

**Effects Of Covid-19 Pandemic on Event Planning in Lagos State, Nigeria**

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**Being a M.Sc Thesis Submitted to the Department of Tourism and Hospitality  
Management, Faculty of Environmental Design and Management, Lead City University,  
Ibadan, Oyo State, Nigeria.**

**In Partial Fulfillment of the Requirements for the Award of Masters Degree (M.Sc) in  
Tourism and Hospitality Management**

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### **Certification**

This is to certify that Gladys Olaitan IGBEKELE with matriculation number LCU/PG/001750 carried out this research work titled “Effects of COVID-19 Pandemic on Event Planning in Lagos State, Nigeria” in the Department of Tourism and Hospitality Management, Faculty of Environmental Design and Management, Lead City University, Ibadan, Oyo State, for the award of Master Degree (M.Sc.) in Tourism and Hospitality Management and that this has not been previously submitted.

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## **Dedication**

This research work is dedicated to Almighty God, who made this Thesis work possible.

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## Acknowledgment

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“Even though the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work”

## Abstract

The study focused on effects of COVID-19 on Event Planning in Lagos State, Nigeria with a view to providing information on strategies to deploy to enhance capacity to cope with future challenges. The study elicited information from 123 registered members of the Association of Professional Party Organizers and Events Managers in Nigeria (APPOEMN) Lagos State chapter with the aid of structured questionnaire using Google form. Data obtained were analysed using five points Likert scale of agreement and severity. Results of findings show that there were more females (56.5%) than males (41.5%) event planners majority of whom are aged 31-40 years (38.2%). Advancement in age was a major risk factor (severity index > 60%) among event planners in coping with postponement of event dates and reduction in numbers of guests planned for ( $X^2 = 23.182$  and  $26.529$ ;  $p < 0.05$  in both cases) while gender and educational qualifications were factors (severity index > 60%) among female event planners and those with less than tertiary education ( $X^2 = 7.980$  and  $20.843$ ;  $p < 0.05$  in both cases). All event planners (100%) were aware of the negative impacts the pandemic and had sought intervention schemes as government loans (52.0%), rapid response for suspected cases (51.2%) and adoption of virtual and hybrid events (29.3%). The study recommends the use of virtual technologies, webinars, real-time conversation, podcasts chats among others in bringing people together in participation of events in future pandemic.

Keywords: Events, Events Planning, COVID-19 and Lagos.

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**List Of Acronyms**

Abbreviation	Meaning
A	Agree
APPOEMN	Association of Professional Party Organizers and Event Managers of Nigeria
COVID-19	Corona Virus Disease 19
CDC	Centre for Disease Control and prevention

D	Disagree
DST	Dialogue Self Theory
FIFA	Federation Internationale de Football Association
GDC	Game Developers Conference
GDP	Gross Domestic Product
IOC	International Olympic Committee
IPL	Indian Premier League
ITB	Internationale Tourism Borse
MERS	Middle East Respiratory Syndrome
MICE	Meetings, Incentives, Conferences, Exhibitions
MWC	Mobile World Congress
N	Neutral
NBA	Nigerian Basketball Association
NBS	National Bureau of Statistics
NCDC	Nigeria Centre for Disease Control
NPC	National Population Commission
NSF	National Sport Festival
PCMA	Professional Convention Management Association
SA	Strongly Agree
SARS	Severe Acute Respiratory Syndrome
SD	Strongly Disagree
SME	Small and Medium sized Enterprises
UAE	United Arab Emirates
UK	United Kingdom
USD	United States Dollar
WHO	World Health Organization

## Chapter One

### Introduction

#### 1.1 Background to the Study

COVID-19 has had a profound impact on nearly every aspect of human life. A global pandemic has been declared by the WHO after the virus has spread to over 100 countries by March 2020. Lock-downs, draconian travel restrictions, and "social isolation" measures soon followed. About 230 million people have been infected by the novel coronavirus this year 2020-2021. Many industries that were growing before the epidemic have had their revenue decline significantly, and their expansion has slowed as a result. More and more companies have been forced to file for bankruptcy or lay off a significant number of staff. The epidemic took a heavy toll on the event organizing and hotel industries, as one might expect. Major sporting events, exhibits, and concerts have been canceled in 2020 in an effort to stop the spread of the illness. As early as March, celebrations of St. Patrick's Day were canceled around the world. The pandemic's restrictions have hampered private events in Nigeria, such as weddings and other festivities. Since the latest coronavirus outbreak began, Lagos State has had the most reported cases in Nigeria, making it a natural choice to be the virus' epicenter. By restricting and shutting down the Nigerian government, Lagos has lost its status as a major event organizing center. Since the financial collapse, large event planners have been compelled to embrace new technology in order to limit its impact.

Research into the impact of COVID-19 on the hospitality industry has risen significantly in recent months. There has been a lot of attention paid to how travelers perceive risk and how it affects their travel choices<sup>1,2,3</sup>. On the other hand, businesses like event planning,

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which focuses mostly on the hotel industry, have received less consideration. COVID-19's influence on the hotel business has been examined in several published research; however, other studies focus on the remedies entrepreneurs and governments have put in place to lessen the pandemic's effects<sup>4</sup>. Researchers studied previous epidemics and pandemics to see how they compared to the consequences of COVID-19 in the first quarter of 2020. They showed the epidemic's impact on society and national economy and came to the conclusion that the hospitality industry in low-income countries would be the most severely affected<sup>5</sup>. Other studies show tourism business has a huge economic influence with estimations indicating stronger economic consequences in countries where tourism contributes more to GDP than in other countries<sup>5</sup>. Other continents, such as Europe and Asia, have seen similar effects<sup>6,7</sup>. COVID-19's influence has been researched

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<sup>7</sup>Plagiarism Check Result Sheet

extensively, not only in academic studies, but additional research is needed to identify what governments and enterprises can and should do to lessen its impacts. Problem Solving in Times of Crises, defining crises and why this pandemic is a crisis are prerequisites to evaluating how it affects the events industry. The COVID-19 pandemic is a crisis. It's tough to put into words what a "crisis" is but knowing what it means is vital. Crisis, in its simplest form, is an event that has a physical influence on a system and threatens the system's operation and survival<sup>8</sup>. Crises are most often caused by a system's inability or unwillingness to deal with an external crisis, or they are the outcome of a system's response to an external crisis failing miserably<sup>9,10</sup>. The responses of the event organizers will be the primary focus of this investigation. Consequently, this study will view the COVID-19 pandemic as an interruption that led to a crisis that challenged the entire survival of the event business. Governments and countries have been threatened by the COVID-19 pandemic, which has killed many people<sup>11</sup>. COVID-19 is a form of disruption. Disease caused by a recently discovered coronavirus known as COVID-19, or Coronavirus Disease, is an infectious disease<sup>12</sup>. The World Health Organization (WHO) declared the outbreak of the new coronavirus COVID-19 a worldwide pandemic on March 11, 2020<sup>13</sup>. When an infected person sneezes or coughs, the virus is disseminated by saliva or nasal discharge, and people inhale the droplets or minute airborne particles<sup>14</sup>. There is a greater risk of transmission when people are in close proximity to one another, particularly in an enclosed space<sup>14</sup>. People's freedom of movement was thus restricted or prohibited on a global scale by governments around the world<sup>15,16</sup>. Many countries have closed their borders in an effort to halt the spread of the virus<sup>17</sup>. The COVID-19 travel

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## **Result Sheet**

restrictions<sup>15</sup>, resulted in numerous flights being canceled and numerous companies being forced to close their doors<sup>15</sup>. In the wake of the COVID-19 epidemic many industries around the world are battling to stay afloat. Coronavirus pandemic could be worse threat to human life and health since World War II<sup>18</sup>. Pandemics are among the most severe problems companies have had to deal with in the previous ten years<sup>19</sup>. When tragedies like terrorist attacks, SARS outbreaks, and earthquakes occur, the tourism sector has a long history of coping well<sup>20</sup>. As a result of the COVID-19 outbreak, long-term adjustments in the tourism industry have been necessary<sup>21</sup>. Since the COVID-19 pandemic was declared in early 2020, the world has seen a profound shift in how life is occurring. All aspects of daily life, including job and pleasure, have changed dramatically as a result of the epidemic of COVID-19. There are several elements that can affect the worldwide tourism industry, such as political and economic problems, and environmental factors<sup>9</sup>. An adverse effect of crisis on a destination's image can influence tourists' decision-making process<sup>22</sup>. Tourism will dwindle when tourists' desire to travel to a certain location diminishes<sup>22</sup>. As a result, planning an event in a location has an effect on both the event business and the willingness of participants to attend or not<sup>23</sup>. Event tourism, despite its importance to the tourism industry<sup>16, 24</sup>, has suffered the most<sup>25</sup>. As a result, governments have taken strict measures such as restricting people's movement in response to the COVID-19 pandemic crisis which may have contributed to the sudden occurrence of the pandemic crisis<sup>26,27,28</sup>. Revenue was lost due to an abrupt market decline, which was followed by limitations, during the COVID-19 epidemic<sup>29</sup>. For example, the recommendation to slow down the spread of the disease, as well as preventative measures, such as preventing individuals from traveling and participating in groups, and high level of restriction on gatherings<sup>29</sup>. During the month of March of 2020, the meeting and event industry went from one day to the next<sup>19</sup>. Covid-19 stimulated this tendency and brought

chaos to the firm, requiring event planners to devise solutions to handle the problem, and in some cases revealing opportunities<sup>10</sup>. Impact on the Economy Event Management, a multi-billion-dollar company that relies on big groups of people convening, has been severely impacted by the new regulations<sup>30</sup>. Even now, it's difficult to pin down an exact date when the event business will make a comeback in full force<sup>31</sup>

Predictions indicate that the event sector won't fully recover until 2023, despite the fact that the pandemic crisis affected less than 85,9 million jobs in the industry<sup>32</sup>. As a result of the rapid development of the COVID-19 outbreak and its ensuing ramifications, people's economic and leisure time habits were transformed<sup>33</sup>. Stakeholders, including supply chains and sponsors, were also negatively impacted<sup>27</sup>. The most critical problem is the absence of a plan for restoration. The unexpected appearance of the COVID-19 pandemic demanded the development of a comprehensive recovery plan for the sector and academics alike<sup>34</sup>.

Historical events have had a significant impact on how the world views the current coronavirus outbreak. The continuation of major sports events in the spring of 2020 in the United Kingdom<sup>35</sup> aroused debate, while the cancellation of events was a conspicuous manifestation of the new constraints on human mobility<sup>36</sup>. It was a year later that public health measures and how to safely and successfully resume "normal" activities were examined, using the events as a testbed<sup>37</sup>. These innovative approaches to public health and the broader interests at stake show that fresh considerations are being made. In addition to reducing disease spread and saving lives, we can also lower expenses for event organizers and promoters, businesses in the extended supply chain and the numerous livelihoods that are dependent on them by figuring out the ideal time to restart the event. Parliamentary Select Committees are looking at the future of digital culture in the UK <sup>38, 39</sup>.

All countries have had their own distinct experiences and responses to the pandemic<sup>40</sup>. The importance of events to the economy, society, and culture, as well as to day-to-day life, has been emphasized in UK narratives, the pandemic's impact on the business has been aggregated as a justification for leveraging government assistance <sup>40, 41, 42</sup>. As a result, a lot of the variety in celebrations, festivals, and shows is missed. During the recovery, there has also been an increased focus on the biggest events and spectacles, due to their size and relative importance. As a result, the commercial sector's ability to withstand disruptive conditions has been given a lot of attention <sup>43, 44</sup>. As a result of this, the pandemic's impact on public sector organizations has largely gone unreported, notably the difficulty they've had juggling their many jobs and obligations. As legislators and regulators, local governments have the power to decide what occurs when, where, and how under their jurisdiction. To the extent that they do more than just organize events, public bodies can take on a number of roles that go beyond just promoting and supervising their implementation <sup>45,46</sup>. It is lawful for local governments in the United Kingdom and many other nations to carry out, monitor and enforce public health functions that are critical to the local economy and quality of life for residents. Little is known about how the epidemic has affected the ability of municipal administrations to plan and manage events. When it comes to reinvigorating local economies and reinvigorating civic life, events are often disregarded. There are a number of people in local government who have responsibility for organizing and overseeing events, and this study will refer to them as "events officers." How event officers, who represent their cities' events, dealt with the outbreak and how they saw the future of events as their towns began to recover from the pandemic are examined in this study. Three major objectives are achieved by doing so. First and foremost, it sheds light on the ways in which smaller-scale incidents have affected the pandemic response<sup>47</sup>. First and foremost, it demonstrates

the relevance of outdoor cultural activities in the transition from lockdown. Outside art and small-scale performances have been marginalized since the pandemic, but have emerged as a resource for new and creative approaches to overcoming barriers such as geographical isolation and social exclusion<sup>38, 48</sup>. A last consideration is the perspectives of people tasked with enforcing event policies in extremely challenging circumstances, which are explored in depth in this study. Cultural institutions must rely heavily on public support as local government budgets diminish<sup>49</sup>. To top it all off, event officers have had to cope with additional stress as a result of the epidemic. The ability of the local authority sector to be a driver for good change depends on how local authority officials understand the transformative potential of epidemic events.

## **1.2 Statement of the Problem**

When the COVID-19 epidemic came out, Nigeria had to adjust. More and more people are dying, becoming ill or poor because of decreased export and import of non-necessary goods, decreased inflows of foreign exchange from outside the country, decreased patronage as a result of restrictions on movement and access to physical goods and services and shifts from physical contact to online business, among other factors. The epidemic has directly affected event planners since 2020. In the wake of the global economic crisis, event planners' cash flow was significantly disrupted. When the group encountered each other, they were filled with anxiety over the pandemic's potential spread. More than a few event organizing businesses in the tourism industry have been forced to close because of the COVID-19 outbreak. Event planners with low capital spending were unable to recover from this economic shock, and it is unlikely that they will be able to recoup in the short term.

Numerous governments have devised containment strategies in response to the disastrous impacts of this new virus. These strategies include company closures, border-to-border movement bans, and complete lockdown and shutdown. As a result of this research, it is anticipated that techniques and guidelines for coping with the effects of a pandemic on event planning and the global economy would be developed. In Lagos State, Nigeria, this study examines the impact of the COVID-19 pandemic on event planning.

### **1.3 Research Questions**

It is the goal of this research to find out the following things about Nigerian event planning, and COVID'19 impact using Lagos state as a case study.

1. What socioeconomic characteristics of event planning firms influences their responses to COVID-19 impacts in Lagos, Nigeria?
2. What is the visible impact of lockdown measures for event planning in Lagos?
3. How much of a financial impact has COVID-19 infection had on the financial success of event planners in Lagos?
4. Were there any interventions schemes integrated by event planners to cope with, and recover from the impact of COVID-19?

### **1.4 Aim and Objectives of the Study**

The study aimed at examining the impact of COVID-19 pandemic on the event planning and hospitality industry in Lagos, Nigeria, with a view to suggesting strategies to help event planners cope with impacts of future pandemics.

The following objectives are pursued in order to achieve the set aim to;

- i. evaluate socioeconomic characteristics influencing event planners responses to impacts of COVID -19 Pandemic in Lagos, Nigeria.
- ii. examine the visible impacts of COVID-19 pandemic lockdown measures on event planning in the study area.
- iii. assess the financial impact of COVID 19 infection on the success of event planning in the study area.
- iv. examine the effects of adopted intervention schemes on financial performance of event planners in the study area.

### **1.5 Hypotheses**

According to the research questions and hypotheses, the following null hypotheses were stated.

- 1) H<sub>01</sub>: There is no significant relationship between lockdown measures and financial performance of event planners in Lagos state.
- 2) H<sub>02</sub>: There is no significant relationship between COVID-19 pandemic and financial performance of event planners in Lagos state.
- 3) H<sub>03</sub>: The coping strategy or intervention schemes has no effect on financial performance of event planners in Lagos state

## **1.6 Significance of the Study**

The study will be of great significance to physical and environmental professionals, policy makers, Event Planning Board and Event Planners who at one point or the other plan the social life of the people. Specifically, to the Event Planners, it will provide opportunities for diversification, business opportunities and coping strategies such as new innovation and technological advancement now and in the near future. To policy makers, it will provide the basis for effective policy document for the sector's survival on COVID-19 or any other pandemic challenges so as to adopt strategies to mitigate likely future occurrences.

## **1.7 Scope of the Study**

Event planners in Lagos, Nigeria, are the focus of the study, which evaluates the impact and response to COVID-19. Because Lagos is Nigeria's economic center with an estimated population of over 15 million and the biggest number of event planners in the country, the state was chosen because Lagos State is often regarded as Nigeria's most multicultural state, home to a wide range of ethnicity, religions, and cultures. In addition, Lagos was the first state in Nigeria to proclaim a lockdown, and it has the largest number of COVID-19 instances in the country.

## **1.8 Limitation of the Study**

One limitation to this study is the novelty of COVID-19 pandemic especially as it affects the event planning industry. As there may not be sufficient database on the subject among event planning firms across the nation. This study will therefore rest largely on the expertise of the author(s) and those of respondents.

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## Chapter Two

### Literature Review

#### 2.1 Conceptual Review

The term "pandemic" refers to a contagious disease that has the ability to infect a large section of the population and spread across a big geographic area. However, despite the complexity of today's technology, these economies have not been revitalized as they hurry to get vaccinated. Despite the fact that not every disease reaches worldwide pandemic proportions, a plague or pandemic is practically indestructible. There have been numerous pandemics that have resulted in large-scale human mortality throughout history. For example, the Spanish Flu (which killed 40-50 million people in 1918-19), the Hong Kong Flu (which claimed the lives of 1.1 million people in 1968-71) and the Asian Flu (which broke out in 1957-58, killing 1.1 million people). Massive human deaths and economic devastation were the result of these events as reported in<sup>50,51</sup>. The recent century, growing travel, urbanization, and globalization, as well as other severe abuses of nature, have all contributed to a greater likelihood of plagues occurring<sup>52</sup>. After another horrifying outbreak of such a pandemic was reported by China to the WHO's nation-state office on December 31, 2019, the world mourned the return of another mysterious pneumonia outbreak characterized by high fevers, sore throats, dry coughs, exhausting and periodic gastrointestinal symptoms in a seafood market in Wuhan, Hubei. However, despite the fact that the significantly afflicted market was quickly shut down, a large number of people became the target and victims of this peculiar sickness in January 2020<sup>53</sup>.

