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Preventive Covid-19 Measures and The Global Economy of Sports/athletes: interrogating a Decline in revenue Base

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Abstract

As the Covid-19 pandemic hit the world in an unprecedented manner, industries, workplace, firms, in both government and private sector, tourism industries, small scale businesses, suffered sever socioeconomic freeze. Thus, aside the death tolls, stretching of health facilities of nations, there was unbearable and unavoidable socioeconomic pains suffered by firms and industries, such as global world of sports and athletes. Sports and athletic in all ramifications, remains one means of uniting the whole world not minding race, colour, religion, economic status, etc. It is indubitable that, sports and athletics has benefitted from tenets of globalization through easy means of transportation (land, air and sea) which makes it easy for people to travel to far places to watch sports events, while the internet, television, GSM, electronic and print media also aided connectivity amongst peoples across the globe to be abreast with sports informations. Sports and athletic plays a tremendous role in global economy, as there are numerous sports and athlets events that gives nations and sports industries/clubs revenue base. However, the outbreak of Covid-19 adversely affected the industry due to ban on travel, movement, no body contact, closure of stadiums and cancellation of sports activities globally. It is upon this backdrop, the study delved into examining the extent which Covid-19 preventive measures adversely affected global economy of sports.The study

	based it's methodology on qualitative research method,while the content analysis was used to interpret data,,as data were gotten from mainly secondary sources(Textbooks, magazines, Journal publications,etc.the functionalist theory was explored to buttress the work.with such effect of the Covid-19 health pandemic which plagued the globe not just as a health disaster,but a catastrophic global security issue that would take long for some countries to recover lost.there is need for effective early warning system, proactive health security that forecast emergence of such occurence and a formidable health architecture in terms of personnel and equipments.

That the Covid-19 health pandemic hit the world to a point that no nation(both industrialized and developing) were not spared from such global health security,can not be overemphasized nor downplayed.To curb the devastating onslaught from Covid-19 nations all over the globe adopted measures to prevent the spread and impact of the pandemic.Thus lockdown,air,land and water travel ban,closure of businesses, events, cancellation of events already scheduled,closure of both government and private firms and agencies,etc were necessary to safe humanity from this deadly attack.Despite the positive implications of such preventive Covid-19 Measures,there were many dark side of the pandemic which nations,firms, industries, establishment and agencies are still struggling to recover.One of such industries is the sport/athletes as a result of revenue loss due to cancellation of many sports events, social distancing whereby population of spectators were reduced and restrictions placed,etc.Thus Covid-19 was securitized as a threat capable of devastating humanity as pointed out by Bassey Okon in his work on securitization of Covid-19 as a global human security challenge and a tragedy of the global common.In the same vein Okorie,Duke,Nsagha and Bassey (2023) drew attention to the adverse effects of Covid-19 which proved to be a serious Non-military threats capable of causing global pandemonium and loss of lives,decline in individual, organization and national economic lives.

Nkang and Bassey (2022) opined that, the Covid-19 pandemic, a devastating global health security challenge, ravaged the entire globe in a catastrophic proportion, leaving no nation spared. The death toll, unemployment, stretching of the nations‘ health systems, and reduction in the global supply chain, were unbearable leading to protests, and violent civil unrest.The Covid-19 virus,which spread like wild fire, cobwebbing all nations of the globe in an unprecedented speed,caused severeconomic, developmental,social,health, catastrophe,(Ebaye,Duke and Okon,2021).The coronavirus disease 19 (COVID-19) is a highly transmittable and pathogenic viral infection caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), which caused global pandemic that led to a dramatic loss of human life worldwide.The novel virus was named as 2019 novel coronavirus (2019-nCov) by

the Chinese researchers. The International Committee on Taxonomy of Viruses (ICTV) named the virus as SARS-CoV-2 and the disease as COVID-19. It is depicted as a public health emergency of global concern by the World Health Organization (WHO). This contagion initially emerged in Wuhan city, Hubei Province, China on December 8, 2019, which caused pneumonia-like symptoms in a cluster of patients, (Shereen, Sidqque,2020; Muralidar, Ambi and Krishnan, Ahsan, Arif, Ansari and Khan,2021).

The United Nations Press Release (2020) reported that, the Covid-19 pandemic exacerbated existing already global challenges, further exposing the underlying causes of insecurity, social and economic inequality with overtones of racial tension and nationalism. Violent extremist groups and organized crime gangs have exploited the pandemic in most regions, according to the report. The COVID-19 pandemic, the report says, has had a profound impact on peace and security across the globe, compounding geopolitical and security challenges, undermining social cohesion and fuelling unrest, conflict, violent extremism, populism and disinformation. "The world faces security challenges that no single country or organization can address alone,". Also Muggah, Steven and Torres (2020) opined that, during the Covid-19 hey days the world entered a volatile and unstable new phase. Scientists were increasingly confident that the COVID-19 pandemic threat will persist, possibly for years. The global economy headed for an economic nose dive that could rival, even exceed, the Great Depression. With supply chains fragmenting, food supplies coming under strain, and prices rising, the lights are flashing red. Not only will this translate into rising unemployment and food insecurity, but it could quickly escalate into political unrest, violence, and conflict. While some forms of crime have decreased, tensions are already flaring around the world, and not just in war zones. Protests, many of them violent, have broken out from Brazil and India to Kosovo, Malawi and South Africa. Police repression is also increasing from Kenya to the Philippines. Signs of fragility are not confined to poorer countries or even to marginalized communities in wealthier cities. The yellow vests movement took to the streets of Paris, while armed protesters marched on state assemblies in the US denouncing the lock-down. The lack of international cooperation to tackle a global pandemic did not help. The UN Secretary-General called for a global ceasefire, reductions in sexual and domestic violence, and proposed a plan to tackle the devastating consequences of the crisis. But major powers were slow to rally in support. The Security Council didn't meet to discuss Covid-19 until the 100th day of the pandemic, and then it failed to come up with any meaningful way out of its crippling paralysis. The G20 and G7 have yet to set out a comprehensive plan toward response and recovery. Calls for debt relief and cash injections for lower-income countries from the World Bank and IMF are critical, but need to be rapidly scaled-up.

