

THE COVID-19 PANDEMIC AND PATRONAGE OF TOURIST RESORTS IN THE JOS PLATEAU, NIGERIA

Gonap, E. G.

Department of Hospitality & Tourism Management
Federal University Wukari,
Taraba State, Nigeria.

Corresponding Author: gonap@fuwukari.edu.ng

DOI: <https://doi.org/10.33281/JTHS20129.2020.2.6>

Gontul, T. K

Department of Geography and Planning,
University of Jos, Plateau State, Nigeria

Abstract

The outbreak of the deadly corona-virus (COVID-19) has sent/radiated fear and panic everywhere across the globe. This study is aimed to investigate how strategies mobilized to curtail the spread of the deadly COVID-19 pandemic has affected the patronage of resorts on the Jos Plateau region. Methods such as armchair review of documentary literature, oral interviews were conducted including the review of the effect of pandemic and general insecurity on the patronage of resorts as experienced somewhere else at the various tourist destinations across the globe. Findings show travel restriction, total/partial lockdown and border closures imposed were to reduce the mingling/interaction of people who slowed down and stopped the spread of the contagious coronavirus. The measures included the impositions of mostly non-interaction restrictions (mainly travel border closures and total/partial lockdown restrictions). The restrictions underscore the importance of travel to the tourist resorts and tourism industry at large. The restrictions imposed by governments across the world have simply resulted in enforcing many physical interaction restriction orders. And these restrictions of movements of people have severely afflicted or completely cut off the tourism resorts and tourists must always travel to their destinations/resorts. Still these COVID-19 pandemic calls for on-interaction and the travel restriction which are strongly undermining the tourism industry very severely. The biggest challenge now is to rise sustainably to terrorize sustainably equally. Terrorize the dreaded COVID-19 pandemic squarely in the next line of action to defeat the ravaging COVID-19 pandemic to succeed or the COVID-19 pandemic will sustainably wipe out all humanity and livelihoods including the fragile tourism industry very fast.

Keywords: Tourism Resorts, Patronage, Corona Virus (COVID-19), Spread, Non-Interaction Strategies, Tourist Industry

Introduction

The tourism industry barely survives the numerous daunting challenges ranging from the general insecurity acts such as insurgency/terrorism to conflicts/crises to pandemics/epidemics etc. in our societies, but we must always rise to face the challenges after they have

occurred and caused damages/destructions to lives and properties. The tourism industry of Jos Plateau region is right now facing the daunting challenge of insecurity and the dreaded COVID-19 pandemic that has ravaged the entire world's economy and especially the tourism industry. Conversely, the much-challenged tourism industry is the only industry that can fight effectively the looming societal ills that are hanging and waiting to hit hard the system. Then came the abrupt and sudden outbreak of the dreaded COVID-19 pandemic that is ravaging and terrorizing the whole world and especially the fragile tourism industry. In the words of Gontul (2006) "Pandemic crisis can cause starvation, deepen poverty, ruin environments, forced migration of people, wreck the rule of law, and multiply the gap between the rich and the poor and above all can cause deaths and prolonged misery for the most vulnerable people in society."

The tourism industry is presently faced the greatest challenge of the global pandemic, the COVID 19 (coronavirus) which seems to defy all solutions. It is the fastest and most comprehensive spreading pandemic virus ever known to man, consuming the world like wildfire unprecedentedly. The purpose of this study was to investigate the patronage of resorts on the Jos Plateau region amidst the COVID-19 pandemic. The study specifically assessed the patronage of some purposely sampled resorts on the Jos plateau region, the tourist paradise in Plateau State, Nigeria during the COVID-19 (corona-virus) pandemic. Travel restrictions, total/partial lockdown and border closer were the strategies employed by various governments all over the world to deal with the pandemic. Non-interaction strategies have been imposed by the various governments the world over to check the unprecedented spread of the virus and this actions of travel restriction total/partial lock-down, and border closure have adversely affected the tourism industry because tourists must travel to their chosen destination/resort. Travel is therefore unequivocally the life wire of the tourism industry and without which tourism completely becomes very lifeless and stagnant.

Tourism is a very important and critical source of revenue generation for many nations. Right now, therefore, more than ever before is the moment for pursuing tourism as a dynamic and sustainable development option in nations and destinations such as the Jos Plateau region. Although the region has been badly hit by the series of spontaneous and incessant crises, the region was again worst hit by COVID-19 pandemic.

