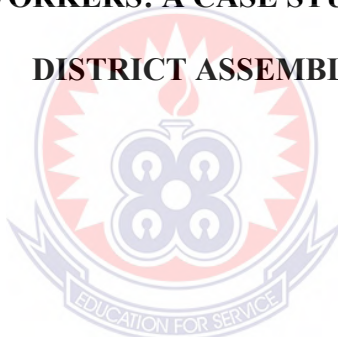


UNIVERSITY OF EDUCATION WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION
DEPARTMENT OF CATERING AND HOSPITALITY EDUCATION

**ASSESSING THE EFFECTS OF COVID-19 ON SOCIOECONOMIC STATUS
OF HOSPITALITY WORKERS: A CASE STUDY OF ASUTIFI NORTH**

DISTRICT ASSEMBLY



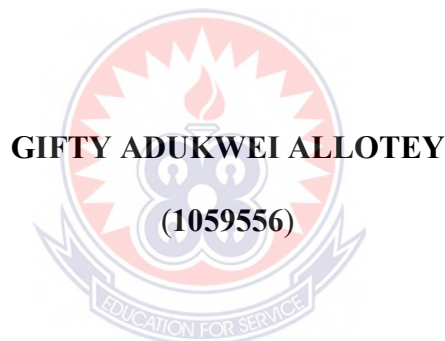
GIFTY ADUKWEI ALLOTEY

2022

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI
DEPARTMENT OF HOSPITALITY AND TOURISM EDUCATION

SCHOOL OF GRADUATE STUDIES

ASSESSING THE EFFECTS OF COVID-19 ON SOCIOECONOMIC STATUS
OF HOSPITALITY WORKERS: A CASE STUDY OF ASUTIFI NORTH
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A DISSERTATION IN THE DEPARTMENT OF CATERING AND
HOSPITALITY SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
MASTERS OF TECHNOLOGY DEGREE IN CATERING AND HOSPITALITY
IN TOURISM IN THE UNIVERSITY.

MARCH, 2022

DECLARATION

I hereby declare that this thesis submission is my own work towards the M-TECH and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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Student Names

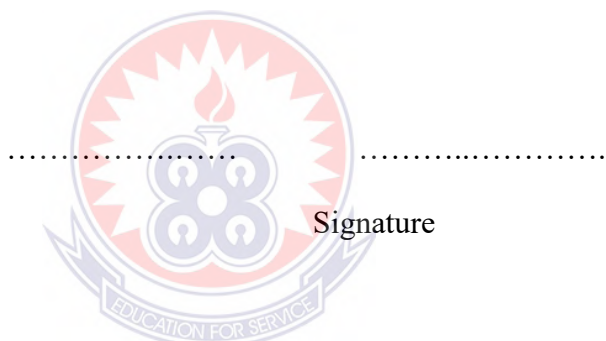
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Date

Certified by

Dr. Ellen Olu

(Supervisor)



Signature

Date

ACKNOWLEDGEMENT

Once again the Lord has proved faithful and I am so grateful that he has been my strong tower of hope throughout my entire life especially in my academic pursuits. Father, this project has been a successful reality as a result of your Grace. Thanks so much Lord and may your name be forever praised.

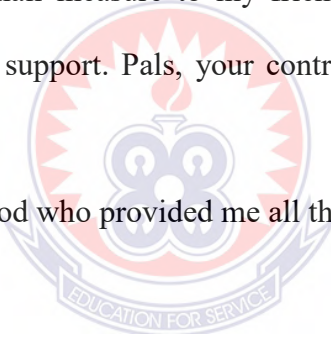
I am highly indebted to my supervisor, Dr. Ellen Olu for her professional, academic and yet friendly approaches in helping me execute this work.

I am most grateful to all members of my family, especially my lovely husband Mr. Alfred Jerry Asmah, my sons Allan Jeffery Ebo Asmah, Jeffin Ato Asmah and my daughter Jerean Ewurabena Asmah and my parents, Mr. Joseph Allotey and Mrs. Constance Allotey.

I am also indebted in no small measure to my friends and loved ones their emotional, mental, prayer and financial support. Pals, your contribution to my success this day will surely never go unrewarded.

Above all, to the Almighty God who provided me all these people.

May The Good Lord Bless Us All!!! Amen.



DEDICATION

I humbly dedicate this work to my beloved Husband, Mr. Alfred Jerry Asmah.



ABSTRACT

The outbreak of COVID-19 has altered the world in all spheres of life and the hospitality industry is one of the industries that is facing one of its most serious operational, commercial and financial crises as a result of the worldwide spread of COVID-19. This study therefore seeks to assess the effects of Covid-19 pandemic on the socioeconomic status of hospitality workers. Also, the study sought to determine which department and category of staff under the hospitality industry were mostly affected by Covid-19 outbreak and examine whether measures taken by government to control Covid-19 have had any impact on the socioeconomic status of hospitality workers. Using both quantitative and qualitative methods, data from a sample of 100 hospitality workers was obtained with the aid of structured questionnaire out of which 69 responded. The study employed Statistical Package for the Social Sciences for the data analysis. Based on the data obtained and the use of appropriate statistical tool, the study revealed that Covid-19 has affected the socioeconomic status of the hospitality workers with cost of living being the most affected. Also, the study revealed that the departments that were mostly affected were housekeeping, food and beverage services and kitchen. The study also revealed that the workers whose work was affected most were the Concierge and event planners. Most of the workers according to the study had their salaries reduced whereas some were laid off after the pandemic. Finally, the study revealed that the measures taken by government to control the pandemic that positively impacted on the socioeconomic status of the workers were free water policy and Electricity tariff reduction and free for life line consumers. Based on the findings, it was recommended that, management should think of innovative ways of staying in business even during the pandemic and the governments should help the hospitality with some PPEs to reduce the cost of buying these items. factors a comparative study on the various aspect of the hospitality industry.

TABLE OF CONTENTS

DECLARATION.....	ii
ACKNOWLEDGEMENT	iii
DEDICATION.....	iv
ABSTRACT	v
LIST OF FIGURES	x
CHAPTER ONE	1
INTRODUCTION	1
1.0 Background of the Study.....	1
1.1 Problem Statement	5
1.2 Research Objectives	6
1.3 Research Questions	7
1.4 Significance of the Study	7
1.5 Scope of the Research	8
1.6 Limitations of the research.....	9
1.7 Chapter Organization	10
CHAPTER TWO	11
LITERATURE REVIEW	11
2.0 Introduction.....	11
2.1 Defining working terms and concepts	12
2.1.1 Coronavirus	12
2.1.2 Covid-19 situation in Ghana.....	13

2.1.3 Socio Economic Status	13
2.1.4 Factors of socioeconomic status	14
2.1.5 Hospitality Industry	18
2.1.6 Sectors of Hospitality Industry	19
2.1.7 Effect of Covid on the Hospitality Industry	20
2.2 Theoretical Review	21
2.3 Empirical Review	22
CHAPTER THREE	27
METHODOLOGY	27
3.1 Research Design	27
3.2 Population	29
3.3 Sampling and Sampling Technique	30
3.4 Sources of Data	31
3.5 Instrument for data collection	31
3.6 Data Collection Procedure	32
3.7 Validity, Reliability and Pretesting of the Instrument	33
3.8 Data Analysis	34
3.9 Ethical Consideration Surrounding the Research	34
CHAPTER FOUR	35
RESULTS AND DISCUSSION	35
4.0 Introduction	35
4.1 Response Rate	35
4.2 Demographic Characteristics of Respondents	35
4.3 Descriptive analysis	38

4.4 Reliability Test.....	40
4.4.1 Indicator Reliability.....	40
4.4.2 Internal consistency reliability	40
4.4.3 Convergent validity	40
4.5 Impact of covid-19 on the socioeconomic status of hospitality workers	41
4.6 Department and category of staff mostly affected by covid-19 outbreak.....	43
4.7 Impact of measures taken by government to control covid-19 on the socioeconomic status of hospitality workers	51
CHAPTER FIVE	56
SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS ..	56
5.0 Introduction.....	56
5.1 Summary of Key findings.....	56
5.1.1 Impact of covid-19 on the socioeconomic status of hospitality workers	57
5.1.2 Department and category of staff mostly affected by covid-19 outbreak	57
5.1.3 Impact of measures taken by government to control covid-19 on the socioeconomic status of hospitality workers.....	59
5.2 Conclusion	60
5.3 Recommendation	60
5.4 Areas of future studies	61
REFERENCES	62
APPENDIX.....	Error! Bookmark not defined.
QUESTIONNAIRES	67
INTERVIEW GUIDE FOR MANAGERS	74
Appendix 2.....	77

LIST OF TABLES

Table 1.1: Population of Workers in the hospitality sector in Asutifi North.....	30
Table 1.2: Sample of Workers in the hospitality sector in Asutifi North.....	31
Table 4.1 Descriptive Statistics	79
Table 4.2: Loadings, AVE, CR and CA	80
Table 4.3: Impact of covid-19 on the socioeconomic status	47
Table 4.4: Hotel/Guest House respondents work with Number of staff under Department	50
Table 4.5: Effect of Pandemic on department/unit.....	50
Table 4.6: Category of Staff Affected by the Pandemic.....	52
Table 4.7: Number of colleagues affected due to the pandemic.....	53
Table 4.8: Operation of Hotel/guesthouse in the absence of affected staff.....	54
Table 4.9: Work Schedule after Pandemic.....	54
Table 4.10: Effect of Covid-19 on salary of Hospitality workers	55
Table 4.11: How workers were paid after the Pandemic.....	50
Table 4.12: Psychological Effect of decision on staff	50
Table 4.13: Effect of Measures taken to control Covid-19 on socioeconomic status of staff.	51
Table 4.14: Respondent's ability to comply with directives	60
Table 4.15: Safety of Workplace	60
Table 4.16: Effect of Measures on Respondent's finances	60

LIST OF FIGURES

Figure 4.1: Gender Distribution of Respondents	36
Figure 4.2: Age Distribution of Respondents	36
Figure 4.3: Educational Background of Respondents	37
Figure 4.4: Number of Years Respondents have been with Organisation.....	38



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The outbreak of COVID-19 has altered the world in all spheres of life. The outbreak has had negative impact on economies of both developed and developing countries alike. According to Amoah 2020, countries have globally gone into lockdown and the impact on human life, economic growth and businesses are huge in the short and long term and has affected the lives of many and gradually dampening the economic spirit of many nations.

According to Thams et al (2020), the hospitality industry is one of the industries that is facing one of its most serious operational, commercial and financial crises as a result of the worldwide spread of COVID-19. Hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, and transportation. Worldwide hospitality industry comprises a broad group of businesses such as hotel industry, restaurants, theme parks, event planning, and many more that provide services to customer.

The factors that were driving the hospitality industry before pandemic COVID-19 include increasing disposable income, new travel trends, increasing online business of travelling due to increased internet penetration and internet banking, web-presence of hotels & tourism directories and many more. Research revealed that Tourism industry was one of the major factors driving the growth of the hospitality industry before the outbreak of COVID 19. In accordance with the growth projection made by UNWTO (2020), the number of tourist arrivals across the globe was expected to cross 1.5 billion by 2020 but because of the pandemic, this could not be achieved which in turn affected the hospitality industries. They of the view that the key issues affecting the market of the hospitality industry includes the

decrease in tours and travels, cancellation of flights and foreign visits as well as lock down, these are the major reasons behind the slowing down of hospitality industry.

Also, Thams et al. 2020, was of the view that COVID-19 crises have dramatically changed the tourism and hospitality industry, which has already been exposed to low margins, non-sustainable financial results and disruptions as new technology driven players entered traditional market segment. This crisis has caused collapse of markets and caused significant consumer behaviour preferences changing drastically which has also had some effect on the socio-economic status of the workers of the hospitality industry.

Socioeconomic status is defined as the social standing or class of an individual or group. It is often measured as a combination of education, income and occupation. According to Aduhene and Osei-Assibey (2021), the coronavirus pandemic has negatively impacted on the socio-economic situation of the citizens of Ghana. Their study revealed that whiles an estimated 42,000 people lost their jobs in the first two months of the pandemic in Ghana, tourist attraction sector of the country alone lost \$171 million dollars during the heat of the pandemic due to the partial lockdown and closure of tourism and hospitality centres in the country. Considering how COVID-19 has considerably affected and minimized the operations and commercial activities of the hospitality industry.

A research on Understanding the effects of COVID-19 on the health and safety of immigrant hospitality workers in the United States by Sönmez et al. (2020) revealed that, the COVID-19 pandemic has shined a harsh and unavoidable light on the nation's socioeconomic and occupational disparities, lack of protections for workers, and the absence of a much-needed social safety net in the event of a major national or personal crisis and that if there is any type of bright side to the COVID-19 pandemic, it is the exposure of what needs to change at national and corporate levels to protect the millions of workers including their families across sectors who keep the nation's economic engine

moving. They also opined that protecting the health and safety of millions of workers and meeting basic human needs are vital to the long-term sustainability of the national economy.

As indicated by Wiley (2020), major hotel managers are reporting significant absences and layoffs, indicating a loss of nearly four million jobs that have been or is likely to be eliminated according to the American Hotel and Lodging Association. He also indicated that 70% of hotel employees were being laid off which represented an estimated loss of over \$2.4 billion in weekly earnings in the United states. Again, one million restaurants which is the second largest private sector employer group in the U.S. employing 15.6 million workers was estimated to lose over eight million restaurant and foodservice jobs from COVID-19 related closures according to NRA, (2020). NRA (2020) again indicated Economic losses were expected to reach \$225 billion between March and May of 2020 alone, despite efforts to convert some of their services to pick-up and delivery options to stay afloat.