The World Bank Report on the impact of Covid-19 on Global Economy (2021), revealed that, despite the year 2021 pickup, the level of global GDP in was expected to be 3.2% below pre-pandemic projections, and per capita GDP among many emerging market and developing economies is anticipated to remain below pre-COVID-19 peaks for an extended period. As the pandemic continues to flare, it will shape the path of global economic activity.Among low-income economies, where vaccination has lagged, growth has been revised lower to 2.9%.

Setting aside the contraction last year, this would be the slowest pace of expansion in two decades. The group's output level in 2022 is projected to be 4.9% lower than pre-pandemic projections. Fragile and conflict-affected low-income economies have been the hardest hit by the pandemic, and per capita income gains have been set back by at least a decade.. Even so, the pandemic is expected to have caused serious setbacks to development gains. Although per capita income growth is projected to be 4.9% among emerging market and developing economies this year, it is forecast to be essentially flat in low-income countries. Per capita income lost in 2020 will not be fully recouped by 2022 in about two-thirds of emerging market and developing economies, including three-quarters of fragile and conflict-affected low-income countries. By the end of this year, about 100 million people are expected to have fallen back into extreme poverty. These adverse impacts have been felt hardest by the most vulnerable groups – women, children, and unskilled and informal workers.

The United Nations Department Of Economic and Social Affairs,(2020), reported that, global economy is expected to lose nearly $8.5 trillion in output over the next two years due to the COVID-19 pandemic, wiping out nearly all gains of the previous four years. The sharp economic contraction, which marks the sharpest contraction since the Great Depression in the 1930s, comes on top of anaemic economic forecasts of only 2.1 percent at the start of the year.Nearly 90 per cent of the world economy has been under some form of lockdown, disrupting supply chains, depressing consumer demand and putting millions out of work. Under the baseline scenario, the developed economies are expected to contract by 5.0 per cent in 2020, while the output of developing countries will shrink by 0.7 per cent.The pandemic will likely cause an estimated 34.3 million people to fall below the extreme poverty line in 2020, with 56% of this increase occurring in African countries. An additional 130 million people may join to the ranks of people living in extreme poverty by 2030, dealing a huge blow to global efforts for eradicating extreme poverty and hunger.The Internationa Monetary Fund,(2021),reported that,Since the beginning of the COVID-19 crisis, the IMF has supported 86 countries with over $110 billion, using a variety of instruments. The lending to Sub-Saharan Africa last year, for example, was 13 times more than the annual average over the previous decade. The IMF has provided emergency financing to 81 countries, drawing on the General Resource Account- GRA and Poverty Reduction and Growth Trust- PRGT (for the most recent data, please see the IMF's COVID-19 Financial Assistance and Debt Service Relief Tracker). Much of this was provided under emergency financing instruments designed to help countries with urgent balance of payments needs.This emergency financing is disbursed very quickly and without additional conditionality after program approval, up to 100 percent of the country's quota in the IMF. During the current crisis, the IMF was therefore able to quickly approve emergency financing to a large number of countries.

Shi, Cheong and zou (2021) affirmed that,Covid-19 has changed the world permanently and the supply chain disruption is one of the significant changes. Covid-19 exposed the supply chain vulnerability. As part of economic-stimulus packages, many governments have provided incentives to bring home or "reshore" manufacturing. For example, the US government under the Trump Administration led a campaign to exclude China from the trade networks of the

United States and its allies. Japan is incentivising domestic manufacturing through financial subsidies of ¥240 billion (US$2.3 billion).Harakpo (2021) is of the view that, the pandemic has posed significant challenges for supply chains globally. Multiple national lockdowns continue to slow or even temporarily stop the flow of raw materials and finished goods, disrupting manufacturing as a result. However, the pandemic has not necessarily created any new challenges for supply chains. In some areas, it brought to light previously unforseen vulnerabilities, and of course, many organizations have suffered staff shortages and losses due to COVID-19. But overall, it has accelerated and magnified problems that already existed in the supply chain.The COVID-19 pandemic was a global health pandemonium that drastically disrupted across trade, finance, health and education systems, businesses and societies like few others in the past 100 years. It is no surprise then that only 2% of companies who responded to the survey said they were fully prepared for the pandemic. Serious disruptions affected 57%, with 72% reporting a negative effect (17% reported a significant negative effect, and 55% mostly negative).

Random (2020) also affirmed that as of February 29, 2020, a total of 85,403 confirmed cases and 2,838 deaths had taken place without respite in geographical spread, mortality, morbidity and economic loss due to the virus.COVID-19 remains the latest and certainly not the last pandemic. One of the reasons for the occurrence and delayed response to pandemics is the lacklustre approach to building capacity to respond to infectious diseases.The World Health Organization (WHO),(2022) reported that,The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating: tens of millions of people are at risk of falling into extreme poverty, while the number of undernourished people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of the year.Millions of enterprises face an existential threat. Nearly half of the world's 3.3 billion global workforce are at risk of losing their livelihoods. Informal economy workers are particularly vulnerable because the majority lack social protection and access to quality health care and have lost access to productive assets. Without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, less food and less nutritious food.