The sudden outbreak of the dreaded COVID-19 pandemic has indeed come to dominate the discussion of current international affairs and concern. At the same time, its impact on tourism demand has become increasingly apparent. The demand is dramatically sharply falling. Travel restrictions, total/partial lock-down and border closer strategies employed by various governments all over the world is as a result of the wild spread

of the COVID-19 pandemic which have been imposed by the various governments the world over to check its supersonic speed of spread and this actions of travel restriction total/partial lock-down the border closure has adversely affected the tourism industry because tourists must travel to their chosen destination/resort. Travel is therefore unequivocally the life wire of the tourism industry and without which tourism ultimately becomes very lifeless.

Thus, while places such as Bali, Spain and the UK have suffered short-term decreases in inbound tourism as a result of terrorism, the tourism industry in destinations such as Egypt and Israel have been seriously harmed by sustained periods of pandemic accentuated by health pandemics such as Swine Flu and the initial damage from an outbreak of Severe Acute Respiratory Syndrome (SARS), a virus that spread from China to dozens of countries in early 2003, have impacted on tourism demand in destinations from Northern Ireland to Florida, USA (Milman and Pizam, 2008). There is a popular saying that “tourists vote with their feet in cases where there is a perceived threat to their safety” (Gilham 2001)

Quite ok each destination is imbued with its strengths, weaknesses, opportunities and threats (SWOT), which the potential tourist evaluates in deciding to visit or not. With recent globalization in place and the advancements breakthrough made in information and communication technologies, the information on the strengths, weaknesses, opportunities and threats of most destinations are available at doorsteps to most tourists for an informed decision making. Tourism marketers and destination image managers are therefore required to be abreast with what the tourists know and perceive of the image of the destination they are projecting as to strategize to proffer a better, enhanced and more positive image. The outbreak of COVID-19 has radiated fear and panic everywhere across the globe with the attendant consequences felt in every sector with various ripple effects. The susceptible and fragile tourism industry is responding to the spread of COVID-19 pandemic. This paper assessed the impact of COVID-19 pandemic on the patronage of resorts on the Jos Plateau region, Travel restrictions, total/partial lock-down and border closer strategies employed by various governments all over the world is as a result of the wild spread of the COVID-19 pandemic which has been imposed by the various governments the world over to check its unprecedented speed of spread and this actions of travel restriction total/partial lock-down, and border closure has adversely affected the tourism industry because tourists must travel to their chosen destination/resort. Travel is therefore unequivocally the life wire of the tourism industry and without which tourism completely becomes very lifeless.

The Study Area: Jos Plateau

The Jos-Plateau zone has a total area landmass of about 9,400 sq. km with an average rise of about 1250 meters above mean sea level. The highest peak on the Jos Plateau attains an elevation of 1829 meters above sea level around the Shere Hills. The Jos-Plateau zone comprises of nine local government areas to include Jos-North, Jos-South, Jos-East, Riyom, Barkin Ladi, Pankshin, Mangu, Bokkos and Bassa. Plateau State Government (2019).

The Jos-Plateau is noted for its unique drainage networks, which are made up of streams that constitute the sources of major rivers draining the northern part of Nigeria. For this reason, the Jos-Plateau has been regarded as the hydrological Centre of Northern Nigeria. This is owing to the fact that the watersheds of some river systems come together at a point near Rayfield in Jos town: with Delimi river draining to Lake Chad; the Gongola, Wase, Shemankar, Ankwe and Mada rivers draining into River Benue while Kaduna River empties into the River Niger (Gontul, 2006). Some of the rivers and streams have formed spectacular waterfalls, which are part of the breath-taking tourist attractions on the Jos plateau. For instance, the Sha Falls, Assop Falls, Kwooll Falls, and Kura Falls are all among the breathtaking and fascinating tourist sites on the Jos plateau escarpments which can give her a good image if properly harnessed and developed.

The climate of Jos plateau is dominantly influenced by its relief and position along the passage of the inter-tropical convergence zone (ITCZ). The high altitude of the Jos-Plateau area has so much moderated its temperature, which has been described as “temperate-like.” The approximate maximum temperature is about 26oC while the mean minimum temperature is about 18oC and the average temperature is 22oC. Plateau State Government (2019).

The weather on the Jos-Plateau is therefore generally cold especially between December and February because of the harmattan (North East trade winds) winds and in July and August at the peak of the raining/wet season. Generally, Jos-Plateau has been claimed to be the coldest area in Nigeria and Jos town is the coldest State capital in Nigeria. This cold condition is a special tourism asset/attraction on Jos plateau, especially to domestic tourists and international tourists especially those from the temperate regions who found the region a ‘second home’ (Gontul, 2006).