"Coronavirus disease of 2019" has been abbreviated to COVID-19. Is the WHO's declaration of a pandemic in March 2020 implying that no one is safe or immune from

this disease? A sickness that can spread from one person to another has been found to be contagious. An awareness campaign encouraging people to wash their hands frequently for at least twenty seconds was among the measures implemented by the government to slow the spread of the disease. Other measures included restricting access to public places like restaurants, shopping malls, parks, schools, colleges, and universities, and closing some of these locations completely. Leaders around the world shut down public gatherings as the outbreak became obvious and unmanageable. A partial lockdown or a whole lockdown may be the epicenter of the epidemic, according to the authorities of the country. It's also possible that the lockdown decision will have a negative impact on both the economy and society. In the event and tourist businesses, the epidemic has had a devastating effect as stated by<sup>54</sup>. As a result of the virus's spread, a number of local and worldwide events have been cancelled or postponed. Thus, virtual events have evolved as a viable option during the epidemic for event organizers<sup>55,56</sup>. A global effort was launched to find a solution for balancing this complex social, economic, and health issue as contained in<sup>57</sup>. Nigeria was unable to avoid the effects of the worldwide catastrophe. The first confirmed case of Covid-19 was disclosed on February 27, 2020. On February 24, 2020, a 44-year-old Italian national landed in the United States aboard a Turkish Airlines flight from Milan. Immediately following this incident, the country's National Emergency Operation Center was formed (EOC).

Global GDP is estimated to be \$8.9 trillion in 2019, and travel and tourism contributes 330 million employment, 6.8 percent of global exports (1.7 trillion US dollars), and 4.3 percent of global investments in 2019<sup>58</sup>. The event industry generates significant revenue for a large number of locations around the world<sup>59,60</sup>. For example, the sector has seen steady growth in the United Kingdom (UK). In 2019, the industry contributed approximately \$14 billion to the GDP. parliament.uk [online]). The COVID-19 pandemic

was clearly not taken into account when the growth forecast for 2020 was put together<sup>61</sup>. As a result of the pandemic, governments have imposed travel and gathering restrictions, putting the event industry at risk<sup>62,63</sup>. Because events have a large role both at the origin point (events as driving factors for travel) and in the development of the destination (events as driving factors for tourism), they are an essential component of tourism systems<sup>64</sup>. Events come in a wide variety of shapes, sizes, levels of professionalism, and attendance volumes<sup>65</sup>. There have been a number of tourism service providers and organizations that have specialized in arranging and running unique events like community fairs and community festivals, which attracts local communities and visitors as well as helps the local communities. There are three numbers in this range as reported by<sup>66,67& 68</sup>. The arrival of the year 2020 has thrown the travel and tourism sector into disarray due to a never-before-seen health emergency: the global spread of the COVID-19 virus<sup>69</sup>. The travel and tourism industry are seeing unprecedented and fast-changing effects from this disease<sup>70</sup>. As a result of this pandemic scenario, it is expected that the tourism industry will be the hardest damaged, with negative effects on both demand and supply of tourism products<sup>71</sup>. The travel and tourism industry are expected to have a decline in international tourism arrivals of 20-30 percent, and a loss of 50 million jobs worldwide<sup>72,73</sup>. This has had a disastrous effect not just on the tourism business but also on events worldwide<sup>74</sup>, because of COVID-19. When it comes to postponing the Summer Olympics and Cannes Film Festival as well as canceling events such as Wimbledon and the Metropolitan Opera due to infectious disease outbreaks, COVID-19 had a significant impact on Tourism & Global Change as stated by<sup>75</sup>.

COVID'19 was quickly assessed. SARS-related issues in China's tourism industry were discussed in authors, whereas Health medical tourism: a kill or cure? Only a few of these studies examine infectious disease risk and international tourism demand, only few deal

with the management of outbreak situations<sup>76,77,78,79 & 80</sup>. Even more so, the intensity of COVID-19 is unique and superior to outbreaks like SARS and MERS<sup>81</sup>. An in-depth assessment of how COVID-19 has changed event management is needed now more than ever to ensure that attendees and organizers will be well-protected and that any potential dangers will be minimized during the period after COVID-19. Coronavirus pandemic has been the most disruptive peace-time occurrence since World War II, drawing attention from experts in the fields of arts and culture and tourism and hospitality, including events. A wide range of potential negative effects from the pandemic, as well as its transformative power to bring about positive change were quickly identified in early contributions to the existing corpus of knowledge spanning various intersecting activities and industries. Pandemics are a public health emergency, which means they hinder people from doing things like traveling, going on vacation, or participating in cultural or recreational activities like going to concerts or plays like they used to. Is there a chance that production and consumption patterns will return to their pre-pandemic state? New behavioral conventions and expectations may generate a "new normal" following the epidemic<sup>84,85</sup>. New behaviors or mechanisms to manage and mediate unsustainable behaviors could be introduced during a pandemic<sup>86,87</sup>. This could be an opportunity to reset. "Think pieces," critiques, and provocations were common in these early submissions, typically speculative in nature. There has not been a crisis of this magnitude or breadth in recent memory, making this reasonable. Lack of relevant parallels and evidence bases made substantiation difficult, leading to a wide range of opinions and even disagreements. There were significant differences in the perspectives of practitioners in the industry and academics, with the latter expressing more sympathy for the transformative potential of the pandemic and the desire for a new normal, while the former appeared to favor a return to the old normal as soon as possible and at a higher

rate. In terms of epistemology, the dichotomy denotes a gap between the academic world and the people it studies. There is an urgent need for deeper research into the issues from the perspective of individuals who are directly affected by them, as well,<sup>88</sup> cautioned, "be wary of what you hope for," the authors called for a more thoughtful reaction. There may be unintended effects for tourism, hospitality, and leisure, including events, because to the unusual nature and magnitude of pandemics compared to previous kinds of disaster and catastrophe. This means that the epidemic may or may not bring about positive societal transformation.

This study has two characteristics that are relevant to events scholarship. Early study and discourse on how the tourist industry (as broadly defined) may be affected does not appear to include events as a major topic. This year's events have inspired a slew of "thought pieces" and "commentaries"<sup>89</sup>. Events will continue to play a significant role in society, but they will also encounter more crises in the future and have to be more resilient and flexible to these crises in order to survive<sup>90</sup>. Theater academics have been discussing how digital means of transmission might revolutionize performance events, generally concentrating on their significance in terms of aesthetics, reach and accessibility<sup>91</sup>. A more efficient way to limit the number of attendees and reduce costs for festival hosts and attendees may be smaller community festivals while points out the prevalence of subversive practices during the pandemic, arguing for a research agenda on illegal and unauthorized events<sup>92,93</sup>. "Public parks, motorways, civic centers, and convention centers held by the government" are among the areas frequently used for illegal meetings. Because he emphasizes the need of considering the types of venues that people use to socialize, his work is well-known. There has been a propensity in the UK print media to conflate indoor with outdoor events, yet there has been an upsurge in outdoor theatre and locations<sup>94, 95</sup>. To date, there have been few or no in-depth analyses of

the pandemic's effects on specific events - whether they have already taken place, were about to take place (such as Tokyo Olympics), or were cancelled -, on the locations where they are held, or on the stakeholders involved in their organization and operation. Using perspectives from organizational management, found that ambidexterity helped pilgrims to Lourdes see and take advantage of chances, despite the uncertain circumstances<sup>96</sup>. A narrative of the Burning Man festival written by stands out for its unique focus on change. He highlighted "how principles like as participation and civic responsibility may help individuals overcome common situations" by drawing on reactions to COVID and prior crises<sup>97</sup>. Finally, Diffusion of Innovation theory was used by to demonstrate that the pandemic has been a catalyst for creativity and innovation, while in Portugal, 72 percent recognized the vital supporting role played by the public sector, especially in providing financial support to add to business resilience<sup>98,99</sup>. Such a lack of attention could have been predicted in some ways. Counter-factual research is extremely difficult to conduct in the absence of events that have been canceled. We can learn about how much money was lost if existing impact assessments of events were completed before the pandemic. As a result, the types of assessments and methods used can vary from one event to another<sup>100</sup>. However, not all events have been subjected to rigorous impact assessments. For the same reason they underestimate long-term impacts under "normal" conditions, existing impact evaluations may overestimate the impact of a crisis or catastrophe when applied in this manner<sup>101</sup>. Nevertheless, in light of the possibilities, it in light of events' sensitivity to crises and catastrophes, and the (financial) risks this entails, it's surprising that more research hasn't been done on forecasting the potential effects on stakeholders of closure, restricted operations, and possible development paths. This has been a problem for a long time, and it's one that has to be addressed in the future<sup>102</sup>. If a crisis or catastrophe occurs during an event, there is a wealth of practical advice on risk assessment, contingency

planning, and operational management with specific recommendations emerging from research on COVID-S19 as reported by <sup>103,104</sup>. There have been few studies on how to handle crises and disasters at sporting events, who also claim that disaster management studies "could be better informed by event management and resilience studies<sup>105</sup>." When contrasted to assessments of tourist research that are more broadly defined, this is amplified by<sup>106</sup>. Their wide-ranging review and research agenda, however, does not include any consideration of the public sector's (especially local) role in engineering resilience (e.g., contingency planning) or crisis and catastrophe management. There are several pressing research imperatives that might benefit local governments but they're not being used to prepare for, mitigate or recover from disasters<sup>106</sup>

Municipalities play a crucial role in the coordination of responses to crises in visitor economies and this has been recognized for some time. Participation in event planning, management, or regulation can have a number of benefits for communities, not the least of which is financial<sup>107,108</sup>. As a result, they can be justified on the basis of non-market benefits, such as improved local social and cultural cohesion. Also show that the public sector must weigh the benefits of occurrences against the dangers they pose (just as in the private sector)<sup>109</sup>. A crisis or catastrophe puts reward at risk, and their analysis shows that a situation like the pandemic changes people's perspective on risk and reward. As a pre-pandemic analysis, this one is valuable in two ways. Event management is an area where complex trade-offs are critical, especially if the local government is also an investment. The diverse and at times contradictory interests and obligations of local authorities further complicate the decision-making process for events. Local governments may be required by law to protect public health or ensure the safety of public events. As a side note, local authorities also provide events services, working with private sector operators on a fee-based basis, to support and/or operate events on public land or in public facilities they

own or operate. Although the scope and nature of local authority involvement in event management were well-known prior to the pandemic, they were largely overlooked during the pandemic, at a time when private sector intervention is highly valued by public sector operators<sup>108,109</sup>. This is an important point to make. Focusing on decision-making points to a critical gap in events management research that has not previously been discovered when dealing with crisis and catastrophes like the pandemic<sup>108</sup>. It serves as a reminder that the "public sector" or "local authority" is often referred to as the agency that affects or is affected by a crisis or disaster. Local government and event professionals (i.e. officers) are sometimes treated as synonyms unintentionally, because of the tendency to conflate institution and individual (i.e. officer)<sup>107</sup>. Individuals' perspectives on, reactions to, and experiences during a crisis event are often thought to be the same as those of the institution (the local authority). Or to put it another way, the institution (local authority) is made up of persons who reflect and execute its principles and are in charge of its day-to-day operations in this area. Despite this, current study extends the pre-pandemic feature of ignoring the lived experiences of local authority events officers (i.e., professionals). In light of the current pandemic, this omission is extremely regrettable. Crisis conditions in one's personal or professional life frequently force one to deal with one's own body first and foremost. As a representative of the body corporate, they have a significant impact on how crises are handled internally and externally, for example, in communications to stakeholders. From a functional standpoint, they are well-positioned to articulate how (local) processes and practices are affected and modified by episodes. In addition, they play an important role in determining when and how events can be resumed, as well as the type, scale, and scope of those events. There is a desire to gain a better grasp of the magnitude of the impact, along with the various coping mechanisms that the events industry has employed in similar circumstances, and then to speculate on what might

happen in the future. To begin, a comprehensive examination of the ways in which crises over the years have affected the tourism and travel industry will be conducted. A pandemic like COVID-19 will then be examined to see how it impacts the event sector, which is a major player in the tourism and travel industry. Next, the current crisis in the event business and its impact on preparedness will be discussed. The final stage in this section is to create a complete forecast for industry trends and transformations in light of ideas and facts gleaned from the literature. Because the crisis is still ongoing and the future is still unclear, it is impossible to conduct a comprehensive, in-depth analysis of the impact of COVID-19 on the events business or to forecast an exact date when things will return to normal<sup>110</sup>.

It's no secret that tourism is an important and rapidly expanding segment of the global economy<sup>110</sup>. Study shows that 10.4 percent share of worldwide GDP for travel and tourism in 2019<sup>111</sup>. By 2020, predicted that the travel and tourism industry would outpace the economy, as a result of increasing international arrivals<sup>111</sup>. There will be 1.5 billion international visitors in 2019, continuing a trend of steady increase that began in 1999. International arrivals are expected to reach 1.8 billion by 2030 It's reasonable to assume that the number of tourists visiting a destination is highly sensitive to the global economic crisis<sup>111,112</sup>. There have been numerous crises that have impacted the tourism industry, from natural disasters to man-made crises<sup>113</sup>. There are many examples of recent epidemics that have been referred to; these include SARS, the financial crisis of 2008 and the swine flu crisis of 2009; September 11th terrorist attacks on America; the Fukushima nuclear disaster in 2011; and the ongoing COVID-19 pandemic<sup>114</sup>. The economic crisis has taken a toll on the travel and tourist business. Similar to 29 other occurrences, SARS, avian flu (H5N1), and swine flu (H1N1) all had an effect on the industry<sup>112</sup>. When the Avian Flu outbreak occurred, it had a significant impact on worldwide travel, especially

in Asia, where the tourism industry suffered particularly. Siu and Wong back up the previous discussion by stating that the SARS outbreak has had a substantial impact on the travel and tourist business<sup>115</sup>. Disposable risks taken by financial institutions led to the global financial crisis of 2008 that affected the entire world<sup>112</sup>. Since the Great Depression, 2008's financial crisis was by far the worst economic downturn since then, and the tourism industry was particularly heavily hit<sup>116</sup>. Now, more than a decade later, the COVID-19 outbreak is occurring for a different reason, a health crisis outbreak<sup>112</sup>. It doesn't matter what the root cause of the current health crisis is, because it has a direct impact on other areas<sup>112</sup>. SARS was another coronavirus outbreak in 2002 to 2003, and this is not the first time that a Coronavirus has surprised the worldwide public health community<sup>117</sup>. MERS, which stands for Middle Eastern Respiratory Syndrome (MERS), is another example of a Coronavirus that is still present in some regions of the world<sup>117</sup>. Because all three of these coronavirus outbreaks have been transmitted to people from animals, the COVID-19 has a lot in common with them<sup>117</sup>. In addition to the fact that both diseases originate in the same place, the economic effects can be similar to those of the previous financial crisis. Risk is easier to handle from a management standpoint since it is quantifiable and contains a known consequence and the chance of the occurrence is measurable<sup>118</sup>. Uncertainty, on the other hand, exists when the possible outcomes are diverse and have various unknown characteristics. In addition, it is impossible to predict or quantify the likelihood of certain events occurring<sup>118,119</sup>. In the past, the majority of risks occurred within national borders, requiring country-specific risk assessments and management. Concerns at the time were categorized mainly into political, exchange rate, financial, and inflationary risk. As a result of globalization, new types of global hazards have been imposed on the traditional business model. These risks were multinational in nature. Environmental business threats, for example, can have a significant impact on

enterprises around the world. Examples of environmental business dangers include global terrorism, international financial crisis, and pandemic disease. The second trait is that these unexpected episodes evolve and change over time, making it difficult to predict what the next phase will be. Both SARS and avian bird flu mutated and transformed during their lifespan. That's what thinks will happen<sup>119</sup> In the COVID-19 setting, the risk is still uncertain, as the possibility of catching the virus is still not totally conceivable. Because of this, the replies have been influenced by a general sense of uncertainty<sup>119</sup>. If you're concerned about the outcomes and probability of those outcomes, then risk assessment can help you feel more in control. Fear, social aversion, and a sense of loss of control are common reactions to uncertainty<sup>119</sup>. It has been said that the COVID19 will be treated as an uncertainty in this study, which might be classified as a pandemic disease that poses an international environmental danger to business enterprises. The COVID-19's Effect on the Event Industry Events are viewed as important catalysts for the growth of a tourist attraction and their subsequent economic impact<sup>120</sup>. The tourist business and destinations benefit greatly from events, which bring visitors to the area<sup>121</sup>. A total of \$2.5 trillion has been spent on the world economy as a result of the event industry's direct and indirect contributions<sup>82</sup>. Around the world, the event sector employs an estimated 26 million people directly and indirectly. It is well accepted that face-to-face interaction between attendees at an event is a major platform for transmitting infectious diseases. The transmission of Coronavirus in people has been scientifically verified<sup>122</sup>. When people are in close proximity, respiratory droplets from coughing or sneezing spread the disease<sup>123</sup>. It has become increasingly difficult to determine just how much risk mass gatherings pose to the spread of COVID-19 because of the virus's rapid global spread since early March 2020, as reported by <sup>53</sup>. There are therefore many notable public meetings and events that have been postponed or cancelled due to widespread concern around the world<sup>125</sup>. There

are a wide range of negative effects on the economy, society, and individual well-being if an event or gathering is cancelled. Events and public gatherings were either banned or severely restricted in the majority of countries due to these realities, which led to a standstill in the event business<sup>126,127</sup>. COVID19 has wreaked havoc around the world on the event business, which is a crucial part of the tourism industry<sup>128</sup>. In order to put on an event, many different people are involved, many of whom have been adversely affected by previous events being postponed or cancelled. Stanford Research Institute first coined the word "Stakeholder" in 1963<sup>129</sup>. According to stakeholder theory, any organization has a single or multiple groups of people who affect and support it, and in return receive support and be affected by it. Stakeholder theory has been proven in any organizational setting. Stakeholders are "any group or individual who can affect or is affected by the achievement of the firm's objectives" also<sup>130</sup>, categorizes stakeholders according to their relationship with the organization into primary and secondary stakeholders). For an organization, the major stakeholders are essential and have a direct impact on the organization's performance. However, the involvement of secondary stakeholders is vital to the organization, but their impact on the organization's efficiency will be a more indirect one. In the event industry, classify primary and secondary stakeholders in the following way: "primary stakeholders are thus defined as: employees and volunteers; sponsors; suppliers; spectators; attendees and participants, while secondary event stakeholders are: government, host community; emergency services; general business; media and tourism organizations<sup>129</sup>".

