

AN EMPIRICAL EVALUATION ON POST COVID-19 PANDEMIC INFLUENCE AND TOURISM SERVICE MARKETING MIX IN SOUTH – SOUTH, NIGERIA.

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ABSTRACT

This study evaluate the post covid-19 pandemic influence on tourism service marketing mix in South – South, Nigeria. The study population comprised seventy (70) respondents from selected tourism service operators in South – South, Nigeria and the study adopted Taro Yemene statistical approach to determine the sample size of fifty nine (59) .Data for the study were collected through questionnaire from the fifty nine (59) respondents from the selected tourism service operators in South - South Nigeria .The findings revealed that post covid-19 pandemic has adverse significant influence on products, physical evidence, process and people. The study recommended that, tourism service operators should provide right products that will fit –in pandemic state to attract foreign investor, tourism service operators and hospitality industry should provide the exact physical evidence that will compete any pandemic situation to create effective impression in the mind of the customers, tourism service operators and hospitality industry should engage the right process and people that will garb pandemic condition to increase its market share and profitability, and tourism service operators should train and retrain the personnel working in the tourism industry particularly those in the hospitality industry and tour guides to improve quality of service during any pandemic insurgency to attract investors.

Keywords: *post covid-19 pandemic, tourism service marketing mix. Products, physical evidence, process and people.*

INTRODUCTION

The awareness of tourism activates in Nigeria has attracted attention of scholars in service marketing domain. In Nigeria today, tourism is a prospective teamster of the national economy to outgrowth economic development in the future. Globally, tourism has been rated as revenue deriving tool and generator of economic development. Anim (2015), stressed that, tourism is a valued tool for driving development and a means of proceeding wider global incorporation within areas such as the European Union (EU), Shimekit *etal* (2020), tourism industry is one of the main bases of foreign exchange, earnings, and the most feasible and supportable economic development option and tourism contributes 11% of the world GNP. In view of Ahmed and Akbaba, (2018), cited Sulaiman and Shaizatulaqma (2021), tourism is essential key to economic driver of a nation, particularly for developing countries such as Nigeria, Malaysia and others, which are viewing to expand their revenue streams .Tourism refer to social activities, cultural and economic phenomenon which involves the movement of individuals to countries or places outside their normal environment for either personal interest or business/professional objectives (United Nations World Tourism Organization (UNWTO, 2008).Mohammad and Md. Moynul added that , developing countries sources of revenue has been major role of tourism either from home and abroad ,but tourism needs to attract tourists by providing marketing services and facilities. According to Relifra ,and Yunia (2021), in tourism, there are two things that become the main attraction of tourism in Nigeria, the first is natural resources has attractive nature that can contest with other countries' tourism, such as beautiful beaches, mountains, lakes and biodiversity and second is cultural resources and those individuals that involved in tourism are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. According to Agba, *etal* (2010), cited in Emmanuel (2012), tourism refers to a commercial objective that provides places and events to inhabit people while they are on holidays. Marketing is very significant for tourism, especially service marketing to attract tourists to visit again and reinstate tourist sureness is

