (COVID-19) and its impacts on guest accommodation sector

In an examination of the impacts of the COVID-19 pandemic, a thorough understanding of its genesis, transmission mechanisms, and subsequent repercussions on global sectors is paramount. The World Health Organization (WHO, 2020) identified the etiological agent of the disease as the SARS-CoV-2 virus. While a substantial proportion of the populace merely manifests mild to moderate respiratory disturbances, a more vulnerable cohort exists, primarily encompassing the elderly and those with pre-existing medical conditions such as cardiovascular ailments, diabetes, chronic respiratory disorders, or malignancies. These individuals frequently necessitate heightened medical intervention (WHO, 2020).

This virulent pathogen was first detected during an unprecedented surge of respiratory ailments in Wuhan, China. In a swift response to its global ramifications, the World Health Organization heralded the situation as a global health emergency on January 30, 2020, escalating it to a pandemic on March 11, 2020 (David, 2021). Transmission primarily hinges on direct human-to-human interactions, contact with contaminated surfaces, and inhaling respiratory droplets from infected individuals (Africa CDC, 2020).

The ramifications of this pandemic have been far-reaching, with the hospitality sector notably afflicted. The intrinsic nature of services within this industry demands close interactions, amplifying the challenges associated with executing preventive protocols such as physical distancing and stringent hygiene practices. The outcome has been a drastic plummet in demand for accommodations, prompting many establishments to shutter their operations and rendering their assets underutilised (PricewaterhouseCoopers, 2018; Nairametrics, 2020).

Elaborating on the nomenclature and classification of the virus, UNICEF (2020) elucidated that the causative agent, previously denominated as '2019-nCoV,' belongs to the coronavirus family, sharing similarities with severe acute respiratory syndrome (SARS) and certain variants of the common cold.

Therefore, various outbreaks have historically punctuated the global panorama of pandemics, yet the ferocity and lethality of COVID-19 remain unparalleled. Originating from China's Wuhan Province in December 2019, its inexorable spread, facilitated by human mobility, rapidly engulfed other territories by early 2020 (Ozil, 2020). Its primary transmission mode is through infected individuals, and its clinical presentation is marked by a constellation of symptoms, ranging from fevers and coughs to more severe respiratory complications (Yang, Zhang & Chen, 2020).

Further clinical insights indicate that the disease, aptly designated as COVID-19 by WHO in February 2020, manifests symptomatology that parallels the common cold, albeit with heightened severity. This includes but is not limited to, pneumonia, septicemia, respiratory distress, and renal failure. The severity is often modulated by the individual's health status (Sohrabi, 2020; Zhong, Luo, Li, Zhang, Liu et al., 2020). Nicola et al. (2020) postulated that the pandemic's onset was characterised by a mélange of trepidation, societal alienation, economic volatility, and ecological detriment. Consequently, global leaders were compelled to institute many regulatory measures to curtail its dissemination. This encompassed border closures, mandatory quarantines, and the cessation of activities in various hospitality venues.

Measures implemented by guest accommodation provider during COVID-19 period

In 2020, the World Health Organization (WHO) promulgated interim guidelines tailored for managing COVID-19 within the hospitality industry. These directives necessitated accommodation establishments to introduce robust measures to halt the virus's spread. Notably, personnel were mandated to adhere to elementary preventive protocols, including regular hand hygiene, wearing masks, adhering to social distancing principles, and pursuing medical counsel upon the manifestation of any symptomatic indications of the disease. In collaboration with local health bodies, it became imperative for managerial echelons to devise

an exhaustive action plan reflective of the prevailing circumstances. The inherently malleable plan would be subject to amendments in line with evolving guidelines from competent authorities. Thus, an emphasis was placed on ensuring a recurrent cleaning regime, particularly focusing on surfaces frequently interacted with. Furthermore, provisions for remote work were advanced as a viable stratagem, the overarching intent being to maintain at least a metre distance between staff and clientele (WHO, 2020).