According to Mahalingam (2020), 4% of hotel industry workers were laid off as of March 20, with more taking unpaid leave and a pay cut in Malaysia. In the Pacific islands, which rely heavily on tourism, hotels and resorts have been badly affected. In the Cook Islands, 200 staff from three resorts were laid off as the businesses closed due to no incoming guests according to the Radio New Zealand (2020). In Samoa, 50 hotels temporarily closed, and 500 workers lost their jobs as indicated by Radio New Zealand (2020). According to Chanel (2020), the Fiji Hotel and Tourism Association reports that 279 hotels and resorts have closed since the outbreak, with 25,000 workers losing their jobs. Bohane (2020) indicated that in the tourist-rich Vietnamese city of Da Nang, about 23,000 of 35,000 tourism workers have reportedly been forced to take temporary leave. According to Chaturvedi (2020), in India, he budgets hotel chain Treebo implemented a pay cut of its

founders and managers of 60 and 40 per cent, respectively, and launched a paid voluntary resignation scheme for its 400 employees. The hotel chain Oyo cut 5,000 jobs as of April 15 (Dalal, 2020). The Indonesian island of Bali saw 20,000 hotel bookings cancelled already by mid-February. (Campbell, 2020). According to the New Zealand Restaurant Association, 340 workers in food and beverage serving had already been laid off in New Zealand as of March 21, 2020.

A briefing by UNESCO on the Impact of COVID-19 on Culture & the Creative Sector revealed that as at 26 May 2020, the total confirmed cases in Ghana were 6,808 with 32 deaths and 2,070 recoveries. Following this, the Government as part of measures to mitigate the effects of the Pandemic in line with global trends included a partial lockdown in major cities in greater Accra and greater Kumasi environs and banned gatherings. Churches, mosques, theatres, schools remained closed for months until late last year where churches and mosque were opened but with some restrictions as the daily recorded cases started declining. Funerals, weddings and parties were allowed but with strict adherence to the Covid-19 protocols. Places of entertainment, bars and beaches were to be remained closed pending further directive as at December, 2020. Though the cases recorded in Ghana came down drastically in the later part of 2020, the effect it had on the workers of these hospitality industry cannot be ignored as some hotels had to lay off staff and others having to cut off salaries due to low patronage by individuals, groups especially when borders and airports were closed.

Nevertheless, in January, 2021, a new wave of the Covid-19 known as SARS-COV2 emerged. According to UNICEF Ghana COVID-19 Situation Report in January 2021, Ghana experienced a sharp increase in the number of confirmed cases of SARS-COV2 (coronavirus) in January 2021. As of 31st January, the number of confirmed cases since the outbreak stood at 67,010 (an increase of 12,239 in the course of the month). Eighty-four

(84) people were reported to have died as a result of COVID-19 in January 2021, taking the total number of lives lost to 416 since the first official cases were recorded in Ghana in March 2020. However, in the midst of these, Senior High School students in Classes 2 and 3 commenced on 15th January 2021, while the majority of school children from Kindergarten One to Junior High School Three also resumed on Monday 18th of January. Some students (SHS1 and SHS2 Gold track) operated on a slightly different calendar due to exam dates and were scheduled to resume on 10th March 2021. Tertiary institutions also resumed though some of the schools are still running online lectures with others combining both online and face to face lectures.

As part of measures taken by Government to mitigate the spread of Covid-19 considering the unexpected increase in cases, large gatherings were banned. teleworking or a shift-system were recommended for all workplaces. Churches and mosques were asked to adhere to the two-hour duration services with adequate COVID-19 protocols in place but schools remained open, with similar strict observance of safety protocols. Ghana has however started administering the Covid-19 vaccine to the population targeting the major cities, Kumasi and Accra with an initial target of 20 million people.

1.2 Problem Statement

A novel coronavirus, which is called COVID-19 outbreaked in China and spreaded speedily everywhere in the world. The global outbreak of COVID-19 pandemic had captured at least more than one fourth of the global population and has affected social, economic, culture, tourism, education and human health condition as well as social cohesion of society (Fareed et al., 2020; Shehzad et al., 2020). This global pandemic has halted all major economic activities in the world and this has negatively affected most industries, specifically the hospitality and relaxation industry. In fact, Hotels which are seen as most declining entities

have been affected with total decrease in normal occupancy (ATOMIZE, 2020). Hotels in western world has been impacted negatively by the outbreak of the Coronavirus, but is it not only Western Hotels that has been affected (Djeebet, 2020), the African and Chinese hotel firms have also been impacted negatively by the Corona virus spread (Zhang et al., 2020). A key predicament is the monetary encumbrance of opening hotels and the people or workers losing their jobs if the hotels are closed.

According to Wahab et al., (2020), People depend on social facility such as hotels, gyms and other facilities to improve their health, wellbeing, education, fitness and also have the opportunity to socialized as well as obtained employment. However, with the outbreak of coronavirus the socioeconomic status of workers of Hospitality industries has been affected, since most of hotels, drinking sport, food joints and other hospitality facilities were closed down and as such people losing their jobs.

There has been more works on effects of Coronavirus outbreak on health workers (Kang et al., 2020; Walton et al., 2020), “Life or Livelihood Mental Health Concerns for Quarantine Hotel Workers During the COVID-19 Pandemic” (Teng et al., 2020), “Exploring the Socio-Economic Impact of COVID-19 Pandemic in Marketplaces in Urban Ghana” (Asante and Mills, 2020), “Socio-Economic Impact in Ghana” (UNESCO, 2020) among others with a recent one on “Assessment of covid 19 on hotels in Ghana. A case of Accra and Kumasi” (Deri et al., 2021). However, literature is silent on the effects of Coronavirus pandemic on the hospitality workers. It is for this reason that this study seeks to assess the effects of Covid-19 pandemic on the socioeconomic status of hospitality workers

1.3 Research Objectives

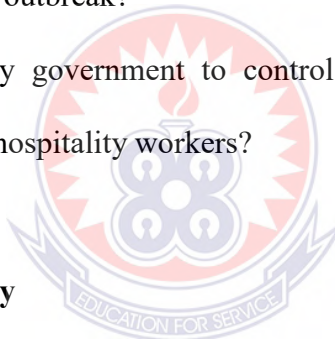
The main objective of the study is to assess how Covid-19 has affected the socioeconomic status of workers in the hospitality industry.

Specifically, the study seeks to:

1. Assess the impact of Covid-19 on the socioeconomic status of hospitality workers.
2. To determine which department and category of staff were mostly affected by Covid-19 outbreak
3. Examine whether measures taken by government to control Covid-19 have had any impact on the socioeconomic status of hospitality workers

1.4 Research Questions

- 1 What impact has Covid-19 had on the socioeconomic status of hospitality workers?
- 2 Which department and category of staff under the hospitality industry was mostly affected by the Covid-19 outbreak?
- 3 Have measures taken by government to control Covid-19 had any impact on the socioeconomic status of hospitality workers?



1.5 Significance of the Study

The topic is relevant to the hospitality industries in Ghana to know and help their workers in dealing with the effects COVID-19 has had on their socioeconomic status and it is of current relevance in the ever-changing and competitive environment of hospitality and management during this pandemic. There are considerable numbers of writings on the effect of COVID-19, its impact on hospitality industry. However, none addresses the effect it has had on the workers of these hospitality industries in Ghana. The result of the research will therefore add to existing literature on the topic and issues to be raised.

- The study recommendations will be of tremendous help to hospitality industries in Ghana. These recommendations will provide guidelines for the improvement of the

socioeconomic status of workers in the hospitality industry during and after the Covid-19 outbreak.

- It will also be useful to other service sectors in improving the socioeconomic status of their workers as they seek to remain relevant during and after this pandemic.
- The study is feasible because resources needed are available. Access to information from selected hotel has been negotiated, subject to confirmation. The study will not affect anybody personally and also the identity of respondents will not be disclosed it will remain confidential.
- Management of the hospitality sectors in the Asutifi North District which will be used as the case have expressed interest in receiving a copy of the final report of the study as soon as it is ready for them to look at the recommendations for consideration and implementation where necessary.

1.6 Scope of the Research

Scope of the study according to Chetty (2020), indicates the sections that will be covered in the research along with defining the research boundaries. This according to him, is all the time determined in the earliest phase of the study since determining it late results in lots of uncertainty with regards to the goals of the research. Again, he indicated that, the major reason for the scope of the study is to clarify the degree to which the area of the study will be investigated which makes it possible for the researcher to specify what the study will comprise and the aspects it will not and this goes a long way to help the researcher attain a great measure of research and writing competence.

This study has been undertaken to assess how Covid-19 has affected the socioeconomic status of workers in the hospitality industry. The time frame for completing this study for submission was limited. Physically, the scope of the research was limited to only

hospitality workers in the Asutifi North district. The Study was limited to a sample size of 100 and the purpose of this study is to establish the effects of Covid-19 on the socioeconomic status of workers in the hospitality industry.

1.7 Limitations of the research

In every research, there are influences that are out of the control of the researcher. According to Price and Murnan (2004, cited in Greener, 2018), those characteristics of the design of research impacts the interpretation of the results are the limitations of that research. This research was also confronted with some limitations which include funds availability and ample time to conduct the research. This research was solely funded by researcher and so the funds that was available to print the questionnaires, transportation to distribute questionnaires and collect them and take care of other contingencies to ensure a successful completion of the research was limited. Similarly, the period in which the research was to be carried out and results submitted was also short considering the academic calendar. Consequently, it seemed inadvisable to use a very large sample size that will be too much to handle taking into consideration the time given for the research to be finalized and submitted. This means that choosing a large sample was going to make it meeting the deadline impossible. Ideally, one should rely on mathematical formula in choosing a sample size but the intricacy of the challenge of limited funds and time implies that the choice of sample size have a tendency of being based on the researcher's discretion and experience. Nevertheless, in order to make sure these limitations do not influence the final results of the research, the researcher was cautious in the method of choosing the sample to ensure sample chosen can represent the population. Also, the researcher ensured that the validity and reliability of data was not compromised.

1.8 Chapter Organization

This study follows a sequenced of five chapters. The first chapter consist of background to the study, the problem statement, the objectives of the study, the detailed research questions, significance of the study, scope of the study, limitation and delimitation, as well as the study's outline or the study's organization. The next chapter, chapter two reviews literature on the study of works done in relation to the topic. Chapter three talks about methodology which involves the research design, the sampling method, the target population, data collection tools used, the methods used in data collection and analysis. Chapter four presents the results after the data analysis and discussions based on these results while the final chapter, chapter five comprises the summary of the findings of this study, conclusion and recommendations useful to stakeholders and policy makers and be a reference for future researchers.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This Chapter starts by discussing the approach that is adopted for the review. Saunders *et al.* (2009) spoke about two different approaches that have been used in literature review namely the deductive approach and the inductive approach. According to them, the deductive approach is when in some research projects, the literature helps the researcher to find theories and ideas that would be tested using the data gathered. Once this is done, the researcher is then able to come up with a theoretical or conceptual framework which would be accordingly tested using the data collected. With regards to this approach, it is imperative to know the theories that surround the concepts in the first place. Saunders *et al.* (2009) added that for other research projects, one would plan to investigate the data and develop theories from the information gathered which would consequently correlate to the literature.

The second approach is the inductive approach. Saunders *et al.* (2009) were also of the opinion that although the researcher may have research question(s) and objectives which have been clearly defined along with a purpose, the researcher may not need to start with any theories which have been predetermined or even make use of conceptual frameworks. Normally, this is used when the researcher could not find relevant theories which are related to the topic.

This study used the inductive approach. This is aimed at generating meanings from the data set collected in order to identify patterns and relationships to build a theory.

Literature is supposed to be current and this study made use of current information. Thus, this chapter examines the relevant literature on the effect of Covid-19 on the socioeconomic status of hospitality workers.

2.1 Defining working terms and concepts

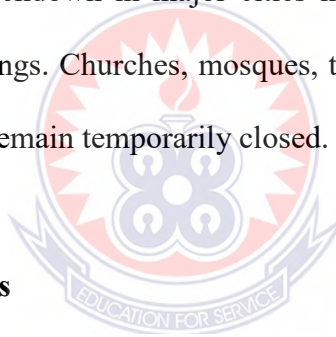
2.1.1 Coronavirus

Coronaviruses as defined by Aduhene and Osei-Assibey (2021), are a group of common viruses causing infection ranging from the regular cold to more severe diseases including the Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). Covid-19 was first diagnosed on 1st December 2019 in Wuhan city of China and reported to the World. After the December 2019 outbreak in China, the World Health Organization identified SARS-CoV-2 as a new type of coronavirus. SARS-CoV-2 is one of seven types of coronaviruses, including the ones that cause severe diseases like Middle East respiratory syndrome (MERS) and sudden acute respiratory syndrome (SARS). The other coronaviruses cause most of the colds that affect one during the year but aren't a serious threat for otherwise healthy people. The outbreak quickly spread around the world and according to Aduhene and Osei-Assibey (2021), the outbreak of coronavirus (COVID-19) is a new strain that has not affected humanity before and this coronavirus outbreak as they indicated remains a historical challenge and has resulted in a drastic change in human history across the globe that will forever be remembered across the globe. According to Manjula (2020), Covid-19 has been labeled as a black swan event and likened to the economic scene of World War two which has had a damaging effect on global healthcare systems with ripple effect on every aspect of human life as known. According to Yang et al. (2020), Covid-19 spreads through contact with other infected individuals, with symptoms such as fever, cough, and breathing problems. According to Oron and Topol (2020) as cited by Davahli et al. (2020), Covid transmission can similarly occur from asymptomatic individuals, with up to 40% of infected persons remaining asymptomatic. Other factors that facilitate infection according to Yang et al. (2020), include speed and efficiency of COVID-19 transmission; airborne transmission (Morawska

and Cao, 2020); close contact between infected and non-infected individuals; vulnerability of immunocompromised individuals with specific underlying health conditions (for instance hypertension, diabetes, cardiovascular disease, respiratory problems); susceptibility of persons over 65; and contact with persons who have traveled to locations with a high number of cases as opined by Peeri et al., (2020).