needed, among nervousness and the need to travel even during any plague period. According to Anim (2015), tourism Service marketing refer to one of the marketing approaches adopted by reputable service firm to maintain the steadiness of the firm, including the tourism firm during contagion challenges for instance post COVID-19 pandemic. In the view of (Johann, 2015), tourism service marketing mix elements refer to marketing variables adopted by firms to reach out the it various customers such as product , price, promotion, place, process people and physical evidence. According to Kotler, (2017), cited in Sulaiman and Shaizatulaqma (2021), traditionally, product. , price, promotion, and place are four basic strategic elements. Udemey (2023), stressed that, service marketing mix is a combination of the dissimilar variables of services marketing that firms use to communicate and brand message to their . The mix elements involves the seven P's: Product, Pricing, Place, Promotion, People, Process and Physical Evidence. The service marketing mix elements, also known as the extended service marketing mix, the first four P's are involved in product marketing, the remaining three P's: People, Process and Physical Evidence focus mainly on service delivery and enhancing customer satisfaction. Alnaser *etal* (2017), postulated that, services has attracted numerous numbers of attention over the years caused a rising interest in the way that services should be marketed .The analysis of the nature of services indicated that the traditional marketing mix is not adequate and needs some modifications when applied to services, however People, Process and Physical Evidence are identified as service marketing mix elements mainly for service delivery and satisfaction. COVID-19 pandemic affected south – south region of Nigeria mostly the tourism sector. In 2020, the number of alien tourists to Rivers State reduced by 80%, Bayelsa State experienced a decline of 69%. Additionally, Cross River State and Akwa Ibom State experienced decreased of 729% respectively and Edo State and Delta State decline to 67%. In January- 2019 - November, 2019 south – south region of Nigeria recorded 18.11 million people tourist visit while in January, 2020 - November, 2020 number of tourist visits was 4.68 million people. With the level of decrease during COVID-19 pandemic, there is need to bring in tourism service marketing mix elements to communicate the tourist to visit again and reinstate tourist sureness among nervousness and the need to travel during any contagion. The tourism service marketing mix elements stand as a set of strategic marketing implements that many services firms adopted to create the preferred response in their target market. The south - south tourism assets or sites/events most frequently visited included: Rivers Sate: Amazing Park, prudential hotel, Cross River State: Tinapa Holiday/Business Resort, Obudu Mountain Resort, Marina Resort. Akwa Ibom State: Bayelsa State: Edo State: Delta State .The study sought to evaluate post covid-19 pandemic influence on tourism service marketing mix in South – South, Nigeria.

Statement of the Problem

Presently the tourism firms are trying to recuperate to increase the number of tourist visits due covid -19 pandemic experience that occurred late 2019 and early, 2020 .Tourism service marketing mix elements are significant aspect that needs to be considered by tourism firms operators . The tourism service marketing mix elements are strategic marketing elements that employed by tourism firms to create the preferred response to their target audience. The tourism service marketing mix elements comprise physical evidence, people and processes others are products (services), prices, places and promotions. Physical evidence, people and processes are the key elements in tourism service marketing operations and these are the indicators used by tourism firms as an a point of attractions, amenities, loveliness, genuineness and quality service delivery.