Noteworthy is that hoteliers have demonstrated remarkable adaptability in these unprecedented times. A synthesis of contemporary literature reveals many measures instituted to curtail COVID-19 transmission. Among these are the enhancement of personal hygiene standards, facility upgrades, the incorporation of cutting-edge technology, routine testing of staff, and the deployment of physical barriers to reinforce isolation guidelines (Maximilian, 2021; Bagnera& Stewart, 2020; Jain, 2020). An intriguing study conducted in Nsukka, Nigeria, by Anunobi et al. (2021) divulged that a myriad of hotels havechannelled investments towards infrastructural upliftment and the adoption of advanced digital systems, largely catalysed by the shifting consumer preference for digital interactions. Concurrently, Sigala (2020) postulates that the widespread use of facial masks, transparent shields, and gloves could become de rigueur for staff in direct contact with guests. Rosen (2020) punctuates this discourse by highlighting the avant-garde approach of employing robots for room disinfection, utilising ultraviolet light.

Maximilian's (2021) study further illuminated the diversified tactics employed by hotels to guarantee the well-being of their stakeholders. These ranged from heightened cleanliness protocols and extended room vacancies post-departure to introducing on-site COVID-19 testing facilities and pivoting marketing strategies to target local rather than international clientele. Piate et al. (2022) conducted an empirical analysis of the hospitality landscape after the pandemic's onslaught, discovering significant social ramifications and echoing the call for strict adherence to prescribed preventive measures. Bagnera and Stewart's (2020) inquiry into the operational implications of the virus underscored the criticality of strategic adaptations, while Jain (2020) elucidated distinct strategies, such as UV disinfection, devised to regain customer confidence.

Methodology

This study employed descriptive survey research design. The descriptive Survey research is a method that blend quantitative and qualitative to offer the researcher with the relevant and accurate information. Therefore, guest accommodations were carefully selected to systematically obtained information that described the situation and addressed the objective of

the study. The study adopted both primary and secondary means to generate data that were used in this research.

In this study is made up of only managers and workers of guest accommodation operating within Calabar metropolis which comprises of Calabar South and Calabar Municipality. A total number of two hundred and twenty-seven (227) accommodation Cross River State Tourism Bureau (2013). In this study the population is made up of staff of commercial or guest types of accommodation only especially the dominant type which includes hotels, suites, resorts and guest houses.

Sample size and sampling technique

Table 1: Guest accommodation and sample size

S/N	Name of Accommodation	No. of staff	Sample size	S/N	Name of Accommodation	No. of staff	Sample size
1	Transcorp Hotels	180	42	21	Montana Villa Apartment	34	8
2	Axari Hotel Suites	40	10	22	Monty Suites Ltd.	80	19
3	Calabar Grand Hotel	20	5	23	Muka Sami Hotel	22	5
4	Pyramid Hotel	45	10	24	Naks Hotel & Tours Ltd.	20	5
5	Channel View Hotels	40	10	25	Orange Resort	24	6
6	Country home resort	30	7	26	Peace Garden Hotel	30	7
7	Dannic Hotels	42	10	27	Pearl Suit Hotel	35	8
8	Dekka Hotel Ltd.	22	5	28	Prince Ville Hotels Ltd.	30	7
9	520 Hotels	26	6	29	Chalsma Hotel	20	5
10	Georgian Suites	30	7	30	Splendor Hotel	32	7
11	Global Dreams Ltd.	20	5	31	Success Villa Hotel	28	6
12	Green Valley Hotel	25	6	32	Suite Franphinas	24	5
13	Hotel Boston	28	6	33	Ad Suit Hotel	30	7

14	Jevic Hotels	25	6	34	Treasure Land Hotel	26	6
15	Joranny Hotels	35	8	35	Vanel Hotel & Suites	20	5
16	Little Rock Cottage	20	5	36	Bliss Mansion	27	6
17	Mange Hotel & Suites	25	6	37	Browland Hotel	20	5
18	Marian Hotel	28	6	38	Francris Suite	25	6
19	Mega Hilton	36	8	39	Ixora Suites Ltd.	20	5
20	Michell Suite hotel	26	6	40	Kandiz's Hotel	22	5
					TOTAL:	1312	307

Source: Researchers' field survey, 2023.