2.1.2 Covid-19 situation in Ghana

According to the briefing note on Covid-19 by UN Ghana (2020), the total confirmed cases in Ghana were 6,808 with 32 deaths and 2,070 recoveries as at May, 2020. Ghana Government instituted measures to mitigate the effects of the Pandemic in line with global trends including a partial lockdown in major cities in greater Accra and greater Kumasi environs and banned gatherings. Churches, mosques, theatres, schools as well as places of entertainment and bars still remain temporarily closed.



2.1.3 Socio Economic Status

Socioeconomic status (SES) as defined by Worthy and Romero (2020) is an economic and social combined total measure of a person's economic and social position in relation to others, based on income, education, and occupation; however, SES is more commonly used to depict an economic difference in society as a whole. Again, they explained that Socioeconomic status is typically broken into three levels (high, middle, and low) to describe the three places a family or an individual may fall in relation to others. Crossman (2019) also defined socioeconomic status (SES) as a term used by sociologists, economists, and other social scientists to describe the class standing of an individual or group. It is measured by a number of factors, including income, occupation, and education, and it can have either a positive or negative impact on a person's life.

According to Crossman (2019), socioeconomic status is an important source of health inequity, as there is a very robust positive correlation between socioeconomic status and health. In the United States, socioeconomic status is related to health outcomes. It is believed that individuals higher in the social hierarchy, typically, enjoy better health than those lower in the hierarchy. Low income and education levels have been shown to be strong predictors of a range of physical and mental health problems. These health problems, as opined by Crossman (2019), may be due to environmental conditions in living and workspaces, increased levels of stress, lack of access to healthcare, food scarcity or poor nutrition. This correlation suggests that it is not only the poor who tend to be sick when everyone else is healthy, but that there is a continual gradient, from the top to the bottom of the socio-economic ladder, relating status to health.

2.1.4 Factors of socioeconomic status

Socioeconomic status has been operationalized in a variety of ways, most commonly as education, social class, or income.

According to Crossman (2019), there are three main factors that social scientists use to calculate socioeconomic status which include income, education and occupation.

With regards to income, he explained income as how much a person earns, including wages and salaries, as well as other forms of income such as investments and savings. He further explained that defining income is sometimes expanded to include inherited wealth and intangible assets as well. Income can also be defined as wages, salaries, profits, rents, and any flow of earnings received. Income can also come in the form of unemployment or worker's compensation, social security, pensions, interests or dividends, royalties, trusts, alimony, or other governmental, public, or family financial assistance. It can also come

from monetary winnings, as from lotteries and other games or contests where money is awarded as a prize.

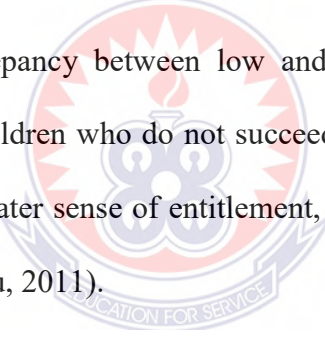
According to Supreme (2008), Income can be looked at in two terms, relative and absolute where absolute income, as theorized by economist John Maynard Keynes, is the relationship in which as income increases, so will consumption, but not at the same rate. Relative income according to him, dictates a person's or family's savings and consumption based on the family's income in relation to others. Income is a commonly used measure of SES because it is relatively easy to figure for most individuals.

According to Boushey and Weller (2005), income inequality is most commonly measured around the world by the Gini coefficient, where 0 corresponds to perfect equality and 1 means perfect inequality. Low-income families focus on meeting immediate needs and do not accumulate wealth that could be passed on to future generations, thus increasing inequality. Families with higher and expendable income can accumulate wealth and focus on meeting immediate needs while being able to consume and enjoy luxuries and weather crises.

Considering Education as a factor, Crossman (2019) explicated that a person's level of education has a direct impact on their earning ability, with higher earning power leading to more educational opportunities that in turn increase future income potential. Similarly, the American Psychological Association indicated that education also plays a role in income. Median earnings increase with each level of education. They further explained that the highest degrees, professional and doctoral degrees, make the highest weekly earnings while those without a high school diploma earn less. Higher levels of education are associated with better economic and psychological outcomes.

According to Lareau (2011), education plays a pivotal role in skillsets for acquiring jobs, as well as specific qualities that stratify people with higher SES from lower SES. She spoke

on the idea of concerted cultivation, where middle class parents take an active role in their children's education and development by using controlled organized activities and fostering a sense of entitlement through encouraging discussion. Again, Lareau (2011) maintains that families with lower income do not participate in this movement, causing their children to have a sense of constraint. An interesting observation that studies have noted is that parents from lower SES households are more likely to give orders to their children in their interactions while parents with a higher SES are more likely to interact and play with their children. A division in education attainment according to Lareau is thus born out of these two differences in child-rearing. Research has shown that children who are born in lower SES households have weaker language skills compared to children raised in higher SES households. These language skills affect their abilities to learn and thus aggravate the problem of education discrepancy between low and high SES neighborhoods. Lower-income families can have children who do not succeed to the levels of the middle-income children, who can have a greater sense of entitlement, be more argumentative, or be better prepared for adult life (Lareau, 2011).

The logo of the University of Education, Winneba, is a circular emblem. It features a central shield with a book and a lamp, surrounded by a wreath. The text 'UNIVERSITY OF EDUCATION' is at the top and 'WINNEBA' is at the bottom. A banner at the bottom of the emblem reads 'EDUCATION FOR SERVICE'.

The third factor as indicated by Crossman (2019) is occupation. According to him, this factor is more difficult to assess because of its subjective nature. White-collar professions that require a high degree of skilled training, such as physicians or lawyers, tend to require more education and thus return more income than many blue-collar jobs.

Similarly, Hauser and Warren (1997), also specified that occupational prestige is described as one component of SES, which encompasses both income and educational attainment. They were also of the view that occupational status reflects the educational attainment required to obtain the job and income levels that vary with different jobs and within ranks of occupations. Moreover, it shows achievement in skills required for the job. Occupational

status measures social position by describing job characteristics, decision-making ability and control and psychological demands on the job.

According to Scott and Leonhardt (2005), some of the most prestigious occupations are physicians and surgeons, lawyers, chemical and biomedical engineers, university professors, and communications analysts. These jobs considered to be grouped in the high SES classification, according to them, provide more challenging work and greater control over working conditions but require more ability. The jobs with lower rankings include food preparation workers, counter attendants, bartenders and helpers, dishwashers, janitors, maids and housekeepers, vehicle cleaners, and parking lot attendants. The jobs that are less valued also offer significantly lower wages, and often are more laborious, very hazardous, and provide less autonomy.

Scott and Leonhardt (2005) also agreed with Crossman (2019) that occupation is the most difficult factor to measure because so many exist, and there are so many competing scales. Many scales rank occupations based on the level of skill involved, from unskilled to skilled manual labour to professional, or use a combined measure using the education level needed and income involved. According to Milne and Plourde (2006), all in all, the majority of researchers agree that income, education and occupation together best represent SES, while some others feel that changes in family structure should also be considered.

Crossman further pointed out that a person's true socioeconomic status doesn't necessarily reflect how a person sees him or herself. According to him, communities with low socioeconomic status in the U.S. have higher rates of infant mortality, obesity, and cardiovascular health issues. Also, communities with low SES report more cases of depression, suicide, drug abuse, behavioral and developmental issues relating to their mental health along with poor physical health. Again, along with the impact on an

individual's wellbeing, socioeconomic status can also have an impact on communities, including rates of crime and poverty with regards to their general health and welfare.

2.1.5 Hospitality Industry

The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, travel and tourism. It includes hotels, tourism agencies, restaurants and bars. It's focused on the satisfaction of customers and providing specific experiences for them. The hospitality industry is unique because it relies so heavily on discretionary income and free time (EHL Insight, 2021). According to Novak (2017), a hospitality unit such as a restaurant, hotel, or an amusement park consists of units such as facility maintenance and direct operations such as servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources among others.

According to EHL insight, although the original concept of hospitality remained largely unchanged since its origins which is meeting travelers' basic needs such as providing food and accommodation, the idea of building hotels for the sole purpose of hosting guests emerged alongside technological advances and the emergence of better means of transportation towards the end of the 18th century. Derived from the latin word "hospes", meaning both visitor and stranger, hospitality has its roots in ancient history. Since then, the sector has shown an unbroken run of growth and the very concept of hospitality can be applied to nearly any company that deals with customer satisfaction and is focused on catering to meeting leisure needs of travelers rather than basic ones.

2.1.6 Sectors of Hospitality Industry

The hospitality industry, according to Novak (2017) is a multibillion-dollar industry that depends on the availability of leisure time, disposable income, and complete customer satisfaction. Today, the hospitality industry is made up of four distinct sectors which include lodging, Food and beverages, Travel and Tourism, and recreation. The lodging sector covers an extremely diverse spectrum of properties (EHL Insight, 2021). According to Novak (2017), Fancy hotels, youth hostels, elder hostels, campgrounds, motels and other businesses that provide a place for people to sleep overnight are all in the lodging industry.

The food and beverage sector which is professionally known by its initials as F&B is the largest segment of the hospitality industry. In the US, the F&B industry is estimated to provide 50% of all meals eaten. It comprises of establishments primarily engaged in preparing meals, snacks, and beverages for immediate consumption on and off the premises. When a restaurant is part of a hotel, services it renders can enhance the guest experience by providing excellent food and first-class customer service (Novak, 2017).

Travel and tourism which is also another segment of the hospitality industry deal with services related to moving people from place to place. Buses, cabs, planes, ships, trains and so on are all part of the travel industry. Leisure travel is when a person spends money on lodging, food, and recreation while taking a vacation trip, and business travel is when a person travels for work and spends money on lodging and food. Some people also spend on recreation while on a business travel. The major function of the tourism is to encourage people to travel. When people travel, either for business or leisure, they spend money on hospitality (Novak, 2017).

According to Novak (2007), the fourth segment of the hospitality industry is recreation. Recreation is any activity that people do for rest, relaxation, and enjoyment. The goal of recreation is to refresh a person's body and mind. Any business that provides activities for

rest, relaxation and enjoyment, to refresh a person's body and mind is in the recreation business. Entertainment businesses which provide shows such as movie or theater, attractions which are places of special interest of visits such as zoos and museums, spectator sports and participatory sports are all parts of the recreation business. While all sectors are interconnected and reliant on each other, all hospitality sectors are quickly evolving due to new technologies and a changing customer mindset.

2.1.7 Effect of Covid on the Hospitality Industry

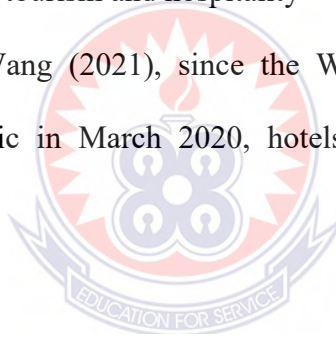
The hospitality industry has become of growing importance to the global economy, and the COVID-19 pandemic has laid bare the industry's vulnerability. The tourism and hospitality industry currently faces one of its most serious operational, commercial, and financial crises as a result of the worldwide spread of COVID-19. Both destinations and source markets are substantially affected and have suspended operations and commercial activities. Major market players in all areas of the touristic value chain, which include airlines, tour operators, hotels, cruise lines, and retailers, have either minimized or even completely stopped their production for an undefined period of time, resulting in the sudden and total cut-off of their revenue streams. The COVID-19 crisis has dramatically changed the tourism and hospitality industry, which has already been exposed to low margins, non-sustainable financial results, and disruptions as new technology-driven players have entered traditional market segments.

The hospitality industry involves a large number of customers and employees and high exposure to both national and international guests, which dramatically increases the potential for exposure to and spreading of infections (Leung & Lam, 2004).

According to Statista (2019), in 2019, the global travel and tourism industry directly contributed 2.9 trillion USD to the global GDP (Lock, 2020a). Employment in the

hospitality industry was very high as compared in the last few years. Unfortunately, this ended abruptly in late February and early March 2020. However, the pandemic according to Bartik et al. (2020) as cited by Gursoy and Chi (2020), has confronted the hospitality industry with an unprecedented challenge. Strategies to flatten the COVID-19 curve such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions have resulted in temporary closure of many hospitality businesses and significantly decreased the demand for businesses that were allowed to continue to operate. Also, according to Dube et al. (2020), the consequences of Covid-19 pandemic which suddenly disrupted people and places on a global scale, with huge social, psychological, and economic impacts have been described as „catastrophic“ and no industries have, arguably, been as hard-hit as tourism and hospitality

According to Singh and Wang (2021), since the World Health Organization declared Covid-19 a global pandemic in March 2020, hotels worldwide have seen precipitous declines in occupancy.