Conceptual framework

The following conceptual frame work are for the study

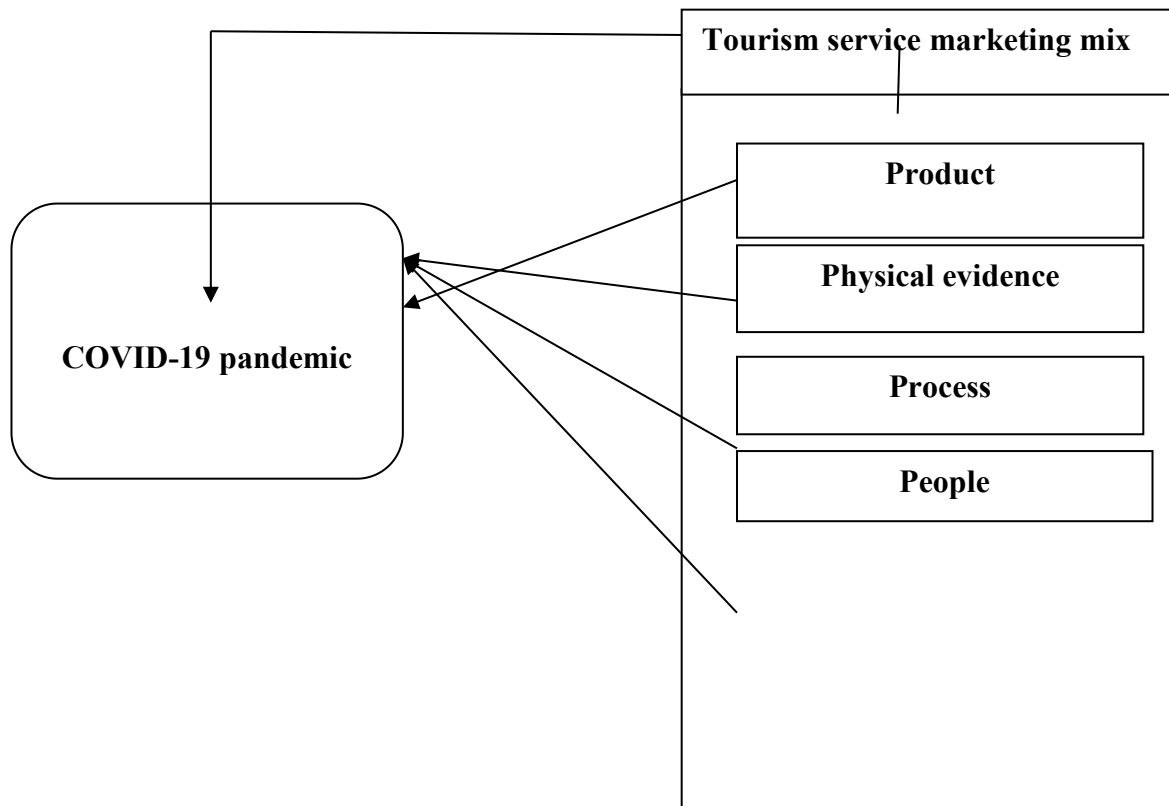


Fig.1 The study conceptual fame work:

The Study Objectives

The study general objective was to evaluate the post covid-19 pandemic influence on tourism service marketing mix in South – South, Nigeria. The specific objectives includes:

1. To evaluate post covid-19 pandemic influence on tourism service operators products in South – South, Nigeria.
2. To explore post covid-19 pandemic influence on tourism service operators physical evidence -in South – South, Nigeria.
3. To examine post covid-19 pandemic influence on tourism service operators process in South – South, Nigeria.
4. To determine post covid-19 pandemic influence on tourism service operators people in tourism in South - South, Nigeria.

Research Questions

1. To what extent does post covid-19 pandemic influence tourism service operators products in South - South, Nigeria?
2. To what extent does post covid-19 pandemic influence tourism service operators physical evidence in South - South, Nigeria?
3. To what extent does post covid-19 pandemic influence tourism service operators process in South – South, Nigeria?
4. To what extent does post covid-19 pandemic influence tourism service operators people in

tourism in South – South, Nigeria?

Research Hypotheses

- Ho₁:** Post covid-19 pandemic has no adverse significant influence on tourism service operators products in South - South, Nigeria.
- Ho₂:** Post covid-19 pandemic has no adverse significant influence on tourism service operators physical evidence in South – South, Nigeria.
- Ho₃:** Post covid-19 pandemic has no adverse significant influence on tourism service operators process in South – South, Nigeria.
- Ho₄:** Post covid-19 pandemic has no adverse significant influence on tourism service operators people in South – South, Nigeria.

Literature Review

Concept of COVID-19 pandemic

The coronavirus disease (COVID- happened first in Wuhan, China in late 2019 and it spread almost all continents in the world. As described by the World Health Organization (WHO), COVID-19 is a viral infection that causes respiratory illness. The disease is essentially transmitted from individual to individual through contact with droplet of an infected individual (ILuis. 2020). The coronavirus disease COVID-19 in Nigeria occurred on 27th February 2020 in Lagos state. The number of cases within the first few weeks of outbreak was steady with no record of death and number of cases, below emergency threshold. However, surges of daily increase in the number of new cases began to occur from the 19th of March, 2020 with the number of confirmed cases rising steadily to emergency level. As of 30th April 2020, the total number of confirmed cases rose to 1932 with 58 deaths and 319 discharged cases (Lois *etal*, 2020).

Concept of Tourism service marketing mix elements

According to Eric (2015), Tourism is part of man's activities travel for recreation, leisure and business activities since the beginning of development. In the spite of Agba *etal* (2010), cited 'in (2012), they stressed that tourism is a holiday 'business activities that provides places and events to occupy by individuals. Nickerson (1998), cited in Eric (2015), tourism is the action and activities of individuals to a place outside of their home town either for business trips or holiday, pleasure and visitation .In marketing perspective service marketing mix elements include: products (services), prices, places, promotions, physical evidence (means), people, and processes. In spite of Relifra and Yunia (2021), service marketing mix is a set of strategic marketing implements that firms syndicate to generate the preferred reply in their target market. Shimekit *etal* (2020), referred marketing mix elements as strategically tools adopted by firms used to communicate with their customers which include : product, price, place, promotion, process , physical evidence and people, these seven elements played significant impact on service marketing including the tourism industry. Preparation of tourism service marketing mix elements started with fashioning with tourism service idea which involves product-mix decisions aimed at offering value to customers which would satisfy their needs Services marketing mix which have influence on firms performance such as product, physical evidence, people and process and service is composed of main product that respond to customers primary needs and supplementary services which constitute value added enhancement (Johann, 2017).