The World Health Organization (WHO) (2022) reported that,on 30 January 2020 Covid-19 was declared a Public Health Emergency of International Concern (PHEIC) with an official death toll of 171. By 31 December 2020, this figure stood at 1 813 188. Yet preliminary estimates suggested the total number of global deaths attributable to the COVID-19 pandemic in 2020 was at least 3 million, representing 1.2 million more deaths than officially reported.With the latest COVID-19 deaths reported to WHO now exceeding 3.3 million, based on the excess mortality estimates produced for 2020, we are likely facing a significant undercount of total deaths directly and indirectly attributed to COVID-19.At the regional level, COVID-19 excess mortality estimates range from 1.34-1.46 million in the Region of the Americas to 1.11-1.21 million in the European Region in 2020. This represents about 60% and 50% more than reported COVID-19 deaths, respectively.Galal (2021) affirmed that,for Africa,as at November 22, 2021, the overall deaths due to coronavirus (COVID-19) in Africa reached 222,276. South

Africa faced the highest number of casualties. With 89,584 deaths, the country accounted for roughly 40.3 percent of the total. Tunisia was the second most affected in the continent, as the virus made 25,347 victims in the nation, nearly 11.4 percent of the overall deaths in Africa. Egypt accounted for around nine percent of the casualties in the continent, with 19,991 victims. By the same date, Africa recorded more than 8.66 million cases of COVID-19.Stewart (2022) also affirmed that as of June 12, 2022, there have been 1,997,179 deaths in Europe overall due to the coronavirus (COVID-19) since the first recorded European death in France on February 15, 2020. The week ending January 24, 2021 was the virus' deadliest week so far in Europe with 41,586 deaths. The UK has the highest number of deaths in Western Europe at 179,272, as of June12, 2022.The worldwide number of confirmed cases of COVID-19 was over 540 million as of June 13, 2022. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated.The South China Morning Post,(2022) reported that,death toll in Asia, home to more than half the world's population, reached 1,000,045, contributing 16 per cent of global deaths related to Covid-19, the tally showed.

Sports and athletics plays a critical role in global economy.This is indubitable as more than half of the world population are engaged in one form of sports or the other either as spectators or players.Sports and athlet has its own contribution to the sustenance of global economy .The money generated from sports and athletes it's overwhelming.One can imagine how much money in foreign currency is spent on maintaining players and signing them respectively.Hence any threatening pandemic that has to do with humans and international movement, definitely has overbearing influence on sports and athletes.As opined by Opoiska and Proskina (2017) global sports market revenue (2011) shows that the North American sports market is the biggest in the world with more than 50 billion U.S. dollars in revenue generated there. The major sports leagues – the National Football League (NFL), Major League Baseball (MLB), the National Basketball Association (NBA) and the National Hockey League (NHL) – have a strong share in the market. The NFL for example generates almost 9 billion U.S. dollars in revenue each year, the NBA around 3.7 billion U.S.Sports organisations have many sources of income, including club fees and ticket sales, advertising and sponsorship, TV and media rights, re-distribution of income within the sport federations, merchandising, public support etc.Public financial support is often vital for sport but must be provided within the limits imposed by law.

Kokolakakis, Christy and Davies (2020) are of the views that ,sport industry research center of Sheffield Hallam University reported that,in 2017/18, consumers in England spent £25,144m on sport and physical activity, of which 54% or £13,693m was related to community participation. Since 2010, this represents an increase of 24% (current prices) and 7% (constant prices). Consumer expenditure on sport in 2017/18 as a percentage of total expenditure in England was 2.4%. Important categories of sport-related consumer spending include sport gambling (21%), sport clothing and footwear (15%), subscriptions and fees (17%) and sport TV (12%). The remaining categories include a range of items such as boats and admissions to events. Sport-related economic activity generated £23,894m GVA in 2017/18, of which 58% or £13,887m was related to community participation.The position of the above scholars clearly buttressed the revenue generating power of sports and athletes to global economy.The Covid-

19 pandemic and it's socioeconomic impact can't be analysed without taking a global study on the decline on sports and athletes which are one sector that experiences large influx of patronage.This is why Ebaye , Duke and Bassey (2021) sees Covid-19 as a serious global security issue which demands global attention:an attention that should involved world leaders, international organizations, international nongovernmental organizations, unfortunately as examined in the study carried out by Bassey,Anam,Osaji and Abigail (2023) where the relevance of robots became obvious in the Covid-19 era as robots were employed by many firms mostly in medical sector to carry out duties previously performed by humans in the pre-covid 19 era,it wasn't possible in the sports and athletes industry.Thus the Covid-19 preventive measures such as lockdown, social distancing,closure of business premises and places of religious, worships,curfew etc prevented humans from going about freely to carry out their legitimate jobs.hence robots took the center stage.

Problem Discourse.

The outbreak of Covid-19, unleashed unbearable human sufferings that touched global security, economic,social and health system.It distorted the structure of human existence just as war and other security issues have done.Even industrialized Nations with their sophistication in science, technology, medicine,etc could not nip the Covid-19 in the bud.Thus nations of the world could not prove their technological prowess in detecting,via surveillance system to mitigate the spread of the Covid-19 as required by the 2005 International Health Regulation,(Nkang and Bassey,2022).Just as many aspect of the world system-food insecurity,job loss and unemployment was widespread, as a result of employing Military and security personnels to forcefully implement the lockdown,so too did the Covid-19 affected the world of sports and athletics.

Considering the popularity and contribution of sport to global economy in terms of huge revenue accrued from sport on the one hand and the closeness between globalization and sports,one would appreciate the vulnerability of sport to Covid-19.Thus globalization has really promoted sports / athletics just the same way globalization aided the speedy spread of Covid-19 and other health pandemic.As humans travel across national borders via air,land,sea knitted together so does humans infected transfer contagious diseases to another.Athletes in their different fields: football, basketball, running, jumping, javelin,lawn tennis,table tennis,etc have been facilitated by globalization.For instance television,radio and other electronic and print media enable us to get in touch with live sports events.Also fans and spectators who could not afford the finances to buy tickets for live matches go to viewing centers to get satisfaction.

The Covid-19 has affected sports as many events were canceled so as to observe social distancing, sit-at-home,closure of business, tourists and work places,etc. Uroh and Adewunmi (2021) affirmed that,due to the spread of this coronavirus and the knowledge of its transmission most governments introduced strigent measures to curtail its spread (Taylor et al., 2008; Dong and Bouey, 2020 in Adewunmi and Uroh 2021). These measures include the use of protective equipment and the introduction of non-pharmaceutical protocols such as social distancing, hygiene guidelines, and, in more severe cases, a total lockdown (Cowling et al., 2010; Schinke et al., 2018 in Aroh and Adewunmi 2021). The consequence of these measures implied that

gatherings of people were not welcome (Dong and Bouey, 2020), and as a result, many sports events earlier scheduled were cancelled or suspended due to the high risk of spreading the virus. The major events postponed include the Olympics slated to be held in Tokyo, UEFA Euro Cup, UEFA Champions League, and CAF Nations Cup qualifiers (Samuel et al., 2020). Most football leagues and competitions were also affected by safety measures. In Nigeria, the National Sports Festival was postponed indefinitely, pending advice from the Nigeria Centre for Disease Control (Okpara, 2020).