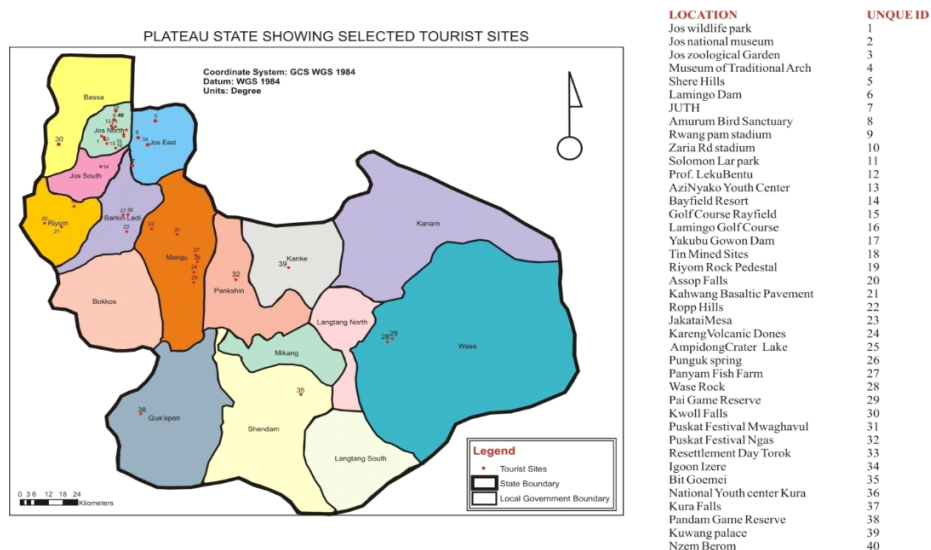


Figure 1: Map of the Study Area Showing the Location of the Selected Tourist sites. **Source:** Plateau State Tourism Corporation (2018)

The selected tourist sites are: The Jos Wildlife Park, Solomon Lar Amusement Park, Jos National Museum, Museum of Traditional Nigerian Architecture (MOTNA) and Jos Zoological Garden

Literature Review:

The Challenge of Pandemics and the Tourism Industry

The outbreak of pandemic of any type can trigger panic and fear around the world considering that there is no hope of containing it and that there are the reports that even the caregivers from all various countries are suffering or perishing. According to the Africa research Bulletin (2014) by October 2014, there was a total of about 10,141 of confirmed, probable, and or suspected cases of Ebola virus Disease, EVD in six countries, namely; Guinea, Liberia, Sierra Leone, Mali, Spain and the United States of America. The world reacted in various ways; for instance, China expressed its worries about the outbreak and pledged to start joint research with France to combat the epidemic (The International Monetary Fund, 2014). European Union ministers met to strategize on ways of combatting EVD including releasing funds towards the course of fighting the disease. The United Nations (UN) equally made a call to the world to unite and fight the disease (Africa Research Bulletin, 2014).

Travel restrictions and border closer strategies employed by various governments are as a result of the wild spread of the COVID 19 pandemic which has been imposed by the various governments the world over to check its spread and this singular action has severely affected the tourism

industry because tourists must travel to their chosen destination/resort. And travel is the life wire of the tourism industry without which the tourism industry is crippled.

Ibrahim Rasool (2014) was also quoted saying that cancellation of vacations has far-reaching implications for jobs in the country. He stated that every tourist who visits South Africa generates income for eight jobs in industries such as hospitality, agriculture and transportation (Dibsilio, 2014). The sentiment of EVD's impact on the tourism sector in Africa is shared by Asante (2014: 1) in his observation that the "tourism sector is reeling from the epidemic with hotels and tour operating companies across the whole of Africa reporting cancellation of bookings". Moreover, Asante states that the Ghana Hotels Association reported that the presence of EVD in West Africa is collapsing the tourism business in the country.

According to Langfield (2014:10), the United Nations World Tourism Organization (UNWTO) acknowledged that the Ebola outbreak could affect tourism particularly due to misperception about the transmission of the virus. Langfield (2014:10) also indicates that despite the WHO's call against any ban on international travel, "several international airlines – including Emirates, Korean Air, Kenyan Airways and British Airways – cancelled flights to affected West African countries and some neighbouring countries closed their borders". Vogt (2014) agrees with the notion of EVD impacting on tourism in Africa. She maintains that Kenya has equally suffered from the outbreak of the disease. The virus has rattled the world in such a way that the tourists have gone to an extent whereby several bookings were cancelled especially in Tanzania, Kenya and South Africa (Vogt, August 2014 see also Cronje, October 2014: 1).

