

Strategic Renewal Initiatives of Malaysia Hotel Industry in Response to Covid-19 Pandemic

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ABSTRACT

The ruthless march of COVID-19 throughout the globe is first and foremost a human tragedy, affecting the health of hundreds of thousands of people. The consequences of measures taken worldwide to curb the pandemic are having a growing impact on the global economy. The recent outbreak of Novel Coronavirus COVID-19 has led to a global panic due to its fatal nature. Malaysia is currently being aware of this pandemic disease and the government has imposed Movement Control Order (MCO) for preventing the spread of this disease and hospitality industries are muchly impacted during the government orders. Drawing on the contingency theory of management, this research seeks to examine the effect of Covid-19 pandemic towards the hospitality management industries. Additionally, there is still limited research examining the impact of the pandemic towards hospitality industries in Malaysia.

Keywords: Hotel Industry, Hotel Performance, Strategic Renewal Initiatives, Covid-19 Pandemic