As expected, the postponement of these competitions came with a lot of economic hardships on host cities and sports event organizers. Sports fans also had their fair share. These postponements also have a significant psychological influence on the athletes who are to participate in these competitions,(Uroh and Adewunmi,2021). Recent research on home confinements as a result of the coronavirus have shown that athletes experience negative psychological effects (Dong and Bouey, 2020; Toresdahl and Asif, 2020). In fact, some studies have revealed that athletes experienced mental health challenges just like the general population and are therefore not immune (Gouttebarge and Kerkhoffs, 2018; Schinke et al., 2018; Pillay et al., 2020 in Uro and Adewunmi,2021)**.**

The above clearly buttressed the idea that, Covid-19 was not just an ordinary health pandemic.But it became a serious global security threats that engulfed all fabrics of the globe.It became a an issue of securitization by statesmen and international organizations.the global supply chain, economy,security civil rights,etc was affected to a large extent.The prolonged closure of business centers, government and private firms,events both local and international,tourist vacations, sports and athletes events, etc.leading to shortage of revenue, unemployment due to retrenchment, even though globalization by virtue of revolution in information and communication technology, internet, television,etc.where people can watch sports events via television at home and viewing centers.But yet there was still revenue shortage and it's adverse effects on global economy when one considers the huge contribution of sports athletes industry's contribution to global economy.From the above one could decipher that Covid-19 entered the securitization agenda as postulated by Chimaobi,Duke, Nsagha and Bassey (2023).This was so as the effects of Covid-19 pandemic became same as war or conflict that causes high death toll, economic losses and many inconveniences to human race.In the same vein,Ebaye Duke and Bassey (2021) reveals further how Covid-19 pandemic devastatingly perturbed global security as evident in the may social unrest,human right abuses and loss of lives that occured .Thus it was in their study that the idea of securitization of Non-military issues such as health pandemic, environmental issues,poverty , should be considered as dangerous problems capable of disrupting humanity.

Theoretical Analysis.

According to Delaney,(2015), The functionalist perspective was promoted by the earliest sociologists, including Auguste Comte (the person who coined the term ‘sociology’), Herbert Spencer, Emile Durkheim, and Max Weber. Of particular relevance here is Comte’s (1851) organic analogy wherein he compared society to an organism because each consisted of many

parts, all functioning for the survival of the whole entity. Spencer (1860) also utilized an 'organic analogy' and promoted the idea that societies, like organisms, have many system needs; if these needs are not met, the system (organism or society) risks dissolution. It is up to the social system then, to find from the environment, the necessary materials to survive. Spencer termed this process requisite functionalism (Turner 2003). The basic premise of the functionalist perspective is that people, social institutions, social systems, and nearly every aspect of society is evaluated according to its functionality; that is to say, 'Is it functional?' Consider, for example, these everyday scenarios: we replace consumer items when they stop working or are outdated; we switch banks, phone carriers, and the like when the original vendor's service is poor (dysfunctional); we may end relationships (personal and professional) when they are no longer positive (functional); civil works projects (e.g. road, bridge, and airport construction) are evaluated based on their functionality; and we evaluate government agencies and social institutions on their ability to meet their goals, an indicator of functionality.

Murphy,Shears and Waddington (2000) opined that, there is theoretical explanation of sports to aid understanding the effects of isolation.The image of man as a 'closed personality' is … replaced by the image of man as an 'open personality' who possesses a greater or lesser degree of relative (but never absolute and total) autonomy vis-à-vis other people and who is, in fact, fundamentally oriented toward and dependent on other people throughout his life. The network of interdependencies among human beings is what binds them together. Such interdependencies are the nexus of … the figuration, a structure of mutually oriented and dependent people. Since people are more or less dependent on each other first by nature and then through social learning, through education, socialization, and socially generated reciprocal needs, they exist, one might venture to say, only as pluralities, only in figurations. (Elias, 1978).

The input and relevance of the theory to the study can not be overemphasized nor downplayed.The theory exposed how sports and athletes has economic function to keep the global economy heathy.Thus amongst other ways which the globe works economically,the sports and athletes industry have been making huge financial gain to the globe.the number of players signed and bought,betting ,spectators who watch events physically and tickets sold,etc.

The theory clearly brings to the fore that ,humans just as athletes and sports personnel are in need of that social interaction as a team.thus we can see team work and collaboration as a tenets in sports and athletes events as they all play to win and not lose.In their training they all come in unison and oneness with a high sense of belonging.The Covid-19 era made team work and group efforts dampned:a situation that made team mates feel lonely, incapable of meeting their objectives,no effective team motivation during trainings.This resulted in trauma,loss of stermina and sense of belonging.Many were seen involving in drug addiction, alcoholism,etc.

Definition Of Terms.

In this paper, certain concepts like,Covid-19 and Covid-19 Preventive Measures would be operationalized.

Rothan and Byrareddy (2020) are of the views that,oronavirus disease (COVID-19) is caused by SARS-COV2 and represents the causative agent of a potentially fatal disease that is of great

global public health concern. Based on the large number of infected people that were exposed to the wet animal market in Wuhan City, China, it is suggested that this is likely the zoonotic origin of COVID-19.Coronavirus is one of the major pathogens that primarily targets the human respiratory system. Previous outbreaks of coronaviruses (CoVs) include the severe acute respiratory syndrome (SARS)-CoV and the Middle East respiratory syndrome (MERS)-CoV which have been previously characterized as agents that are a great public health threat.Rahman, Montero, Rowe, Kirton and Kunik (2021) affirmed that,Coronavirus disease 2019 (COVID-19) is a highly contagious and infectious disease caused by the novel coronavirus, severe acute respiratory syndrome Coronavirus-2 (SARS-CoV-2). It is well documented that the initial cases of COVID-19 related infection were first reported in Wuhan, Hubei Province of China in December 2019, and were linked to the Huanan Seafood Market.

