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# What innovations would enable the tourism and hospitality industry in Malaysia to rebuild?

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## Abstract

### Purpose

This paper explores the challenges Malaysian tourism and hospitality organisations faced during the COVID-19 pandemic and assesses how they coped and strategized with these challenges. Next, the study explores innovative action and best practices in dealing with the pandemic. Additionally, the study focusses on the efforts of policymakers. The paper also reviews government policy and support programmes made available to the business sector during the pandemic.

### Design/methodology/approach

The paper identifies the key pandemic-related issues and challenges faced in the tourism and hospitality industry through open-ended questions with senior industry practitioner insights and policymakers.

### Findings

The study highlights emerging challenges and issues for Malaysian hospitality and tourism businesses. In addition, it offers specific recommendations and strategies to enable industry stakeholders to respond to the impact of the COVID-19 pandemic.

### Practical implications

These findings are of interest to Malaysian tourism and hospitality industry stakeholders and policymakers as they highlight challenges and offer possible post-pandemic solutions.

### Originality/value

The paper reflects current issues and challenges from the perspective of tourism and hospitality practitioners on managerial and operational issues relating to the COVID-19 pandemic.

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