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Presentation Title: The Financial Impact of COVID-19 on Businesses in Further Investment Decision Making in the Tourism Industry in Southeast Texas

Abstract

The purpose of this research project was to analyze the financial impact of COVID-19 on businesses in further investment decision making in the tourism industry in Southeast Texas (SETX). This topic is pertinent to be researched because the tourism industry is constantly growing and changing. It's interconnection with other economic sectors can lead to a positive economic growth in a region (Fahim et. al., 2018). The COVID-19 pandemic has created such a financial risk to the health of businesses in the tourism industry in Southeast Texas that it will have long-lasting effects on the investment intentions of some businesses. My research was based on the PARM methodology developed by Sargsyan et. al. which analyzes data using a business performance analysis scorecard. To collect data, I visited and emailed businesses all throughout the Southeast Texas region. I contacted a total of 300 businesses and collected 55 responses. Results are forthcoming as responses continue to come in.