Covid-19 Preventive Measures

According to Guner,Hasanoglu and Aktas (2020),Preventive measures are the current strategy to limit the spread of cases. Early screening, diagnosis, isolation, and treatment are necessary to prevent further spread. Preventive strategies are focused on the isolation of patients and careful infection control, including appropriate measures to be adopted during the diagnosis and the provision of clinical care to an infected patient.

The World Health Organization (2023) reports states that, preventive Covid-19 Measures connotes strategies such as Get vaccinated as soon as it's your turn and follow local guidance on vaccination.Keep physical distance of at least 1 metre from others, even if they don't appear to be sick. Avoid crowds and close contact.Wear a properly fitted mask when physical distancing is not possible and in poorly ventilated settings.Clean your hands frequently with alcohol-based hand rub or soap and water.Cover your mouth and nose with a bent elbow or tissue when you cough or sneeze. Dispose of used tissues immediately and clean hands regularly.If you develop symptoms or test positive for COVID-19, self-isolate until you recover.

Impact of Covid-19 on Global Industry of Sport.

The same way the Covid-19 led to the shutting down and closure of many firms and industries,it also led to the cancellation of many sporting events,so as to avoid person-to-person contact.The preventive Covid-19 measures,such as lockdown,sit-at-home,closure of stadiums, sports viewing centers around the globe, drastically affected the global world of sports.This has manifested in the financial gains accrued to the sport industry,which is one part of global event people are so passionate about.Both fans and spectators who watch live sports events by going to stadium and those who watch at events centers were prevented due to Covid-19 preventive measures implemented to curb the spread of the virus and the attendant death toll.Thus this is in line with the findings in the study conducted by Ebaye, Duke and Bassey (2021) in analysis the socioeconomic impact of Covid-19 pandemic in Nigeria.The unpredicted economic decline which manifested in job loss,food insecurity,hunger,decline in global supply chain ,etc was devasting leaving no nation whether developed or developing untouched.

Eludini (2021) eloquently affirmed that, with the advent of the coronavirus pandemic, life has not been the same worldwide, and it has not spared the sporting fraternity. Almasy and De La Fuente,(2021) are of the views that Covid-19 and it's attendant effect due to its preventive measures become the main opponent of several professional leagues and university sports programs as teams are forced to change their game plan in the face of positive tests or coronavirus exposure.The cancellations and postponements are the latest disruption in the US due to the increased spread of Covid-19, as many athletes are being asked to quarantine due to league protocols.The United Nations Department of Economic and Social Affairs (2020) reported that,the global outbreak of Covid-19 has resulted in closure of gyms, stadiums, pools, dance and fitness studios, physiotherapy centres, parks and playgrounds. Many individuals are therefore not able to actively participate in their regular individual or group sporting or physical activities outside of their homes. Under such conditions, many tend to be less physically active, have longer screen time, irregular sleep patterns as well as worse diets, resulting in weight gain and loss of physical fitness. Low-income families are especially vulnerable to negative effects of stay at home rules as they tend to have sub-standard accommodations and more confined spaces, making it difficult to engage in physical exercise.To safeguard the health of athletes and others involved, most major sporting events at international, regional and national levels have been cancelled or postponed – from marathons to football tournaments, athletics championships to basketball games, handball to ice hockey, rugby, cricket, sailing, skiing, weightlifting to wrestling and more. The Olympics and Paralympics, for the first time in the history of the modern games, have been postponed, and will be held in 2021.The global value of the sports industry is estima-ted at US$756 billion annually. In the face of COVID-19, many millions of jobs are therefore at risk globally, not only for sports professionals but also for those in related retail and sporting services industries connected with leagues and events, which include travel, tourism, infrastructure, transportation, catering and media broadcasting, among others. Professional athletes are also under pressure to reschedule their training, while trying to stay fit at home, and they risk losing professional sponsors who may not support them as initially agreed.

Woodford and Bussey (2021) are of the views that, countries all over the globe implemented mandatory social distancing measures in an attempt to suppress and control the spread of the Coronavirus disease (Covid-19). This enforced period of isolation, disruption to normal training routines and competition cancellation, could be having an adverse effect on the mental health and wellbeing of athletes.There is an emerging evidence base that focused on exploring the psychological implications of the Covid-19 pandemic on athletes, in response to the suggestion that athletes experienced additional mental health risk factors compared to the non-athletic population (Schinke et al., 2018). Athletes expressed substantial grief and frustration in response to this enforced period of isolation, disruption to normal training routines and competition cancellation (Pillay et al., 2020; Toresdahl and Asif, 2020; Gupta and McCarthy, 2021).of mental health problems being reported in the athletic population, the challenges that the pandemic presents to them, and recent research identifying the adverse effect of social distancing measures on mental health, athletes could be considered an at-risk group during the current Covid-19 pandemic. Indeed, this is reflected in recent findings that show the Covid-19 lockdown period significantly affected athletes' physical and mental health. Specifically,

physical deconditioning, worsening nutrition, uncertainty on return to sport, and disruptions to social interaction, training, and sleep patterns (Pillay et al., 2020) were associated with increased depression, anxiety and stress symptoms (Facer-Childs et al., 2021).

The Indian Press (2022) reported that,football, cricket, tennis, and NBA became the first major sports to be affected by the new Covid-19 variant, prompting fears of renewed travel restrictions and disrupted events just as they were returning to normal nearly two years into the pandemic.In Premier League, in December itself, 16 Premier League games were called off, while the three divisions below the top tier have been decimated by postponements. Liverpool's game against Leeds, Watford's trip to Wolves and Burnley against Everton were all cancelled before their scheduled Boxing Day fixtures. Arsenal's home match against Wolves was axed after an increase in case numbers among Wolves' squad. Leeds' game with Aston Villa, scheduled for December 28, was also postponed on Sunday due to Leeds' continued Covid and injury issues. The 20th round was reduced to seven fixtures when the match between Everton and Newcastle was postponed. A continuing Coronavirus outbreak at Newcastle has led to January 2nd's game at Southampton being postponed, the Premier League said. Newcastle's previous game against Everton scheduled had also been called off.

