



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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Pandemic Outbreak: How it Affected the Hospitality and Tourism Industry

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Abstract

The purpose of this research is to investigate and understand the impact of pandemic diseases on hospitality operations around the world and particularly in Malaysia. This will include hotel operation, travel agencies, transportations and other affected areas in hospitality. This research is intended for identifying the fact on the impact of pandemic diseases towards hospitality industries that is mainly focusing on Malaysia's market. This study also addressed two main areas that are affected by the pandemic. To completely contain the virus, Malaysia's Prime Minister declared the 4 phases of the Movement Control Order (MCO) as they expected the number of COVID-19 cases to increase continuously (Prime Minister's Office, 2020). Due to this, the researcher found that termination of employment workers and decreasing in tourist number were the clearest impact that the industry is facing. Researcher had completely found that both independent variables were the two main areas that affected during pandemic attacked. Apart from that, this report also addresses the incentive packages provided by the Malaysian government to ensure that the tourism industry in Malaysia remains sustainable. Following MCO's compliance on March 18, the industry suffered a dramatic fall in occupancy and revenue levels, with a rebound not anticipated until at least the third quarter. The prohibitions during the MCO will continue to contract the tourism industry in Malaysia and therefore successful policies to help the players in the industry are imperative.

Keywords: Movement Control Order (MCO), Covid-19, Pandemic

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