2.2 Theoretical Review

According to Rank (2009), the sociologist Max Weber (1958) conceptualized inequality along three related tracks class, status, and party. Each was understood as a basis for power and influence. Whereas class focused on economic resources and partly referred to political clout, status was understood as honor and prestige. For Weber, status groups were hierarchically arrayed on the basis of distinctive lifestyles, consumption patterns, and modes of conduct or action.

Again, he stated that in North America, the sociologist Talcott Parsons (1970) has been most influential in explaining the theoretical underpinnings of socioeconomic status. First, Parsons understood the idea of status as a position in the social structure, as part of the

social differentiation in society that is different occupations and different family positions. Although Parsons associated status with position that is a status is occupied, such as accountant, and a role is performed, as in financial auditing, the concept carries with it a hierarchical referent as in Weber's notion of honor and prestige.

2.3 Empirical Review

There have been quite a number of empirical research conducted effect of Covid-19 on the various areas of the economy and industries. The studies, as outlined below, are based on several theories and constructs that either impede or support effect of Covid-19 on the socioeconomic status of hospitality industry workers. These premises, particularly those about theories, aided in better researching the study.

Schotte et. Al (2021) investigated *„How COVID-19 is affecting workers and their livelihoods in urban Ghana’*. This was survey is a collaborative project conducted by researchers of the United Nations University World Institute for Development Economics Research (UNU-WIDER) and the Institute of Statistical, Social and Economic Research (ISSER), University of Ghana, Legon. The survey presented one of the few datasets that allow assessing the immediate and near-term impact of the COVID-19 pandemic and related policy measures on labour market outcomes in sub-Saharan Africa, focusing on the livelihoods of workers in urban Ghana. They collected the data using a purposive sampling technique to select a subsample drawn from the 2018/19 Ghana Socioeconomic Panel Survey (GSPS), a regionally representative multipurpose panel survey.

According to findings of their study, the majority respondents saw strong changes in their life which was attributed to the pandemic with unemployment or loss of income being the aspect that was impacted the most. With regards to government response measures,

majority of the respondents expressed support for the implementation of confinement and closure policies although a significant number of the respondents supported the relaxation of these measures.

Considering the economic impact of the Covid-19, the findings of the study revealed that there was a decline in household income since the start of the coronavirus pandemic with 41.9% of the respondents reporting that their household had lost its main source of income, in most cases being derived from the labour market. In the face of this income shock, the share of respondents running out of money to buy food surged by 34.6 percentage pointed from February to April 2020. Despite clear signs of recovery in subsequent months, the study revealed that the incidence of food poverty in the sample was still 11 percentage points higher in August/September 2020 compared to the pre-COVID-19 level.

Also, with regards to the impact of labour market, Job losses during the early phases of the pandemic were significantly more sizable in districts affected by the partial lockdown. 67.9% of the respondents saw workplace and business closures due to government regulations as the main reason for this break in economic activity. The recovery in employment up to August/September 2020 was strong but uneven. While the gap in employment outcomes between locations subject to different lockdown policies had closed, employment was still 14.7 percentage points lower compared to the pre-pandemic level, and average weekly earnings had reduced by 18.2 per cent. The impact was felt the most by low-income earners in informal work and women, who were more likely to drop out of work in the early phases of the pandemic and saw a slower recovery in both employment and earnings.

Generally, their findings indicated that the COVID-19 pandemic was acutely felt in the labour market, accentuating existing inequalities. While the lockdown of Ghana's metropolitan Centres was short-lived and labour markets subsequently witnessed a strong

but partial recovery, the economic burden of the pandemic continued to fall on the most vulnerable. To avoid a backsliding in Ghana's progress on reducing poverty and mitigate pressures to inequality, they recommended that future containment policies should be coupled with protective measures that address the needs of those at risk of being left behind in the crisis.

Another study by Davahli et al. (2020) focuses on a systematic review of the published literature used to reveal the current research investigating the hospitality industry in the face of the COVID-19 pandemic. They identified relevant papers using Google Scholar, Web of Science, and Science Direct databases. 50 papers which met the predefined inclusion criteria were selected out of 175 articles found. The included papers were classified with regards to the source of publication, hospitality industry domain, and methodology. The reviewed articles focused on different aspects of the hospitality industry, including hospitality workers' issues, loss of jobs, revenue impact, the COVID-19 spreading patterns in the industry, market demand, prospects for recovery of the hospitality industry, safety and health, travel behavior, and preference of customers. They used different research approaches and focused on various subjects related to the hospitality industry during the COVID-19 pandemic. Nevertheless, they classified all the papers into six groups which include developing simulation and scenario modeling, reporting impacts of the COVID-19 pandemic, comparing the COVID-19 pandemic with previous public health crises, measuring impacts of the COVID-19 pandemic in terms of economics, discussing the resumption of activities during and after the pandemic, and conducting surveys.

By selecting keywords and following PRISMA guidelines, they explored two main research questions related to the objective which include RQ1. What aspects of the

hospitality industry at the time of the COVID-19 pandemic have been studied? And RQ2. What research methodologies have been used to investigate the impact of COVID-19 on the hospitality industry?

These papers focused on different aspects of the hospitality industry, including the recovery of the industry after the pandemic, market demands, revenue losses, the COVID-19 spreading patterns in the industry, job losses, safety and health, employment issues of hospitality workers, travel behavior, preference of customers and social costs. The reviewed papers used a variety of research methodologies, such as the SEIR model, epidemiological model, agent-based model, supply and demand curve, DSGE model, crowd flow simulation model, secondary data analysis, seasonal autoregressive integrated moving average model, scenario analysis, trend analysis, descriptive analysis, contingent valuation model, content analysis, and analyzing questionnaire data.

The reported approaches included simulation and scenario modeling for discovering the COVID-19 spreading patterns, field surveys, secondary data analysis, discussing the resumption of activities during and after the pandemic, comparing the COVID-19 pandemic with previous public health crises, and measuring the impact of the pandemic in terms of economics.

Pandemic. Bai (2020) in his study conducted in India, examined different aspect concerning socioeconomic status, barriers in improving the income level, GDP level, consumption level, investment level of the people and whether government is significant in improving the standard of the people post the pandemic. An online semi-structured questionnaire was used. A sample of 100 was selected using the non-probability snowball sampling technique. All categories of affected by the pandemic were included in the survey. The questions also examine improvement in social and economic status after the pandemic. The study also

sought to understand the stress and anxiety of the people during the pandemic and what government did to help the society. Findings of the study revealed that most of the respondents were anxious and had difficulty sleeping during the pandemic. Most of the were preoccupied with Covid-19 pandemic. They recommended that the government should loosen it purse and spend money on infrastructure development.



CHAPTER THREE

METHODOLOGY

3.1 Research Design

Kothari (2004) likened the design of a research to a plan or foundation for the research which has been well thought out. Designing of the research is a way of planning the procedure which ought to be adopted to gather the essential data and the techniques needed to be used in the analysis. This is done keeping in view the objective that has been set for the research and the availability of respondents, money and time. According to Kirshenblatt-Gimblett (2006) the purpose of the research design is to ensure that as much as possible the research problem is effectively addressed explicitly by the evidence obtained. Thus, if the right research design is not chosen, there is a high possibility of drawing weak and unpersuasive conclusions which will subsequently result in failure to adequately address the general research problem.

There are different research strategies employed by researchers such as survey, experiment, case study to mention but few. Each strategy has its associated advantages as well as disadvantages. The choice of research strategy is based on the type of research questions that have been set up and the scope of the research. Therefore, the strategy employed in this research is a survey since this strategy will help examine the effect of Covid-19 on the socioeconomic status of the hospitality workers. The approach of the survey method is to describe and explain the characteristics or perceptions of a population through a representative sample and produce results that could be generalized from the sample to the population. Surveys would be meaningless if findings could not be creatively extrapolated beyond the limited world from which the sample has been derived (Goertz, 2006).

Regarding research paradigm, Mackenzie and Knipe (2006 cited in Kivunja and Kuyini (2017) opined that the term paradigm is used to define a researcher's worldview in

educational research where worldview was explained as the perception that enlightens the explanation of the research data. Kivunja and Kuyini (2017) further explicated paradigm as the “conceptual lens through which a researcher scrutinizes the procedural aspects of their research project” to establish the approaches to the research that will be used and how the data will be analysed. Also, paradigm is defined as human composition, which deal with first ideologies demonstrating where the researcher is coming from in an attempt to bring out meaning embedded in the data. (Denzin and Lincoln, 2000 as cited in Kivunja and Kuyini, 2017).

In literature, there are three main research paradigms which are available and adopted by researchers. These are the quantitative, qualitative and a mixture of the two paradigms also called the mixed research paradigm. The qualitative research paradigm makes use of the collection of qualitative data or numerical data. Some examples on the qualitative data include words and pictures. This paradigm also deals with realism and also with findings which are situational and particularistic. In the analysis of the data, it uses descriptive data, holistic features and themes and also to provide viewpoint of an insider for a specific firm (Saunders *et al.*, 2009; Boateng, 2016).

On the other hand, the quantitative research paradigm depends on collecting quantitative data and this data are numerical in nature. The paradigm is also used to test existing theories and hypotheses which have been formulated by the researcher. This method also helps one to generalize the findings and to be able to inform national policy.

This study used both quantitative and qualitative approach to assess the effects of covid-19 on socioeconomic status of hospitality workers.

Caplan (2003) asserted that, the goal of quantitative methods is to determine whether the predictive generalizations of a theory hold true. The methodological implications of this paradigm choice are simple theoretical models that abstracted from reality through the use

of formal deductive analysis and mathematics. Quantitative method was used in order to make inquiry into an identified problem. It can be seen as an attempt to quantify social phenomena and gather and analyze numerical data, and focus on the links among a smaller number of attributes across many cases (Caplan, 2003).

Similarly, Qualitative process of inquiry has the goal of understanding a social or human problem from multiple perspectives. Qualitative research is conducted in a natural setting and involves a process of building a complex and holistic picture of the phenomenon of interest. The qualitative method investigates why and how of decision making, not just what, where, when. Hence, smaller but focused samples are more often needed than large samples (Flyvbjerg, 2006).

3.2 Population

The population for the study is hospitality industry in the Asutifi North District. The district is one of the new districts that were created in June 2012 under LI 2093 with Kenyasi as the district capital. The district is one of the six (6) Districts in Ahafo Region. The Asutifi North District is located between latitudes 6°40' and 7°15' North and Longitudes 2°15' and 2°45' West. It shares boundaries with Sunyani Municipal on the North, Tano North and South Districts on the North East, Dormaa East District to North West, Asutifi South District in the West, Asunafo North Municipal in the South West and Ahafo Ano North District (Ashanti Region) in the South East. With a total land surface area of 936 sq.km. The District is one of the smallest in the Ahafo Region. There are a total of over 139 settlements in the district with major towns as Kenyasi I, Kenyasi II, Ntotroso, Wamahinso, Gyedu and Gamabia II. There are five (5) hospitality sectors operating within the district.

Table 3.1: Population of Workers in the hospitality sector in Asutifi North

	Management	Senior Staff	Junior Staff	Total
Wooden Tower	2	5	14	21
Executive Lodge	4	5	17	26
Octagon Hotel	5	7	19	31
Alabama Guest House	5	6	18	29
Collins Guest House	5	6	16	27
TOTAL	21	29	84	134

Source: Fieldwork, 2021

3.3 Sampling and Sampling Technique

It is very significant to come up with a selection strategy that can be appropriately used from the survey results to inference on the population under study. In selecting the sample, all five hospitality sectors were selected since they are few. A total number of one hundred respondents representing about 75% of the population under study was used for the study. Out of this, 18 staff from each of the hospitality industry in the district was selected using simple random sampling technique and a purposive sampling technique was also used in selecting 2 management staff, from each sector to be interviewed making up for the 100-sample used. Purposive sampling technique was used because the study needed a targeted sample in order to get the key officials to be able to get substantive information for the study. The key aim of using purposive sampling technique is to concentrate on specific characteristics of a populace that are of concern, which best enable the researcher to answer the research questions.

Table 3.1: Sample of Workers in the hospitality sector in Asutifi North

	Management	Senior Staff	Junior Staff	Total
Wooden Tower	2	3	15	20
Executive Lodge	2	3	15	20
Octagon Hotel	2	3	15	20
Alabama Guest House	2	3	15	20
Collins Guest House	2	3	15	20
TOTAL	10	15	75	100

Source: Fieldwork, 2021

3.4 Sources of Data

Data from the study was collected from both the primary and secondary sources. Primary data was collected from the respondents of this study through the administering of questionnaire and face-to-face interview.

This research also made use of secondary data such as published information and relevant research on effects of covid-19 on socioeconomic status of hospitality workers for the writing of the literature review. Apart from enabling the researcher to have a wide variety of information gathered from which to make up a conclusion, the secondary data generally, provide a source data, which is both permanent and available in a form that may be checked by others.

3.5 Instrument for data collection

The main instrument used in collecting the data was designed questionnaires and interview. The questionnaire used in gathering the views of respondents of the selected hospitality industries on the effects of covid-19 on socioeconomic status of hospitality workers. The questionnaire was divided into four main sections. The first section captured the respondent's demographic data and the number of years they have been working in the

industry. This demographic data included Sex, Age and educational background. This was to help the researcher to know the background of the respondents. The second section was on the impact of Covid-19 on the socioeconomic status of hospitality workers. The third section determined departments and category of staff under the hospitality industry which were mostly affected by Covid-19 outbreak and the fourth section examined whether measures taken by government to control Covid-19 have had any impact on the socioeconomic status of hospitality workers or not.