Barua and Badhan (2021) opined that, at the beginning of year 2020 that Covid-19 affected the sports industry badly. As the public sporting events were canceled all over the world, many important leagues globally withdraw their seasons which led to the job risk of many individuals. Investigation proposed that income through the industry of sports, in 2020, will be within 74 billion U.S. dollars, as an outcome of this critical situation, which is probably half of the pre-COVID-19 calculation (Statista data platform, 2020). Fig. 4 shows COVID-19 pandemic impacts on worldwide sports industry revenue. In the last few months, the 2019-20 coronavirus has not only had a major influence on public health (physically and mentally), community and as a whole economy, but also destroyed the sports industry. As the virus is spreading rapidly from human to human, the sports administrative agencies took the exceptional step to delay or withdraw their seasons on the suggestion of the CDC to stop the mass gathering (Statista data platform, 2020). This pandemic has a huge impact on the sports' industry negatively. Globally most of the professional leagues withdrew their prescribed matches which had a negative impact on the youth sports industry which was even more extensive and reflective. Approximately 700 thousand youth sportsperson in the USA was not able to take part in planned events at a cost of 700 million U.S. dollars to the events managements in March 2020. This pandemic has a huge impact on the sports' industry negatively. Globally most of the professional leagues withdrew their prescribed matches which had a negative impact on the youth sports industry which was even more extensive and reflective. Approximately 700 thousand youth sportsperson in the USA was not able to take part in planned events at a cost of 700 million U.S. dollars to the events managements in March 2020. The Olympic Games which was going to take place in Tokyo, Japan in July 2020 took the decision to postpone the Games till 2021 as per the International Olympic Committee (IOC) (Culbertson et al., 2020).

The EPCN.com (2020) reported that, the sudden disappearance of sports during Covid-19 was capable of depleting at least $12 billion in revenue and hundreds of thousands of jobs, an economic catastrophe that will more than double if the college football and NFL schedules are wiped out the fall by the coronavirus pandemic, an analysis conducted for ESPN shows.The Covid-19 affected all areas of sport including,everything from the price of a ticket and a hot dog to the money you spend taking your daughter to an out-of-state soccer tournament. For example, the crisis stands to wipe out more than $3.25 billion that fans would have spent on pro sports. It would erase nearly $371 million in wages -- approximately 20 million hours -- for ticket takers, beer vendors and other stadium and arena employees. At least $2.2 billion of national TV revenue would be lost, as well as up to $2.4 billion in tourism related to youth sports.For example, there are 278,932 Americans who earn an average of $45,649 annually from coaching and scouting. There are 371,607 fitness and aerobics instructors, with an average annual salary of $44,956 -- representing nearly $17 billion in total wages.

The Case of Football

Football has been one sport that has captured the interest of many around the globe.Men and women , children and adults have come to admire and sponsor football leagues and competition directly and indirectly.The number of football fans globally is overwhelming.The time and energy devoted by humans across the globe mostly in this era of unfettered globalization where events in one part of the globe not minding distance reaches another part in few minutes and seconds.Football have been affected by Covid-19 pandemic preventive measures to a large extent.

Slowe (2021) affirmed that,twenty of Europe's biggest clubs lost more than €1bn in revenue over the past year while almost 10% has been knocked off players' average values as the game struggles with the economic impact of the Covid-19 pandemic according to a study by the market analyst KPMG.The European Champions Report, focused on the league winners across the six major leagues and carried out by the Football Benchmark Team, discovered that Juventus, Paris Saint-Germain and Porto had double-digit percentage drops in revenue while Bayern Munich, Liverpool and Real Madrid experienced more modest revenue decline.A broader 20-team sample of European teams calculated an aggregate loss of revenue of €1bn, with an 18.5% decline in revenue at Manchester United, 12.3% at Tottenham and 7.9% at Liverpool. Celtic were down 15.5%, while Porto had the continent's biggest drop, at 50.5%. Liverpool's decrease, a result of having to play behind closed doors and their early exit from the Champions League, where they were knocked out by Atlético Madrid just before lockdown, was mitigated by a 14% rise in commercial revue.Liverpool's operating revenues decreased 8% year on year to €557m over the past 12 months, with a 14% decrease in matchday income a key factor. They also failed to match the €111.1m in Champions League TV money that they earned the previous season. That situation has continued into the new season, but the study calculated the value of the club to still be growing at €2.658bn.

Bancel and Philippe (2021) averred that, during the decade that preceded the crisis, football in Europe enjoyed a very substantial increase in its revenues (average annual revenue growth of 8.2% over the last 20 years). In the five major European championships, the value of

broadcasting rights increased with every call for tenders; they now represent the largest part of the clubs' revenues. Other revenues such as sponsoring or ticket sales have also increased, but not as much and have mainly benefitted the big European clubs. However downturn trend emerged sharply as Covid-19 stroke the world,it led to a considerable crisis for football, with matches suspended or cancelled and major events like the UEFA Euro 2020 postponed. For more than a year, the revenues of European clubs have been significantly affected by the absence of fans in stadiums and by smaller TV audiences. In France, the withdrawal of Mediapro, which held the broadcasting rights for Ligue 1 and Ligue 2, deprived the clubs of a significant share of their revenue.The COVID crisis has exacerbated the tensions and structural problems of football, that is, its low profitability and significant disparities between clubs. In the short term, the crisis has disrupted the strategies of investors who had bet on continued growth in the sector and capital gains (player transfers, etc.). The crisis may also cause some clubs to restructure or even to disappear altogether.The Firstpost.com,(2021) reported that,Premier League clubs reported a cumulative pre-tax loss of almost £1 billion ($1.4 billion) for the coronavirus-hit 2019-20 season, according to figures from finance company Deloitte.Fans were locked out of English top-flight stadiums in the latter stages of the 2019-20 campaign because of the pandemic and only returned on a limited basis towards the end of the 2020-21 season.The decrease in revenue in the 2019-20 season is, unsurprisingly, down to the global economic and social disruption caused by the Covid-19 pandemic and will continue to have a heavy impact on the 2020-21 season's financial results when available," Dan Jones of Deloitte's sports business group said."The absence of fans, postponement of matches and rebates to broadcasters had a significant impact on the revenue clubs have been able to generate,(The first post.com 2021).