There will be a lot of employment losses in the event business as a result of any cancellation, which will in turn have a detrimental influence on destinations. A rippling effect on the economy occurs when people in the live event entertainment business are unable to work because of the COVID-19 pandemic. If the virus spreads during large

gatherings, enhanced risk evaluations are needed to clarify and legitimize the apparent impact on public health<sup>127</sup>. COVID-19 has been studied by 1,776 respondents, 69 percent of whom are professional event planners and 31 percent of whom are event suppliers. The outcome of COVID-19, despite all of the unavoidable harm it wreaked on the event business, demonstrated the industry's resiliency<sup>132</sup>. The majority of respondents have been using this opportunity to reevaluate methods and strategies employed by their organizations. Creating a value proposition for the future, where virtual events play an essential role, was a major concern for respondents<sup>132</sup>

Post-Event Recovery, future scenario proposals are a good place to start when trying to understand how the event industry responds to crises in the literature. When it comes to the event industry presents seven alternative future scenarios (FSs)<sup>88</sup>. His study focuses on three of the seven situations, which are more relevant to the current situation, in the following. These three scenarios were chosen because they are the most relevant to the current situation. With regard to the current COVID-19 pandemic situation, where public gatherings and travel are severely restricted, themes such as travel, pandemics, and virtual events can be considered appropriate<sup>133</sup>. Live events of all kinds, both personal and social in scope and significance, will always remain a prominent part of civilization, in all nations and cultures. Goes by the name of p. 382. In reaction to technological advancements throughout the world, as well as the rising costs and risks of international travel, virtual events will become more common and more important, but they will never completely replace the in-person experience<sup>88</sup>. Travel and tourism may collapse as a result of global warming, another energy crisis, war, terrorism, or global pandemics, but events will still be essential globally since they address core human needs. There's No Going Back. Using the interconnected content of future scenario number 1 and 7 as well as other researchers' viewpoints, this section will discuss these tactics in greater detail. People

attend events for a variety of reasons; socializing, coming together, and getting away from the monotony of daily life are just a few examples<sup>189</sup>. Many people attend multiple festivals each year in order to gain a sense of self-identity through participation in these life-altering events<sup>135, 136</sup>. Community identification can be boosted by participating in social events, which strengthens an individual's sense of belonging. People's desire for "frequent, effectively enjoyable encounters with others", and the development of social capital are also satisfied. <sup>81</sup>discuss the human desire for interaction, adding the fact from an anthropological perspective, which indicates that humans' will and need to associate with others and satisfy this need is a fact. There will be less opportunities for people to interact socially, which can lead to a decrease in the amount of social capital. As a result, people may become less interested in conversing politely and showing kindness toward those around them<sup>137</sup>. It's possible that the COVID-19 epidemic has a detrimental impact on societies and the formation of social capital among individuals and within communities because it has caused disruption in the event industry's performance<sup>138</sup>. COVID-19 pandemic affected social well-being due to the cancellation of all social and sporting events as well as cruise ships and festivals<sup>139</sup>. Dialogue self-theory (DST) states that humans are not believed to be lone individuals, but rather that they find themselves by conversing with others. According to, who stated that this is based on their remark<sup>140</sup>. However, the return to normalcy process is more likely to take place at a slower pace<sup>138</sup>. Noting how society's behavior may have evolved due to prolonged lockdowns and severe regulations. It may take some time for people's attitudes to return to their pre-crisis state<sup>96</sup>. Consequently, urged that any decisions about the cancellation of public gatherings must take into account all the possible negative consequences that could cause lowering the community and economy in the future, as a result of the cancellation. Virtual Events as a Subject Matter Area The event industry's

response to the COVID-19 pandemic catastrophe will be discussed in this part, along with the viewpoints of other researchers, future scenario number two<sup>88</sup>. However, many events have been postponed or canceled, the event industry continues to take steps to keep its operations running normally despite this. Transformations from physical to virtual platforms are part of these tactics. During the COVID-19 epidemic, webinars, live performances, virtual events, and podcasts were all used to bring people together and keep them interested<sup>141</sup>. As a result of the COVID19 epidemic, thinks that the industry's losses are encouraging people to migrate to internet platforms<sup>141</sup>. However, he concluded by saying that while these efforts can help the sector in the short term, they cannot replace the income that companies were generating from large-scale events in the long term<sup>1</sup>. The global virtual event market was valued at USD 94 billion in 2020 and is expected to reach USD 404.45 billion in 2027, according to estimates by<sup>142,143</sup>. During the COVID-19, companies and academics used online means to continue working, promote new products, and organize online events, causing digital media to develop massively<sup>144</sup>. On 6Connex, an online platform that hosts 52,000 virtual events each month during pandemics like this one, John mentions a growth rate of 1,000 percent only until May 2020<sup>145</sup>. From February 2019 to March 2020 alone, 2.13 million people have downloaded the Zoom virtual event software<sup>146</sup>. Many event planners claim to have discussed virtual events prior to the pandemic, but not many have taken the step to implement them. COVID-19 pandemic event organizers almost had no choice but to switch to a digital format at the time<sup>148</sup>. Businesses in the event spectrum have grown to assume that things may be done remotely instead of paying money and traveling staff to different locations or nations in some situations<sup>147</sup>. Virtual events in conference contexts, according to, may not provide the same networking opportunities as traditional physical conferences<sup>147</sup>. During a physical conference, participants have the opportunity to meet and build relationships, which can

lead to future partnerships and possibilities<sup>147</sup>. After the COVID-19 epidemic predicted that virtual events will continue to be used and important, but not as a replacement for live and physical events, as is currently the case<sup>149</sup>. For 48% of millennials, attending live events is primarily for the purpose of documenting the experience for later posting on their personal social media sites<sup>150</sup>. Crisis Management and Preparation after doing extensive research into how the tourism industry responds to crises and coping mechanisms, determined that coordination and knowledge sharing are the root of the problem. The COVID-19 pandemic epidemic has a direct impact on the tourism industry, affecting both demand and supply<sup>151,152</sup>. Around 50 million jobs are expected to be lost worldwide as a result of the decline in tourism<sup>15</sup>. The present COVID-19 pandemic underscores the significance of being prepared to deal with a crisis and recover from a disaster both regionally and internationally<sup>154</sup>. Scholars in the tourist industry weigh in on the necessity of catastrophe preparedness and planning. This section will also include theories and practices from tourism-related literature on how to deal with crisis situations and how to prepare for future disasters. It is logical that the global attention is focused on the cure measures and the process of creating a vaccine in the midst of the COVID-19 pandemic<sup>155</sup>. While a crisis is taking place, there will be opportunities for contemplation and learning from the disaster<sup>155</sup>. Ambidextrous management refers to building recovery plans for firms while they are in crisis, which Seraphin says is essential<sup>156</sup>. March (1991) established the notion of "ambidextrous" at the organizational level for the first time in relation to being prepared for the future. An ambidextrous company is one that utilizes its current resources while also developing new ones for the future. During a crisis, firms must begin to look for new ideas in order to survive in the long run. As a result, in the present COVID-19 situation, the event sector must develop long-term, innovative solutions in order to thrive<sup>157</sup>. There are many advantages to using an ambidextrous

management strategy in the COVID-19 outbreak. This strategy's outcomes could be used to counteract the negative effects of pandemics, such as the loss of social capital among society's citizens<sup>158</sup>. In a tourism context, an ambidextrous management strategy can lead to long-term success, enhancing social capital and the motivation of employees, as well as the generation of new ideas and the generation of additional<sup>159</sup>. Learning from SARS is that diversity and a portfolio approach are essential in one's efforts. As an investor. When it came to dealing with the Covid-19 problem, many governments, cities and organizations failed because of poor leadership and a lack of practical management ideas, particularly in the event sector<sup>213</sup>. Also, mentioning that these countries were judged capable of coping with the pandemic problems and devising an effective strategy to minimize the negative consequences of the crisis<sup>160</sup>. Typically, find that incompetence in leadership and decision making is to be blame<sup>161</sup>. Firstly leaders must acknowledge that a crisis has occurred and, secondly, that they must take action to address it. A range of textbooks, a number of models and recommendations, a body of knowledge (EMBOK), competency standards (MBECS), and an expert's association with its own codes of conduct are all part of the event management profession<sup>161</sup>. Restrictions imposed by COVID-19, such as travel bans and bans on public gatherings and events, put the global event business at risk on a huge scale<sup>162</sup>. Although this crisis offered the event industry an opportunity to reevaluate its methods and re-invent itself in order to become even more involved in society's well-being, it was not without risks<sup>163</sup>. For this reason applied the Janus thinking technique to identify opportunities for future advancement and improvement of the current grounded theories accessible in the event sector<sup>163</sup>. The Janus thinking method refers to the ability to simultaneously grasp and put into practice two diametrically opposed ideas. This epidemic of COVID-19, which is still raging, has demonstrated how interconnected and interdependent countries are becoming

increasingly. As a result of an environmental threat like the Coronavirus, every country on the planet is affected. Because of this, the cascading effects on various ecosystems and surroundings should be taken into account while developing coping techniques for organizations and industries that are more resilient<sup>194</sup>. Believe that events have become a part of people's daily lives, and the influence of social media on people's lives has increased their desire to participate in live events<sup>149</sup>. the events industry is more resilient than the tourism industry, notwithstanding the recession<sup>166</sup>. In support of the Getz' future predictions, predicted that the event industry would increase significantly after the constraints were lifted<sup>167</sup>. Covid-19 epidemic is compared to over tourism and communities dealing with the over tourism problem<sup>167</sup>. They begin as victims, then begin to struggle against it, and towards the end they develop some form of resilience to deal with the condition<sup>167</sup>. As a result, it is expected that the community will develop a resistance to the COVID-19 pandemic and subsequent variations.

### **2.1.1 What is an event**

Events are a major factor in the planning and marketing strategies of most tourist attractions<sup>168</sup>. In the context of social interaction, an event is described as a one-time or limited-time gathering that allows attendees to connect with each other outside of their typical daily routine. Defines special events and planned events as those gatherings organized to provide a wide range of experiences based on cultural, social, and entertainment concerns, and which go beyond the scope of ordinary daily interactions. Events are also seen as opportunities for people to express themselves, perform rituals, and share in communal joy<sup>169170</sup>. The term "event management" refers to the process of putting together a gathering in order to fulfill or exceed the goals of an individual, a team, or an organization. Event planners are the industry jargon for those who work in this field. In other words, an event planner is a professional who assists clients in organizing events

such as parties, weddings, conferences, and business meetings by organizing the small details, working with vendors, and making sure everything runs smoothly on the designated date.

There are many types of events, including celebrations such as festivals and wedding receptions (as well as birthday and anniversaries), as well as educational gatherings such as lectures and seminars (conferences, graduation ceremonies), Event Types: Commemorations (memorial ceremonies, civic gatherings), Corporate (conferences and meetings, corporate hospitality (incentive trips and business dinners), and Product Launches (product launches). Due to events being geared toward business, the corporate events industry lacks diversity<sup>171</sup>. Fundraising for charity causes (society balls, sports events, charitable auctions). In the here and now (Music events, sporting events, festivals.) Even more and more types of events are popping up every day. These types of events include: "sporting and recreational activities; professional meetings; conventions; festivals; charity functions; community events; corporate functions<sup>172</sup>. It's no coincidence that event planners are in such high demand, considering how many different sectors they work in. Individuals seeking help with special occasions like weddings, birthdays, and anniversaries will find a variety of event planners who can assist them. Employees in this field can rest assured that their jobs will be secure as long as there is a need for highly qualified, specialized assistance in these fields. Even though COVID-19 has had a significant impact on global markets and a wide range of businesses, creative thinkers and leaders in these fields have been scrambling to devise new strategies for navigating this new environment. However, the travel and hospitality sector continue to bear the brunt of the downturn. People's and travel policies' thoughts have been focused on the dangers of sickness.

### **2.1.2 The History of the Event Planning Industry**

Surely, you've pondered the question, "Why do people clap their hands?" Unlike most of our customs, this one was not created at random. Vikings have always done this. So that the drink would end up in the other person's glass, they would smash their cups together. If you poisoned someone's cup, you'd have to drink it yourself. What will our lives and events be remembered for? What are your plans for shaping the future? Take the finest of our ancestors' event planning magic and combine it with the cutting-edge facilities we have available.

## **2.2 Theoretical Review:**

### **Overview of the Event Planning Industry's Historical Development**

As the first person to be inducted into an event planning hall of fame, Cleopatra would be an obvious choice. Event planning was never done by anyone before her. We apologize if there was a person that came before her, but they have been lost in time. There's a reason and a theme to every event. Cleopatra's get-togethers were rumored to be aimed at luring suitors to her. Candles and scent abound throughout her infamous Nile cruises, to name just a few examples. As a result, her ability to communicate was severely constrained. Hand-delivered messages took weeks or months to reach their intended recipients. No Cleopatra event would have been feasible without an army of aides and a free lab. Of course. The basic events of history have remained the same, despite language and fashion changing throughout time. They were the driving force behind the extravagant and fantastical medieval-era event. Madame Pompadour, the mistress of King Louis XV, and Marie Antoinette are two of the most famous event planners from this era. Costume parties with the best bands were a staple at their events. Big events are now open to everyone, not just the kings and queens. So, how did the world's wealthiest people lose

control of the planning of important events? We can thank the industrial revolution for kick starting everything. With the influx of newly wealthy and influential members of society, the field of event planning underwent a radical transformation. There was an evolution in the aristocracy's leisure pursuits and peace brokering of warlords to this new thing called business.

The scope of event planning expanded as a result of these new wonder machines known as trains. More people could travel farther, more food and other supplies could be brought in from a wider area, and communications could be more succinctly formulated. That's when the process of organizing events became more inclusive. There are more of them than ever, spanning days and continents, attracting hundreds of thousands in attendance.

### **2.3 Review of Empirical Studies**

#### **How the Event Planning Industry Has Changed through Time**

The first edition of Plan Your Meetings came out in 1995. They said that the top event planners should use cell phones in their work. And they were spot on. Some of the most famous events in history would have been possible without Cleopatra's help, but today's planners are not her and the world isn't what it was. No doubt, the internet has had a major impact on how events are organized and promoted. That's quite a statement considering how jet travel, cold, electronic music, and the party frock have progressed.

We could not go without mentioning fashion. It has and will continue to change indefinitely. The world's finest silks were worn by the nobility and the royal family. From the Middle Ages through the Regency Era, big occasions were made a little livelier by the use of colorful clothing. Tuxedos and formal suits and ties first appeared in the industrial age. Fashion has undergone yet another transformation as of late. The term "casual" has become widely accepted in our culture. Major events are open to the public, which means

our clothing often becomes a target. Never before have jeans and a t-shirt looked so good. This perspective provides our generation an advantage. The plain truth is that today's generation has more options than generations past. Trainers and a t-shirt are acceptable attire. However, we have the option of dressing up if we so desire.

Events with open invitations are quite new, so before we get into promoting, we need realize this. Until recently, event planning was a closed-door affair. Consumer capitalism and the dismantling of class barriers have only recently allowed event planning to include everyone. Attracting attendees to your event has evolved as well in this short period of time. Flyers, posters, and word of mouth were used to promote events prior to the internet. You may now search for events from the comfort of your own home, rather than stumbling over them in a newspaper or on the internet. Social media networks such as Facebook and Local Hop make it easy for attendees to seek for specific types of events. Dates, event categories, location, and many other factors can all be considered when narrowing down your search. The guest now holds the keys to the kingdom. We're now able to develop ads that are slicker, more professional, and more targeted thanks to the advancements in software and websites.

### **2.3.1 It is time to get back to basics and learn how to RSVP**

Event planners once delivered actual paperwork to invitees. Arrival could take days or weeks, and they may never arrive. Modern event planners can invite guests online. People still send homemade wedding invitations. We are accused of being impersonal in modern times. A handwritten message to your guest could be nice. Take the finest from the past to make your event stand out. Maybe this is one? How did they find things? We are lost without Google Maps. Before, people used folding, unwieldy maps to locate events. Just getting there could cause anxiety, resulting in strangers being asked for help. Uber and

Google Maps have not ruined our sense of adventure. We do not get lost, which is wonderful.

### **2.3.2 Innovations**

We will not repeat ourselves, but technology has revolutionized the event sector. Logistically, it has transformed event planning and administration. It has shaped their temperament and style. Technology has impacted who goes and what they eat and drink. Now, internet events exist. Cleopatra couldn't do that. The hybrid event and its versions are changing the century. Virtual guests can join your physical event from anywhere in the world.

### **2.3.3 Venue Search**

In the 1800s, finding an event site was difficult, but today it's easy. Space hunter helps people find the ideal venue. This team of professionals is in Madrid, Barcelona, and Europe. Work, Play, Stay helps people identify event venues, lodging, and after-work spots. Space hunter recently expanded to Spain and is recruiting local venues. All of this is possible in the present day, making event planning easier than in the past. **Cleopatra** was maybe the first event planner. Event planning has evolved over thousands of years. This lesson discusses its history.

### **2.3.4 Nile**

If you want to trace the event planning industry's history, you'd have to go back to the Ptolemaic Dynasty and Cleopatra and Marc Antony. Cleopatra was famed for her extravagant courtships. Marc Antony was charmed by Cleopatra's elaborate gatherings, which included a Nile cruise with dressed handmaids, candles, and a luxurious lunch. King Louis XV and Louis XVI ruled France. Madame Pompadour's celebrations included music, cuisine, costumes, and themes. King was amused. Marie Antoinette, famed for

other reasons, had opulent parties before her demise. Pageants, fairs, and gatherings required the personal touch of a professional planner throughout history as a symbol of monarchy and wealth. In movies and TV series set in the period of kings, queens, and medieval castles, extravagant feasts, festivals, and weddings required planning and management.

The Industrial Revolution increased the necessity for gatherings and activities. With economic and manufacturing growth, firms needed more collaboration at trade exhibits and guild meetings, and individuals traveled more. Rail networks and steamships made event travel easier. Political parties and movements grew, requiring events to bring together leaders and supporters.

## **2.4 Theoretical Framework**

In the 20th century, well-to-do families hired planners to handle wedding, party, and reception arrangements. Personal and corporate occasions became more sophisticated, requiring a specialist to handle invitations and caterers. Some associations and organizations rely on volunteers to stage events, whereas others prefer an event planner to coordinate meetings, conferences, and events. Age increases event planning. Baby Boomers have milestone birthdays, retirements, and their children's and grandchildren's big life events to celebrate. Popular businesses include first birthdays and Sweet 16s. According to the US Census Bureau, global spending on special events is \$500 billion, and event planning occupations are rising. Globalization has boosted the event organizing sector, as events are held worldwide. Globalization has increased the need for global event planners who can bring business leaders together.

