

Corona Impacting Roamers Behaviour in Nigeria

Arun Kumar Dogra

Research Scholar: ISECT UNIVERSITY, BHOPAL

Research Guide: Dr Ranjan Kumar, Dr Sangeeta Jauhari

Abstract

Nigeria, an African country on the Gulf of Guinea, with an approximate population of 200 million. Having many beautiful natural landmarks, wildlife reserves and high population country attracts lot of foreign national every year. Industry estimates says that almost 6.5 lakh telecom users (roamers) visit Nigeria every month and double of them travel outside Nigeria. With such a high in & out flow of customers every month roaming becomes an important revenue stream for telecom players. Nigeria has approximately \$5.0 Million monthly revenue pie which got badly impacted during pandemic. This paper tries to explain how roamers movement got impacted because of restricted travel and closure of international airports hence impacting important revenue for telecom operators.

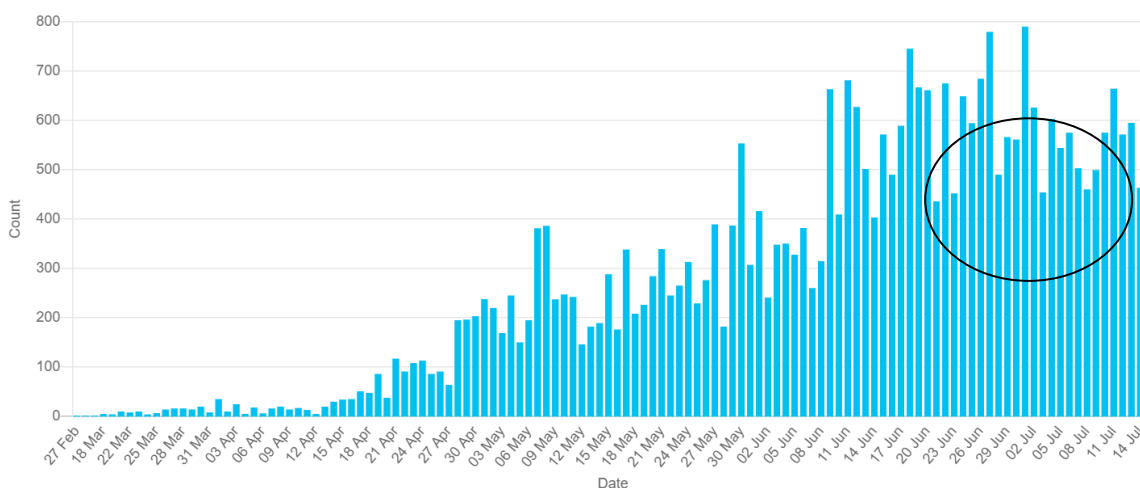
Date of Submission: 02-08-2020

Date of Acceptance: 17-08-2020

I. Introduction

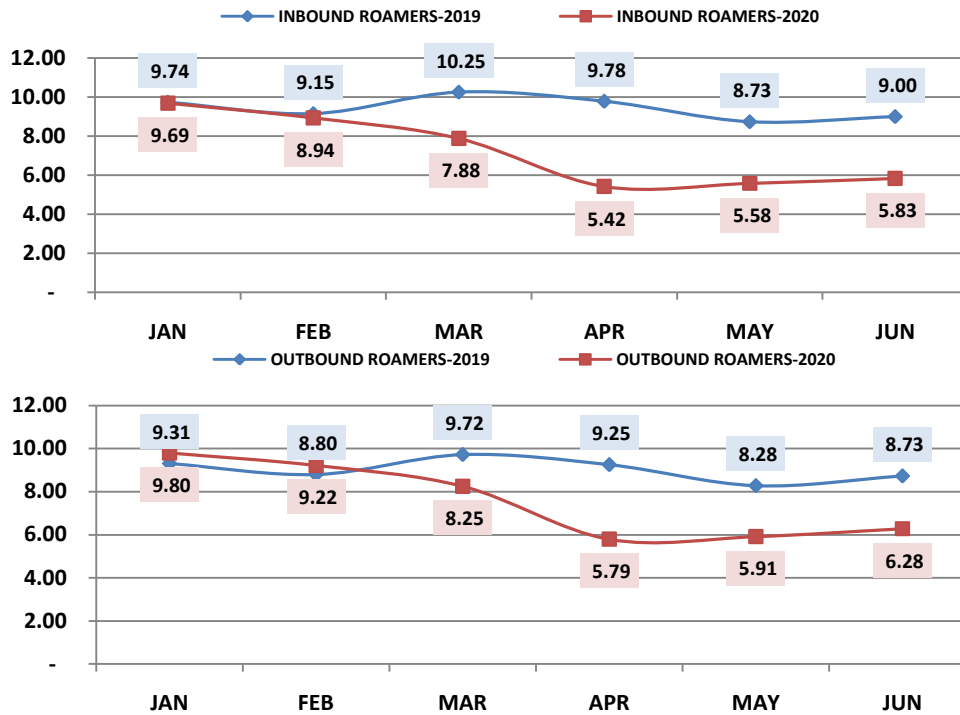
Year 2020 Corona outbreak is still at peak, infecting **13,338,364** people and causing **579,319** deaths across the World. This pandemic has shaken the world and almost all the countries have faced the heat mass suffering, lockdown & mass fatalities. Nigeria which is one of most populous country in African continent also got badly impacted from this disease with 34259 people and causing 800 deaths till now. The disease had not only smacked the medical facility of the country but also it was a major impact on economies and posed a major deterrent to inbound & outbound visitors.