The total number of forty (40) guest accommodation were selected with three hundred and seven (307) semi-structure questionnaire was administered to the respondents. A purposive sampling technique was adopted for this study. Purposive sampling refers to a group of non-probability sampling techniques in units are selected because they have characteristics that a researcher need to sample, the units are selected "on purpose" in purposive sampling. It is also called judgmental sampling use in identifying and selecting the individuals, cases, or events that can provide the best information to achieve the study's objectives, Kassiani, N. (2022). Descriptive and inferential techniques were used in analyzing the data. Tables, charts and maps were used to represent the outputs derived. While, Analysis of variance (ANOVA) was used to test the hypothesis stated for this study hence is to test whether there is difference in measures implemented by accommodation service providers during COVID-19 era.

Data Presentation

The measures implemented by guest accommodation providers during COVID-19 period

Analysis on table 2 shows the measures implemented by guest accommodation service providers in the study area. The analysis revealed that the 22.1 percent of the sampled staff of guest accommodation were on the opinion that internet reservation was adopted and 33.9 percent also revealed that disinfecting the facility was practiced on daily basis, while 37.8 percent of the sampled respondents observed that the use of face mask was practiced during service delivery and 6.2 percent of the respondents uphold that maintaining protocol such as social distancing, temperature check, washing/sanitizing of hands regularly was also practiced

in services delivery. It is therefore observed that use of facemask was more used followed by adoption of internet for reservation and disinfection of facilities while the least was maintaining protocol in the study area.

Table 2: Measures implemented by guest accommodation service providers during COVID-19 in the study area

Coping strategies	Frequency	Percentage (%)
Adopt internet reservation	68	22.1
Disinfecting facilities on daily basis	104	33.9
Use of face mask	118	37.8
Maintaining protocol	19	6.2
Total	307	100

Source: Researchers' fieldwork, 2023.

Table 3: Preventive measures adopted by accommodation sector during COVID-19 in the study area

The preventive measures adopted during COVID-19	Frequency	Percentage (%)
Temperature check	213	69.4
Handwashing/sanitizer	64	20.8
Setup health emergency center	0	0
Use pharmaceutical equipment	22	7.2
Others	8	2.6
Total	307	100

Source: Researchers' fieldwork, 2023.

Table 3, presents percentage analysis on preventive measures adopted by guest accommodation in the study during COVID-19. The analysis revealed that 69.4 percent of the respondents observed that temperature check was adopted during COVID-19 and 20.8 percent

of the respondents agreed that handwashing/sanitizer was also adopted to cushion the effect of COVID-19 while, 7.2 percent represent the used of pharmaceutical equipment and others represent 2.6 percent. It is therefore, clear that temperature check was more used as compare to other listed measures in the study area.

Table 4: Effectiveness of the preventive measure adopted by guest accommodation sector in the study area

If the preventive measures adopted was effective	Frequency	Percentage (%)
Yes	292	95.1
No	15	4.9
Total	307	100

Source: Researchers' fieldwork, 2023.

The details from table 4, shows the analysis of the effectiveness of the preventive measures adopted by guest accommodation to contend with COVID-19 outbreak. The result posited that 95.1 percent of the sampled staff of guest accommodation were of the opinion that the preventive measures adopted was effective, while only 4.9 percent of the respondent argued the effectiveness of the adopted measures. It is evident to conclude that the adopted measures were effective.