### **2.4.1 Events and Society's Need**

Temporary activities, ritual/celebration displays, distinctiveness, and gathering of people. Temporary events have specified beginnings and finishes and are arranged using event programs or schedules<sup>172</sup>. Scholars claim that the requirement for ritual/celebration displays is based on Maslow's hierarchy of needs<sup>173</sup>. The five orders of need help humans fulfill their potential (physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs). Self-actualization drives people to organize activities. The first two features distinguish an event<sup>174</sup>. Third, uniqueness. The event's content, human variables, and program scenarios are the most essential aspects that contribute to its originality<sup>172</sup>. Furthermore, event-related experiences are unique and hard to duplicate. Attendees react differently to event touch-points; therefore, they have distinct experiences. Participants' experiences will differ between events, places, and programs as their expectations, attitudes, and behaviors change<sup>175</sup>. Mass gatherings are events that bring together a huge number of people for a specific purpose over time. These gatherings may be a single event or a series of activities held at multiple locations<sup>176</sup>. Five additional criteria were offered: perishability, labor intensiveness, intangibility, ambience, and personal connection<sup>175</sup>. Unique events are perishable since they can't be reproduced.. Perishability of events contributes to their authenticity. "The activity is more or less intangible" during an event, thus it's important to make it more real to boost participants' impressions and memories. He said that human resources are key to a successful event's labor intensity<sup>178</sup>. Complexity and originality determine labor intensity. Event managers can estimate the number of personnel needed based on event kind, attendance, service types, working experience, existing staff quality, avenue layout, and preparation and completion time<sup>179</sup>. Environment is a key aspect in event predicting<sup>179</sup>. Several ambience-related features of a physical location contribute to client satisfaction and loyalty. Food, beverages, lighting, and music, for example ; social variables including staff–staff, staff–

guest, and guest–guest interactions; and design considerations like spatial layout, architecture, décor components, utility, signs, symbols, and artifacts<sup>180</sup>. The atmosphere is "the emotional response to all stimuli in a situation". Fifth, event experiences should include personal interaction. This includes participants' relationships and physical environment <sup>181</sup>.

#### **2.4.2 Nigerian culture**

"Events" are scheduled public or social occasions, special activities, celebrations, or historical or cultural happenings. It's not spontaneous. Someone must act. Cultural events include festivals, carnivals, durbar, film premieres, theater performances, exhibitions, tours, command performances, seminars, workshops, and gala-nights. For this thesis, we'll focus on handling cultural festivals and other unique events. The approach chosen here allows me to share highlights of my experiences as a creative consultant to many local and international festivals and as Managing Consultant to the Nasarawa State Government on Culture (2008-to date) and as Festival Director (2013-to date) repositioning the traditional Nzeh Mada Festival into an international tourist event. Traditional African communities organize cultural events differently. Similar issues and features existed. Age grades were used to organize such events. The family, guild, or whoever is the traditional custodian of the event proposes the date to the community leader or council of elders. Once the village leadership approves the idea, the top priest secures the ancestor spirits' acceptance and blessing. The top priest then performs all festival rites. Word-of-mouth and traditional tokens are used to publicize the event. The event venue's lighting and decorating used local natural resources. Audience engineering wasn't difficult because most traditional Africans were required to attend cultural activities. Challenges in cultural event management Most festivals and community cultural events have been organized and managed mostly unchanged for decades. Human

existence got more complex as African societies embraced modern desires. The expanding gap between rich and poor, the city and the villages, the birth of contemporary mass media, and significant technical breakthroughs have changed modern human communication and sociability. The common African's taste and expectations have grown beyond his pre-colonial traditional entertainment forms and events packaging. Rising costs, global economic uncertainty, and pervasive poverty have marginalized the common guy in recent decades. The majority of the population is struggling to manage the few income they have to spend on transportation, health care, and education. Families have less money for recreation and leisure. Participants in most cultural events have gotten increasingly discriminating and intelligent in their choices, tastes, and response to invitations. The issue above highlights the need for more effective and efficient administration of cultural event resources. The ingenuity of the average event planner is challenged since he must compete for participants' attention with many alternative options. He must be more cautious to achieve his event's goals and attract the intended audience. This paper identifies key aspects cultural event planners must consider for successful administration. Modern culture's pillars Management organizes and controls human and material resources to achieve goals. It's the planning and regulation of an enterprise's activities. Planning, organizing, staffing, directing, and controlling are management tasks. As indicated below, these functions are interwoven. Here are some fundamental concepts for managing cultural events effectively. Participants' safety and comfort: Event planners must create a safe site and atmosphere. Having invited different kinds of participants to a place you've chosen, they expect you to assure their safety and comfort throughout the event. Event planners must prioritize safety and comfort. Human and material event resources must be secured. This includes paying attention to the venue, timing, types of seats, parking spaces, refreshments, and overall environment. Safety

must be the guiding principle. ii. Stakeholder satisfaction: Any event's success is assessed by stakeholder satisfaction. These include investors, vendors, staff, and invited spectators. As an event planner, anticipate each stakeholder's expectations and guarantee they leave with something. iii. Care for your talents and volunteers

Volunteers are supported. Your event needs talented artists or other experts. Volunteers are abhorring staff you may recruit to help event activities. Set and respect timelines as an event planner. Activities and deliverable need time frames. Details matter if you want your event to succeed. Keeping a checklist of tasks and deadlines is helpful. Cultural event planner qualities Leadership skills ii. detail-oriented iii. rigid timelines v. network and raise money media experience planning events Event management tools 1. Set event goals and a Vision Statement (for festivals): Decide Who, what, when, and why for your event or festival. These tools have helped me manage my events: a. Scheduling flowcharts and graphs. b. Schedules and guidebooks. c. Policy Statement to guide support workers and units 2. Identify community infrastructure needs: volunteers, vehicles, public square, etc. 3. Plan your event's events and site early. The creation of such programming should also consider the age and gender segmentation of the festival's participants. In creating the Nzeh Mada Festival 2014 in Akwanga, Nasarawa State, we included seven events for children, youth, and adults. Children Mada Language quiz and debate competition; Bwar Mada (Carnival/Street Performance); Nzeh Mada Colloquium; Fir Nyu Gyough (Easter greetings and royal blessings from the Chun Mada to the Mada nation); Miss Nzeh Mada pageant; Ro Mada (Cultural Parade), Exhibition of Mada Heritage & Arts; Ri-Lah (Mada Traditional Cuisine Competition). These activities target distinct groups. 4. Festival merchandising and promotion: Create opportunities for vendors to earn from your event. Please guests. Learn about marketing tools: (sales promotion, publicity, Public Relations, personal selling, direct marketing and interactive

media) Free publicity has more influence and credibility than advertising, in my experience. 5. Recruit sponsors. In recent decades, sponsors preferred athletics over cultural events. In the last 20 years, however, some sponsors have tried to diversify into arts and festivals. • Economy • Targeting market segments • Measuring results, media fragmentation, diverse population divisions to attract sponsors, you must answer the following questions well. Does your event match sales, merchandise, etc.? Companies target internal and external audiences. Have you outlined your sponsor's appeals and goals? • Promote the sponsor's company goals. Your proposal should show a potential sponsor how investing in your event will benefit him or her. • What did your study reveal about the company's goals and competitors? Festival media coverage. Press conferences and releases will promote your event. Try to grasp what the reporter wants from the field, e.g. By the 1870s, cheap jet travel had dispatched most of Atlanta's captive crowds, so festival organizers had to reimagine it. One novelty was a beauty display for holidaying students to attract their parents to the festival. This activity became the "Miss America" pageant. Create stunning events for your festival to attract media attention. Also, give reporters enough dignitaries to interview. In this sense, you must avoid the faults of the 1970s Atlanta presidential convention organizers. By hosting a presidential candidate for a debate, organizers hoped the city would benefit.

- i. Bring positive press to the city. Unorganized convention. The nominee was well-known before the convention. The media had little to cover at the convention, so they looked elsewhere. They reported poverty, slums, and unclean streets. The convention had the opposite effect on Atlanta's publicity as expected. Media planning tips for your event: a. Your event should be held early in the day to accommodate journalists. They want to arrive early to film and write stories for the 7pm newscast or morning newspaper. Weekends are low-news days, therefore they're fantastic for events.

Weekends are slow for most stations. c. Broadcast stations can better plan for your event with advance notification. Three days' notice is usually plenty. Attach a press release describing the event's highlights, participants, and significance. 7. Judging: If the cultural event is competitive, reorient/train your judges on the guidelines and ensure they are credible and in tune with the event's aims. Most cultural event planners overlook this. Quality of judging affects festival credibility and stakeholders' satisfaction. Cost-effectiveness is a factor in your event's success. How much did it spend to reach your goal against your results/income? Cost-effective? Were fewer words needed? From my perspective, the following are key budget items for cultural or special events. Venue, canopies, PA, lights, etc. Depending on the firm, plan for three or four days if it's a two-day event. Hotel halls require early setup and rehearsals. Bulk purchases can be discounted. b. Security Cost: Bouncers, Police, Federal Road Safety Commission, etc. You can pay them daily eating allowances so they don't leave work to eat. Costumes, decorations, banners, signs, etc. d. Labor Lost: You require people to carry in and off stuff. Volunteer allowances must be computed. Crew, Union Dues. Advertising, PR, sales, interactive movie, etc. Each's cost benefit. Performers, speakers, MCs, comedians, etc. Event sponsorship When someone is selected to organize an event, especially in the public service or community, they are often given modest funds to prepare and execute it. In that situation, you should find alternate event sponsorship. Primarily, financing comes from: Cultural Event Funding Sources • Bartering Government grants • Grants from foreign donor agencies, charity groups, development agencies, and heritage bodies in making sponsorship bids, especially to corporations, offer measurable statistics or quantified advantages, e.g. How many will attend your cultural event? Who will attend? Who will spend how much? How will the event affect local businesses? Will

this boost the host community's or sponsor's image? Etc. Cultural event secondary income You can raise money for your event in these ways:

- i • stands, franchises, rents.
- ii. • ads in program booklets, brochures, and guidebooks.
- iii. • parking stickers, parking fees, and transportation services.
- iv. • catering, fast food, sales stalls.
- v. • souvenir sales.
- vi. • Profits from corporate lounges, suits, and chill-out zones.
- vii. • raffles, games, tombola
- viii. • photos, CDs.
- ix. • Broadcast rights (for cultural/sporting events).
- x. • subscribing and returning.

10. Monitoring/Evaluation: As you create goals and prepare your event, be sure to include suitable monitoring tools. Then, evaluate the festival's methods, accomplishments, and shortcomings. This helps you learn from mistakes while planning future events. Some fundamental activities to evaluate your job include: • Finalize your income and expenses; did you gain or lose? Finalize event contracts. Compare final invoices with vendor or service provider agreements made at the start of event planning. • Send media a final press release to recap the event. • Thank all volunteers in writing. Send sponsors event reports, albums, or publications. Gather press clippings and publish special reports, video documentaries, or magazine articles about the incident. 11. Create a Debriefing Report

Debriefing may entail a dinner, luncheon, or special gathering of the central planning committee and significant stakeholders who facilitated the event to receive and discuss participant comments. Your report should include these areas: Media coverage a. Participants Management and staff. Suppliers. Conclusion This paper has covered some of the key factors cultural event planners must consider for successful management, especially in a developing country like Nigeria. It noted that participants in most cultural events have gotten more discriminating and intelligent in their choices, tastes, and willingness to respond to invites. The average event designer must compete for the attention of the event's target participants with many other options.

#### **2.4.3 COVID-19 Pandemic Overview**

Events are key tourism motivators destination marketing/development <sup>182</sup>. Events are a "special blend of activities" used to meet customer needs. He argue that textbooks define events differently<sup>183</sup>. An event is a complex social endeavor with a definite deadline and many stakeholders<sup>184</sup>. Events Tourism is the fastest-growing industry sector and is undergoing a drastic transition due to COVID-19. Events boost the tourism industry and economy. According to Oxford Economics (2018), 1.5 billion people attended corporate events annually, and the global event industry contributed \$1.5 trillion to the global GDP, with direct and indirect spending exceeding \$2.5 trillion. The global event industry employed 26 million people directly and indirectly<sup>185</sup>. Festivals activities contributes huge integral part of the Event industry and cultural offering<sup>186</sup>.

#### **2.4.4 Events Planning with COVID-19: Exploring the Linkage**

COVID-19 has a catastrophic impact on worldwide tourism and other economic sectors. This pandemic has caused huge shifts in work-life patterns, COVID-19 outbreak is the biggest pandemic of the 21st century<sup>187</sup>. Global events are one of the hardest-hit tourism

sectors. The volume, magnitude, and scope of the events make them an easy target for COVID-19 and infectious disease epidemics<sup>188,189&190</sup>. Events are inherently vulnerable to internal or external disturbances, therefore any tiny disturbance can have disastrous effects, no matter how well the action plan is structured. Consider the Saudi Arabian Hajj pilgrimage. Even though Hajj is the world's largest annual mass gathering, it has been disrupted by COVID-19, SARS, RVF, H1N1, Ebola, MERS, and Zika<sup>188</sup>. Events are a major source of disease transmission. In a pandemic situation, cancellation or postponing of events is always the recommended decision<sup>190,191</sup>. Unregulated events and festivals can develop rapidly.

During COVID-19, the authorities restricted travel and events. Events tourism suffered serious damage. MICE events, which are vital to economic growth, saw unprecedented cancellations and postponements<sup>192</sup>. Exhibitions, concerts, conferences, sporting activities, marriages, and trade displays, etc., were canceled and postponed as per government guidelines<sup>193,194</sup>. All kinds of events across the world, whether cultural, business, sports, or mega-events, have been affected by the pandemic<sup>195,196</sup>. Mega events promote tourist spending, income, and employment. The event promotes the host region. COVID-19 postpones Olympics 2020 and UEFA EURO 2020<sup>195</sup>. Singapore Airshow 2020, IT&CM China and CTW China, International Exhibition Logistics Associations (IELA), National Association of Travel Agents Singapore (NATAS), and ISPO Beijing have been postponed or cancelled owing to COVID-19.

#### **2.4.5 Covid-19 and Nigeria's economy**

It was recorded that 528 million coronavirus illnesses and approximately 1.6 million deaths have been caused by COVID-19. Even before the outbreak, the global economy, especially in developing nations like Nigeria, was predicted to increase barely 2.5% in

2020. While many developing nations have reported fewer cases-Nigeria has over 256,000 confirmed cases and over 3000 casualties as of this writing-the epidemic and its economic effects are expected to intensify due to their restricted health care systems<sup>197</sup>. Before the outbreak, Nigeria's GDP growth had slowed to 2.3% in 2019 due to the 2014 oil price shock. In February, the IMF lowered its 2020 GDP growth prediction from 2.5% to 2% due to low oil prices and little budgetary flexibility. The country's debt profile has been a concern for policymakers and development practitioners, with the debt service-to-revenue ratio estimated at 60%, which is expected to worsen due to falling oil prices.



Figure 2.1: How COVID-19 Influences Aggregate Demand.

These limits will make it harder for the government to weather the COVID-19 outbreak economically. Nigeria is increasing government spending and cutting company taxes to promote aggregate demand. The national budget expanded from 8.83 trillion naira (\$24.53 billion) in 2019 to 10.59 trillion naira (\$29.42 billion) in 2020, representing 11%

of GDP. Small firms were exempted from corporation income tax, while the tax rate for medium-sized corporations was cut from 30% to 20%. Except for government purchases, COVID-19 hurts all aggregate demand components. The decline in household consumption in Nigeria will be caused by three factors: 1) partial (or complete) restrictions on movement, causing consumers to spend primarily on essential goods and services; 2) low expectations of future income, especially among gig economy workers and the working poor in the informal economy; and 3) the erosion of wealth and expected wealth due to the decline in assets. Lagos, Ogun, and Abuja are under federal lockdown (which have the highest number of coronavirus cases combined). Subnational administrations implemented state-wide lockdowns. Because of COVID, Nigeria's inflation rate is 12.34%. According to the National Bureau of Statistics, Nigeria's inflation rate was 12.34% in April 2020. (NBS). It's the greatest gain since April 2018. Nigeria's inflation rate is the highest in 24 months due to the COVID-19 epidemic. The CPI rose 1.02 percent month over month, 0.18 percent more than the prior month's 0.84 percent.

#### **2.4.6 Covid-19 and Corporate Events**

Tourism includes several business and corporate events. Business gatherings need conference and exhibition centers, hotels with banquet facilities, and private and public amenities. Because of service availability, most business gatherings are held in cities<sup>198</sup>.

Corporate events have been hampered by COVID-19 because of preventative measures. When COVID-19 was declared a pandemic, governments restricted international and domestic travel and mass gatherings<sup>199</sup>.

Some prominent global events with huge tourism potential have been cancelled. Despite permanent financial losses, the decision saved humanity. ITB Berlin, 2020 was cancelled

due to the rapid spread of COVID-19 as reported by<sup>200</sup>. ITB Berlin has 10,000 exhibitors from 180 countries and 160,000 estimated visitors<sup>201</sup>. Though company firms and ticket buyers will obtain refunds, it's a big loss for organizers and business firms who expected a lot of commerce. COVID-19 canceled certain large technological business meetings and conferences. Google I/O developers meet was set for May. Mobile World Congress (MWC), one of Barcelona's biggest events in February, was also canceled. MWC, a huge event for partnerships, negotiations, and product lunch, expected 1200 mobile firms from around the world<sup>201</sup>. Facebook cancelled its developer conference to prioritize health and safety (F8). The annual Game Developers Conference (GDC) has been postponed until 2021 as reported by<sup>203</sup>.

#### **2.4.7 Religious Events and COVID-19**

COVID-19 has devastated religious festivals everywhere. Policymakers couldn't postpone or cancel religious activities because they are held on predetermined dates. While many religious activities were small, others were held in seclusion. COVID-19's impact on important religious events is addressed below. Hajj is Islam's fifth pillar. Millions of Muslims visit Mecca and Medina throughout Ramadan. Hajj is a once-in-a-lifetime requirement for Muslims<sup>204</sup>. 2400000 pilgrims attended Hajj in 2019. COVID-19 has affected 2020 Hajj pilgrims. WHO restricts event gatherings? UMRAH and the Hajj Ministry announced strict preventative measures for Hajj 2020. The Ministry of Hajj and UMRAH has also established limits on the pilgrim allowed in the premises, only 10000 Saud Arabian travelers, while pregnant, aged, and ailing pilgrims were recommended against attending<sup>204</sup>. All mandatory steps were performed, including a COVID-19 test before landing in Mecca, quarantine after hajj, continuous sanitization of premises, and social distance. As per the new normal, every pilgrim received a kit with all necessary materials. Itikaf is noted for mosque isolation in Rajab. The event purifies heart, repents,

and offers self-improvement possibilities. This year's Itikaf was canceled due to COVID-19 (Khamenei, 2020, March 9). After Supreme Court approval, Jagannath Rath Yatra began during COVID-19. Thousands of people worldwide celebrate the sacred holiday. Only 500 persons were allowed to draw Lord Jagannatha, Balbhadra, and Subhadra's enormous chariot, millions of faithful watch the sacred spectacle on TV<sup>205</sup>.