Concept of product

Tourism firms perform the sales of intangible products to the tourist, we look at intangible products in tourism marketing perspective as any intangible substance that can be offered by service firm to attract attention to satisfy customers' needs .Samar *etal* (2017), In the view of Armstrong and Kotler (2012), Product is anything that can be offered by firm both tangible and intangible goods and services to attract attention, be consumed by customer to satisfy needs. They further described product as whatever firm offered in market place either tangible and intangible goods or services that can persuade or convinced customer(s) mind set and play

significant role or capable for satisfying the customer(s) needs (Armstrong & Kotler, 2012).

Concept of physical evidence

Most customer believed in physical attributes of product or service and place, Physical evidence is regard as center of attraction in tourism services. In tourism services tourist feel satisfied if they get complete tourism amenities. According to Wardi, (2018), physical evidence contribute positively in the acquisition choice of customers in the service firm. In the spite of Kannan, (2009), cited in Mohammad and Md. Moynul (2021), that in tourism services physical evidence is essentially be contingent on travelling knowledge and conforbility. Product in tourism services is highly intangible, the place: is the decoration, the people, the process and everything else in the tourism office may be related to the knowledge in store. Therefore physical Evidence can easily be related with the product by the customer. In the spite of Alnaser *et al.*, (2017), physical evidence is the atmospheric environment of tourism place and other physical features of the point where customers interrelate with the sales and marketing personnel of the firm. According to Johann (2015), Physical evidence is a significant sign of tourism service quality, and Physical evidence includes the physical environment of a service outlet where customers make buying decision.

Concept of process

In tourism services, process mean all genuine technique, apparatuses and activities that flows the delivering of services (Bitner & Zeithml, 2009) In the study of Hochbaun *etal.* (2011), process is refers to the numerous phases and activities that involved in delivering products of services to the customers. Abror *et al.* (2019), asserted that, a good process that meet customer needs and expectations bring positivity in Service delivery. Kannan (2009), opined that, process in tourism include, trip planning and anticipation, travel to the site/area, recollection, and trip planning packages. Furthermore, study of Johann (2015), postulates that, process is the flow of tourism firm activities that provide evidence to customer within the service delivery which judge a service, creating and delivering tourism services requires designing and application of effective processes.

Concept of people

In every reputable organization composed with people and these people constituted the management and others level that pilot the affair of the organization. In the view of Alnaser *et al.*, (2017), refers people as team workers in an organization which includes managerial level and others non managerial level that have a common goal. In Zeithaml *etal.* (2006), avowal that people are the key participants such as customer, another customer, firm's personnel who actively involved in buying and selling of tourism product. Samar *etal* (2017), people become integral part of the service experience because services necessitate direct communication between customers and the firm's personal. The arrival, attitude, conduct capability and skills of the service workforces stimulate the customer's sensitivity of the service. Consequently, employing skill people promote service firm. According to Zeithml and Bitner (2009) people as employees are actors performing the role of giving services to impact purchaser, and customer satisfaction is directly prejudiced by the people representing the tourism firm. Service quality provided by people (employee) lead to customer satisfaction, and this state will stand-in faithfulness conduct towards tourism region (Abror *et al.* 2019).

Theoretical Foundations

Theory of the Marketing Mix – From 4 Ps to 7 Ps

E. Jerome McCarthy in 1960 postulated that Marketing Mix is tool used by businesses and Marketers to help determine products or brands offering. E. Jerome McCarthy further opined that:

Product - The Product should fit the task consumers want it for, it should work and it should be what the consumers are expecting to get.

Place – The product should be available from where the target consumer finds it easiest to shop.

Price – The Product should always be seen as representing good value for money. This does not

necessarily mean it should be the cheapest available.

Promotion – Advertising, PR, Sales Promotion, Personal Selling and, in more recent times, Social Media are all key communication tools for an organization. These tools should be used to put across the organization's message to the correct audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions.

In 1981 Booms and Bitner added three Marketing Mix in which new elements to the 4 Ps Principle. This now allowed the extended Marketing Mix to include products that are services and not just physical things.

People – All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.

Processes –The delivery of service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.

Physical Evidence – Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible.