3.6 Data Collection Procedure

Before the beginning of the research, an introductory letter was sent to the management of the hospitality sectors selected for their approval to enable the study to be carried out. An advocacy visit was made to solicit support and cooperation of the management and staff within the study area. Administering of the questionnaires took place at the ideal time staff were on break to respond to the questionnaire. This was done during the week days at the sector premises. Respondents were made to willingly undertake the research. The questionnaires were disseminated to the respondents to study and respond to it. There was a follow up after a week to check whether the questionnaires have been filled or not. The ones ready were collected to start the cross checking and data entry on time. The administering of the questionnaires took two weeks alongside the interview to enable all respondents to be covered. The interview was conducted in the manager's office. This was to ensure that the environment was conducive and for them to feel at ease to answer all the questions being asked. Responses to the interview was noted down for analysis.

3.7 Validity, Reliability and Pretesting of the Instrument

Pretesting is a crucial phase that occurs early in the progress of the study procedure, this is used to detect and correct flaws in the instrument used in the study. Proper pretesting requires a clear knowledge of what each survey question seeks to achieve. Pretesting encourages the researcher to clarify the survey's goals, which guide the complete study initiative.

The appropriate combination and sequence of pre-test methods were tailored to the research based on multiple factors, including an initial expert evaluation of the draft instrument. The questionnaire was given to the supervisor to access it so as to point out potential problems and alternative solutions. The questionnaires were then tested at two of the hospitality sectors in the district. Respondents were selected randomly to participate in this exercise; thus, field pretesting was conducted by using the instrument under actual field conditions.

To test for reliability, the questions set for the study need to be responded to by participants in the same manner any time they are presented with same questions. According to Weisberg (1989), consistency can be evaluated by researchers through relating the responses participants give in one pretest to responses given in another pretest. Also, the validity of questions set for research is examined by how well it is able to measure the theory it is anticipated to measure.

Reliability assesses the uniformity of one's measurement, or in other words, the point to which a tool works out the same way each time it is being utilized under equal circumstances with the same respondents. Validity, alternatively, take into consideration the point to which one is measuring what one intends to measure, basically, the exactitude of one's measurement.

3.8 Data Analysis

Data analysis means to bring together, give arrangement and elicit meaning. Before the questionnaires were distributed, it was coded. In other words, individual variables were assigned codes for easy identification and data entry. Questionnaires that were completely filled were arranged and cross authentication and reliability checks were carried out. This was done to ensure that respondents responded to questions appropriately. No questionnaire was rejected after the cross authentication and checks.

The software that was used in entering the data collected was Statistical Package for the Social Sciences, SPSS version 20. The statistical analysis was run from the same software after the data entry. Data was analyzed with respect to the questions the research seeks to answer. The outcomes of the analysis were shown in Tables and charts showing the frequencies and percentages of the distribution of the characteristics. The charts and tables were then transferred to Microsoft word document for interpretation and discussion of results. This was to ensure that results are visible and understood by readers. Analyzing the qualitative data is an active and interactive process. The qualitative data was transcribed and by use of thematic analysis, the results was shown as per the emerging themes.

3.9 Ethical Consideration Surrounding the Research

Due to the nature of this work, the questionnaires were designed such that the respondents who fill them were anonymous so that he/she could be free to tick their opinions especially as the risks affect the employee (respondent). This was also applied to the interviewee who willingly participated in the study. The consent of them was sought so that the interview section could be recorded and anything that they did not want to say on record was kept off record.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.0 Introduction

This section gives an overview of the results and the analysis of the findings from this study. In addition to this, the results have been compared to the works of other researchers to find the similarities as well as the differences.

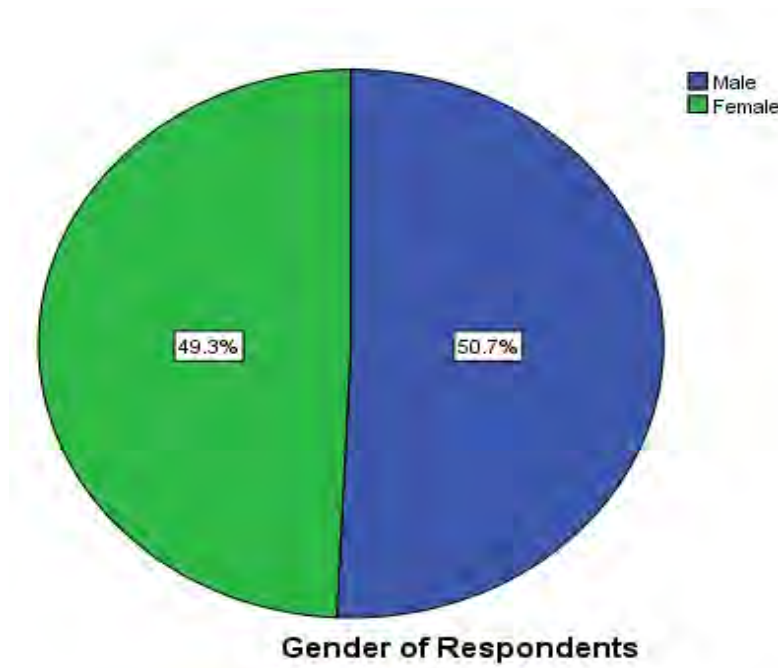
4.1 Response Rate

Out of the One hundred (100) questionnaires that were administered to staff, only Sixty-Nine (69) were received for analysis constituting a response rate of 69%. According to Saunders and Lewis (2012), a response rate of 60% is deemed sufficient; hence, the response rate for the current study is adequate.

4.2 Demographic Characteristics of Respondents

This section explores the demographic traits of the respondents in the study. Demographic characteristics such as gender, age, level of education, number of years respondents have been working with the hotel and the name of hotel/guesthouse under study. Out of the 100 questionnaires distributed, only 69 were answered by the respondents. Thus, analysis was done based on the 69 responses. This is depicted in Figures 4.1 – 4.4 below.

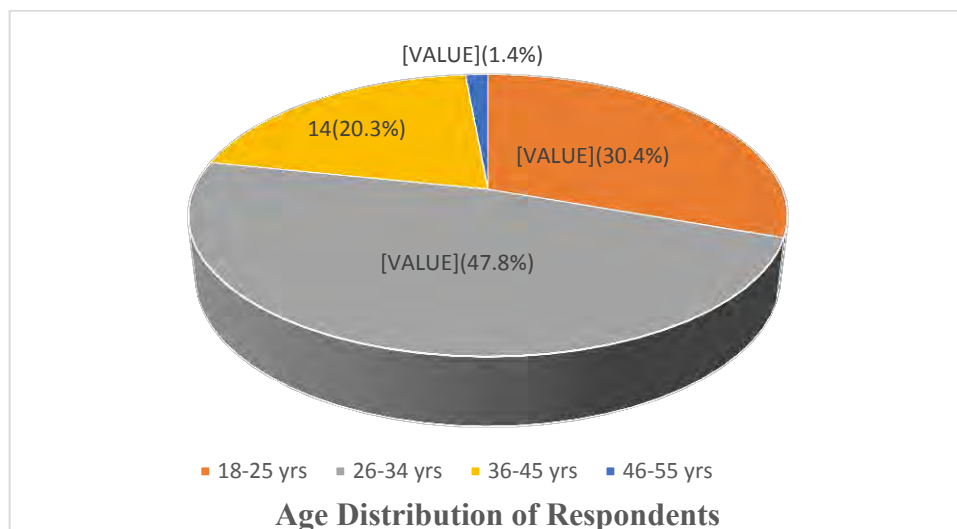
Figure 4.1: Gender Distribution of Respondents



Source: Fieldwork, August, 2021

Figure 4.1 shows the gender distribution of the respondents. Out of the 69 respondents, 50.7% of them were males and 49.3% of the respondents were females. This indicates that there are more males than female staff.

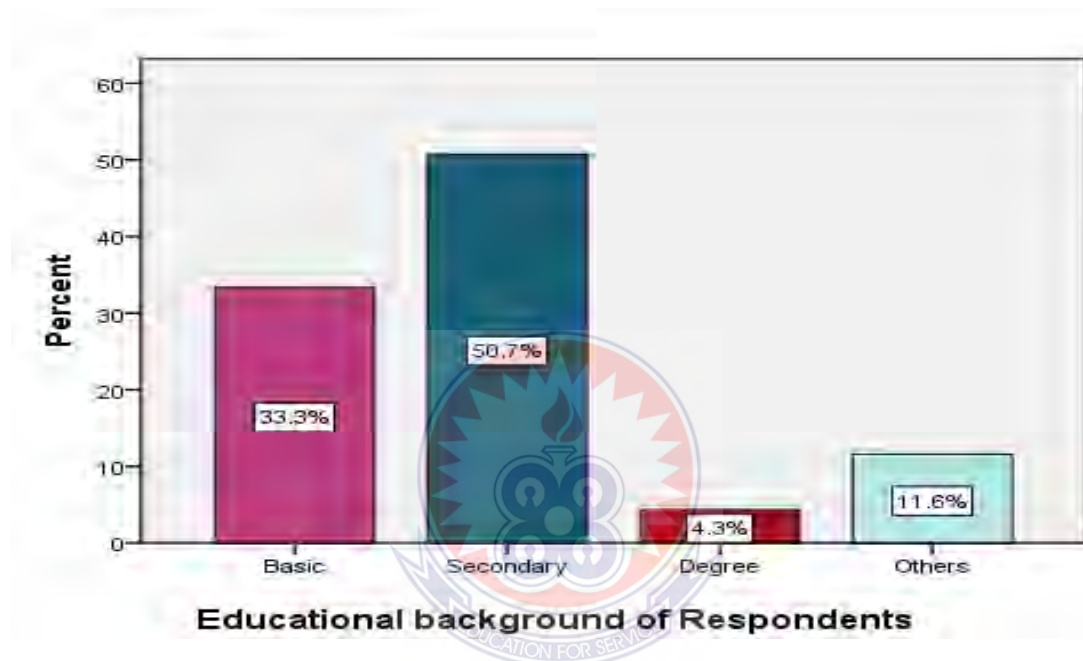
Figure 4.2: Age Distribution of Respondents



Source: Fieldwork, August, 2021

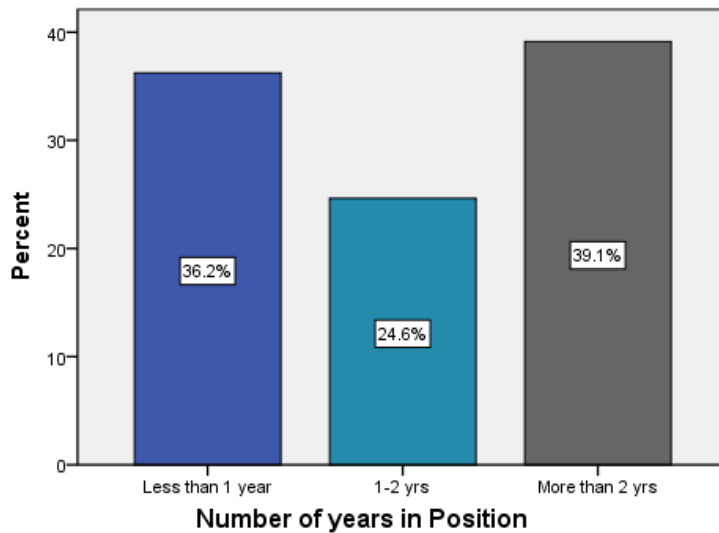
Figure 4.2 shows the age distribution of respondents. Out of the 69 respondents, 47.8% of them were in the age range 26-34 years, 30.4% of them were in the age range 18-25 years, 20.3% of the respondents were in the age range 36-45 years and 1.4% of them were in the age range 46-55 years. This shows that all respondents are in the active labour force with majority of them below 35 years.

Figure 4.3: Educational Background of Respondents



Source: Fieldwork, August, 2021

Figure 4.3 shows the educational background of the respondents. 50.7% of the respondents were secondary school leavers, 33.3% of them were basic school leavers, 4.3% of them were degree holders and 11.6% of them said they had other qualifications. Further enquiries from those who selected others revealed that they were HND holders. The results implies that all respondents have at least had their basic education.

Figure 4.4: Number of Years Respondents have been with Organisation

Source: Fieldwork, August, 2021

Figure 4.4 shows the number of years respondents have been working with the hotel/guest house. 39.1% of the respondents indicated that they have been working there for more than 2 years, 36.2% of them said they have been working there for less than a year and 24.6% of them indicated they have been working with the hotel/guest house between 1-2 years. This shows that at majority of the respondents have been working with the hotel/guest house for more than a year.