The manager of the One and Only Cape Town, Clive Bennet, is said to have lamented that they have received several cancellations which are directly related to fears of Ebola. His main concern was the unknown number of potential travellers who were considering Southern Africa but got dissuaded by Ebola and opted for alternative destinations (Cronje, 2014). Paris (2014) contends that tourism is a major source of revenue for many African countries, especially Kenya and South Africa. Thus, if one juxtaposes the recent cancellation, due to Ebola, to the estimated spending by tourists of about 14.3 billion rand in 2013 (as stated by Cronje), it becomes evident that Ebola fears could cost the industry a lot. Tanzania is said to have recorded about 1.5 billion euros from tourism in 2013.

Travel and tourism are heavily depending on an intact environment, whether this is the natural, cultural, social, or human or animal health environment. Though the travel and tourism sector is a resilient sector, it can be easily affected by any negative events. This last decade had major events which affected tourism: 9/11 (2001), SARS (2003), Tsunami (2004), bombings in Bali (2002, 2005), Madrid and London (2003, 2005), hurricane

Katrina (2005) just to name a few. Only in 2010, we have witnessed events such as the earthquake and tsunami in Chile, an earthquake in Haiti, Volcano eruptions in Iceland and in Indonesia and an oil spill along the coast of Mexico. The economic and societal consequences can be enormous. Just to recall SARS in 2003 affected 26 countries, had 8098 cases, 774 deaths and caused economic losses of US\$ 60 This paper made an assessment of the preparedness actions/responses to combat and contain COVID-19 pandemic on the Jos Plateau region, The paper chronicles all the preparedness measures of governments aimed at discouraging or slowing down or halting the spread of the dreaded corona-virus (COVID-19). The COVID-19 pandemic must surely affect the travel and tourism industry significantly.

The Pandemic (H1N1) 2009 brought many lessons to most nations. It not only originated in an area different from the expected Asian region, where H5N1 was prevailing, but the mortality rate was also much lower than most pandemic. Plans and preparations had been developed for it. However, already at this stage, it can be concluded that the Pandemic (H1N1) 2009 was despite its overall mild severity, extremely harmful to the travel and tourism sector. Although it is difficult to assess the global cost of the pandemic, also because of the financial and economic crisis which affected many countries, a large portion of the economic burden of this pandemic was shouldered by the travel and tourism sector.

The outbreak of Ebola epidemic shook the health sector and threatened the tourism industry and economic growth of the continent. The slow pace of containment would have had negative consequences for many countries, including South Africa. Such an effect would have delayed the implementation of the NDP. In this regard, it remains critical that planning should be accompanied by a relevant risk register that makes proposals on the mitigation measures of risks that could potentially hamper implementation. The Ebola epidemic presents a threat to the tourism sector. If a department that is in charge of this sector fails to recognize the Ebola epidemic as a risk, it could find it difficult to respond to a potential outbreak.

The past two decades have seen the emergence of pathogenic infectious diseases, such as acquired immunodeficiency syndrome, AIDS multidrug-resistant tuberculosis, TB and tick-borne diseases, which represent a substantial global threat to human health (1). Emergence is associated with a range of underlying causal factors (1, 2). These include interactions with zoonotic pathogens within a host-parasite continuum between wildlife, domestic animal, and human populations

Understanding the dimension, nature and impacts of pandemic crises can help in the development of effective strategies by organizations to stop or reduce the severity of their effects on livelihoods, business and society (Ritchie, 2004; Santana, 2004). Santana (2004) notes that a crisis

follows a pattern of at least three phases: the pre-crisis period, the crisis itself and the post-crisis period. However, this author also points out that a crisis can occur without warning, which suggests that crises are unpredictable and require a holistic approach in compressive tackling of all situations to overcome any unpredicted circumstances/eventualities.

- Pennington-Gray and Pizam (2011) outlined four primary functions of crisis management: Preparedness to lessen the disaster damage, enhance disaster response operations and prepare organizations and individuals to respond.
- Response: to provide emergency assistance, reduce the probability of additional injuries or damage and speedy recovery operations.
- Mitigation: this function should occur before the disaster takes place and is intended to eliminate or reduce the probability of occurrence. But this function can also take place after a disaster and seek to implement the lessons learned from the disaster.
- Recovery: this final function seeks to return systems to normal levels.