Empirical Study

Several study has been conducted by many scholars on the subject matter such as Sulaiman , and Shaizatulaqma , (2021) Influencing factors of 7ps on consumer purchase intention of halal tourism in Kano-Nigeria BIMP-EAGA Journal for Sustainable Tourism Development. The study employs the Desk Study approach as its methodology. The findings from this article will benefit those in the tourism-related industries and policy makers. The specific identification of certain elements: product, price, promotion, location, personal, process and physical evidence towards consumer purchase intention of halal tourism in Kano-Nigeria would help the halal tourism service providers to offer attractive packages that meet the tourist' expectations. The study observes that Nigeria as a country has the potentials of making tourism a main source of its earnings being that it has a diverse tourist attractions, a large domestics tourism market and unique cultural settings capable of enticing foreign tourists. The paper recommends among other things the entrenchment of sound halal tourism development master plan capable of rejuvenating the potentials in the economic blueprint of the country and ensuring sustainable halal tourism development participation even in the face of the current global economic melt-dawn due to the COVID-19 pandemic. Also Mohammad and Md. Moynul (2021), the effect of marketing mix (7ps') on tourists' satisfaction: a study on cumilla; the main intent of this study is to examine the effect of marketing mix (7Ps) elements on tourist's satisfaction. The data of this paper were collected by using structured questionnaire from sample of 50 people from Cumilla district of Bangladesh. Data were analyzed with the help of software SPSS-22 version by using the statistical techniques correlation and regression. The findings of the study showed that five out of seven marketing mix elements were positively related to tourist's satisfaction but the promotional activities and tourism process of Cumilla were not satisfactory to the tourist's. So some recommendations have been given for future improvement and to position this place in the heart of tourist's destination. Furthermore Shimekit *etal* (2020),Influences of Marketing Mix Elements on Ecotourism Clientele – Jimma Zone, Southwest Ethiopia. Zone Cultural and Tourism office, a total of 23 woredas are under the Jimma zone. From these, the researchers selected six, which are endowed with ecotourism resources. The target population for this study was all Government staff working here and the research was conducted in July 2019. The study adopted a census or total enumeration method because the total population of the study was small. The instrument for the study consists of a structured questionnaire. Multiple regression analysis and descriptive statistics were used as a method for data analysis. The findings of the study revealed that physical evidence made the highest contribution followed by product development, promotion, process, people and place on ecotourism clientele. This implies marketing mix elements enhances ecotourism development and the key stakeholders should consider the proper implementation of such marketing mix elements for sustainable development and promotion of ecotourism in Jimma zone. Anim (2015), Influence of Marketing Strategies on Tourists' Choice of Destination Area in Cross River State, Nigeria

American Journal of Tourism Management. The study relied on secondary data from government tourism organizations (GTOs) and private tourism service providers (PTSPs) who are involved in marketing and promotion of tourism products. Also, data was collected through questionnaire survey, interviews, observation and content analysis of tourism brochures. A total of 215 respondents consisting of tourists and staff of GTOs and PTSPs were used for the study. Data generated was analyzed using descriptive and quantitative statistics. The findings revealed that, from the six natures of activities participated by tourists in the destination area, 64 percent of them were involved in leisure/recreational park and historical site/museum activities. The one-way analysis of variance (ANOVA) of the level of attractiveness of tourism attractions and events produced F-ratio of 14.245 which was significant at 0.05 level, this established statistical significant difference in the level of attractiveness of tourism products in the destination area. The findings showed that the higher the responses on the level of attractiveness of a product, the higher the population of tourists on that attraction site. It was further discovered that Obudu Ranch Resort was the most attractive site accounting for 91 percent of the responses, while Obubra Crocodile Lake and Akatcha festival were considered not attractive by the tourists based on the nature of marketing strategies and communication tools. Furthermore, the Kruskal-Wallis test (H) for several independent samples was significant at $\chi^2 (df=5) = 111.76$, with $p < 0.05$ establishing significant difference in the level of influence of tourism marketing strategies on tourists' choice of destination area. The study observed that all the marketing strategies were influential on aggregate representing 39 percent, however festivals/events and security/environmental beautification were rated very high as the most influential marketing strategies on tourists' choice of destination attraction. They accounted for 66 percent and 63 percent respectively. The high rating was dependent on the quality of packaging of the programmes in marketing communication methods such as radio and television, internet, magazines/newspapers etc about the destination attractions. Based on the above findings, the study recommended more persuasive and appealing marketing strategies that will have great influence on tourists' choice of destination in Cross River State, Nigeria. Eric et al (2015), marketing destination information in a tourism driven economy: the Cross River State: This paper studies the destination information marketing as an aid to the Cross River Tourism bid. A questionnaire was designed to elicit responses from the stakeholders in the tourism industry. Out of 69 questionnaire copies administered on tourist and workers in three popular hotels in Calabar (University of Calabar Hotel, Marian hotel and the Transcorp, Calabar) 50 unusable copies were retrieved and used in the analyses. The findings showed a predominance of domestic tourists in Cross River State. The sites/events most frequently visited included Christmas Festival, Obudu Mountain Race, Tinapa Holiday/Business Resort, Obudu Mountain Resort, Marina Resort (Water Front) and Leboku New Yam Festival. The single bedroom accommodation and double rooms are the most preferred accommodations. The most preferred tourist means of transportation included public mass transit, chartered taxis and car hire services. The most popular sources of tourism information in Cross River State were tourist guide books, internet and the Tourism Bureau. The most preferred souvenirs on Cross River State included indigenous art works and utilities. The most frequent complaint of tourists was the bad state of the roads. The most frequent complementary remarks were: "the state is very clean and beautiful", "the people are very friendly"; "the state is very, very peaceful". Suggestions were given for improvement.

