
**Investigating the Effects of Covid-19 pandemic on Narok
County's Tourism and Hospitality Sectors**

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Abstract

The tourism and hospitality sectors are one of the biggest economic pillars of Narok county, This study was conducted to examine the exact level and nature of the effects of the Covid-19 pandemic on the sector in Narok county. A cross-sectional design of the study was used. Questionnaires, interview guides and observations were used for data collection. The findings indicated that over 70% of the clients were non-willing to resume tourism activities after the pandemic is over. Some of the stakeholders had partially or fully changed their professional roles. The average number of clients visiting tourism destination sites had reduced by 84% within 3 months. The clients had changed their perception of preference, with economy and safety being preferred over comfort. As a result, their mode of transaction and travel changed. There was no significant change in the preferred tourism destination sites ($P < 0.05$). The stakeholders' net profit margin had reduced from more than Ksh. 40,000 to less than Ksh. 10,000 per month. It was concluded that the sector had truly been ravaged by the pandemic. The stakeholders recommend cushioning the sector in form of tax-waivers, monthly stipends or incentives from the county and national government.

Keywords: Tourism and hospitality sector, Covid-19 pandemic, stakeholders, Narok county, economy

