

**Effects of Covid-19 pandemic on Tourism and
Hospitality
Industry Operations in Narok County**

Indust

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Abstract

The outbreak of Covid-19 has had adverse effect on economic activities and drastically affect the contribution of the hospitality industry to the GDP. Tourism and hospitality sectors is one of the critical economic pillars of Narok county. Nonetheless, just like many sectors of the economy, the industry in Narok County has been hard hit by the pandemic. Therefore, this study was conducted to examine the exact level and nature of the effects of Covid-19 pandemic on the sector in Narok county. The study applied a quasi - experimental design with data collected and analyses using a two- way t-test statistic to compare the in-operation metrics before and during Covid 19 period. The findings indicated that the average number of clients visiting tourism destination sites had reduced drastically within one year. It was also evident that the stakeholders net margins had reduced drastically. It was evident that the sector had a devastating hit from the pandemic. The researchers recommend that Covid-19 mitigation strategies- tax, license, fees, and levies should be waived for periods the entities were out of business. Finally, there is need to provide special sub-sector financial support by both the Narok county and national government with a view to spur revitalizing of the sector.

Key words

Covid-19, Tourism, Hospitality, Industry