METHODOLOGY

This study adopted the explanatory research approach and survey strategy to investigate the post covid-19 pandemic information on tourism service marketing mix elements in South – South, Nigeria the target population comprised the tourism service operators and tourists. A self-designed service tourism questionnaire was employed in the study. The study adopted Taro Yemene to determine the sample size of fifty nine. Akwa Ibom State: (11) respondents, Bayelsa State: (9) respondents, Edo State: (5) respondents, Delta State (5) respondents, Cross River State: Tinapa Holiday/Business Resort, Obudu Mountain Resort (15) respondents, Rivers State: Amazing Park, prudential hotel (14) respondents. Out of the sixty (60) copies of questionnaire, distributed fifty nine (59) useable ones were used in the analysis. The research statistics used in the analyses is

the simple percentage for ease of understanding by the anticipated readers and linear regression was adopted to test hypotheses.

$$N = \frac{n}{(1 + ne^2)}$$

Where:

n = Sample size

N = Population size

e = Level of significance (error)

1 = A constant number

For the purpose of this study, our level of significance (e) = 5% or 0.05 that is 95% confidence limit

$$N = \frac{70}{1 + 70(0.05)^2}$$

$$\frac{70}{1 + 70(0.0025)}$$

$$= \frac{70}{1 + 0.175}$$

$$= \frac{70}{1.175}$$

N = 60 sample size

Data Presentation

This section begins with the presentation of the results of data analysis. As part of data collection efforts, the researcher designed and distributed a questionnaire comprising of twenty four (24) items, which were given to Fifty nine respondents in the study area. Fifty nine r (59) copies were retrieved and found suitable for analysis. The first part of the section presented respondent's socio-demographic characteristics Table followed by presentation of each of the research questions.

Respondents' Demographic Data by Gender

<i>Table:4.1 Gender</i>	<i>Frequency Percentage</i>	
Male	27	45,7
Female	32	54.3
Total	59	100

Survey Data, 2024

The above table reveal that from the total 59 respondents participated in the study, 27(45.7%) were male and 32(54.3%) were female.

Respondents' Demographic Data by Marital status

<i>Table: 4.2 Marital Status</i>		<i>FrequencyPercentage</i>
Widowed	7	11.8
Divorced	7	11.8
Married	24	40.6
Single	21	35.5
<i>Total</i>	59	100

Survey Data, 2024

The above table reveal that from the total 59 respondents participated in the study, 7(11.8%) is Widowed 7 (11.8%) were Divorcee, 24 (40.6%) were Married, 21(35.5%) were Single.

Respondents' Demographic Data by Age Bracket

<i>Table ;4.5 age bracket</i>	<i>FrequencyPercentage</i>	
30- 35 years	12	20.0
35 - 40 years	25	42.0
45- 5 0 years	20	38.0
Total	59	100

Survey Data, 2024

The above table reveal that from the total 59 respondents participated in the study, 12(20.0) were 30- 35 years, 25 (42.00%) were 35 - 40 years, 20 (38.0%) were 45- 5 0 years.