4.3 Descriptive analysis

The mean, standard deviations as well as minimum and maximum values are shown in Table 4.1. (see appendix 2) The mean is a measure that represents the average of the variables of interest. The standard deviation measures of how much a variable deviate from the average mean. The variables under study were measured using a 5-point scale, with 1 indicating “Highly Affected” and 5 indicating “Highly Unaffected” measuring the impact on Socioeconomic status (IoSs) on the socioeconomic status of respondents and Department mostly affected (DmA) by the outbreak and a 5-point scale, with 1 indicating

“Strongly Agree” and 5 indicating “Strongly Disagree” measuring impact of measures (IoM) put in place. The five-point Likert scale is considered an interval scale. The mean is very significant. from 1 to 1.8 means highly affected, from 1.81 to 2.60 means affected, from 2.61 to 3.40 means neutral, from 3.41 to 4.20 means unaffected and from 4.21 to 5 means highly unaffected. Also, with respect to mean of construct of impact of measures taken by government to control covid-19 on the socioeconomic status of respondents, from 1 to 1.8 means strongly agree, from 1.81 to 2.60 means agree, from 2.61 to 3.40 means neutral, from 3.41 to 4.20 means disagree and from 4.21 to 5 means strongly disagree.

From Table 4.1(see appendix 2), Impact on Socioeconomic Status (IoSs) was measured by fourteen variables of which the mean score obtained ranges from 1.22 to 4.60 and standard deviation ranging from 0.415 to 1.065. The overall mean for Impact on Socioeconomic Status (IoSs) was 2.48, suggesting that on the average respondents agree that covid-19 has affected their socioeconomic status. With respect to Department mostly affected (DmA), the variables obtained a mean score ranging from 1.07 to 2.64 and a standard deviation ranging from 0.261 and 0.740. The overall average mean of 1.483 suggest that some departments are more affected by the pandemic than others in the hospitality industry.

On the impact of measures (IoM) construct, the variables measuring it obtained a mean score ranging between 2.51 and 4.83 and standard deviation between 0.382 and 1.828. The overall mean for impact of measures (IoM) was 3.93 suggesting that on the average respondents disagree that measures taken by government to control Covid-19 has influence on their socioeconomic status.

The standard deviation statistics suggest that there is substantial variance in the sample, which is suitable for data analysis.

4.4 Reliability Test

4.4.1 Indicator Reliability

The item loadings are used to assess the indicator's reliability. When the loadings of each item are 0.7 and above, a measurement model is regarded to have adequate indicator reliability (Hair et al., 2010). From Table 4.2 (See appendix 2), all of the items in the measurement had loadings more than 0.7 except IoSs11 (Your Body Mass Index, weight loss/gain) and IoSs12 (Immunity to sickness), ranging from 0.514 to 0.809. This means apart from the two variables, all the other items used in the study have a high level of indication reliability.

4.4.2 Internal consistency reliability

When the composite reliability (CR) of each construct exceeds 0.7, it is considered to have sufficient internal consistency reliability. Similarly, Cronbach's alphas (CA) values greater than 0.7 indicate that the internal consistency reliability is adequate. According to Table 4.2(see appendix 2), the CR of each construct ranges from 0.699 to 0.814. CA values are likewise more than the 0.7 criterion. These findings indicate that the constructs' items have a high level of internal consistency reliability.

4.4.3 Convergent validity

The average variance extracted (AVE) value is used to determine convergent validity. The mean of the squared loadings for all indicators related with the constructs is used to determine the AVE value. When constructs have an AVE value of 0.5 or greater, they are considered to have good convergent validity. As indicated in Table 4.2 (See appendix 2), the AVEs for all constructs range from 0.562 to 0.610, indicating it has appropriate convergent validity.

4.5 Impact of covid-19 on the socioeconomic status of hospitality workers

In order to evaluate the impact of Covid-19 on the socioeconomic status of hospitality workers in the Asutifi North District, respondents were asked to indicate how Covid-19 pandemic has affected some aspect of their life. Where 1 -Highly affected, 2- Affected, 3- Neutral, 4- Unaffected, 5- highly Unaffected-Highly affected, 2- Affected, 3- Neutral, 4- Unaffected, 5- highly Unaffected. Responses to these are depicted in Tables 4.3.

Table 4.3: Impact of covid-19 on the socioeconomic status

	1	2	3	4	5
Cost of living	54(78.3%)	15(21.7%)			
Monthly income and allowances	68(98.6%)		1(1.4%)		
Safety at the work place	69(100%)				
Thinking ability	46(66.7%)		2(2.9%)	21(30.4%)	
Decision making		33(47.8%)	1(1.4%)		35(50.7%)
Perception of how things work around you		28(40.6%)			41(59.3%)
Depression during the pandemic	38(55.1%)	29(42%)	2(2.9%)		
Stable mindset	28(40.6%)	36(52.2%)	5(7.2%)		
Behavioural attitude towards work, family and friends	5(7.2%)	10(14.5%)	28(40.6%)		26(37.7%)
Relationship with others	9(13%)		23(33.3%)		37(53.7%)
Relationship with family especially spouse (if applicable)		3(4.3%)	3(4.3%)		63(91.4%)
Security of your position after the pandemic	1(1.4%)	20(29.0%)	34(49.3%)	10(14.5%)	4(5.8%)

Source: Fieldwork, August, 2021

Table 4.3 above shows how Covid-19 pandemic has influenced the socioeconomic aspect of the lives of the hospitality workers under study. 54 representing 78.3% of the respondents said their cost of living has been highly affected by the pandemic and remaining 15 respondents representing 21.7% said their cost of living has been affected by Covid-19 pandemic. This indicates that cost of living for the hospitality industry workers is highly affected by the pandemic. 68.6% of the respondents were of the view that their monthly income and allowances has been highly affected by the pandemic whereas 1.4% of them remained neutral. All (100%) of the respondents indicated that their safety at the work place has been highly affected by the pandemic.

66.7% of the respondents said their thinking ability has been highly affected by the pandemic whereas 30.4% of them said their thinking ability is unaffected by the pandemic. 2.9% of the respondents however remained neutral. 50.7% of the respondents said their decision making is highly unaffected by the pandemic whereas 47.8% of them said their decision making is affected by the pandemic. 1.4% of them remained neutral. 59.3% of the respondents said their perception of how things work around them is highly unaffected by the pandemic whereas 40.6% of them said their perception of how things work around them has been affected by the pandemic. 55.1% and 42% of the respondents said they were highly affected and affected by depression during the pandemic respectively. 2.9% of them however remained neutral. 52.2% of the respondents indicated that the stability of their mindset was affected by the pandemic and 40.6% of them said the stability of their mindset was highly affected by the pandemic. 7.2% of them were however neutral. 37.7% of the respondents indicated that their behavioural attitude towards work, family and friends was highly unaffected by the pandemic whereas 7.2% of them said it was highly affected. 14.5% of them also said their behavioural attitude towards work, family and friends was affected by the pandemic whereas 40.6% of them remained neutral. 53.7% of

the respondents indicated that their relationship with others was highly unaffected whereas 13% of them said their relationship with others was highly affected. 33.3% of them remained neutral. 91.4% of the respondents said their relationship with family especially spouse was highly unaffected by the pandemic whereas 4.3% each of them said their relationship with family especially spouse was affected and remained neutral. 29% of the respondents were of the view that, security of their position has been affected after the pandemic whereas 14.5% of them said security of their position has been unaffected after the pandemic. 5.8% of the respondents said their security of their position has been highly unaffected after the pandemic whereas 1.4% of them said the security of their position has been highly affected after the pandemic. 49.3% of them however remained neutral. When respondents were further asked if there are any impact of the pandemic some of them said cost of living was high, it affected their salaries, it made it difficult for them to cater for their families and brought fear into their lives.

4.6 Department and category of staff mostly affected by covid-19 outbreak

In order to identify which department and category of staff under the hospitality industry has mostly been affected, respondents were asked to indicate the department they work under, how many workers work under that department and also, they were asked to rank the effect of covid under those department with regards to number of clients, effectiveness, logistics, budget allocation and survival of the department where 1 = Highly affected; 2 = affected; 3 = Neutral; 4= unaffected; 5 = Highly unaffected. Again, respondents were asked to indicate the type of work they do under the various departments, the number of colleagues who were affected and questions relating to how the pandemic has affected their specific responsibilities at the hotel/guest house. Their responses are shown in Tables 4.4 – 4.12.

Table 4.4: Hotel/Guest House respondents work with * Number of staff under Department

	Which Department do you work					Total
	Front Desk	Housekeeping	food Beverage's service	Kitchen food production	Security	
Wooden Tower	2	1	2	3	1	9
Executive Lodge	3	4	3	6	2	18
Octagon Hotel	3	5	3	7	1	19
Alabama Guest House	2	5	0	0	2	9
Collins Guest House	2	6	2	2	2	14
Total	12	21	10	18	8	69

Source: Fieldwork, August, 2021

Table 4.4 shows the number of staff under each department of under the various hotel/guesthouse selected. Wooden Tower, Alabama and Collins guest house had 2 staff each managing the front desk, whereas Executive lodge and Octagon hotel had 3 staff each managing the front desk. In all, there were 12 staff responding from the front desk. 21 staff were under Housekeeping, 10 staff under food and beverage services, 18 staff under kitchen and 8 staff under security.

Table 4.5 Effect of Pandemic on department/unit

		Which Department do you work				
		Front Desk	Housekeeping	Food & Beverages service	Kitchen/food production	Security
Number of visitors per day to Department	Highly Affected	12	0	10	18	0
	Affected	0	21	0	0	8

Number of Staff	Highly Affected	0	21	10	14	0
	Working Under	Affected	0	0	0	4
Department	Neutral	0	0	0	0	0
	Unaffected	12	0	0	0	8
Effectiveness of the Department	Highly Affected	12	0	7	16	0
	Affected	0	21	0	0	0
	Unaffected	0	0	3	2	8
	Highly Affected	12	21	10	18	8
Logistics/Resources Supplied to Department	Affected	0	0	0	0	0
	Neutral	0	0	0	0	0
	Unaffected	0	0	0	0	0
	Highly Affected	0	15	10	18	0
Budget allocation for the department	Unaffected	12	6	0	0	8
	Highly Affected	0	0	0	0	0
Survival of Department	Affected	0	21	10	18	0
	Neutral	0	0	0	0	0
	Unaffected	12	0	0	0	8

Source: Fieldwork, August, 2021

Table 4.5 shows the effect of Covid-19 on the various department and which department is mostly affected. With regards to the number of visitors per day to department all the respondents under front desk (12), food and beverages (10) and kitchen (18) indicated that they were highly affected by the pandemic whereas all the respondents under housekeeping (21) and security (8) indicated that they are affected by the pandemic. This indicates that all the departments were affected by the pandemic. With regards to the number of staff working under department, all the respondents under housekeeping (21) and food and beverage services (10) indicated that they were mostly affected by the pandemic, followed

by kitchen (14) whereas all respondents under front desk (12) and security (8) indicated they were unaffected. With regards to effectiveness of the department, the department that is highly affected is the front desk (12) followed by kitchen (16) and then food and beverage services (7), followed by Housekeeping (21) who indicated they are affected. The department that was unaffected was the security department (8). Assessing how logistics/Resources Supplied to department was affected, all departments were mostly affected. With budget allocation for the department, the affected departments were kitchen (18) and food and beverage services (10) followed by housekeeping (15). All respondents under the front desk and security indicated they are unaffected whereas 6 of the respondents under housekeep said they were unaffected. With regards to survival of department all respondents under housekeeping (21), food and beverage services (10) and kitchen (18) indicated the survival of the department has been affected by the pandemic whereas all respondents under the front desk and security said the survival of the department is unaffected by the pandemic.

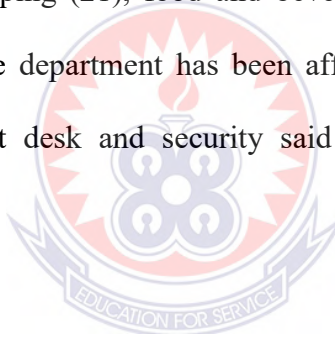


Table 4.6 Category of Staff Affected by the Pandemic

	Were you affected during the covid19 pandemic as a Staff			Total
	Affected	Neutral	Not Affected	
Concierge	10	0	0	10
Event planner	1	0	0	1
Chef	17	0	1	18
housekeeper	19	1	1	21
Porter	0	0	1	1
Waiter/Waitress	6	0	4	10
Security	0	0	8	8
Total	54	1	14	69

Source: Fieldwork, August, 2021

Table 4.6 shows the category of staff who were affected by the Covid-19 pandemic. 10 of the respondents indicated they were Concierge and all of them indicated their work has been affected by the pandemic. The only event planner among the respondents said he was affected by the pandemic. 17 out of the 18 respondents who indicated they are chefs said their work has been affected by the pandemic whereas 1 said he is not affected. 19 out of the 21 respondents who indicated they are housekeepers said their work has been affected whereas 1 said he was not affected. 1 of them however remained neutral. The only porter among the respondents also indicated his work is not affected by the pandemic. 6 out of the 10 waiter/waitress indicated that their work was affected by the pandemic whereas 4 of them said their work is not affected. All 8 security officers said their work has not been affected by Covid-19 outbreak.

When respondents were further asked how they were affected by the pandemic some of them were of the view that customers don't patronize the food because the number of customers who used to visit the facility has reduced drastically. Also, others were of the view that because restrictions have been placed on programs, there are no events held at the facility. Again, others indicated that the pandemic has affected them financially since they are not receiving the same salary as before.

Table 4.7: Number of colleagues affected due to the pandemic

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5	58	84.1	84.1	84.1
11-15	11	15.9	15.9	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

Table 4.7 shows the number of staff who were affected by the pandemic. 58 representing 84.1% of the respondents said less than 5 of their colleagues were affected whereas 15.9% of them said between 11-15 of their colleagues were affected by the pandemic. This indicates that at least five people were affected in the various hotel/guest houses in the Asutifi North District.