Basket Ball

Basket ball remains one of the popular sport that attracts fans , spectators and sponsors.It also has a pride of place in it's huge revenue gains to not just the world of sports but nations and different industries, individuals and firms that invest in it.For instance,Parekh (2021) affirmed that,in 2018-19 season, the National Basketball Association (NBA) generated an estimated revenue of $8.7 billion with an increase of $700 million on a year-to-year basis making it North America's fastest growing sports league. It has propelled the sport of basketball and its players to be extremely popular around the globe and has also struck record breaking contracts in the past few years making teams and players financially buoyant than ever.Every team in the league is worth more than $1.3 billion and the top three are worth more than $4 billion each. The high valuation means they are able to generate high amount of revenues from their respective location.Teams generate their revenues by selling tickets, selling merchandise, providing streaming rights to local radio stations. This may not seem like a lot but, in a typical season, each team plays 82 games and an arena can sit anywhere from 15,000 to 25,000 fans per game. Teams like Philadelphia 76ers reported average attendance of 20,628 in 2019-20 season and Golden State Warriors reported 200 consecutive sold-out arenas in 2016-17 season while having the most expensive average ticket price. This all adds up to hundreds of millions of dollars.

According to Gough (2020),the Covid-19 pandemic at the beginning of 2020 hit the sports industry hard.This prompted the cancellation of Many professional leagues across the globe including the National Basketball Association in the United States. At the time the season was suspended in March 2020, there were still 259 games left in the 2019/20 NBA regular season. Combined league ticketing revenues lost as a result of these cancellations was estimated at over 690 million U.S. dollars.Coleman (2021) opined that,the sports industry faced severe and unbearable hit during the pandemic, as stadiums sit empty or with limited numbers of fans. The decline in sales was "unprecedented,"as pointed out by Bloomberg. NBA reported a $1.2 billion revenue drop compared to 2019, including an $800 million loss in ticket revenue after the league moved its games to a bubble in Walt Disney World. NBA sponsorships and merchandise sales also fell by $400 million, according to ESPN, which obtained financial numbers given to the teams.In addition to the pandemic, the NBA also faced a boycott from China after former Houston Rockets General Manager Daryl Morey tweeted his support for pro-democracy protesters in Hong Kong last in 2018. China in response banned games from being broadcast, costing the NBA $200 million, according to Bloomberg.Based on such agonizing experience by NBA it was further predicted that it could reportedly see a revenue decline of about $4 billion if it began its next season without fans present. The Athletic, meanwhile, reported an MLB official said the league earned $3 billion in 2020, a drop from $10.7 billion of 2018 level after expenses amounted to more than $6 billion. MLB Commissioner Rob Manfred also told Sports Business Daily that the league expects operating losses of $2.7 billion to $3 billion, saying "When you lose $3 billion in cash in one year, that's pretty rough.",(Gough

Athletes

According to Scerri and Grech (2021) psychologically, athletes also have much to lose. Without constructive guidance and support, athletes who find themselves unforeseeably inactive or without direction, tend to suffer from substantive psychological stress and potential mental ill-health. Literature shows that lacking a career direction after years of immersing oneself in an intrinsic high-performance goal places athletes in peril (Schinke et al., 2020 in Scerri and Grech ,2021). Some of these athletes also suffer burnout. Personal feelings of alienation and poor coping responses, in this case, compounded by social isolation, have resulted for some in compromised mental health. Never has there been a more important moment for mental performance consultants to be accessible to their clients, and to validate the multitude of mixed thoughts and emotions experienced by aspirants. Access is needed to transcend availability, to the type of encouragement that could best serve each high-performance athlete (Schinke et al., 2020).Scerri and Grech further affirmed that, isolation sit-at-home ,quarentine and isolation also affects their training for fitness that breeds bonding.Reduced or complete absence of strength training can also cause loss of muscle mass while periods of prolonged inactivity negatively affect the anti-gravitational muscle groups and the posterior extensor muscle chain (Boonyarom & Inui, 2006). Unfortunately, there is limited literature which allows a direct translation of such observations to the current situation, as available evidence has focused on post-injury conditions (Chen et al., 2020b) or on the detrimental effects of the off-season (Boonyarom & Inui, 2006).

Chan, Peeters, Cheing, Ferber and Cheung (2021) opined that, aside from the obvious health benefits, running is consistently one of the most popular sports due to being low cost, widely accessible, and its associated social engagement from running clubs and large running races (Clough et al., 1989; Janssen et al., 2020; Dejong et al., 2021 in Chan,Peeters , Chewing Ferber and Cheung 2021). The implementation of COVID-19 restrictions meant that large races and group training in running clubs were often canceled, potentially having an impact on the motivation, participation, mental and physical health of runners during the pandemic.Under the Covid-19 restrictions, running was one of the very few forms of exercise that could still be conducted due to its individual nature and the ease of maintaining social distancing restrictions. Two previous studies (Bazett-Jones et al., 2020; Dejong et al., 2021) examined the impact of Covid-19 restrictions on runners but identified conflicting results. Dejong et al. (2021) reported an increase in weekly running mileage (+1.4 km/week) and frequency (+0.3 session/week), whereas Bazett-Jones et al. (2020) found a decrease in the same variables, −5.4 km/week and −0.7 session/week respectively. The discrepancy between these two studies might be explained by the sampled populations. The severity and length of restrictions could be location-specific and could have affected the runners' training habits differently.