The result in figure2, presents the guest accommodation service delivery practices in the study area. The result revealed that 26.7 percent represent the service delivery practices by guest accommodation providers before the pandemic period while, 73.3 percent represent the adopted practices in service delivery by guest accommodation to contend with the pandemic in the study area.

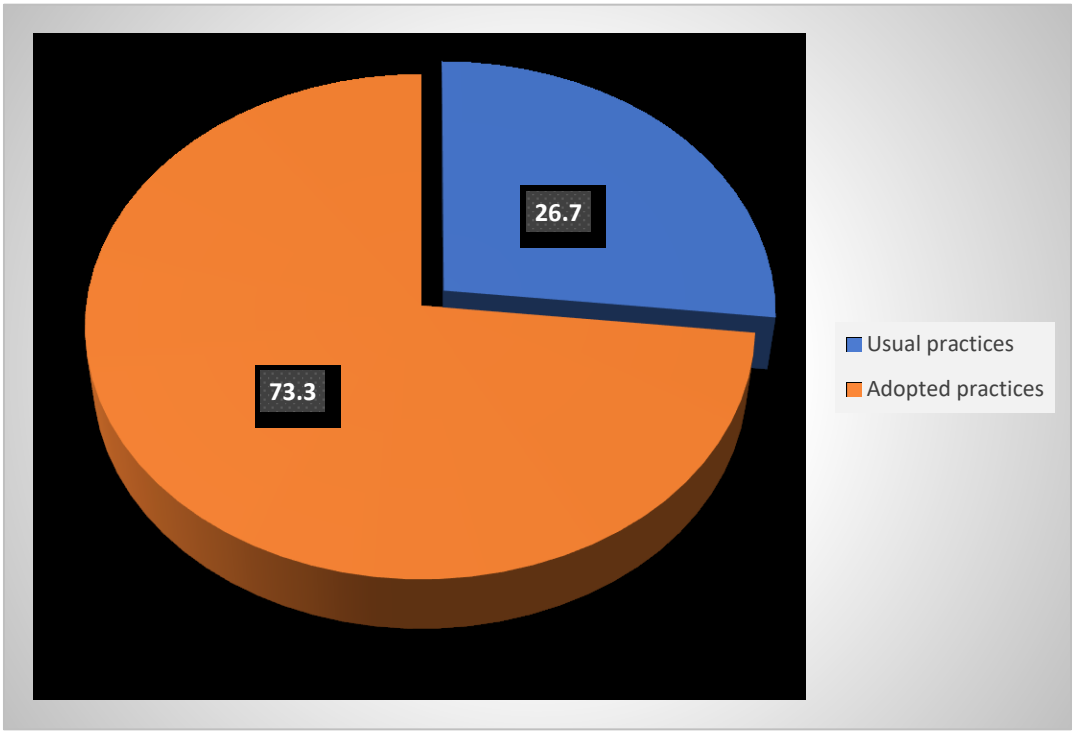


FIG. 2: Service delivery practices of guest accommodation before and during COVID-19

Test of hypothesis

Ho: There is no significant variation in measures implemented by guest accommodation providers during the COVID-19 period in the study area.

H1: There is significant variation in measures implemented by guest accommodation providers during the COVID-19 period in the study area.

Table 5: Analysis of variance (ANOVA)

ANOVA *Source of Variation*	*SS*	*Df*	*MS*	*F*	*P-value*
Between Groups	1022.45	1	1022.45	5.390615	0.032176
Within Groups	3414.1	18	189.6722		
Total	4436.55	19			

Source: Researchers' fieldwork, 2023.

F cal = 4.41

F tab = 3.17 at 0.05 level

F cal (4.41) > F tab 3.17
Decision rule: hence the Calculated value is greater than the Table value, therefore the Null hypothesis (Ho) was rejected and the alternate hypothesis (H_1) was accepted. This implies that there is significant variation in the measures implemented by guest accommodation providers during COVID-19 to contend with the pandemic in the study area.