Table 4.8: Operation of Hotel/guesthouse in the absence of affected staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	3	4.3	4.3	4.3
No	25	36.2	36.2	40.6
Can't Tell	41	59.4	59.4	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

When respondents were asked whether the hotel/guesthouse operated effectively without the staff who were affected, 25 representing 36.2% of the respondents said the effective operation of the hotel/guesthouse was not affected by their absence whereas 3 representing 4.3% of the respondents said the absence of the staff affected the effective operation of the hotel/guesthouse. However, a significant number of them representing 59.4% of the respondents said they cannot tell whether the absence of those staff affected the effective operation of the facility or not. This is shown in Table 4.8 above.

Table 4.9: Work Schedule after Pandemic

	Frequency	Percent	Valid Percent	Cumulative Percent
Full time	3	4.3	4.3	4.3
Part time	17	24.6	24.6	29.0
Shift System	23	33.3	33.3	62.3
Depends	26	37.7	37.7	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

Table 4.9 shows response of the respondents when they were asked whether they have been working full time, part time or run shift after the pandemic. 37.7% of the respondents said it depends on the nature of the work an activity going on at the facility. 33.3% of the respondents said they started the shift system after the Covid-19 outbreak. 24.6% of the respondents said they now go for part time whereas 4.3% of them said they still go for full time even after the pandemic. This shows that only few of the staff still do full time after the pandemic.

Table 4.10: Effect of Covid-19 on salary of Hospitality workers

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	54	78.3	78.3	78.3
No	15	21.7	21.7	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

When respondents were asked whether the Covid-19 outbreak has affected their salaries or not, 54 representing 78.3% of the respondents said yes, their salaries have been affected by the pandemic whereas 15 representing 21.7% of them said their salaries have not been affected by the outbreak of the virus. However, from the percentages, it is clear that most of the workers' salaries were affected. This is shown in Table 4.10.

Table 4.11: How workers were paid after the Pandemic

If Yes How were u paid after the Pandemic				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 50% Monthly Salaries	34	62.7	62.7	62.7
50-60% monthly salary	9	16.7	16.7	79.4
70-80% Monthly salary	3	5.7	5.7	85.1
Based on no. of days	8	14.9	14.9	100.0
Total	54	100.0	100.0	

Source: Fieldwork, August, 2021

When respondents who answered yes were further asked how their salaries were affected, 34 out of the 54 of them representing 62.7% said they were given less than 50% of their monthly salaries, 9 representing 16.7% of them said they were given 50-60% of their salary and 3 representing 5.7% were given 70-80% of their salary. However, 8 representing 14.9% of the respondents said they were paid based on the number of days they were called to work. It is clear that majority of the workers' salaries were slashed by half after the Covid-19 outbreak. This is shown in Table 4.11.

Table 4.12: Psychological Effect of decision on staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	66	95.7	95.7	95.7
No	3	4.3	4.3	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

Table 4.12 shows the response of the respondents when they were asked whether they were psychologically affected by the decision of management to reduce their salaries or not. 66 representing 95.7% of the respondents said they were psychologically affected whereas 3

representing 4.3% of them said they were not psychologically affected by management“ decision. This shows clearly that the decision by management to reduce salaries due to the pandemic affected the staff psychologically.

4.7 Impact of measures taken by government to control covid-19 on the socioeconomic status of hospitality workers

In order to examine the effect of measures taken by government to control Covid-19 on the socioeconomic status of Hospitality Industry workers, respondents were asked to indicate agreement or disagreement to effect of some of the measures taken by government on their socioeconomic status by selecting from a 5-point Likert scale where 1 = Strongly Agree, 2 = Agree, 3= Neutral, 4 = Disagree, 5 = Strongly Disagree. Also, respondents were asked whether they had challenges complying with the directives from the government and how it affected their finances and safety at work.

Table 4.13: Effect of Measures taken to control Covid-19 on socioeconomic status of staff

Measures	1	2	3	4	5
Provision of water and soap for hand washing and hand sanitizer positively affected my socioeconomic status		9(13%)	17(24.6%)	31(44.5%)	12(17.3%)
Social Distancing positively affected my socioeconomic status		16(23.2%)	9(13%)	3(4.3%)	41(55.4%)
Closure of borders and airport positively affected my socioeconomic status		13(18.8%)	1(1.4%)	55(79.8%)	
Reduction in number of				10(14.5%)	59(85%)

people in a gathering, egs, burial, funerals, weddings, conferences, etc. positively affected my socioeconomic status

Lockdown positively affected my socioeconomic status 57(82%) 12(17.4%)

Use of thermometer gun for temperature checking positively affected socioeconomic status 44(63.8%) 10(14.5%) 15(21.7%)

Nose mask compliance positively affected my socioeconomic status 3(4.3%) 6(8.7%) 36(52.2%) 24(34.8%)

Closure of bars, bars, night clubs and beaches positively affected my socioeconomic status 1(1.4%) 20(29%) 48(69.6%)

Free water policy positively affected my socioeconomic status 45(65.2%) 24(34.8%)

Electricity tariff reduction and free for life line consumers positively affected my socioeconomic status 44(63.8%) 25(36.2%)

Closure of churches, schools and mosques positively affected my socioeconomic status 5(7.2%) 24(34.8%) 40(58%)

Source: Fieldwork, August, 2021

When respondents were asked whether provision of water and soap for hand washing and hand sanitizer positively affected their socioeconomic status or not 31 representing 44.5% said they disagree whereas 9 representing 13% of them said they agree. Also, 12

representing 17.3% of the respondents said they strongly disagree that provision of water and soap for hand washing and hand sanitizer positively affected their socioeconomic status. 17 representing 24.6% of them however remained neutral.

41 representing 55.4% of the respondents strongly disagreed that social distancing positively affected their socioeconomic status. 16 representing 23.2% of the respondents agreed that social distancing positively affected their socioeconomic status whereas 4.3% of them disagreed that social distancing positively affected their socioeconomic status. 13% of them remained neutral.

When respondents were asked whether closure of borders and airport positively affected their socioeconomic status, 79.8% of them disagreed whereas 18.8% of them agreed. 1.4% of them however remained neutral. 85% of the respondents strongly disagreed that reduction in number of people in a gathering, like burial, funerals, weddings, conferences, etc. positively affected their socioeconomic status and the remaining 14% of them disagreed. 82% of the respondents disagreed that lockdown positively affected their socioeconomic status and 17.4% of them strongly disagreed. 21.7% of the respondents strongly disagreed that use of thermometer gun for temperature checking positively affected their socioeconomic status, 14.5% of them disagreed and 63.8% of them remained neutral. 52.2% of the respondents disagreed that nose mask compliance positively affected their socioeconomic status whereas 4.3% of them agreed that nose mask compliance positively affected their socioeconomic status. 34.8% of them strongly disagreed that nose mask compliance positively affected my socioeconomic status whereas 8.7% of them remained neutral. 69.6% of the respondents strongly disagreed that closure of bars, bars, night clubs and beaches positively affected their socioeconomic status and 29% of them disagreed. 1.4% of them however remained neutral. 65.2% of the respondents strongly agreed that free water policy positively affected their socioeconomic status and 34.8% of

them agreed that free water policy positively affected their socioeconomic status. Also, 63.8% and 36.2% of the respondents strongly agreed and agreed respectively that electricity tariff reduction and free for life line consumers positively affected their socioeconomic status. 58% of the respondents strongly disagreed that closure of churches, schools and mosques positively affected their socioeconomic status. 34.8% of them agreed whereas 7.2% of them neither agreed nor disagreed.

When respondents were asked how the directive from government affect them, majority of them were of the opinion that buying of mask and sanitizer was expensive in the initial stages of the outbreak. Others were of the view that cost of living was high. Again, others were of the view that they were burdened combining taking care of their children and working since schools were closed down. Some were also of the view that they were affected financially, others said it affected their movement and activities, payments of their salaries were delayed, for those who were combining school with work, their education was distorted, others said wearing of the nose mask was uncomfortable. This is shown in table 4.13.

Table 4.14: Respondent’s ability to comply with directives

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	53	76.8	76.8	76.8
No	16	23.2	23.2	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

Table 4.14 shows the responses of the respondents when they were asked whether they had any difficulties or challenges complying with the government directives to control Covid-19 or not. 76.8% of them said they had challenges complying with the government’s

directives whereas 23.2% of them said they had no challenges complying with the directives.

Table 4.15: Safety of Workplace

	Frequency	Percent	Valid Percent	Cumulative Percent
Very safe	1	1.4	1.4	1.4
Safe	6	8.7	8.7	10.1
Not safe	62	89.9	89.9	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

Table 4.15 shows the responses from respondents when they were asked how safe the workplace was during the pandemic. 89.9% of the respondents said the workplace was not safe whereas 8.7% of them said the workplace was safe. 1 out of the 69 respondents said the workplace was very safe.

Table 4.16: Effect of Measures on Respondent' finances

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	67	97.1	97.1	97.1
No	2	2.9	2.9	100.0
Total	69	100.0	100.0	

Source: Fieldwork, August, 2021

Table 4.16 shows the responses of the respondents when they were asked whether any of the measures affected their finances or not. 97.1% of the respondents said some of the measures affected their finances whereas 2.9% of them said the measures did not affect their finances.

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This final chapter presents the summary of the key finding, the conclusions of the study and the recommendations that have been made. The summary gives a snapshot of the study and the findings of the study according to the objectives of the study. The recommendations presented in this chapter are pertinent for the managers of the hospitality industry and government regulatory to adopt as well as apply. Areas of future study has been discussed as well.

5.1 Summary of Key findings

This study sought to give a typical description of the effect Covid-19 has on the socioeconomic status of the hospitality industry workers. 69% of the respondents completed the questionnaires. Out of which 50.7% were males and 49.3% were females. Majority of the respondents were below 35 years. All respondents at least have had basic education and they have all worked for at least 1 year. With respect to the variables used to measure the objectives, the findings revealed that except two variables which were later excluded from the analysis all the variables were reliable in measuring the objectives. The overall mean for the variables used in measuring the impact of Covid-19 on the socioeconomic status of the workers was 2.48 indicating that on average, respondents agreed that covid-19 pandemic have effect on the socioeconomic status of workers of the hospitality industry. The overall mean for the variables measuring department mostly affected by the pandemic was 1.483 indicating some departments are highly affected than others. The overall mean for variables measuring impact of measures put in place by government to control the pandemic on the socioeconomic status of the workers was 3.93

indicating on average respondents disagreed that the measure has positive impact on their socioeconomic status.

Details of finding on the objectives are summarized below under the various headings as appears in the objectives.

5.1.1 Impact of covid-19 on the socioeconomic status of hospitality workers

In evaluating the impact of Covid-19 on the socioeconomic status of hospitality workers, findings of the study revealed that on average, respondent were of the view that Covid-19 has affected the socioeconomic status of the hospitality workers. However, there are some aspects of the lives that were more affected than. The findings revealed that respondents cost of living and safety at the work place was the most affect area, followed by their monthly income and allowances, Stable mindset, Depression during the pandemic, thinking ability, decision making and Perception of how things work around respondents in descending order. The aspects that were least affected was security of their position after the pandemic, Behavioural attitude towards work, family and friends, Relationship with others with the lowest being Relationship with family especially spouse.

5.1.2 Department and category of staff mostly affected by covid-19 outbreak

With regards to department under the hospitality industry mostly affected by covid-19 pandemic, findings of the study revealed that considering the effect on the number of visitors per day to department the departments affected most were front desk, food and beverages and kitchen. Followed housekeeping and security departments.

Considering the effect on the number of staff working under department, the departments were housekeeping and food and beverage services followed by kitchen. Front desk and

security indicated department indicated they were unaffected by the number of staff working under department.

In view of effect of the pandemic on the effectiveness of the department, the department that is highly affected is the front desk, followed by kitchen and then food and beverage services. followed by Housekeeping. The department that was unaffected was the security department. Assessing how logistics/Resources Supplied to department was affected by the pandemic, all departments were mostly affected.

With regards to effect of pandemic on budget allocation for the department, the affected departments were kitchen and food and beverage services followed by housekeeping. Front desk and security departments were not unaffected.

With regards to effect of the pandemic on the survival of department, the departments that were mostly affected were housekeeping, food and beverage services and kitchen. Again, the survival of departments of front desk and security were unaffected by the pandemic.

Considering the category of staff that were affected most by the pandemics, findings of the study revealed that the work of the Concierge and event planner were mostly affected. This was followed by the Chef, Housekeepers and waiter/waitress. The work of the Security and porter were not affected by the pandemic. When respondents were further asked how they were affected by the pandemic some of them were of the view that customers don't patronize the food because the number of customers who used to visit the facility has reduced drastically. Also, others were of the view that because restrictions have been placed on programs, there are no events held at the facility. Again, others indicated that the pandemic has affected them financially since they are not receiving the same salary as before.

Also, the study revealed that at least five people were affected in the various hotel/guest houses in the Asutifi North District. Again, the study revealed that the hotel/guesthouse

operated effectively without the staff who were affected, although a significant number of them representing 59.4% of the respondents said they cannot tell whether the absence of those staff affected the effective operation of the facility or not.

In addition, the study revealed that only few of the staff still do full time after the pandemic. They rest are either running shift or called to work as and when needed. The study further revealed that this arrangement has affected their salaries. Workers are either paid less than 50% of their monthly salaries, 50-60% of their salary or 70-80% of their salary. It is clear that majority of the workers' salaries were slashed by half after the Covid-19 outbreak. The findings also revealed that most of the respondents were psychologically affected by the decision of management to reduce their salary.