Moreover, protecting the destination image is an important goal in tourism crisis management (Faulkner, 2001; Cavlek, 2002). An important step after crisis management is crisis communication which provides information to key publics and helps tourism destinations to limit the impacts of a pandemic crisis and recovery from incidence and safeguarding the destination image and reputation (Ritchie, Dorrell, Miller, & Miller, 2004). Organizations have to implement an effective communication strategy by providing a consistent message to all stakeholders to build credibility among the publics (Combs, 1999; cited in Ritchie et al., 2004)

Sources have it that the outbreak of COVID-19 has reversed the usual medical tourism mainly by government officials and the wealthy due to travel restrictions, borders closures and total/partial lockdown of some destinations in many nations across the globe. People now hardly go on medical tourism but rather look inward for medical attention. The world has come to a standstill position for COVID-19 pandemic. Every tourism destination indeed has its challenges. The challenges vary in nature, content, context, magnitude and consequence.

Empirical findings show that very often the responses of the tourism industry to crisis of any nature is predictable; usually resulting in a sudden reduction in the numbers of tourists and deepening economic fortunes of the host region or tourist destination. For example, Mwathe (2011) reported that the political crisis in Egypt, which engulfed the nation in 2011, occurred at the peak of in-bound tourist flow. Already the impact is seriously felt in a massive reduction in tourist visits to historical sites in Luxor, Aswan and Cairo coupled with the cancellation of hotel reservations and bookings.

The impact of terrorism and pandemic crisis, however, can be more severe on developing economies and emerging tourist destinations. This is because competition for global tourism business is keen and developing a world-class tourist destination requires huge investment in infrastructural facilities and security outfits. This huge financial commitment, nevertheless, a sudden eruption of crisis or terrorist act is capable of driving away tourists and slowing down economic growth. Essner (2003) reported that Kenyan economy lost a whopping 12% of annual gross domestic product (GDP) which is tourism-driven due to the bombing of the U.S. embassy in Nairobi in 1998, and a beach hotel in Mombasa in 2002.

The perceived risk and perception of safety greatly influences travel intentions. When risk makes a destination perceived as less desirable, the potential tourist/traveller/investor can:

- i. Change their destination choice, or
- ii. Acquire additional information for further processing and rational response.

Gontul (2006) believes that pandemic causes starvation, deepens poverty, ruins environments, forces migration of People, wrecks the rule of law, and multiplies the gap between the rich and the poor. It causes prolonged misery for the most vulnerable people.

And the main aim of the study is to investigate the effect of COVID-19 pandemic on the patronage of tourism resorts on the Jos plateau region to develop a policy framework and robust/resilient strategies for coping/managing and promoting tourism in times of a pandemic at a destination. The current insurgency/terrorist and COVID19 pandemic occurring in the North-Eastern and other parts of Nigeria have also threatened sustainable tourism development in the region and the country at large.

Research Methods

To investigate the (direct and indirect) effects a pandemic on the patronage of resorts before, during and after a pandemic. The Data for this research were obtained from two major sources primary and secondary sources. The primary sources include questionnaire administration, oral interview and direct field observation. While the secondary data for this study was obtained from already existing documented sources on the tourism industry on the Jos Plateau such as Pamphlets, news report (newspaper, magazine and other documentaries on incidences on the Jos Plateau), list of tourist attractions from Plateau State Ministry of Culture, Tourism and Hospitality, visitors/tourist record registers at the selected resort

The methods and procedure employed in collecting data include the following:

- i. Selection of the study sample. The purposive sampling technique was used in the selection of the study samples.
- ii. Questionnaire administration on the purposely sampled tourism experts.
- iii. Oral interviews conducted were conducted on the management of sampled resorts namely, Jos Wild Life Parks, Jos National Museum, Jos Zoological Garden, Museum Of Nigeria Traditional Architecture, MOTNA, And Solomon Lar Amusement Park.
- iv. Extraction of patronage statistics/records from sampled resorts.

The Instrument used for data collection for this research was interviews, documentary reports, and armchair review of crisis events, pandemic episodes and field observation. Research Design: In this study, the researcher used the purposive sampling technique to identify the selected tourist attractions on the Jos Plateau Region which are unique such as Jos Wild Life Parks, Jos National Museum, Jos Zoological Garden, Museum Of Nigeria Traditional Architecture, MOTNA, and Solomon Lar Amusement Park

