

[Home](#) / [Journals](#) / [Worldwide Hospitality and Tourism Themes](#)

/ [What innovations would enable the tourism and hospitality industry in Malaysia to rebuild?](#)

To read the full version of this content please select one of the options below:

[Access through your institution](#)

[Access and purchase options](#)

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

[Kandappan Balasubramanian, Mohd Hafiz Hanafiah](#) ▼

[Worldwide Hospitality and Tourism Themes](#)

DOWNLOADS

ISSN: 1755-4217

Article publication date: 1 September 2022



[International Standard](#)

Serial

Number.)

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.

Related articles

[Innovative strategies to tackle post-Covid-19 tourism: case of small tourism companies](#)
Swati Sharma et al., Journal of Indian Business Research, 2022

[Reflections on the theme issue outcomes](#)
Gunjan M. Sanjeev et al., Worldwide Hospitality and Tourism Themes, 2021

[What innovations would enable the tourism and hospitality industry in India to re-build?](#)
Shaheed Khan et al., Worldwide Hospitality and Tourism Themes, 2022

[Innovation in Tourism as a Model of Recovery in the Postpandemic Period](#)
Rade Ratković et al., ECONOMICS, 2022

[Will medical tourism survive covid-19?](#)
Megan Tatum, The BMJ: Research, 2020

[Precipitation behaviors and mechanical properties of a solution-treated Mg-Gd-Nd-Zn-Zr alloy during equal-channel angular pressing process](#)
ZhenzhenGui et al., Journal of Magnesium and Alloys, 2022

Powered by **TREND MD**

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

Accept ✓

Manage cookies



Enter your search terms here



Advanced search

Acknowledgements

The authors would like to acknowledge the participation of industry experts in this study and thank them for their insights and recommendations relating to the innovative solutions need to rebuild the tourism and hospitality industry in Malaysia:

- Dato' Ammar Abd Ghaffar, Senior Director, Tourism Malaysia.
- Mr. Yap Lip Seng, Chief Executive Officer, Malaysian Association of Hotels (MAH) and MAH Training and Education Centre (MAHTEC).
- Mr. Sundra Kulendra, General Manager, Sama Sama Hotel KL International Airport, Malaysia.

Citation

Balasubramanian, K. and Hanafiah, M.H. (2022), "What innovations would enable the tourism and hospitality industry in Malaysia to rebuild?", *Worldwide Hospitality and Tourism Themes*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/WHATT-05-2022-0057>

 [Download as .RIS](#)

Publisher: Emerald Publishing Limited
Copyright © 2022, Emerald Publishing Limited

Support & Feedback ▲ [Manage cookies](#)



© 2022 Emerald Publishing Limited

Services

Authors
Editors
Librarians
Researchers
Reviewers

About

About Emerald
Working for Emerald
Contact us
Publication sitemap

Policies and information

Privacy notice
Site policies
Modern Slavery Act
Chair of Trustees governance statement
COVID-19 policy
Accessibility

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

Accept ✓

[Manage cookies](#)