Christians worldwide commemorate Holy Week, which combines sadness and joy. Holy week was held without attendees due to COVID-19 and mass gathering restrictions. Holy week usually attracts 10,000 people, but this year coronavirus appeared. Thus, needed measures are needed<sup>206</sup>. Unique culture characterized New Orleans parades. COVID pandemic and shutdown affected mega-events like St. Patrick's Day. COVID-19 canceled the St. Patrick Parade. The virus affected many New Orleans events. Many hotel workers lost their employment and next year's budget deficit was \$100 million. COVID-19 caused the loss by canceling events like Parade. Holy week generates roughly 1.3% to GDP, while its 9 million expenses generate 400 million<sup>207</sup>. Andalusia, processional marches, La Linea e la Concepcion, Castilla Y Leon were suspended. Holy Week is significant business and helps the economy. The suspension of festivals and activities might cost Malaga about €102. The annual Passion Play of Iztapalapa is held in Mexico City's holy week neighborhood. Media covers the oldest and most elaborate passion plays. These plays draw 3 to 4 million people. After the COVID-19 problems, the Mayor of Iztapalapa canceled the open space Passion Play and announced to celebrate it in a tight space with minimal engagement and transmit it on televisions and social network platforms. COVID19 also affected commercial exhibitions and pilgrimages<sup>208</sup>. Religion was interrupted in Nigeria. Most religious establishments are 'ghost towns.' State and federal governments announced during the lockdown that no religious activities or gatherings with more than 20 people are allowed. Each gathering must wear a nasal mask, soap and

water, and hand sanitizer. The task force set up to monitor religious activity sanctioned, arrested, and punished churches and mosques that broke the regulation. In Bornu State, Imams who advocated Friday worship were detained and sanctioned. During a church service in Lagos State, our case study region, the pastor and four others were arrested for breaking COVID-19 guideline. Members avoided services because of fear of interaction with a sick person. In Bauchi State, the governor implemented COVID-19-related restrictions on markets and mosques. Weekly Friday prayers and Sunday services were banned. During the COVID - 19 outbreak, many churches live-streamed church services on cable TV.

#### **2.4.8 COVID-19 Sports**

The pandemic has hampered public movement and functionality, affecting all sectors, including sports. The epidemic affects sport. All events were canceled or postponed. COVID-19 threatens the \$756 billion sports sector. Millions of jobs in sports and other areas are at stake due to the epidemic<sup>205,206</sup>. Other sports corporations and clubs have financial concerns that may lead to closure<sup>209,210</sup>. In this pandemic, the sports event with no spectators (ghost game) is losing legitimacy because fan support affects results and produces cash for the team and broadcasters<sup>211</sup>. Few professional sports, especially team sports, have restarted with national-to-regional government permission. IPL will be played in UAE from September to November under specified rules. Cancelling the IPL might have cost the BCC \$4 billion<sup>212</sup>. The 20th National Sports Festival (NSF), "Edo 2020," has been postponed due to a pandemic. All of the Nigerian athletes' Olympic preparations and efforts went "fruitless." IOC postponed Tokyo 2020 till July 23, 2021 due to the Covid-19 epidemic (2020). This is the first time in modern Olympic history (1896, Athens, Greece). African Nations Championship, Africa Cup of Nations, 2022 World Cup men's and women's qualifying, CAF Champions League, and Confederation

Cup all postponed until 2021. The Nigerian Basketball Association (NBA) declared that the Nigerian national team will not be eligible to compete in the inaugural Basketball Africa League (BAL) . Angola, Egypt, Morocco, Nigeria, Senegal, and Tunisia were previously qualified. In Nigeria, TVs show live sports matches. Paying viewers watch live matches (Premier, Europa, champion, Bundesliga leagues and others). The government shut down all centers during the epidemic.



*Figure 2.2: Onikan Stadium Isolation Center*

Source: Google:April,2020.



*Figure 2.3: Onikan Stadium Isolation Centre. Google*

Figure 2: Onikan Stadium, Lagos, as an isolation Centre. (GOOGLE)

The cancellation of games has financial and social effects. Global and regional sporting events can enhance social relationships, increase fans' social and emotional enthusiasm, and increase their identification with athletes, leading to increased physical activity. Sport is a terrific way to improve communication and bridge generational barriers. Sport helps varied social groups have a bigger role in social development and growth, which is vital in divided communities. Sport is used to give learning opportunities and reach underserved or at-risk communities<sup>213</sup>.

Major athletic organizations have vowed to fight the virus. FIFA and WHO have launched a 'Pass the word to kick out coronavirus' campaign in 13 languages, urging people to take five critical procedures to prevent the sickness from spreading: hand washing, coughing etiquette, avoiding touching one's face, maintaining physical distance, and staying home if sick. Additional worldwide sport for development and peace groups have linked together to give mutual support, such as through online community forums to

communicate concerns and difficulties. Returning to pre-COVID-19 could be fatal. Most governments and sports organizations must accept WHO principles to administer sports successfully. The Australian Institute of Sport (AIS) created a framework for reviving sports in COVID-19<sup>214</sup>.

#### **2.4.9 COVID-19 and Politics**

Many geopolitical meetings were suspended during COVID-19 for the protection of politicians and bureaucrats. The ASEAN meeting was scheduled for 8-9 April but was postponed to June 2020, as stated by <sup>215</sup>. COP26 is the 26th UN climate conference. Britain was to host the event in November 2020, but because of the COVID pandemic, the date was pushed to 1-12 November 2021 as contained in <sup>216</sup>. COVID-19 affects many more events, but discussing them all is beyond the scope of this study. The author noticed one tendency. When physical activities declined during COVID19, virtual events grew rapidly. Corporate and academic firms embraced a virtual medium to manage company, introduce new products, and survive the global crisis. Virtual media platforms and mobile apps have grown in recent months. Virtual event platform 6Connex organized 52,000 events and sub-events in COVID-19 as reported by <sup>217</sup> May 27, 2020. YouTube and Facebook are favored for new product launches, whereas Google meet, Hangout, Zoom, and Web were popular during the pandemic.

#### **2.4.10 Covid' 19 party's events**

The shutdown reduced public and social events. This affected weddings, funerals, nightclubs, lectures, and conferences. Live sports on TV disappeared suddenly.

"Aso-ebis," murder mothers, and Yoruba demons remained undiscovered. Flamboyant weddings and burial customs were postponed or conducted low-key due to social distance and other guidelines. The rituals were live-streamed on Facebook and other social media

platforms for those who couldn't attend. Real human interactions have dropped because people are more likely to find rapid relief, hope, trust, and friendship in people than in internet connections. To prevent boredom, someone can reconnect with a long-ago ex.



*Figure 2.4: Elegunshi Beach, Lagos during COVID-19 Lockdown. Souce: Google April 2020*



*Figure 2.5: Elegunshi Beach, Lagos During COVID-19 Lockdown Source-Google April,2020*



*Figure2.6: Elegunshi Beach Before COVID-19 Pandemic. Source-Google December,2019.*



*Figure 2.7: Elegunshi Beach, Lagos Before COVID-19 Pandemic-2 Source-Google December 2019*

Lagos beach is a famous local and visitor hangout. Pandemic was felt here, too. The beach was nearly empty. Having the entire family (father, mother, children, and others) at home may be stressful, especially for the father, who is always busy. Noisy, especially if the kids are young. Men who disregard their home duties before the lockdown must help their wives and fathers. Less activity during the pandemic may lead to mental and physical weariness, which might lead to sickness if not treated.

If safeguards aren't taken, incorrect sexual behavior (especially between husband and wife, which can lead to unwanted offspring) and bad behavior among youngsters, especially students sent home from school, may follow

#### **2.4.11 Nigeria's COVID-19 Response**

Figure 5 depicts daily COVID-19 infection growth in Nigeria and important policy responses, especially at the federal level. The first COVID-19 case in Nigeria was found in a traveler who arrived in Lagos from Europe on February 27, 2020 as reported by <sup>218</sup>. The government increased funding for the Nigeria Centre for Disease Control (NCDC) by US\$27 million to boost laboratory testing and isolation capacity<sup>219</sup>. The authorities also promoted hand washing, physical distancing, and avoiding mass gatherings.

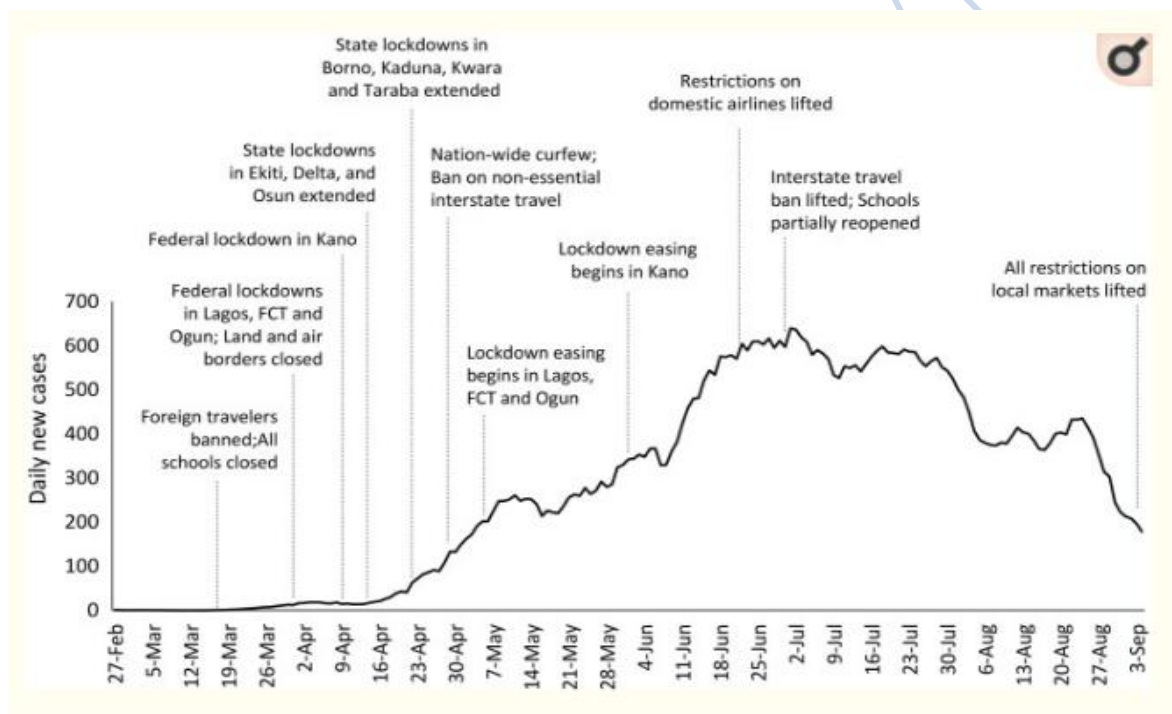


Figure 2.8: Government COVID-19 Response Timeline Source-Google 2021

An early March Presidential Task Force coordinated the government's reaction with the NCDC<sup>191</sup>. The NCDC manages public health campaigns, patient testing, isolation, and treatment. Nigeria was among the first developing countries to announce fiscal and stimulus measures to mitigate COVID-19's economic repercussions. These steps included cutting government spending in anticipation of fewer revenues and allocating US\$130 million to support consumers and SMEs<sup>220</sup>. Nigeria's government was among the first to enforce social isolation. Mid-March, all schools were closed and numerous states and

localities banned public and social gatherings. Nigeria banned foreign travelers from "highly-infected" nations after a second occurrence in Lagos and halted providing visas on arrival. With 44 confirmed cases by late March, the authorities blocked land and air borders for 4 weeks and canceled all passenger rail services<sup>221</sup>.

President Buhari ordered restrictions for Lagos, FCT, and Ogun States on March 29. "Lockdown" restrictions limited inhabitants' outdoor movement. They closed several businesses and the borders between lockdown states and the rest of the country. National passenger air travel was also suspended<sup>222</sup>. The Presidential Taskforce exempted medical services, agriculture, food makers and retailers, telephones, and certain financial services<sup>223</sup>. The president also announced palliative measures, including food distribution and a 2-month advance on vulnerable people' conditional cash payments. On 13 April, President Buhari extended the federal lockdown by 2 weeks and added Kano state. The federal government directed lockdowns in four states, but many states also instituted their own, sometimes before the feds. Akwa Ibom, Borno, Edo, Ekiti, Kwara, Taraba, Niger, Ogun, Ondo, Oyo, and Rivers implemented social distance measures. These lockdowns usually began with school closings, limited market hours, and limitations on big social gatherings, including religious and sporting activities. Gradually, restrictions approached federal lockdowns (e.g., stay-at-home orders and the closing of businesses and state borders). By April, states under lockdown accounted for two-thirds of the national GDP. Under pressure to reduce restrictions, the President said that lockdowns will be relaxed in Lagos, FCT, and Ogun states around mid-May, but Kano's would be extended until early June. Despite daily increases in instances, the government removed restrictions on domestic aircraft and interstate travel in June. New cases peaked in June then dropped in July and August. On 3 September, local market restrictions were abolished.



The Lagos State Govt 

@followlasg

•All Event Planners must obtain prior clearance from the Lagos State Safety Commission ([lasgsafetyreg.com](https://lasgsafetyreg.com)) for all events, and ensure that any planned gatherings do not exceed 300 people.  
[#LASG](#) [#Covid19LASG](#)

Figure 2.9: A tweet showing Lagos's Event Planner Directive Source:Twitter Dec 18,2020 7:07

On December 18, 2020, the Lagos state government, through the Lagos state safety commission, declared that all event planners must seek a safety clearance and ensure that each event has no more than 300 people and social separation of 2m by 2m is observed at all gatherings. Masks must be worn.

<https://ekoeventsafety.com/clearance/> has the safety clearance form. The form is filled out online, and planners are emailed clearance approval. All event planners in Lagos state must acquire permission from the appropriate government before holding an event. This is one of the state's initiatives to combat the COVID-19 pandemic. Figure 7 depicts form pages.

## EVENT SAFETY CLEARANCE

You are here: [Home](#) » [Clearance](#)

### EVENT SAFETY CLEARANCE FORM

Name of Event\*

Type of Event\*

Figure 2.10: Lagos State Event Safety Clearance Form A. Source-Eko Event Safety

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**Type of Event\***  
 Select Event Type

**Start Date of Event\*** **End Date of Event\*** Total Number of Days: 1

**Event Start Time\*** **Event End Time**

00 00 AM 00 00 AM

**Name and Address of Event Venue\***

**Social Center Number of Event Venue** **Local Government Area\*** Required

Select An Option

**Event Organiser\***

**Estimated Guests\*** **Venue Capacity\***

Numbers of Guest you're expecting The Venue Occupant Capacity

Figure 2.11:Lagos State Event Safety Clearance Form B. Souce-Eko Event Safety

**Event Organiser's Address\***

**Email\*** **Phone Number\***

**Type of Event\*** **Available Parking\***

Select An Option

**Completed By\***  
 your full name

**Event Certifications**

[Read Covid-19 Guidelines](#)

**Covid-19 Guidelines\***

have read and understood the COVID-19 Guidelines of Event Sector

**Submit Form**

Figure 2.12: Lagos State Event Safety Clearance Form C. Source-Eko Safety

## 2.4. COVID-19 Resilience Theory

Theoretical underpinnings and concepts should be considered while examining businesses' ability to adapt to the COVID-19 epidemic. The resilience theory can help organizations deal with present and future extreme occurrences. 21 definitions from past studies, Common themes include the ability to adapt to adversity, stress, or disturbance<sup>224</sup>. Resilience was defined as "a process linking adaptive capacities to positive functioning and adaptation following a shock."<sup>224</sup> Resilience is a dynamic condition, that can occur when resources are readily accessible or robust, allowing for stress or counteraction and a return to adaptive functioning<sup>225</sup>. Formalizing resilience "indicates preparedness and capability to cope with a disaster", but it does not ensure recovery. Some organizations can survive a catastrophe without preparation<sup>226</sup>.

#### **2.4. Tourism and hospitality resilience**

Several authors have developed theoretical conceptions and arguments in conjunction with COVID-19's impact on event planning, explored community, economic, organizational, and system resilience, all of which affect hotels<sup>225</sup>. An integrated paradigm based on six forms of capital to develop hotel disaster resilience was suggested<sup>225</sup>. Cultural, like cultural understanding or social influence Economic, involving resources and strength Human emphasizes abilities, adaptability, and knowledge. Natural, like a location's environmental influences Life or business safety, Social capital involves networks or trust.

#### **2.4. Theory**

Economic shock, terrorism, and pandemic hypotheses abound. Some of these theories are real options theory, events systems theory, resource dependency theory, institutional theory, structural inertia, resources or orchestrated theory, Prospect theory, and Game theory, use the importance of games theory in taken decision during the Pandemic by event planners<sup>227</sup>.

## **2.4. Prognosis**

<sup>228</sup> said prospect theory is effective during uncertainty. It's better to present situations positively than negatively, which leads to riskier choices. Prospect theory predicts a manager's pandemic response in the near future.

## **2.4. Games theory**

Games theory proposes a set of rules and principles for how stakeholders respond to situations and information when engaging. Games theory presupposes one-time selfish choices. Bo (2005) argued that continuing relationships among stakeholders will lead to collaboration, since selfish acts will lead to revenge. Games theory has been used to new technology adoption distribution channel decisions<sup>228</sup>, production volumes, and optimal pricing<sup>229</sup>.

### **2.4.12 Empirical Works Review**

The Covid-19 pandemic is a highly contagious outbreak that has a tremendous impact on the tourism industry. Tourism affects Western and Asian countries greatly. To analyze prior research and determine how epidemics affected tourism.

Investigate Covid' 19's impact on the tourism business worldwide by analyzing data from 1995 to 2019 from 185 nations (Real-time Data parameters related to covid-19)<sup>230</sup>. They tested the impact of pandemics on the global tourism business and found that earlier crises exposed tourism channels to large shocks. When the pandemics ended, the

countries' tourism industries returned to normal, but Covid-19 is different. The tourism business will return in 10 months on average. They also advise coordinating public and private policy managers to examine pre-Covid-19 travel and tourism operating levels studied "the economic impact of COVID-19 lockdowns in sub-Saharan Africa" Consistent with recent assessments of income streams under lockdowns, assumptions were made on the impact of COVID-19 containment measures on sub-Saharan Africa<sup>231</sup>. They believe lockdown-caused workplace closures will hurt the economy researched two relevant pandemic issues<sup>96</sup>. The first issue is the tourism business in India during the current crisis, and the second is the pandemic's essential lessons. The qualitative study included 15 senior-level hospitality management, tourism, and hospitality business professionals. 27 sub-themes and 4 major topics emerged from the interviews. The qualitative research showed that employees require multi-skilling and professional growth, a stronger role for the media, a greater sense of hygiene, and better crisis readiness.

