



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Terengganu

Hotels' Strategies to Survive During COVID-19 Pandemic in Malaysia

By,

TUAN ZULAIKHA ATIQA H BINTI TUAN ZAINUDIN

(2018425812)

AND

SITI NURHALIZA BINTI HAMZAH

(2018299682)

BACHELOR OF SCIENCE (HONS) HOTEL MANAGEMENT

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ABSTRACT

The study was about the strategies to help the hotel industry survive during the COVID-19 pandemic. Since this pandemic never happened before, the hotel industry was not ready to face such challenges in the business. Soon as the COVID-19 first outbreak, many businesses were affected and experienced a dramatic drop in sales and revenue which was no exception for the hotel industry too. For that reason, here comes the study regarding the strategy or plan on how to make the hotel industry survive and avoid shutting down the business as the business had reached a dead end. Therefore, the objective of this study is to analyze the hotels' strategies to survive during the COVID-19 pandemic and to determine how far these strategies work or can give benefits to hotels. In this study, the secondary data method was used to obtain data from recent studies by other researchers from academic journals, articles, and websites all from the trusted sources. Three strategies were often applied by hotels in other countries which were cutting costs, hotels became quarantine of hotels, and decreasing the room rate. These strategies had shown a strategic result to be applied by the hotel to operate during COVID-19. The finding of this study can help the top management to value how far does the strategy suit enough to be applied for the hotel to sustain longer and to have an idea on coming up with a new polished strategy in the future.

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