

UNIVERSITI TEKNOLOGI MARA

THE HOSPITALITY INDUSTRY RECOVERY  
STRATEGIES OF COVID-19 PANDEMIC IN MALAYSIA

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## **ABSTRACT**

The hotel industry in Malaysia is a massive component of Malaysia's hospitality and tourism infrastructure and a strategic part of its growth. COVID-19 is an infectious disease caused by a newly discovered coronavirus. It was reported in early December 2019 in Wuhan, China and its spread fast around the world and the COVID-19 global outbreak give impact to the hotel industry.

Due to this crisis, which affected Malaysia's economy, hotel industry needs to make the best strategies in providing basic protective measures against COVID-19. This study aims to identify the recovering strategies of hotels during COVID-19 pandemic. It has been conducted through secondary data by gather all information over hotels' websites, previous journal, social media, etc. In conclusion, this research would make a significant contribution to the hospitality industry which it can be used and give an inspiration to other hospitality service providers, particularly hotels industry.

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