#### **2.4.13 Tourism pandemics**

Tourism helps both developed and developing countries. The sector has been severely damaged by the epidemic's mobility restrictions, border closures, and other travel prohibitions. These policies have reduced foreign travel, hurting income and growth. International tourist arrivals fell 65% in the first half of 2020 compared to same period in East Asia and the Pacific saw the biggest drop (72%), followed by Europe (66%), Africa (57%), and the Middle East (57%), and the Americas (57 percent)<sup>231</sup>. The epidemic might reduce foreign visitor arrivals by 850 million to 1.1 billion, tourist arrivals, \$910 billion to \$1.2 trillion in lost tourism export earnings, and 100 million to 200 million employment losses by 2020<sup>232</sup>. If lockdown measures persist four months, worldwide GDP will decline by \$1.2 trillion owing to tourist contraction. If lockdown measures last eight or twelve months, global GDP will drop by \$2.2 trillion and \$3.3 trillion, respectively.

Tourism-dependent economy would be hit hardest. In 2018, tourism contributed for 20% of Jamaica's GDP, and the output drop might be 11%. Strong backward links in destination nations, including hotel, food and beverage, and transportation, will amplify the economic impact of the tourism crisis. After losing their jobs due to the epidemic, millions rely on indirect services. Policymakers worry about the impact of fewer tourists on cultural and creative sectors. In 2018, goods and services trade accounted for 95% of SIDS GDP, compared to 54% in LDCs, 56% in Africa, and 60% in rising states. Trade in services accounts for 41% of SIDS's GDP, compared to 11% in LDCs and 13% in Africa. SIDS international tourist visits are predicted to plummet 62% in the first six months<sup>2020</sup><sup>233</sup>. This reduces governments' ability to respond to the crisis's detrimental effects. It also causes job losses because the industry employs many women, low-skilled workers, part-timers, and informal workers. Seychelles is suffering from a drop in foreign tourists due to the pandemic.

Developing nations can implement several ways to alleviate the social impact of decreased tourism earnings and economic shocks. Short-term needs include creating new social safety programs and improving access to existing ones. While the virus doesn't discriminate in terms of infection, the socioeconomic impact is disproportionately felt by certain sectors and underprivileged groups. As tourism arrivals and income diminish, the tourism industry and disadvantaged groups including women and casual and self-employed workers will pay more. Developing nations can implement several ways to alleviate the social impact of decreased tourism earnings and economic shocks. Short-term needs include creating new social safety programs and improving access to existing ones. While the virus doesn't discriminate in terms of infection, the socioeconomic impact is disproportionately felt by certain sectors and 5underprivileged groups. As tourism

arrivals and income diminish, the tourism industry and disadvantaged groups including women and casual and self-employed workers will pay more.

#### **2.4.14 After COVID-19, will virtual meetings replace events?**

Tourism and events were hit hard by COVID-19. Early in 2020, international guests began pulling sponsorship and canceling trip arrangements, signaling that this wasn't business as usual. With increasing event cancellations and postponements, planners are scrutinizing contracts more than ever. Everyone will need to understand contracts in the future. Future contracts won't include "COVID-19" terms. Event planners know the financial impact of a canceled event. During the pandemic, many event planners have had to switch to virtual meetings. Virtual meetings have their place, but nothing beats face-to-face interactions. Gatherings are magical. Forming relationships and finding meaning and belonging. Many don't see virtual events replacing live ones, but many do. live events industry opportunity. Before COVID-19, events featured gamification, chat bots, chat rooms, virtual streaming, and more. Many expect these to be routine at future events, not an afterthought. Jennifer Glynn, president of SITE, sees hybrid events on the horizon as business recovers, but "virtual cannot replace face-to-face." Glynn: "Face-to-face interactions build trust." "Having coffee or water with guests is like 'breaking bread' In virtual interactions, people are often distracted by emails, dogs, or children. Face-to-face meetings allow participants to grasp details like body language and voice tone, adds Glynn. Glynn says overseas business meetings offer more than networking; travel itself is the main advantage. "Some of the perks of travel include the various experiences you get to enjoy, like visiting a place with coworkers or enjoying a fondue feast on a mountain in Switzerland," she explains empathetically. Face-to-face builds memories. Travel is unforgettable. We've all had moments when a sound, sight, or smell in everyday life transports us back to a memorable occasion, reminding us of people and memories.

Sherrif Karamat, president and CEO of the Professional Convention Management Association (PCMA), told the BBC that face-to-face events establish trust faster and deepen connections. "I believe that connections and tacit knowledge are best exchanged face-to-face," he says. Karamat thinks the sector must rethink face-to-face and digital meeting formats, or channels. He thinks internet gatherings are fine, but organizers can't merely mimic a real meeting online since most people will tune out. "Building a compelling experience starts with understanding your audience's wants and needs," he says. Karamat predicts hybrid or "omnichannel" occurrences in the future. "If organizations want to enhance their audience and relevance, they'll need to produce content, communities, and experiences," he says<sup>209</sup> found that sectors' COVID-19 pandemic experiences differed greatly. Certain industries must shut down, while others can continue to function as long as health requirements are observed. According to the report, most companies thrived after adopting internet platforms and social media.

## **2.5 Gap Synthesis**

Due to global concern over the COVID-19 epidemic, many investigations have been conducted in its short duration. Some research studied COVID-19's impact on event planning, tourism, and economic growth. Due to the scarcity of scholarly publications on the issue, the author of this thesis would use 'grey literature,' which includes unpublished studies and studies published outside generally available journals. To make the analysis more robust, searches were undertaken with the same pre-defined parameters to find government and international agency reports, press briefings, preprints, and newspaper articles on COVID-19 tourist event management.

Almost none of these studies have conducted empirical research on event planners. None of the research examined COVID-19's economic impact on event planning. This study filled knowledge gaps

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### Chapter Three:

## **Methodology**

### **3.1 Research Design**

This chapter explains the study's methodology, processes, and procedures to reach its goals. There are several aspects to consider more specifically, it describes the research design, population study, sources of data, sample size, sampling technique and method of data analysis.

Specifically, the study examines the impact and responsiveness of COVID-19 on the Lagos event hospitality business. Because of the wide distribution of the population, a descriptive survey design was used. For the purpose of describing responses numerically, this allows responses to be codified.

### **3.2 Population of the Study**

Lagos state is located in Nigeria's southern region. Even though it is the smallest state in Nigeria in terms of landmass by square kilometer, it has an estimated population of 15 million people (NPC 2021). An Italian person who returned from Italy to Lagos on February 25th, 2020, was the first confirmed case of coronavirus in Nigeria (i.e., 27th of February 2020). Because it was the epicenter of COVID-19, the research site was selected to be representative of Nigeria for the purposes of this investigation.

The participants for this study are event planners in Lagos, which were selected from The Association of Professional Party Organizers and Events Managers in Nigeria (APPOEMN)

### **3.3 Sample and Sampling Technique**

In order to determine the influence of COVID-19 on Lagos State Event Planning industry, this research was carried out. The study relies on primary data collection methods for this objective. Equation 3.1 gives a simple formula based on Yamane, 1967 methodologies for determining the appropriate sample size for data gathering. The sample size is calculated at a 95% confidence level, despite the fact that the population's error margin is just 5%, i.e.,  $e = 0.05$ .

$$n = \frac{N}{1 + N(e)^2} \rightarrow \text{equation (3.1)}$$

Sample size, population size, and precision level are all represented by the letter's "n" and "N" in this example. The sample size is calculated with a 95% confidence level in this example. As a result, the error margin is 0.05 percent.

We have 350 registered member of the event association, using Taro Yamani Formular (1967), to get the sample size, 187 event planner was gotten from our calculation for data collection as respondents. The valid responses gotten from the google form survey was 123 respondents. It is decided to employ a sample of 123 event organizers in Lagos as the sample size.

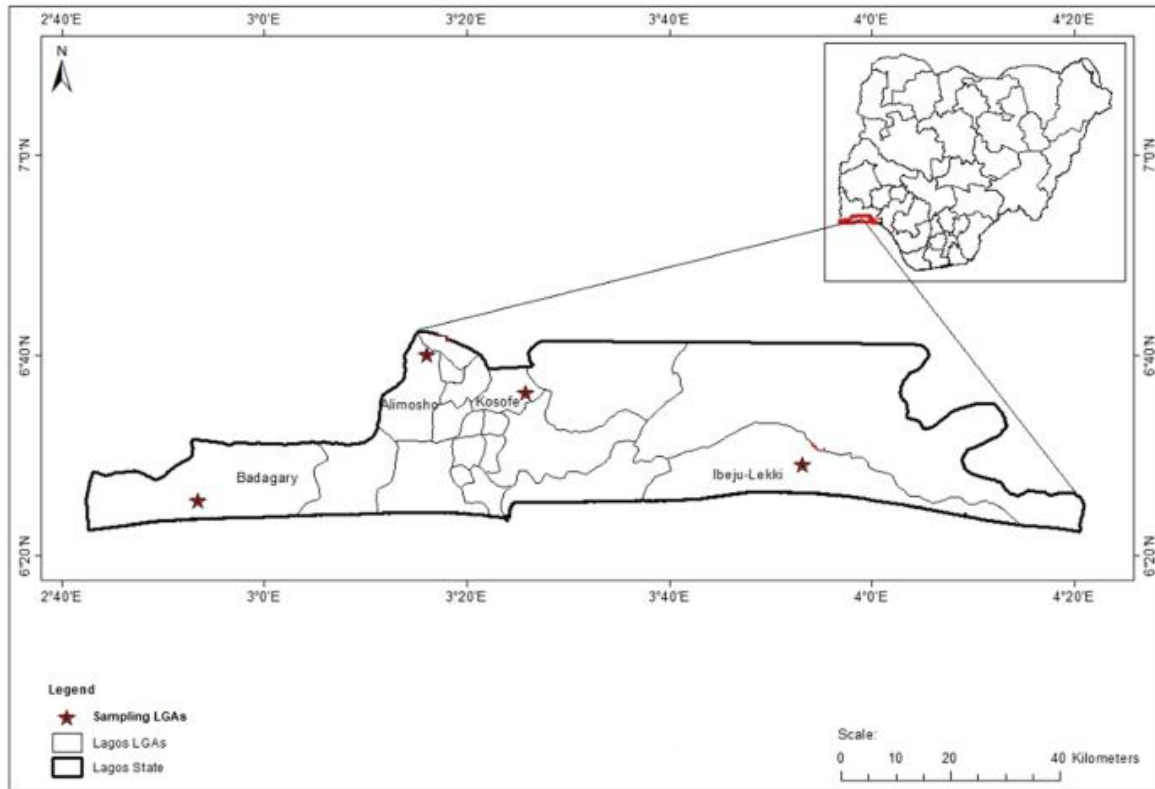


Figure 3.1: Map of Lagos State, Nigeria Source - Google 2022

### 3.4 Description of Research Instrument

The study used a question-response format of the research instrument is the Likert-type scale. This research used primary data for analysis. As the first step of the primary research, the study uses the development of a detailed questionnaire through a 5-point Likert scale, which targeted event planners in Lagos on the driving research question; “What is the impact of COVID-19 outbreak on the event planning hospitality industry in Nigeria?”

### 3.5 Validity of Research Instrument

The questionnaire was drafted by the researcher based on the variables highlighted in the research questions and it was vetted by experts in the department and my supervisor before administering the questionnaire.

### 3.6 Reliability of Research Instrument

The reliability of the questionnaire was evaluated via Cronbach's alpha test. Cronbach's alpha test reveals whether the questionnaire data is reliable and efficiently generalized. The Cronbach's alpha value (ranges 0–1) above 0.5 indicates that the observed data is reliable, whereas the value above 0.7 recommends the high reliability of the data estimates.

### **3.7 Data Collection**

Event planners in Lagos were selected for the study's participants through a process of random sampling. The data for this study was primary data techniques. A structured questionnaire was used to collect primary data from the sampled respondents. An online questionnaire (Google Forms) was employed to gather data for this investigation due to a COVID-19 pandemic that hit Nigeria during the study period. The questionnaire was divided into two sections, which include Section A and B. The Section A comprises questions on demographic information of the respondents while the Section B entails questions on the research questions.

### **3.8 Method Data Analysis**

The data obtained from surveys were analyzed using frequency tables and percentages. The data elicited from the sampled respondents were further analyzed using chi-square statistic/SPSS software.

The chi-square statistics was used to check the significance of the outline research hypothesis as outline in chapter one.

Chi-square statistic is given as;

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} \rightarrow \text{equation (4.2)}$$

Where  $O_i$ = Observed value (actual value) and

$E_i$ =Expected value

### **3.9 Ethical Approval**

In gathering data for this project work, we obtained approval from the Education Director of Association of Professional Party Organizer and Event Managers in Nigeria (APPOEMN) to inform and assure members of the association to participate in the research survey. Also, to assure members that information provided will be treated with strict confidentiality and used for only the purpose intended.

The association informed individuals through the platform WhatsApp group before broadcasting the questionnaires on the platform.

## Chapter Four

### Results and Discussion of Findings

#### 4.1 Demographic Data Analysis

Socio-economic characteristics of the selected event planners' respondents is depicted graphically in Figure (4.1-4.4), while Table 4.1 shows the respondents socio demography of event planners in Lagos.

*Table;4.1: Socio Demography of The Respondents*

Variables	Frequency	Percentage (%)
Sex: (n=123)		
-Male	51	41%
-Female	72	59%
Marital Status:(n=123)		
-Single	29	24.40%
-Married	65	52.80%
-Divorced	17	13.80%
-Widowed	12	9%
Age: (n=123)		
21-30	18	15.40%
31-40	47	38.20%
41-50	30	25.20%
51-60	16	13.80%
>61 years	12	7.40%
Educational Level: (n=123)		
Primary	27	21.10%
Secondary	52	42.30%
Tertiary	44	36.60%
No Formal Education	-	0%

## 4.2 Presentation of Data

### Sex:

From Table 4.1. Seventy- two (72) respondents representing the majority (59%) were female, while fifty-one (51) respondents representing (41%) were male. This implies that we have more female event planners under the area of study.

**Marital Status:** The Table 4.1 shows majority of the respondents are married (65), representing (52.8%), while twenty-nine (29) of the respondents are single representing (24.4%). This implies that 65 event planners who are married have the highest distribution, showing that most respondents in the study area are married. The Divorce and widowed respondents are seventeen (17) and (12) representing 13.8% and 9% respectively from the total population studied.

**Age:** Table 4.1 shows that majority of the studied sample population fall within the age range of between 31 years to 40 years of age are (47), representing (38.2%) of the total studied sample respondents. (25.2%) which is (30) of the respondents fall within the age range of 41-50 years. 21years to 30 years and 51 – 60 years represent (18,16), 16% and 13% respectively. This implies that majority of event planners in this study fall within the age bracket of 31 to 40 years of age. Above 61 years are (12) representing 7.4% of the studied sample population.

### **Educational Status:**

Table 4.1 shows that majority of the respondents (52) representing (42.3%) have secondary Education, on the hand (44) of the respondents representing (44%) of the studied sample population have tertiary Education. However, (27) of the respondents representing (4%) and (0%) have primary and non-Educational certificate.

### **4.3 Discussion of Findings**

#### **Objective 1:**

What are the socioeconomic characteristics of event planning firms in Lagos?

The Chi-Square Statistics is given as  $X^2 = \sum \frac{(O-E)^2}{E}$

*Table 4.2 Age Differentials in Exposure to COVID 19 Impacts among Event Planners in Lagos, Nigeria*

Impacts	% Severity	Age of Event Planners				
		21 - 30yrs	31 - 40yrs	41 - 50yrs	51 - 60yrs	> 60yrs
<b>Cancellation</b> X2 = 16.815; p = 0.157	0 - 30	11.1	14.9	20.0	6.2	41.7
	31 - 60	5.6	12.8	6.7	6.2	0.0
	61- 80	55.6	21.3	23.3	31.2	25.5
	>80	27.8	51.1	50.0	56.2	33.3
<b>Postponement</b> X2 = 23.182; p = 0.026	0 - 30	22.2	12.8	36.7	6.2	0.0
	31 - 60	11.1	8.5	10.0	6.2	16.7
	61- 80	33.3	34	13.3	6.2	41.7
	>80	33.3	44.7	40.0	81.2	41.7
<b>Relocation</b> X2 = 11.377; p = 0.497	0 - 30	11.1	21.3	23.3	12.5	8.3
	31 - 60	11.1	8.5	6.7	18.8	0.0
	61- 80	22.2	17.0	36.7	31.2	25
	>80	55.6	53.2	33.3	37.5	66.7
<b>Guests Reduction</b> X2 = 26.529; p = 0.009	0 - 30	22.2	17.0	26.7	25	8.3
	31 - 60	11.1	12.8	10.0	0.0	0.0
	61- 80	11.1	42.6	6.7	31.2	8.3
	>80	55.6	27.7	56.7	43.8	83.3

Further, cancellation of events was rated severely between 61-100% among event planners aged between 51-60 years(56.2%), 21-30 years (55.6%), 31-40 years(51.1%) and 41-50 years (50%) whereas, among those aged >60 years(41.7%), it was rated less severe(0-30%). Also, for postponement of every dates, the trend was similar to the previous variables.

The study reveals that ages of event planners have significantly influence their handling of two of the impacts of COVID 19: postponement of events (X2 = 23.182; p = 0.026) and reduction in number of guests at events (X2 = 26.529; p = 0.009) whereas, for

cancellation of events and relocation of event venues, age differentials has no influence ( $X^2 = 16.815$  and  $11.377$ ;  $p > 0.005$  respectively).

This implies that the age of event planners might be a determinant of their vulnerability to impacts during pandemic. Few of whom eventually lost their contracts owing to postponement of events and/or not making as much profit from the contract having spent their resources in buying stuff for the event before being told to cut down on the size of guests planned for.

*Table 4.3: Gender Variation in Exposure to COVID 19 Impacts among Event Planners in Lagos, Nigeria*

Impacts	% Severity	Gender	
		Male	Female
Cancellation $X^2 = 7.241$ $p = 0.065$	0 - 30	23.5	12.5
	31 - 60	3.9	11.1
	61- 80	19.6	34.7
	>80	52.9	34.7
Postponement $X^2 = 3.219$ $p = 0.359$	0 - 30	19.6	16.7
	31 - 60	7.8	11.1
	61- 80	33.3	20.8
	>80	39.2	51.4
Relocation $X^2 = 7.980$ $p = 0.046$	0 - 30	13.7	20.8
	31 - 60	15.7	4.2
	61- 80	31.4	20.8
	>80	39.2	54.2
Guests Reduction $X^2 = 1.069$ $p = 0.785$	0 - 30	17.6	22.2
	31 - 60	9.8	8.3
	61- 80	21.6	26.4
	>80	51	43.1

Given gender variations in exposure to impacts of COVID 19, only relocation of event locations had significantly influenced event planners ( $X^2 = 7.980$ ;  $p = 0.046$ ), the female

event planners suffered more. Other impacts: cancellation of events, postponement of events dates and reduction in numbers of invited guests had not significantly influence event planning in the ( $X^2 = 7.241; 3.219$  and  $1.069$  respectively with their  $p > 0.005$ ).