Presentation of Findings

This survey was to investigate the patronage of five sampled resorts. At the Jos Wildlife Park, the General Manager lamented that they witnessed a zero (none) patronage during the COVID-19 pandemic. At a usual peak period (the Easter period) due to COVID-19 lock-down order, they, therefore, made no single patronage and no revenue, all due to non – interaction imposition especially the travel restriction/ban, total/partial lock-down and border closure. The world had come to a standstill position for COVID-19 pandemic at those periods. By extension and by implication a very terrible time for the resorts, hotels, restaurants and ‘all’ had come. They all recorded zero (non) patronage and non-income mainly due to travel restrictions border closures, total lock-down among other restrictions that had finally arrived the scene. Non-interaction orders imposed by governments (see table 1 below) have affected the patronage of tourist resort on the Jos Plateau and elsewhere. The tourism industry is in trouble and heading toward total crash with the COVID-19 rearing its very ugly head in town. It was reported that COVID-19 had hit the travel and tourism industry hardest internationally (FRCN news, May 7th 2020). No patronage! And no revenue for all resorts! The foregoing situation was lamented and emphasized at all the sampled resorts visited for the study. The non-interaction strategies widely employed by various authorities have

not in a small way undermined the tourism industry. The pandemic is never friendly to tourism as the response at all the sampled resorts showed. The total lock-down was the worst period ever witnessed by the resorts in terms of their patronage. They were not even allowed to open talk less of visitors to come visiting/patronizing the resorts except to open only for feeding the animals at those periods of lock-down. All the management, in the same way, experienced total lockdown and no patronage completely. To worsen things, it was sadly even noted that this thing happened at their usual peak periods, the Easter period when multitudes will come patronizing the resorts. What a colossal loss of opportunity for all relaxation rendezvous and all the tourist resorts and hotels/restaurants! Below is table 1 on the non-interaction measures employed by the governments all over and imposed to unconsciously killed tourism in Plateau State and the world over because of the dreaded COVID-19 pandemic spread.

The Features of the Resorts.

Solomon Lar Amusement Park

Though located within the state capital, the conditions are better compare to other road leading to the other tourist centers. The tourist site developed both not up to a standard because some of the facilities are lacking as it observer by the researcher. This tourist centre accounted for about 65% of the level of development when compared with others tourist centers, after due consideration, the road to the tourist site is accessible and it makes tourist patronize the site. However, the distance covered to the site is not much and the cost of travel is cheap. The Amusement park has picnic and sight-seeing as the major attraction as well as the swimming pool and children playground.

The Jos National Museum

The National Museum in Jos was founded in 1952 and is recognized as one of the best in the country. It is renowned for its archaeology and The Pottery Hall has an exceptional collection of finely crafted pottery from all over Nigeria. The museum boasts some fine specimens of Nok terracotta heads and artefacts dating from between 500 BC to 200 AD. Jos Museum is Nigeria's first museum and it is situated at the foot of a tree-covered granites mountains named Coronation Hill. It has an accumulation of Terra Cotta Sculptures of Nok Culture as its most distinguished features

Jos Zoological Garden

The Jos Zoological Garden has wildlife conservation and a picnic ground as major attractions.

Museum of Traditional Nigeria Architecture (MOTNA)

This is a special traditional architectural museum, and possibly the type in African, South of the Sahara. It is aimed at preserving the diverse traditional replicas of a variety of buildings, from the walls of Kano and the Mosque at Zaria to a Tiv village, Benin traditional architecture and much more Nigerian architecture as observed. Though there is high road connectivity to the site, there is no maintenance culture for sustainable development of the resort because the present condition of the MOTNA structures is dilapidated and it needs an urgent renovation to make it more attractive to the tourists.

Jos Wildlife Park

The park is located about 4k from the capital; it offers a variety of Animals species the park combines *in situ* and *exsitu* (captive) breeding. Thus, the animal species comprise the exotic and local types. The park serves the purpose of tourist and recreation, conservation, research and education and revenue generation. This is the most patronize tour is site in Jos Plateau State, it accounted for about 75% of total patronize when compare to other tourist sites. The condition of the route network to the tourist site is good and the level of development of site is also good both there is need for improvement on tourist site facilities and maintenance culture for sustainable development of the tourist site.

The park has wildlife conservation as the major attraction; they also have pine forest for picnicking and sightseeing

Table 1: Tourist Receipt of the Resort before During and after COVID-19

	Jos Wildlife park	Solomon Lar Amusement Park	Museum of Traditional Nigerian Architecture	National museum	Jos Zoological Garden
Pre COVID-19 from 2019 to early 2000	22,059	115,844	132,268	163,526	127,100
During COVID-19	0	0	0	0	0

Post COVID-19	5,700	4,126	4,800	6,200	5,500
---------------	-------	-------	-------	-------	-------

From the table above before the COVID-19 the resorts are receiving very high patronage with Jos WildLife Park having the highest with 22,059 visitors followed by National Museum with 153,516. During the COVID-19 the resorts were completely locked down due to the pandemic. After the COVID-19 when the resorts are now open, the patronage is still very low as the state is still recovering from the pandemic and many people are afraid to enter crowded. This findings show significant changes in tourist receipt on the Jos Plateau from pre-COVID-19 to post-COVID-19

Some precautionary measures put in place by the management of the resorts during the COVID-19 are

- The use of hand sanitizers
- Encouragement of social distancing
- Compulsory wearing of face mask by the management and visitors before entering the resorts.
- Maintain good environmental sanitation practices.
- No handshaking, hugging or hand-holding while in the resorts etc.