In the same vein Imoden, Claussen, lff, Quednow, Seifritz, Sporri, Scherr and Frohlich (2021) opined that,in spring 2020, during the first wave of the 2019 coronavirus disease (Covid-19) pandemic, athletes all over the world faced tremendous difficulties (Claussen et al., 2020 in Imoden,Claussen,lff,Quedow,Seifritz,Sporri,Scherr and Frohlich 2021). For example, training opportunities were impaired, and many major sporting events were canceled or carried out without spectators, leading to financial burdens for many sports clubs. Even the 2020 Olympic summer games, for which many athletes had trained for years, were postponed; this disrupted the 4-year structure Olympic athletes were used to and led to increased stress and professional uncertainty (Håkansson et al., 2020b in Imoden,etal 2021)).

Hurley (2021) opined that,competing at major sport events, such as an Olympic Games, are often the culmination of years of preparation and competition for many athletes. However, in 2020, the Covid-19 pandemic halted competitive sport across the globe, much to the distress and disappointment of these athletes, their support personnel, sport organisations and the sponsors of these events (Hytner and Butler, 2020; McCurry and Ingle, 2020; O'Connor, 2020; RTE, 2020 in Hurley 2021).Their worlds, like so many other groups, also became dominated by online interactions. This has resulted in some major challenges for many of these athletes, such as: (i) how to identify themselves, when they were not able to compete and earn a living from their sport, and (ii) how to remain active, fit and holistically well when their training venues were closed and they were forced to spend long periods of time in isolation, like so many other populations (Schinke et al., 2020 in Hurley 2021).Also to be mentioned is increased sedentary behaviours as documented by Chtourou et al. (2020) for a comprehensive review of the importance of physical activity during the pandemic, poorer dietary choices and unhealthy levels of alcohol consumption are coping strategies frequently linked with lower levels of physical and psychological well-being (Ingram et al., 2020; López-Bueno et al., 2020 in Hurley

2021) and like many groups during the pandemic, athletes may also have employed some of these coping strategies when prevented from training daily with their peers in their typically disciplined environments. Also, within the general population, for which athletes make up a proportion, increased levels of domestic abuse, violence and mental health distress, including suicide rates, have been reported throughout the pandemic (Schinke et al., 2020 in Hurley 2021). However athletes may have experienced specific challenges, unique to their cohort too, such as various forms of mental health distress (Davis et al., 2020; FIFPRO, 2020; Hull et al., 2020 in Hurley 2021).

Harney (2022) avered that,while there is no doubt that the pandemic disrupted every aspect of normal life, in the context of sport it can be viewed as a transition period or "change-event" that disrupts the quality and intensity of athletic engagement (Samuel et al., 2020 in Harney 2022).Syndrome characterised by feelings of physical and emotional exhaustion (PEE), a reduced sense of accomplishment (RSA) in sport, and sport devaluation (SD) (Raedeke & Smith, 2001). Negative consequences of athlete burnout include reduced performance levels, dropout from sport, physical illness and depression (De Francisco et al., 2016; Raedeke et al., 2002 in Harney 2022). Athlete burnout has been closely linked to sport demands and stress, both in existing research (Lin et al., 2021 in Harney 2021) and theoretically. For example, Smith's (1986) cognitive-affective model posits that burnout occurs as a result of prolonged periods of high sport-related stress, where-in athletes feel ill-equipped to face demands associated with sport participation.the negative implications of the Covid-19 pandemic and associated restrictions on mental health outcomes. To-date researchers have identified increased levels of anxiety, depression and stress in the general population (Xiong et al., 2020), while negative mood (Aghababa et al., 2021 in Harney 2022) and significant increases in both perceived stress and dysfunctional psychobiosocial states (Fronso et al., 2020) have been identified in athletes. However, the enforced suspension of organised sport may also have provided athletes with a break from the demands of sport. For example, elite Irish Gaelic games players, 40% of whom report no time-off in an average season (Kelly et al., 2018), experienced an unprecedented 3-month suspension of organised sport. Detachment from sport, whereby athletes get a physical, cognitive and emotional break from sport demands, can act as a buffer against the negative effects of these demands (Balk et al., 2017).

The study reinforces the debilitating impact of the Covid-19 health pandemic which became a global human nightmare as both industrialized and developing nations were not spared.Thus the only way for Nations,business enterprises and international organizations to curb the spread of the Covid-19 pandemic,was to adopt stringent preventive measures such as:sit-at-home,closure of schools, markets,religious centers of worships,offices, business premises, etc,social distancing,no traveling.Though these preventive measures were effective and helped to a large extent to limit the spread of the Covid-19 virus.It however came with untold hardship as many job loss was recorded.This was followed by the employment of robotics that complemented human labour as robots were immuned from Covid-19 virus.the work of Bassey ,Anam,Nsagha and Abigail (2022) in their study on "robotics and human resource policy:assessing it's relevance during Covid-19 pandemic and implications for public policy"Thus never have we seen the relevance of robots as occured during the hey days of

Covid-19.This is so as robots never contacted the virus ,can work and go beyond human strength.Though engagement of robots in world of work inevitably reduce the need for human labour, there by leading to unemployment.

Conclusion.

The study was set to examine the adverse effects of Covid-19 pandemic on economic life in a global scale.Many scholarly and research works have buttressed the many issues associated with Covid-19 pandemic.It is undoubtedly that the pandemic became a serious national, regional and international issue that touches critical human wellbeing such as security, development,food security,human rights , movement of goods and services,social and community lives,etc.As noted earlier in this era of unfettered globalization where events and situations becomes not just a thing of a particular area of origin,but spiralls into a global issue .The Corona Virus contagious nature was a speedy one as transmission spread like wild fire cobwebbing even the nations or countries known for their sophistication in medical technology, early warning system and detection.The pandemic also became a source of global unrest and insecurity as many global citizens protested the militaristic measures such as curfews and forceful detention of humans.

The economy side ,which speaks of job loss, revenue decline,profit shortage etc relates to all forms such that needs human patronage like sports and athletes.The large influx of spectators who watch events physically and those who go to viewing centers to pay and watch were unable to because there was nothing to watch as events were canceled.The losses that firms, production companies, agencies and organizations suffered as a result of Covid-19 was excruciating and deep as recovery won't be easy.

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