5.1.3 Impact of measures taken by government to control covid-19 on the socioeconomic status of hospitality workers

With regards to the impact the measures taken by government to control Covid-19 had on the socioeconomic status of hospitality workers, findings of the study revealed that the measures that mostly positively impacted on the socioeconomic status of the workers were Free water policy and Electricity tariff reduction and free for life line consumers. The rest of the measures has no or little impact on the socioeconomic status of the workers.

Also, the findings of the study revealed that most of them had challenges complying with the government's directives even though some of them had no challenges complying with the directives. Again, all except one of the respondents said the workplace was not safe for them during the pandemic. In addition, the respondents revealed that the measures put in place by the government affected their finances.

5.2 Conclusion

The hospitality industry has become of growing importance to the global economy, and the COVID-19 pandemic has laid bare the industry's vulnerability. Factors that were driving the hospitality industry before pandemic COVID-19 include increasing disposable income, new travel trends, increasing online business of travelling due to increased internet penetration and internet banking, web-presence of hotels & tourism directories and many more. However, with the Covid-19 pandemic which has affected the whole world both destinations and source markets are substantially affected and have suspended operations and commercial activities. Major market players in all areas of the touristic value chain, which include airlines, tour operators, hotels, cruise lines, and retailers, have either minimized or even completely stopped their production for an undefined period of time, resulting in the sudden and total cut-off of their revenue streams. This has adversely affected workers in this industry and to a larger extent their socio-economic status. Measures put in place by government to control the spread of the pandemic has helped to saving lives. However, it impacted little on the socioeconomic status of the hospitality industry workers.

5.3 Recommendation

Based on the findings of the study, it is recommended that

- Management should think of innovative ways of staying in business even during the pandemic. For instance, considering food delivery services.
- Management should also ensure the environment of the facility is safe for their clients. Once customers realize the environment is safe, they will still patronize the facility.

- The government's role is to provide the needed enabling economic environment. This is so that the cost of doing business in the country will be significantly reduced. They can also help the industry with some PPEs to reduce the cost of buying these items.
- Bank can consider giving loans to the hotels to help them after the pandemic.

5.4 Areas of future studies

There is the need to have future studies which should look at the effect of covid-19 on individual socioeconomic factors a comparative study on the various aspect of the hospitality industry.



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APPENDIX 1

QUESTIONNAIRES

ADMINISTERED TO STAFF

I am undertaking study on the topic “ASSESSING THE EFFECTS OF COVID-19 ON SOCIOECONOMIC STATUS OF HOSPITALITY WORKERS” in partial fulfillment of the requirements for the award of Master in Technology in Catering and Hospitality Degree in Accounting from the **UNIVERSITY OF EDUCATION WINNEBA, KUMASI**. For this purpose, I would be very grateful if you could spare a little of your time to complete this questionnaire.

All information provided shall be treated strictly confidential.

Thank you.

SECTION A: DEMOGRAPHICAL DATA

This section of the questionnaire refers to background or biographical information. Although we are aware of the sensitivity of the questions in this section, the information will allow us to compare groups of respondents. Once again, I assure you that your response will remain anonymous.

1. Which hotel/ guest house do you work with?

A. Wooden Tower [] B. Executive lodge [] D. Octagon Hotel []

E. Alabama guests house [] F. Collins guests house []

2. Gender: A. Male [] B. Female []

3. Age: A. 18 – 25 [] B. 26 – 34 [] C. 36 – 45 []

D. 46 – 55 [] E. 56 – Above []

4. Educational background

- A. Basic B. Secondary C. Degree
D. Post-Degree E. Other Specify

5. Number of years in position: A. less than 1 year B. 1-2 years more than 2 years



SECTION B: IMPACT OF COVID-19 ON THE SOCIOECONOMIC STATUS OF HOSPITALITY WORKERS

This section examines the impact of Covid-19 on your Socio-economic status. Please select one of the following where 1-Highly affected, 2- Affected, 3- Neutral, 4- Unaffected, 5- highly Unaffected

1. How has Covid-19 pandemic affected the following aspect of your life?

	1	2	3	4	5
Cost of living					
Monthly income and allowances					
Safety at the work place					
Thinking ability					
Decision making					
Perception of how things work around you					
Depression during the pandemic					
Stable mindset					
Behavioral attitude towards work, family and friends					
Relationship with others					
Relationship with family especially spouse (if applicable)					
Your Body Mass Index (weight loss/gain)					
Immunity to sickness					
Security of your position after the pandemic					

2. Generally, what impact has Covid-19 had on your socioeconomic status?

.....

.....

.....

.....

SECTION C: DEPARTMENT AND CATEGORY OF STAFF UNDER THE HOSPITALITY INDUSTRY MOSTLY AFFECTED BY COVID-19 OUTBREAK

1. Which department do you work under?
 - a. Front office/desk (reception)
 - b. Housekeeping
 - c. Food and Beverage Services
 - d. Kitchen or Food production
 - e. Engineering and Maintenance
 - f. Accounts
 - g. Human Resource
 - h. Security
2. How many workers were under the department before the pandemic?
 - a. Less than 5
 - b. 5-10
 - c. 11- 15
 - d. 16-20
 - e. More than 20

This section examines the effect of COVID-19 on the department under which you work.

Please select one of the following where 1 – Highly Affected, 2 – Affected, 3 – Neutral, 4 – Unaffected, 5 – Highly Unaffected

3. How has the pandemic affected the department under the following?

	1	2	3	4	5
Number of visitors per day to the department					
Number of staff working under department					
Effectiveness of the department					
Logistics / Resources supplied to the department					
Budget allocation for the Department					
Survival of the Department after pandemic					

1. What capacity do you serve in the hotel?
 - A. Concierge
 - B. Event Planner
 - C. Chef
 - D. Housekeeper
 - E. Porter
 - F. Waiter/Waitress
 - G. Other

specify.....

2. Were you affected during the COVID-19 pandemic in relation to the services you render as a staff? A. Affected [] C. Neutral D. Not affected []
3. How were you affected?
.....
.....
.....
4. How many of your colleague have been affected due to the pandemic?
A. Less than 5[] B. 6 – 10 [] C. 11-15 [] D. 16 and above []
5. Did the hotel operate effectively without their services?
A. Yes [] B. No [] C. Can't tell []
6. Have you been working full time, part time or running shift since the pandemic?
A. Full Time [] B. Part time [] C. Shift system [] D. Depends []
7. Has the pandemic affected your salary?
A. Yes [] B. No []
8. If yes, how were you paid after the pandemic?
A. Less than 50% monthly salary [] B. 50-60% monthly salary []
C. 70-80% monthly salary [] D. Other [] Specify.....
9. Were you satisfied with management's decision above?
A. Yes [] B. No [] C. Somewhat []
10. Were you psychologically affected?
A. Yes [] B. No [] C. Somewhat []

SECTION D: IMPACT OF MEASURES TAKEN BY GOVERNMENT TO CONTROL COVID-19 ON THE SOCIOECONOMIC STATUS OF HOSPITALITY WORKERS

1. Which of the measures taken by the government affected your socioeconomic status in the hotel. Please select one of the following where 1 = Strongly Agree, 2 = Agree, 3= Neutral, 4 = Disagree, 5 = Strongly Disagree

Measures	1	2	3	4	5
Provision of water and soap for hand washing and hand sanitizer positively affected my socioeconomic status					
Social Distancing positively affected my socioeconomic status					
Closure of borders and airport positively affected my socioeconomic status					
Reduction in number of people in a gathering, egs, burial, funerals, weddings, conferences, etc. positively affected my socioeconomic status					
Lockdown positively affected my socioeconomic status					
Use of thermometer gun for temperature checking positively affected socioeconomic status					
Nose mask compliance positively affected my socioeconomic status					
Closure of bars, bars, night clubs and beaches positively affected my socioeconomic status					
Free water policy positively affected my socioeconomic status					
Electricity tariff reduction and free for life line consumers positively affected my socioeconomic status					
Closure of churches, schools and mosques positively affected my socioeconomic status					

2. How did it affect you?

.....
.....

3. Did you have any difficulty/challenges complying with the measures?

Yes [] No [] somewhat []

4. How safe were you at work during the pandemic?

Very safe [] Safe [] Not Safe []

5. Did any of the measures affect your finances?

Yes [] No []

Thank you for your co-operation in completing this questionnaire.



INTERVIEW GUIDE FOR MANAGERS

SECTION A: DEMOGRAPHICAL DATA

1. Sex:
2. What is your age?
3. What is your marital status?
4. What is your educational background?
5. Which Hotel/guest house do you manage?
6. What is your position here?
7. How long have you been serving in this position?

SECTION B: IMPACT OF COVID-19 ON THE SOCIOECONOMIC STATUS OF HOSPITALITY WORKERS

1. How many employees were you having before the Covid-19 pandemic?
2. How many employees are you having now after Covid-19 pandemic?
3. Did you lay off any of your workers due to the pandemic?
4. If yes, how many of your workers did you lay off and how did it affect you?
5. Did you cut down salaries of your workers due to the pandemic?
6. How did those affected react to the changes in their salaries if you did?
7. Have you called back your staff or intend to call them back?
8. How has the pandemic affected you and your workers?
9. How has the pandemic affected you in dealing with your workers?
10. How has the pandemic generally affected your staff in your opinion?

SECTION C: DEPARTMENT AND CATEGORY OF STAFF UNDER THE HOSPITALITY INDUSTRY MOSTLY AFFECTED BY COVID-19 OUTBREAK

1. How many departments do you have in the hotel?
2. How many of them were heavily affected during and after the peak of pandemic?
3. Did you cut down the size of staff in any of the department and why?
4. How was supply of resources and logistics to the department during and after the peak of the pandemic?
5. Did you reduce the budget allocation to the affected and non-affected departments?
6. Did any of the affected departments survive after the peak of the pandemic and are they operating as it used to operate?
7. Was the hotel able to operate effectively without the affected departments?
8. Which of the categories of staff were highly affected by the pandemic?
9. How many staff were affected under those categories mentioned?
10. Were the affected staff in each category paid and what type of payment did they receive?
11. Did you merge some of the categories?

SECTION D: IMPACT OF MEASURES TAKEN BY GOVERNMENT TO CONTROL COVID-19 ON THE SOCIOECONOMIC STATUS OF HOSPITALITY WORKERS

1. What measures has the government taken in relation to hotel industries?
2. Were you able to comply with those measures?
3. Did you set up any department/unit/category of staff to ensure compliance to those measures?
4. How has those measures impacted on the socioeconomic status of your workers?

5. Did you face any challenge in complying with any of the measures?
6. Did any of the measures affect the operation of the hotel?
7. How did the measures in question 5 above affect your operation?
8. In your opinion, do you think those measures were fair to you and why?
9. What will you suggest should be done to help the hospitality industry during these difficult times?
10. What measures have you put in place to assist your workers due to the pandemic?

Thank you for your co-operation.



APPENDIX 2

Table 4.1 Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
IoSs1	1	5	1.22	.415
IoSs2	1	5	1.32	.500
IoSs3	1	5	1.36	.484
IoSs4	1	5	1.51	.559
IoSs5	1	5	1.51	.532
IoSs6	1	5	1.59	.693
IoSs7	1	5	1.48	.559
IoSs8	1	5	1.67	.610
IoSs9	1	5	3.20	1.065
IoSs10	1	5	3.57	1.007
IoSs11	1	5	4.60	.775
IoSs12	1	5	4.49	.633
IoSs13	1	5	4.26	.869
IoSs14	1	5	2.94	.856
DmA1	1	5	1.07	.261
DmA2	1	5	1.26	.560
DmA3	1	5	1.19	.493
DmA4	1	5	1.49	.740
DmA5	1	5	1.25	.434
DmA6	1	5	2.64	.727
IoM1	1	5	2.51	1.024
IoM2	1	5	4.59	1.828
IoM3	1	5	4.22	1.449
IoM4	1	5	3.17	.884
IoM5	1	5	4.17	.382
IoM6	1	5	2.93	.602
IoM7	1	5	4.83	1.766
IoM8	1	5	4.32	1.500
IoM9	1	5	4.35	1.480
IoM10	1	5	4.36	1.484
IoM11	1	5	3.78	0.983

Source: Fieldwork, 2021

Table 4.2: Loadings, AVE, CR and CA

Construct	Item	Loadings	AVE	CR	CA
Impact of Covid and Socioeconomic status	IoSs1	0.721	0.610	0.887	0.814
	IoSs2	0.760			
	IoSs3	0.809			
	IoSs4	0.792			
	IoSs5	0.805			
	IoSs6	0.762			
	IoSs7	0.710			
	IoSs8	0.801			
	IoSs9	0.785			
	IoSs10	0.799			
	IoSs11	0.503			
	IoSs12	0.641			
	IoSs13	0.743			
	IoSs14	0.798			
Department Affected Most	DmA1	0.726	0.597	0.808	0.792
	DmA2	0.800			
	DmA3	0.795			
	DmA4	0.801			
	DmA5	0.793			
	DmA6	0.802			
Impact of Measures	IoM1	0.721	0.562	0.713	0.693
	IoM2	0.705			
	IoM3	0.715			
	IoM4	0.762			
	IoM5	0.731			
	IoM6	0.771			
	IoM7	0.781			
	IoM8	0.801			
	IoM9	0.766			
	IoM10	0.773			
	IoM11	0.772			