Discussions

The paper chronicled all the measures aimed at discouraging or halting the spread of the corona-virus (COVID-19). The outbreak of the COVID-19 has radiated fear and panic everywhere across the globe with the attendant ripple reactions and consequences felt in every sector. The susceptible and fragile tourism industry is the greatest hit by the spread of the COVID-19 pandemic. This paper assessed the patronage of resorts on the Jos Plateau during the COVID-19 pandemic due to non-interaction impositions.

Tourism is very sensitive to the pandemic. All the restriction strategies mobilized are for non-interaction and non-mingling to work efficiently in places/destinations. These measures are employed either by the federal or state as situations degenerated and interactions can no longer be guaranteed. All governments must be commended for these proactive preparedness strategies deployed to contain and combat the dreaded COVID-19 pandemic in Plateau State and Nigeria and the entire world by extension. Findings empirically show that the challenge caused by the dreaded COVID-19 pandemic has resulted majorly in the imposition of Travel restrictions, total/partial lockdown and borders closures order were

employed or mobilized among other restrictions/strategies as a measure to reduce the mingling/interactions of people to subsequently retard/stop or slow down the spreading of the corona-virus that moves like wild-fire to ravage everywhere in the world. These measures were imposed by most governments the world over to check the spread of the virus, which was spreading unprecedentedly very fast through interactions/mingling of people and this move has nailed all the tourist resorts. Thus, by extension, the non-interaction impositions have undoubtedly nailed/crucified the tourism industry by implications as there no more patronage.

This singular action of travel retraction of the movement of people has severely afflicted the tourism industry because tourists must travel to their chosen destinations/resorts all the times. With this restrictions order in places, people no longer move around to patronize resorts/destinations and at best these resorts will remain closed and nonfunctional. In this way, the COVID-19 pandemic has resulted in destroying the tourism industry the world over. Perhaps, it can be unanimously said that the preceding situation is probably the main worry of Plateau State government against the long run sustenance of its potentially up-and-coming tourism sector in the soonest future. The outbreak of COVID-19 is even noted to have reversed the medical tourism due to travel restrictions, borders closures and total lockdown of destinations in many nations across the globe. People hardly go on medical tourism but rather look inward for alternative medical attention due to travel restrictions strategies imposed by nations. The world has come to a standstill position for COVID 19 pandemic to ravage the world. By extension, and by implication of the non-interaction impositions this action has clearly and undoubtedly nailed/crucified the tourism industry, there is no more tourism with COVID 19 all over the world, so long as the pandemic or any other with the same magnitude or more gravely consequences as corona-virus would outbreak or persist in the future. Pandemic, insecurity or any disaster (natural or manmade) of any kind will never coexist with tourism forever and ever.

The main focus of this study was to unveil how the COVID 19 pandemic has affected the patronage of the various tourist resorts on the Jos Plateau region. The patronage of sampled resorts to establish whether the peak and low statistics of the patronage are reflected in the lockdown restrictions. The paper assessed the patronage of tourist resorts on the Jos Plateau as the outbreak of the COVID 19 has radiated fear and panic everywhere across the globe with the attendant ripple reactions and consequences felt in every sector. The very sensitive and fragile tourism industry is responding to the spread of the COVID 19 pandemic by low or non-patronage. The measures employed to check/stop/halt the spread of the dreaded corona-virus (COVID 19) are mainly centered/focused on the restriction of interactions/mingling of people. But the tourism industry is

viable only through interaction and mingling of people, but here is a situation that is begging for the reverse and the opposite that is non-interaction and non-mingling of people. All the restriction strategies mobilized are for this non-interaction and mingling to work efficiently in places/destinations. These measures are employed either by the federal or state government as situation guarantee. All governments are commended for these proactive preparedness strategies deployed to contain the dreaded COVID 19 pandemic in Nigeria and the entire world by extension. The biggest challenge is to now rise quickly and sustainably terrorize this terror/monster, the dreaded COVID 19 pandemic squarely or else the COVID 19 monster will sustainably wipe out all livelihood sources and all humanity from the surface of the globe without any compromise in the nearest future or shortest run.