This implies that while event planners irrespective of their gender may be able to cope with some associated impacts of COVID 19, the female counterparts had more difficulty in handling the rigours associated with relocation of venue of planned events.

*Table 4.4: Gender Variation in Exposure to COVID 19 Impacts among Event Planners in Lagos, Nigeria*

Impacts	% Severity	Marital Status			
		Single	Married	Divorced	Widowed
Cancellation $X^2 = 16.192$ $p = 0.063$	0 - 30	17.2	12.3	35.3	16.7
	31 - 60	10.3	9.2	5.9	0
	61- 80	48.3	24.6	17.6	16.7
	>80	24.1	53.8	41.2	66.7
Postponement $X^2 = 10.106$ $p = 0.342$	0 - 30	17.2	20	17.6	8.3
	31 - 60	6.9	12.3	5.9	8.3
	61- 80	34.5	29.2	5.9	16.7
	>80	41.4	38.5	70.6	66.7
Relocation $X^2 = 16.067$ $p = 0.065$	0 - 30	6.9	16.9	41.2	16.7
	31 - 60	10.3	7.7	17.6	0
	61- 80	20.7	24.6	23.5	41.7
	>80	62.1	50.8	17.6	41.7
Guests Reduction $X^2 = 4.014$ $p = 0.911$	0 - 30	17.2	23.1	23.5	8.3
	31 - 60	10.3	7.7	11.8	8.3
	61- 80	31	24.6	11.8	25
	>80	41.4	44.6	52.9	58.3

Across marital status, the severity of exposure to impacts of COVID 19, had no significant difference among event planners in Lagos. This is attested to by  $X^2 = 16.192; 10.106; 16.067$  and  $4.014$  for cancellation, postponement of dates; relocation of venues and reduction of invited guests to events respectively with their  $p > 0.005$  in all cases).

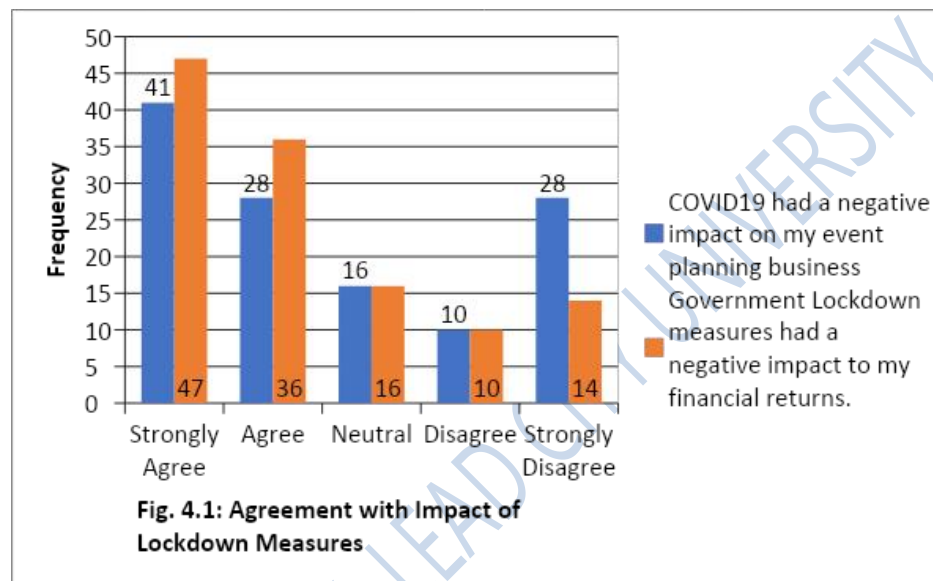
This implies that while no event planner is particularly more vulnerable to associated impacts of COVID 19 than others because of his/her marital status.

*Table 4.5: Gender Variation in Exposure to COVID 19 Impacts among Event Planners in Lagos, Nigeria*

Impacts	% Severity	Educational Qualification		
		Primary	Secondary	Tertiary
Cancellation $X^2 = 11.457$ $p = 0.075$	0 - 30	33.3	11.5	13.6
	31 - 60	3.7	7.7	11.4
	61- 80	11.1	30.8	36.4
	>80	51.9	50	38.6
Postponement $X^2 = 4.296$ $p = 0.637$	0 - 30	18.5	15.4	20.5
	31 - 60	11.1	9.6	9.1
	61- 80	14.8	34.6	22.7
	>80	55.6	40.4	47.7
Relocation $X^2 = 20.843$ $p = 0.002$	0 - 30	18.5	17.3	18.2
	31 - 60	11.1	0	18.2
	61- 80	40.7	15.4	27.3
	>80	29.6	67.3	36.4
Guests Reduction $X^2 = 4.302$ $p = 0.636$	0 - 30	18.5	17.3	25
	31 - 60	11.1	5.8	11.4
	61- 80	14.8	28.8	25
	>80	55.6	48.1	38.6

It was also observed that the severity of exposure to impacts of COVID 19, had no significant difference among event planners in Lagos given their educational qualifications. This is attested to by  $X^2 = 11.457$ ; 4.297 and 4.302 for cancellation, postponement of dates and reduction of invited guests to events respectively with their  $p > 0.005$  in all cases. However, for relocation of event venues, the severity of impacts was found significant and it seemingly affected those with lesser than tertiary education the more.

This implies that higher education might have contributed to increased resilience against the impact of relocation of venue of events. The use of internet facilities and applications is suspected.



Source: Author's Fieldwork, 2022

Government Lockdown measures had a negative impact to my financial returns

Cross-tabulation

Table:4:6 COVID-19--Government Lockdown Impact on Finances

			Government Lockdown measures had a negative impact to my financial returns					Total
			A	D	S.A	S.D	N	
COVID19 had a negative impact on my event planning	A	Count	7	4	4	9	4	28
		Expected Count	8.2	2.3	10.7	3.2	3.6	28
		% of Total	5.70%	3.30%	3.30%	7.30%	3.30%	22.80%
	D	Count	2	0	3	0	5	10

business		Expected Count	2.9	0.8	3.8	1.1	1.3	10
		% of Total	1.60%	0.00%	2.40%	0.00%	4.10%	8.10%
	S.A	Count	8	1	29	2	1	41
		Expected Count	12	3.3	15.7	4.7	5.3	41
		% of Total	6.50%	0.80%	23.60%	1.60%	0.80%	33.30%
	S.D	Count	15	1	7	0	5	28
		Expected Count	8.2	2.3	10.7	3.2	3.6	28
		% of Total	12.20%	0.80%	5.70%	0.00%	4.10%	22.80%
	U.D	Count	4	4	4	3	1	16
		Expected Count	4.7	1.3	6.1	1.8	2.1	16
		% of Total	3.30%	3.30%	3.30%	2.40%	0.80%	13.00%
	Total	Count	36	10	47	14	16	123
Expected Count		36	10	47	14	16	123	
% of Total		29.30%	8.10%	38.20%	11.40%	13.00%	100.00%	

Chi-Square Tests

Table 4:7 Chi-Square COVID-19-- Government Lockdown Impact on Finances

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.706 <sup>a</sup>	16	0
Likelihood Ratio	64.018	16	0
N of Valid Cases	123		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is 81.

The calculated chi-square values are obtained from the calculations contained in Table 4.2.2 above.

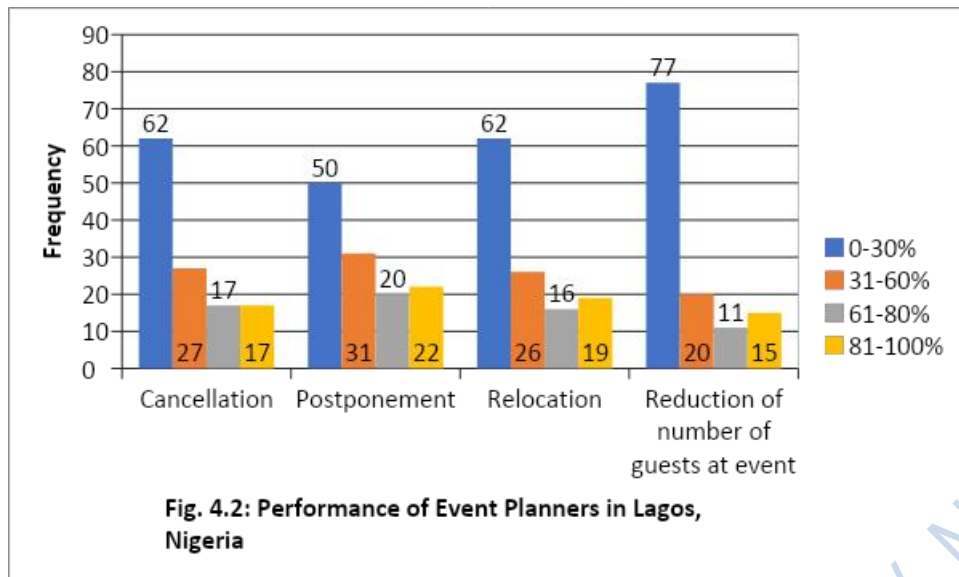
Decision Rule: If the calculated Chi- Square p- value is less than the given alpha value ( $H_0$ ) is rejected otherwise, we accept the alternative hypothesis ( $H_i$  ). The chi-square calculated values is 67.706, and the p-value is 0.000 which is less than the alpha value

0.05, therefore, we reject the  $H_0$  , and accept the  $H_i$  .This implies that overall perception of our respondents agrees that COVID19 pandemic have affected their financial performance in planning events in the area of study.

The finding is in corroboration with the authors in<sup>115</sup>. They highlighted in their survey “the significant expected economic impact of the tourist crisis stems from the sector's strong backward links in destination nations, including hotel, food and beverage-related businesses, and transportation. Millions of individuals worldwide rely on such indirect services after losing their jobs as a result of the epidemic. Policymakers are increasingly concerned about the impact of tourist decrease on cultural heritage and creative sectors. Museums have had to close due to the crisis; traditional festivals have been postponed, and the operations of employees selling traditional crafts and souvenirs have come to a halt”.

**Objective 2:**

What are the visible impacts of lockdown measures for event planning in Lagos?



Source: Author's Fieldwork, 2022

Table 4.8 Shows Response (in Percentage rate %) \* financial performance of event planners Crosstabulation

			Financial performance of event planners				Total
			A	D	S.A	N	
Response	0-30%	Count	14	14	7	4	77
(In percentage rate %)		Expected Count	12.5	12.5	6.9	9.4	77
		% of Total	11.40%	11.40%	5.70%	3.30%	62.60%
	31-60%	Count	13	3	0	5	21
(In percentage rate %)		Expected Count	3.4	3.4	1.9	2.6	21
		% of Total	2.40%	2.40%	0.00%	4.10%	17.10%
	61-80%	Count	0	0	3	4	12
(In percentage rate %)		Expected Count	2	2	1.1	1.5	12
		% of Total	0.00%	0.00%	2.40%	3.30%	9.80%
	81-100%	Count	3	3	1	2	13
(In percentage rate %)		Expected Count	2.1	2.1	1.2	1.6	13
		% of Total	2.40%	2.40%	0.80%	1.60%	10.60%

Total	Count	20	20	11	15	123
	Expected Count	22	20	11	15	123
	% of Total	16.30%	16.30%	8.90%	12.20%	100.00%

Figure 20: Financial Performance of Event Planners Crosstabulation

### Chi-Square Tests

Table 4.9: Chi-Square Test - Financial Performance of Event Planners Crosstabulation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.132 <sup>a</sup>	9	0.024
Likelihood Ratio	20.799	9	0.014
N of Valid Cases	123		

a. 9 cells (56.2%) have expected count less than 5. The minimum expected count is 1.07.

The calculated chi-square values are obtained from the calculations contained in Table 4.2.4 above.

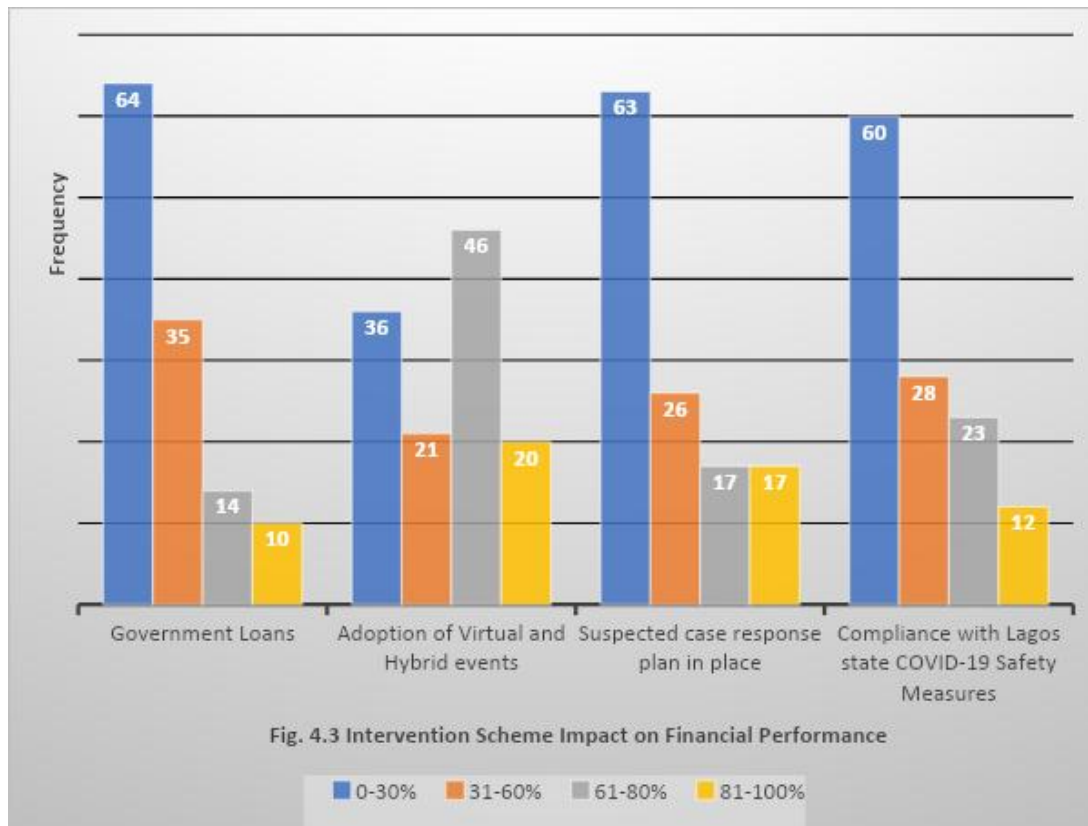
Decision Rule: If the calculated Chi- Square p- value is less than the given alpha value ( $H_0$ ) is rejected otherwise, we accept the alternative hypothesis ( $H_i$ ). The chi-square calculated values is 19.132, and the p-value is 0.02 which is less than the alpha value 0.05, therefore, we reject the  $H_0$ , and accept the  $H_i$ . This implies that overall perception of our respondents agrees that COVID19 pandemic have affected their financial performance in planning events in the area of study. This findings correlate the authors

in<sup>57</sup> who examined “COVID-19 in Africa: Socio-economic impact, policy response and opportunities in Africa.” The design employed was discourse analysis. The results show that the coronavirus pandemic has had a significant effect on African countries. The pandemic is having its toll on economic activities and social interaction through the safety measures put in place to curtail the pandemic, such as physical distancing. A major implication of the study is the influence of social policies on the social and economic well-being of citizens, especially the drastic reduction in economic activities.

**Objective 3:**

As to what extent has COVID-19 infection affected financial performance of event planners in Lagos?

Table 4.2.5 Respondents response on Intervention schemes impact on financial performance



Source: Author's Fieldwork, 2022

Table 4.10 Response (in percentage rate %) \* Intervention schemes impact on financial performance Crosstabulation

Response (In percentage rate %)	Government Loans	Adoption of Virtual and Hybrid events	Suspected case response plan in place	Compliance with Lagos state COVID-19 Safety Measures	Total
0-30%	64	36	63	60	223
31-60%	35	21	26	28	110
61-80%	14	46	17	23	100
81-100%	10	20	17	12	59
Total	123	123	123	123	492

The calculated chi-square values are obtained from the calculations contained in Table 4.2.6 above.

Decision Rule: If the calculated Chi- Square p- value is less than the given alpha value ( $H_0$ ) is rejected otherwise, we accept the alternative hypothesis ( $H_i$ ). The chi-square

calculated values is 25.632, and the p-value is 0.002 which is less than the alpha value 0.05, therefore, we reject the  $H_0$ , and accept the  $H_i$ . This implies that overall perception of our respondents agrees that intervention schemes has significant influence on financial performance of event planning in the study area.