Discussion of Findings
Historically, numerous pandemics have assailed humanity, yet none displayed the rapid lethality akin to COVID-19. Noteworthy predecessors such as the Bubonic plague of the 14th century, smallpox, Spanish Flu, and Ebola did inflict widespread affliction; however, between March 2020 and 2021, COVID-19 escalated from causing 9,000 fatalities to claiming approximately 4.5 million lives (Marcella, 2021). Calabar Metropolis' guest accommodations were not immune to the pandemic's repercussions, suffering reduced patronage and even cessation of operations. Despite the eventual easing of lockdown measures in October 2020, many establishments remained closed for extended durations, as narrated by a manager during a 2022 reconnaissance survey. Given these circumstances, a rigorous assessment of COVID-19's impact on guest accommodation patronage in this region becomes indispensable.

The analysis in table 2, revealed that the 22.1 percent of the sampled staff of guest accommodation were on the opinion that internet reservation was adopted and 33.9 percent also revealed that disinfecting the facility was practiced on daily basis, while 37.8 percent of the sampled respondents observed that the use of face mask was practiced during service delivery and 6.2 percent of the respondents uphold that maintaining protocol such as social distancing, temperature check, washing/sanitizing of hands regularly was also practiced in services delivery. This finding aligned with the study of Sigala (2020), who postulates that the widespread use of facial masks, transparent shields, and gloves could become de rigueur for staff in direct contact with guests.

The details from table 4, shows the analysis of the effectiveness of the preventive measures adopted by guest accommodation to contend with COVID-19 outbreak. The result posited that 95.1 percent of the sampled staff of guest accommodation were of the opinion that the preventive measures adopted was effective, while only 4.9 percent of the respondent argued the effectiveness of the adopted measures. It is evident to conclude that the adopted measures were effective. This finding agreed with the study of Maximilian's (2021) study further illuminated the diversified tactics employed by hotels to guarantee the well-being of their stakeholders. These ranged from heightened cleanliness protocols and extended room

vacancies post-departure to introducing on-site COVID-19 testing facilities and pivoting marketing strategies to target local rather than international clientele.

Conclusion and Recommendations

Guest accommodations extend beyond merely providing rooms and beds; they encompass an array of amenities, such as culinary offerings, fitness centers, and recreational facilities. Notably, a significant portion of these services is characterized by their socially intensive nature, fostering high levels of human interaction. Yet, the emergence of the COVID-19 pandemic inherently contradicts the very essence of these close-contact engagements. The research undertaken aimed to delineate the repercussions of the measures implemented by guest accommodation operators within the Calabar Metropolis of Cross River State, Nigeria.

The analysis unveils a plethora of impediments encountered by the accommodation industry in the wake of the pandemic. Paramount challenges encompassed revenue contraction, the imposition of novel practices like consistent facemask utilization, rigorous adherence to social distancing norms, workforce reductions, and an overarching lack of compliance to protective measures all of which inevitably influenced the sector's service delivery dynamics. Despite these multifaceted challenges, including the absence of pharmaceutical protocols and adequate preventive provisions leading to operational cessation, establishments displayed resilience by implementing adaptive strategies. These encompassed routine temperature monitoring, consistent hand hygiene practices, and the mandatory use of face masks, serving as a testament to the industry's ability to pivot amidst unprecedented adversities.

Recommendations

1. Guest accommodation service providers should enhance awareness campaigns that emphasize the importance of personal and environmental hygiene. Furthermore, prioritize investments in advanced sanitation measures and ensure persistent adherence to safety protocols and preventive measures. Pursuit of certifications from reputable health organizations could further serve as a testament to guests regarding an establishment's commitment to safety.
2. Accommodation establishments should not only embrace rigorous contingency planning to brace-up for unforeseen crises but also adopt flexible booking policies that reflect the unpredictable nature of the present travel landscape.
3. Guest accommodation sectors should maintain strategic response approach and continue to adhere to prevention measures or protocol for safety practices.

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