According to the World Health Organization (WHO), the outbreak of Corona Virus Disease during 2019-2020 is the largest and most complex outbreak of the virus since its discovery. The Pandemic is still continuing since last 6+ months, badly impacted economy in April and May 2020 and daily impacted cases reached its peak in Jun & July'20. It was only in July 2020, after 6 months after the first case, that the cases started decreasing compared to its last month

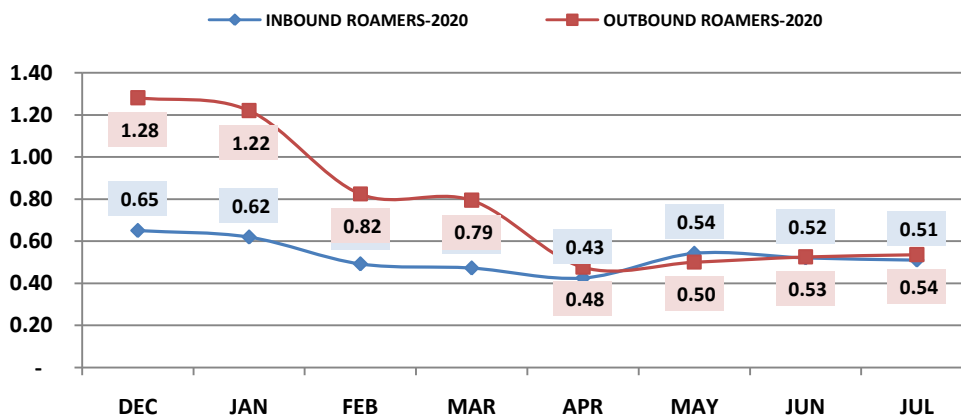


II. Literature Riview On Corona Impact On Roaming In Nigeria:

Initial cases of Corona in African region were recorded in Feb 2020. Figure 2 shows that international inbound roamers slumped post that and Figure 3 shows how outbound roamers got depleted. April'20 witnessed the highest drop and inbound roamers were down by 45% and outbound were down 37% when compared to same period of previous year, with the most significant impacts on roamers movement and roaming revenues were shattered. A hope of rebound is not visible till end of 2020 when there will be no further cases recorded, international travels resume back to normal and people come out from the phobia of travels.



While looking at Nigeria roamers figures of month on month drop of inbound and outbound roamers was very higher here. With projected data of July 2020 shows that from beginning of 2020 when Corona across world, international roamers and revenue revenues dropped over 50%+ compared to pre-corona period. Figure 4 shows that, it is estimated that during these 6-month period Nigeria losing over 100k+ inbound travelers and 700k+ outbound travelers every month which is in a way is not only complete loss of tourism, aviation related revenue but also roaming revenues.



III. Macroeconomic Impacts Of Corona Of Roaming Revenues:

The economic impact of Corona extended much beyond the distressing health effects. According to projections from decreasing roamers numbers telecom in Nigeria going to lose App. \$1.0 billion roaming revenue within first six months of the 2020, drop in monthly roaming revenue is more than 50% when compared to pre-corona period.

IV. Discussions Beyond Corona

In today's increasingly complex and interconnected global landscape, coordination and cooperation are a must have, especially when it comes to global security. The same principles apply to communication, whereby technologies from mobile to social media have enabled tweets, advisories and messages to go around the world in seconds. Given that cancelled trips to affected destinations is often the immediate response to news of a crisis event, it is essential that these decisions that affect economies and livelihoods are made with just cause rather than as a result of any sensationalized messaging or fear. According to World Health Organization (WHO), 90% of economic losses during any outbreak arise from the uncoordinated and irrational efforts of the public.

Given the importance of Travel & Tourism, which account for more than 10% of global and 1 in 10 jobs on the planet; the impact of a health emergency goes beyond the health of citizens to include the health of the economy.

References:

- [1]. <https://en.wikipedia.org/wiki/Nigeria>
- [2]. <https://www.ncc.gov.ng/statistics-reports/industry-overview>
- [3]. <https://covid19.ncdc.gov.ng/>
- [4]. https://www.who.int/health-topics/coronavirus#tab=tab_1
- [5]. <https://www.syniverse.com/insights>

Arun Kumar Dogra. "Corona Impacting Roamers Behaviour in Nigeria." *IOSR Journal of Business and Management (IOSR-JBM)*, 22(8), 2020, pp. 01-03.