Conclusion

The study has investigated and established that tourist patronage is highly dynamic and is influenced by pandemic (COVID-19) insurgency/terrorism. The paper chronicles all the measures aimed at discouraging or halting the spread of the corona-virus (COVID-19) pandemic and promoting good health practices. All the restrictions imposed are targeted at the avoidance of interaction/mingling of people it is then concluded that travel is the life wire or the central artery/vein of the tourism industry without which there is no tourism. Travel restriction order has paralyzed the tourism industry, which relies on it 100 percent. Tourism has a substantial contribution to the economic growth of destinations, but the outbreak of COVID-19 pandemic, which calls for travel restrictions total/partial lockdown and border closure discourage the movement of people. This is strongly believed that the outbreak of COVID-19 has seriously undermined and killed the tourism industry very fast via movement restrictions order. And by extension, and by implication the non-interaction impositions, this action has clearly and undoubtedly nailed/crucified the tourism industry and there is no more tourism at all! We must equally rise up and adequately contain/stop this monster called COVID-19 or else it will destroy all livelihoods and all of us very fast.

Recommendation

As it is concluded and by extension and implication of the non-interaction impositions, this action has nailed the tourism industry and there is no more tourism. It is therefore highly recommended that the biggest challenge is to now rise quickly and sustainably terrorize this terror/monster, the dreaded COVID 19 pandemic squarely or else the COVID 19 monster will sustainably wipe out all livelihood sources and all

humanity from the surface of the globe without any compromise in the nearest future or shortest run.

References

- Abraham, E. (2004): *Marketing your community: correcting a negative image*. The Cornett H.R.A Quarterly, February, 24-27.
- Africa Research Bulletin (2014). Political Social and Cultural Series. 51 (11)
- Asante, A. (2014). West African Voices on Ebola3: can West African economies withstand the Ebola pressure? (<http://sphcm.med.unsw.edu.au/infectious-diseases-blog/west-african-voices-on-ebola3-can-west-african-economies-withstand-the-ebola>) Accessed on 04 February 2015
- Cavlek, B (2002). How Ebola is Taking Toll on Nigeria's Economy. (<http://leadership.ng/business/381861/ebola-takingtoll-nigeri9as-economy>) Accessed on 04 February 2015
- Dibsilio, D W (2014) Ebola Threatens Africa's Tourism Industry, 31 October 2014. (<http://www.dw.de/ebola-threatens-africas-tourism-industry/a-18033375>) Accessed on 04 February 2015
- Federal Radio Corporation of Nigeria, FRCN news, May 7th 2020
- Gontul, T. K., Allu, E. and Daloeng, H. M. (2006) Effects of ethno-religious crises on patronage of Jos National Museum, *Journal of Research in Tourism*, 1, 61-71
- Lanfield, A. (2014). Could Ebola Fears Scare off Tourists? (<http://www.cnn.com/id/1020229207#>) Accessed on 04 February 2015
- Mwathe Y. (2014). SA Tourism Feels Effect of Ebola (<http://www.heraldlive.co.za/sa-tourism-feels-effect-ebola/>) Accessed on 04 February 2015
- Pennington-Gray M & Pizam, A (2011) Public Risk Management Framework, 01 April 2010. (Pretoria: Department of National Treasury)
- Plateau state Government 2019. Available at <http://www.plateaustate.gov.ng> (accessed May 2020.)
- Plateau State Tourism Corporation (2018): Statistics of Some Tourist Sites in Plateau State
- Reichel, B W (2004). Crisis communication and the recovery for the tourism industry: Lessons from the 2001 foot and mouth disease outbreak in the United Kingdom. *Journal of Travel and Tourism Marketing*, 15(4), 199-216.
- Ritchie, B.W. (2004) Chaos, crises and disasters: A strategic approach to crisis management in the tourism industry, *Tourism Management*, 25, 669-683.

- Ritchie, B.W., Dorell, H., Miller, D. and Miller, G. A. (2004) Crisis communication and the recovery for the tourism industry: Lessons from the 2001 Foot and Mouth Disease outbreak in the United Kingdom, *Journal of Travel and Tourism Marketing*, 15(4), pp. 199-216.
- Vogt, H. (2014) Ebola Virus Outbreak Threatens Africa's Tourist Industry, 19 August 2014: Tourist operators report cancellations despite assurances over outbreak by government. (<http://www.wsj.com/articles/ebola-virus-outbreak-threatens-africas-touris-industry-1408462301>) Accessed on 04 February 2015