Respondents' Demographic Data Duration of service

<i>Table ;4.6 Duration of</i>	<i>FrequencyPercentage</i>	
2-3 years	2	38
4 - 5 years	7	33
5-6 years	6	29
Total	59	100

Survey Data, 2023

The above table reveal that from the total 59 respondents participated in the study, 8(38%) were 2-3 years 7 (33%) were 4 - 5 years, 6 (29%) were 5-6 years.

Respondents' Demographic Data by Educational Background

<i>Table :4.7 Qualification</i>	<i>FrequencyPercentage</i>	
FSLC	7	11.1
WAEC	9	15.2
NCE/OND	12	20.3
HND/B.SC	22	38.1
M.sc/MBA	9	15.2
Total	59	100

Survey Data, 2024

The above table reveal that from the total 59 respondents participated in the study, 7(11.1%) were FSLC 9 (15.2%) were WEAC, 12 (20.3%) were NCE/OND HND/B.SC, 22 (38.1%) were HND/B.SC, 9 (15%) were M.sc/MBA.

Respondents Demographic Data by salary grade level

<i>Table ;4.3 Cadre/position</i>		<i>Frequency</i>	<i>Percentage</i>
Directors level	3		5.0
Admin.	37		62.7
Other level	19		32.2
Total	21		100

Survey Data, 2024

The above table reveal that from the total 59 respondents participated in the study, 3(5.0%) were Directors level 37 (62.7%) were Admin. 19 (32.2%) were other Level.

Respondents' Demographic by Income Level

<i>Table :4.4 Income level</i>		<i>Frequency</i>	<i>Percentage</i>
40,000 - 50,000	5		8.5
50,000 – 60,000	20		33.9
70 ,000- above	34		57.6
Total	59		100

Survey Data, 2024

The above table reveal that from the total 59 respondents participated in the study, 5(8.5%) were 40,000 - 50, 000, 20 (33.9%) were 50,000 – 60,000, 34 (57.6%) were 70, 000- above.

Test of hypothesis

Hypotheses 1 to 4 stated in section one will be tested respectively

Ho₁: Post covid-19 pandemic has no adverse significant influence on tourism service product in South - South, Nigeria.

Table 4.8: linear regression on the influence between post covid-19 pandemic and tourism service operators product in South – South, Nigeria.

Variable	Coefficien	t	Std. Error	t-Statistic	Prob.
C	2.783866	0.227049	12.26110	0.0000	
PRODUCT	0.081216	0.074795	1.085850	0.2784	
R-squared	0.003851	Mean dependent var	3.028664		
Adjusted R-squared	0.000585	S.D. dependent var	0.472211		
S.E. of regression	0.472072	Akaike info criterion	1.343125		
Sum squared resid	67.96999	Schwarz criterion	1.367404		
Log likelihood	-204.1697	Hannan-Quinn criter.	1.352834		
F-statistic	1.17	Durbin-Watson stat	2.289487		
Prob(F-statistic)	0.078403				

Source: Research Data, 2024 SPSS output,

The result from Table 4.8 shows that there was a strong and inverse influence between post covid-19 pandemic and tourism service operators product in South – South, Nigeria. (Beta=0.081).

The result shows that post covid-19 pandemic has adverse significant influence on tourism service operators product in South – South, Nigeria, ($F=1.17$, $prob=0.07$). The null hypothesis one was rejected at .05 alpha level.

Test of hypothesis 2

Ho₂: Post covid-19 pandemic has no adverse significant influence on tourism service operator physical evidence on in South – South, Nigeria.

Table 4.9: linear regression on the influence between post covid-19 pandemic and tourism service operators physical evidence in South – South, Nigeria.

Variable	Coefficien t	Std. Error	t-Statistic	Prob.
C	3.759121	0.260809	14.41332	0.0000
PHYSICAL EVIDENCE	-0.233858	0.085916	-2.721927	0.0069
R-squared	0.023715	Mean dependent var	3.054235	
Adjusted R-squared	0.020514	S.D. dependent var	0.547915	
S.E. of regression	0.542266	Akaike info criterion	1.620372	
Sum squared resid	89.68590	Schwarz criterion	1.644651	
Log likelihood	-246.7271	Hannan-Quinn criter.	1.630081	
F-statistic	7.408887	Durbin-Watson stat	1.993748	
Prob(F-statistic)	0.006863			

The result from Table 4.9 shows that there was a strong and inverse influence between post covid-19 pandemic and tourism service operators physical evidence in South – South, Nigeria. ($Beta=-0.233$). The result shows that Post covid-19 pandemic has adverse significant influence on tourism service operators physical evidence in South – South, Nigeria. ($F=7.408$, $prob=0.006$). The null hypothesis two was rejected at .05 alpha level.