Table 4.11: Association between Socio-Demographic variables of Effective Intervention Scheme

Decision of effective intervention Scheme				
Variable	Yes (%)	No (%)	Total (%)	Chi-square Statistics
Age-group				
21-30	19(100)	0(0.0)	19(100)	$\chi^2 = 102.329$ $df = 4$

31-40	1(2.1)	46(97.9)	47(100)	
41-50	31(100)	0(0.0)	31(100)	
51-60	10(82.4)	7(17.6)	17(100)	p- value=0.000
>61 years	7(77.8)	2(22.2)	9(100)	$\alpha = 0.05$
Total				
Sex				
Male	41(80.4)	10(19.6)	51(100)	$X^2 = 5.890$ $df = 1$
Female	43(59.7)	29(40.3)	72(100)	
Total	84(68.3)	39(31.7)	123(100)	$\alpha = 0.05$
				p- value= 0.015
Education of Respondent				
Primary				
Secondary	21(80.8)	5(19.2)	26(100)	$X^2 = 84.493$
Tertiary	6(11.5)	46(88.5)	52(100)	$df = 2$
None	45(100)	0(0.0)	45(100)	
Total	0(0.0)	0(0.0)	0(0.0)	p- value= 0.000
	72(58.5)	51(41.5)	123(100)	$\alpha = 0.05$
Marital status of Respondent				
Single				
Married	30(100)	0(0.0)	30(100)	$X^2 = 53.235$ $df = 3$
Divorced	19(29.2)	46(70.8)	65(100)	
Widowed	16(94.1)	1(5.9)	17(100)	
Total	7(63.6)	4(36.4)	11(100)	p- value= 0.000
	72(58.5)	51(41.5)	123(100)	$\alpha = 0.05$

Sex response (in percentage rate %) \* Decision of effective intervention schemes

Crosstabulation

Table 4.12: Sex Responses Decision of Effective Intervention Scheme

	Decision of effective intervention schemes		Total
	NO	YES	

Sex		Count	29	43	72
response (in percentage rate %)	Female	Expected Count	22.8	49.2	72
		% Within Response percentage rate %)	40.30%	59.70%	100.00%
		% of Total	23.60%	35.00%	58.50%
		Count	10	41	51
	Male	Expected Count	16.2	34.8	51
		% within Response percentage rate %)	19.60%	80.40%	100.00%
		% of Total	8.10%	33.30%	41.50%
		Count	39	84	123
Total		Expected Count	39	84	123
		% within Response percentage rate %)	31.70%	68.30%	100.00%
		% of Total	31.70%	68.30%	100.00%

### Chi-Square Tests

Table 4.13: Chi-Square Test -- Sex Responses

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.890 <sup>a</sup>	1	0.015		
Continuity Correction <sup>b</sup>	4.974	1	0.026		
Likelihood Ratio	6.107	1	0.013		

Fisher's Exact Test				0.018	0.012
N of Valid Cases	123				

Age response (in percentage rate %) \* Decision of effective Intervention schemes

Crosstabulation

Table 4.14: Age Responses on Effective Intervention Scheme

			Decision of effective intervention schemes		Total
			NO	YES	
Age	>61	Count	2	7	9
response (in percentage rate %)		Expected Count	3.7	5.3	9
		% within Response (in percentage rate %)	22.20%	77.80%	100.00%
		% of Total	1.60%	5.70%	7.30%

21-30	Count	0	19	19
	Expected Count	7.9	11.1	19
	% within Response (in percentage rate %)	0.00%	100.00%	100.00%
	% of Total	0.00%	15.40%	15.40%
31-40	Count	46	1	47
	Expected Count	19.5	27.5	47
	% within Response (in percentage rate %)	97.90%	2.10%	100.00%
	% of Total	37.40%	0.80%	38.20%
41-50	Count	0	31	31
	Expected Count	12.9	18.1	31
	% within Response (in percentage rate %)	0.00%	100.00%	100.00%
	% of Total	0.00%	25.20%	25.20%
51-60	Count	3	14	17
	Expected Count	7	10	17
	% within Response (in percentage rate %)	17.60%	82.40%	100.00%
	% of Total	2.40%	11.40%	13.80%
Total	Count	51	72	123
	Expected Count	51	72	123
	% within Response (in percentage rate %)	41.50%	58.50%	100.00%
	% of Total	41.50%	58.50%	100.00%

#### Chi-Square Tests

Table 4.15: Chi-Square Test On Effective Intervention Scheme

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.379 <sup>a</sup>	4	0
Likelihood Ratio	131.854	4	0
Number of Valid Cases	123		

- a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.73

Education Level Response (in percentage rate %) \* Decision of effective Intervention schemes Crosstabulation

Table 4.16: Education Level Responses

			Decision of effective intervention schemes		Total
			NO	YES	
Education Level	primary	Count	5	21	26
Response (in percentage rate %)		Expected Count	10.8	15.2	26
		% within Response (in percentage rate %)	19.20%	80.80%	100.00%
		% of Total	4.10%	17.10%	21.10%
	Secondary	Count	46	6	52
		Expected Count	21.6	30.4	52

		% within Response (in percentage rate %)	88.50%	11.50%	100.00%
		% of Total	37.40%	4.90%	42.30%
	tertiary	Count	0	45	45
		Expected Count	18.7	26.3	45
		% within Response (in percentage rate %)	0.00%	100.00%	100.00%
		% of Total	0.00%	36.60%	36.60%
		Count	51	72	123
Total		Expected Count	51	72	123
		% within Response (in percentage rate %)	41.50%	58.50%	100.00%
		% of Total	41.50%	58.50%	100.00%

#### Chi-Square Tests

Table 4.17: Chi-Square Test Age Responses

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.493 <sup>a</sup>	2	0
Likelihood Ratio	104.261	2	0
Number of Valid Cases	123		

The results of chi-square analysis in Table 4.2.7 indicate that there was a positive and significant relationship between deciding what intervention scheme is effective and their following socio-demographic variables namely: For Age, the calculated Chi- Square values are 102.379, and p-value.000, Education level Pearson Chi -Square values are

84.493 and p-value .000, since the calculated Pearson Chi-statistic p-values for the socio-demography characteristics for Age, Sex, Educational level and Marital Status were less than Alpha value 0.05, which indicate a positive and significant relationship between deciding what intervention scheme is effective. For educational level, as indicated in the contingency a respondent with secondary level of education is more likely to perceive the intervention scheme to be a significant problem in the area. Also, the age of event planners has an influence on their perception of intervention scheme

## **CHAPTER FIVE:**

### **Summary, Conclusion, and Recommendation**

#### **5.1 Summary of Findings.**

The study investigates impact of COVID'19 on event planners in Lagos by generating primary data using a well-structured questionnaire to understand respondent's perceptions during COVID 2020 to 2022 recovery period on lockdown measures, government policies, and visible COVID-19 impacts on their event planning activities. The following were some of the findings from the analyzed hypotheses: Reveal that all (100%) of the event planners in Lagos were aware of the pandemic.

The chi-square statistics reveal that Overall perception of our respondents agrees that COVID-19 and intervention schemes have significant influence on financial performance of event planning in the study area.

From the questionnaire, all respondents have devised various strategies to cope and adapt with the impact on their financial performance.

The possible coping strategies as identified by the study include:

Government loans,

Adoption of virtual and hybrid events,

Suspected case response plan in place and compliance with Lagos state placed measures. However, the study also revealed that there was a positive and significant relationship between socio-demographic characteristics of respondents and their perception on coping strategies or intervention schemes,

Suggesting that only Respondents Age and Education level had significant effect on their perception towards adopting or deciding which intervention scheme was effective.

Also, suggesting that the much older event planners are likely to have perceived effective intervention scheme based on their education level and changes they have witnessed within their environment over time.

## **5.2 Conclusion**

This study examines the effects of the COVID-19 pandemic on event planning in Lagos, South-West, Nigeria.

The aims of the project work include among others as stated below:

1. Access influence in Lagos state's lockdown measures on the organization of events planners
2. Assess the extent to which the rising COVID-19 epidemic has an impact on Lagos state event planning

### 3. Evaluation of interventions on the financial performance of event planners in Lagos

Chapter one examines introduction which contained introduction of the topic, problem definition, objective, scope limitation and importance's of the project work.

Chapter two was on review of related existing literature and conceptual frame works.

Many

concepts were reviewed in the literature as well as empirical studies on COVID'19 impacts on event planning using Lagos state as a case study.

Chapter three focused on the methodology adopted for the study; these includes, study area,

Research design, population of the study, sample size/ sampling technique, source of data, research instrument, method of data collection, validity of research instrument, and method

of data analysis.

Chapter four is divided into two parts, part A, bio- data of the respondents, and part

B, analysis of the research instrument (questionnaire) and testing of the stated hypotheses.

Simple percentage was used to analyses the items on the research instrument and Chi-

Squares statistical method was used to test the stated hypotheses at 95% level of confident

Interval.

Chapter five gives the summary of the findings, conclusion, and recommendation.

### **5.3 Recommendations**

In light of the negative impact COVID-19 has had on event planning in Lagos, governments and corporations alike should assist the city's event planning board.

- i. Lagos event industry innovators should work on a variety of strategies, such as the following:
- ii. The use of virtual technologies to bring people together and encourage them to participate.
- iii. Webinars
- iv. Real-time conversation and chats
- v. Podcasts and live artist performances.

### **5.4 Contribution to Knowledge**

COVID-19 has not just slowed down the event but it has brought new ways of organizing events. This is now seen as the new normal in the event industry. Now we have Virtual, hybrid and organic events.

1. Virtual events: This is an event that is primarily done on the web with participants from various locations around the world. Participants control their choice of where to join the event.
2. Hybrid Event: This is a mix of Organic and Virtual events together happening simultaneously. Participants can decide on whether to attend physically or virtually.
3. Organic Events: This event that has physical presence of participant in a defined location. Participants have no control of where to attend.

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## Appendices

## Thesis Questionnaire

# OF COVID-19 PANDEMIC ONEVENT PLANNING

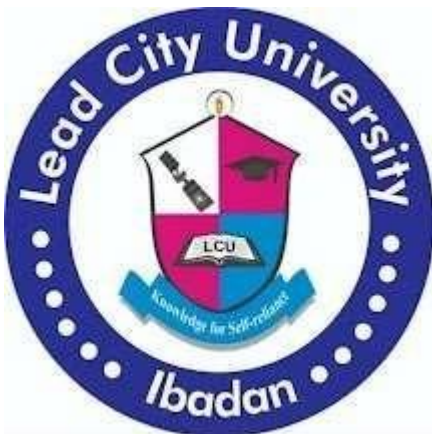
Target Group: APPOEMN Association of professional party organizers and Events managers of Nigeria

Lagos State

This study is being conducted in partial fulfilment for the degree of Masters of Science in Tourism and Hospitality Management at Lead City University. The final research product will be part of the researcher's

final dissertation project and will be submitted to the Department of Tourism and Hospitality Management at

Lead City University.



1. Would you describe yourself as:

*Check all that apply.*

Female

Other

Prefer not to say

2. Please tick your age group

*Check all that apply.*

years

years

years

years

years

years

years

3. Marital Status

*Check all that apply.*

Prefer not to say

4. Level of Education

*Check all that apply.*

No formal

Tertiary

*Check all that apply.*

Yes

No

6. What is your source of Information of COVID19 ?

*Check all that apply.*

Health Workers

Friends/Relatives

Government Agency

Other:

7. Have you been affected by COVID-19 as an event Planner?

*Check all that apply.*

Yes

No

8 As an event professional, which of this impacts have affected your business Financially?

Rate in percentage (%)

8b Postponement

8. 8a. Cancellation

*Check all that apply.*

0-30%

8b Postponement

*Check all that apply.*

0-30%

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8c. Relocation

*Check all that apply.*

0-30%

8d. Reduction of number of guests at event

*Check all that apply.*

0-30%

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9. COVID19 had a negative impact on my event planning business

*Check all that apply.*

Strongly Agree

Strongly Disagree

10. Government Lockdown measures had a negative impact to my financial returns.

*Check all that apply.*

Strongly Agree

Strongly Disagree

12b Adoption of Virtual and Hybrid events

11. Did you adopt any intervention schemes during COVID-19 as an event Planner?

*Check all that apply.*

Yes

No

12. Which of the intervention schemes did you adopt during Lockdown?

Rate in Percentage (%) below

12a Government Loans

*Check all that apply.*

0-30%

*Check all that apply.*

12b Adoption of Virtual and Hybrid events

0-30%

*Check all that apply.*

0-30%

12d. Suspected case response plan in place

*Check all that apply.*

0-30%

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facing roles

*Check all that apply.*

0-30%

*Check all that apply.*

0-30%

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13. Was any of the selected designated intervention schemes highlighted in item 12 effective?

*Check all that apply.*

Yes

No

14. As an event planner, was there any financial benefit in shifting toward virtual event planning?

*Check all that apply.*

Yes

No

15. If COVID19 Continues do you think your adopted intervention scheme is sustainable ?

*Check all that apply.*

Yes

No

**LEAD CITY UNIVERSITY IBADAN, OYO STATE, NIGERIA.**

**LEAD CITY UNIVERSITY**

**Student Biodata**

**Career Objectives:** A skilled and visionary hospitality expert, seeking more knowledge and expertise in tourism and hospitality management

**Personal Data**

Surname:IGBEKELE

Other Names: GLADYS OLAITAN

Gender: FEMALE

Date of Birth: 7<sup>th</sup> AUGUST 1977

Place of Birth: OKE-ERE

Local Government Area:YAGBA-WEST

State of Origin:KOGI STATE

Religion:CHRISTIANITY

Nationality:NIGERIA

Marital Status:MARRIED

Postal Address: BLOCK D3 FLAT 21,C.B.N. ESTATE 2,ALAKIJA-NAVY ROAD,SATELLITE TOWN,LAGOS

Next of kin:EDWARD IGBEKELE

Permanent Home Address:BLOCK D3 FLAT 21,C.B.N. ESTATE 2,ALAKIJA-NAVY ROAD,SATELLITE TOWN,LAGOS

**Academic Qualification:**

M. Sc Tourism and Hospitality Management.2022(in view)

B. Sc Geography 2001

SSCE 1996

First School Leaving Certificates 1988

**Educational Institutions Attended With Dates:**

Leadcity University,Ibadan,Oyo State. 2020-2022(in view)

University of Ilorin,Ilorin,Kwara State. 1997-2001

Oke-Ere Community Grammar School 1990-1996

ECWA/LSMB Primary School 1988

**PROFESSIONAL QUALIFICATIONS:**

Professional Certificate in Cookery and Pastry Practices from National Institute for Hospitality and Tourism(NIHOTOUR 2021).

Project Management Institute Certificate,Project Management in Entrepreneurship(2020)

High field Level 3 Award in Food Safety for Catering, United Kingdom(2020)

AOSH-Awarding body in Level 2 Award in Food Safety,United Kingdom(2020)

Certificate of Registration by SMEDAN(2020)

Professional Certificate in Catering Craft Practices from National Business and Technical Examinations(NABTEB)2015.

Certificate in Cake Decorating,Wilton Method 1,2,3,4. from The Wilton School of Cake Decorating and Confectionery Art,U.S.A (2013).

Certificate in Catering and Event Management from Zion Spring International Catering School,Ikeja,Lagos. Jan.-Dec 2010.

**Personal Profiles:**

Experienced,result -oriented,entrepreneurial.self motivated Catering and Event Director with a keen eye for personal and workers safety,Food Safety consultant in catering,and modern trends in Event Management. Customer Satisfactions is our priority.

**Associations:**

Associate Member of Women in Management,Business and Public Service(WIMBIZ).

Associate Member of Association of Professional Party Organizers and Event Managers of Nigeria(APPOEMN)

Associate Member of Association of Events Vendors of Nigeria(ASSEV)

Associate Member of Association of Professional Food Service Providers of Nigeria(APFSPN)

Associate Member of Nigerian Association of Cakes and Sugar craft Professionals(NACSP)

Member of International Cake Exploration Societe(ICES)

Member of Bakers and Confectionery Association of Nigeria(BACON)

**Work Experience:**

Edyglad Nig Ltd,Lagos. Executive Director/ Creative Director.May 2008 till date.

Strategic Events Management Company,Ikeja,Lagos. Marketing Executive Jan 2007-March 2008

Taoheed Secondary School,Basin,Ilorin,Kwara State Geography Teacher. Sept 2003-July 2006.

Akinyele LGA,Oyo State. Town planning Officer. Feb 2002-Aug 2003.

Okaka Community Grammar School,Oyo State. Geography and Mathematics Teacher(NYSC) Jan 2001-Dec 2001

**Community Development:**

I organized Youth and Women Empowerment Program at Odo-Ere,Yagba-West LGA,Kogi State from 2018 to date where they learn different Trade craft

In 2002, as a youth Corps (NYSC) I helped in community development in areas of Environmental protection and Sanitation where I bought Waste bin, brooms, rake and packer for less privileged homes within Okaka community in Itesiwaju LGA, Oyo State.

I was a member of Road Safety club where we organized Quiz and debates on Road safety related issues among schools in Itesiwaju LGA, Oyo State.

I also volunteered in organizing talk shows where we educate motorists and members of the public in Itesiwaju LGA, Oyo State on how to take safety measures while driving.

### **Responsibilities:**

I served as the Chairperson, Welfare Committee, in Bakers and Confectioneries Association of Nigeria 2019 till date.

I was Served as the Assistant Financial Secretary in Nigerian Navy Mammy Market, Navy Town, Lagos from April 2018-March 2022.

### **Paper Presentation/Publication:**

Personal and Kitchen Hygiene practices, a paper presented during Caterers Hubs, Seminar in Sheba Event Center, Lagos, Nigeria Aug 2021

### **Conference And Workshops Attended:**

-The Esmeralda Master Class 4.0 a conference organized by the Association of Event Vendors Nigeria, themed Operational Excellence in the Event Industry-6th Oct, 2022

-The Event Industry Conference (TEIC 5.0) Themed Globalization: See Outside the Box to think outside the box-27th-28th Sept, 2022

-The Uncut learning, a 2 day Conference for Professional Cake bakers and Sugar Crafters-5-6 September, 2022

-Event Safety Workshop organized by Federal Safety Commission-February 2021

- Resilience"-an Entrepreneurs coping Mechanism now and beyond-March 2021

-The Esmeralda Master Class 3.0 themed Embracing Transformation: The game Changer- Oct 1<sup>st</sup>, 2021

-The Event Industry Conference (TEIC 4.0) Themed Scaling Up

-The Esmeralda Master Class 2.0 themed Innovations:The Future of Events-1st Oct,2020

-The Event Xperience Africa:The Hospitality Master class,themed Be more Do more

-15th-17th Jan,2019

The Business Executive Management Seminar on CRISIS MANAGEMENT IN THE EVENT SPACE By Dr. Yemi Amusan, March 2019

-The Event Industry Conference (TEIC 3.0)themed Stepping Up-18th-22nd Sept,2019

-The Event Industry Conference (TEIC 2.0)themed Collaborations-27th-30th Sept,2018

-The Event Industry Conference (TEIC 1.0)themed Setting Standards -14<sup>th</sup>-17th Sept,2017

**Paper/Project Work Supervised:**

Effects of COVID-19 on Event Planning in Lagos,Nigeria.M.Sc Tourism and Hospitality Management(in view) 2022,Leadcity University,Ibadan,Oyo State.

Comparative analysis of land use in Ilorin Metropolis. B.Sc Geography,2001,University of Ilorin,Kwara State,Nigeria.

HOBBIES:Cooking,Planning and Organizing Events,Travelling,Reading,Dancing.

LANGUAGE SPOKEN/KNOWLEDGE: ENGLISH Language,Yoruba Language

**Community Service:**

-By supporting my association in feeding 300 less privileged families in Ajeromi LGA of Lagos State during COVID -19 Lockdown

-I volunteered to provide fresh and healthy packed meals to 20 Elderly patients at Navy Reference Hospital,Navy Town during Covid -19 lockdown for 5days

**Referee**

### University Compliance Certificate

This is to certify that the thesis of Igbekele, Gladys Olaitan with matriculation number LCU/PG/001750, at the Department of Tourism and Hospitality Management, Faculty of Environmental Design and Management, Lead City University, Ibadan, Oyo State, Nigeria is in full compliance with the University approved form and

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Signature

Date

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