Test of hypothesis 3

Ho₃: Post covid-19 pandemic has no adverse significant influence on tourism service operators process in south – South, Nigeria.

Table 4.10: linear regression on the influence between post covid-19 pandemic and tourism service operators process in South - South –Nigeria.

Variable	Coefficien t	Std. Error	t-Statistic	Prob.
C	2.687503	0.218203	12.31651	0.0000
PROCESS	0.095214	0.071881	1.324611	0.1863
R-squared	0.005720	Mean dependent var	2.974495	
Adjusted R-squared	0.002460	S.D. dependent var	0.454241	
S.E. of regression	0.453682	Akaike info criterion	1.263651	
Sum squared resid	62.77725	Schwarz criterion	1.287931	
Log likelihood	-191.9705	Hannan-Quinn criter.	1.273360	
F-statistic	1.754594	Durbin-Watson stat	2.120174	
Prob(F-statistic)	0.086292			

The result from Table 4.10 shows that there was a weak and positive influence between post

covid-19 pandemic and tourism service operators process, South – South, Nigeria. (Beta=0.095). The result shows that Post covid-19 pandemic has adverse significant influence on service operators process in south – South, Nigeria. (F=1.785, prob=0.086). The null hypothesis three was rejected at .05 alpha level.

Test of hypothesis 4

Ho₄: Post covid-19 pandemic has no adverse significant influence on tourism service operators people in South - South –Nigeria.

Table 4.11: linear regression on the influence between post covid-19 pandemic and tourism service operators people in South – South, Nigeria.

Variable	Coefficien t	Std. Error	t-Statistic	Prob.
C	3.794396	0.244844	15.49720	0.0000
PEOPLE	-0.250845	0.080657	-3.110022	0.0020
R-squared	0.030737	Mean dependent var	3.038306	
Adjusted R-squared	0.027560	S.D. dependent var	0.516235	
S.E. of regression	0.509072	Akaike info criterion	1.494039	
Sum squared resid	79.04212	Schwarz criterion	1.518319	
Log likelihood	-227.3351	Hannan-Quinn criter.	1.503748	
F-statistic	9.672235	Durbin-Watson stat	2.124812	
Prob(F-statistic)	0.002047			

The result from Table 4.11 shows that there was a strong and inverse influence between post covid-19 pandemic and tourism service operators people in South – South, Nigeria. (Beta=-0.258).The result shows that post covid-19 pandemic has adverse significant influence on tourism service operators people in south – South, Nigeria. (F=9.672, prob=0.002. The null hypothesis four was rejected at .05 alpha level.

DISCUSSION OF FINDINGS

Based on the test of hypotheses, the study indicated that, there is adverse significant influence post covid-19 pandemic has on tourism service operators product, also there is adverse significant influence post covid-19 pandemic has on tourism service operators physical evidence, furthermore post covid-19 pandemic has adverse significant influence on tourism service operates process. Finally, post covid-19 pandemic has adverse significant influence on tourism service operators people in South – South, Nigeria.

CONCLUSION

Based on discussion findings this study draw the following conclusions that: post covid-19 pandemics has adverse significant influence on tourism service marketing mix elements in South – South, Nigeria. Also dimension of predator’s variable: product physical evidence, process and people has adverse significant influence on the criterion variable.

RECOMMENDATION

The following recommendations are made based on the findings of this study to assist the government, tourism firms operators and other service provider (private firms) in improving their services and attracting both national and international tourists;

1. Tourism service operators should provide right products that will fit –in pandemic state to attract foreign investors.
2. Tourism service operators and hospitality industry should provide the exact physical evidence that will compete any pandemic situation to create effective impression in the mind of

the customers.

3. Tourism service operators and hospitality industry should engage the right process and people that will garb pandemic condition to increase its market share and profitability.

4. Tourism service operators and hospitality industry should train and retrain the personnel working in the tourism industry particularly those in the hospitality industry and tour guides to improve quality of service during any pandemic insurgence to attract investors.

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