

# Investigating The Aspect Recovery And Potential Of Media Influence In Tourism & Hospitality After Post Crisis Of Covid-19 In Malaysia

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## Abstract:

Pandemic has brought heavy economic losses to the tourism and hotel industry due to COVID-19 Coronavirus Disease 2019 in 2020. The emergence of COVID-19 meant a challenge for the tourism and hotel industry which was unparalleled in contemporary times. Within 2 years after pandemic, several countries have focus on development of tourism, possible ways to reshape hotel industry according to the aspects: restoration of confident and performance of stakeholders. This study aims to identify aspects recovery influenced; to examine the opportunity of media influenced in tourism and hospitality in Malaysia. Respondents were selected in real time based using quantitative method and being analyzed using correlation. Finding on how media influenced as potential mediating incorporating a widely used three-stage approach to crisis management, which describes crisis management as three phases: the pre-crisis phase (prevention and preparation), the crisis phase (response), and the post-crisis phase (learning and revision) in global crisis management are discussed in this study.

**Keyword:** Aspects, Recovery, COVID-19, Crisis, Media Influence, Tourism, Hospitality

## Introduction

Based on a literature review related to the crisis by Parsons (1996), he was the only researcher who dealt with immediate crises based on events that prevented researchers from researching the problem or developing a plan before the disaster occurred, with no warning received from the organizations, government, or other parties of authority. These crises lead to decrease in travel motivation and perception of international tourists (Ghaderi, King & Hall, 2021). Malaysia, as one of the world's leading tourist destinations, is no exception to the emerging and ongoing crisis that directly affects the country's economy and tourism industry. As recently, COVID-19 outbreak has been attacked global economic and causing on huge loss in tourism industry (Sigala, 2020).

Tourism Malaysia stated the percentage of visited states which is in multiple choices according the survey taken, Pahang (30.2 percent), Melaka (26.6 percent), Kuala Lumpur (24.7 percent), Selangor (23.7 percent), Negeri Sembilan (23.5 percent), Johor (21.6 percent), Perak (20.8 percent), Terengganu (19.9 percent), Pulau Pinang (18.2 percent), Kedah (13.8 percent), Kelantan (10.1 percent), Putrajaya (8.0 percent), Sabah (5.2 percent), and Sarawak were the most popular tourist destinations (1.8 percent ). Tourists were encouraged to travel due to a variety of factors such as product variety, service quality, appealing promotions, ample information, and adequate facilities and amenities. Even though our country in pandemic era, but tourist was influenced with public adherence to RMCO SOP by government.

Unfortunately, Malaysia's employment volume has decreased by 1 percent to 14.93 million people in April 2020, as reported by Malaysia Statistics. Those who work in the service sector, including (hospitality), food and beverage, the arts, entertainment, and recreation, are among the most affected workers. (Ab. Razak, 2020). In 2018, the GDP as a whole was responsible for around 5.9 percent. After the production of goods and the trade of commodities, Malaysia's tourism industry is the country's third greatest contributor to GDP. The tourism business in Southeast Asia has experienced substantial growth over the past few years, and Malaysia is ready to capitalise on this trend. The "Visit Truly Asia Malaysia2020" campaign has been started in the hopes of accomplishing the lofty goals of 30 million tourists and 100 billion ringgits in tourism receipts for Malaysia by the year 2020. Unfortunately, because to the recent COVID-19 outbreak, we are unable to continue with this programme.

According to a survey on domestic travel in Malaysia that was carried out by the Strategic Planning Division of Tourism Malaysia, the Movement Control Order (M.C.O), which went into effect on March 18, 2020, and was later extended until April 28, 2020, brought to a halt all businesses in the country. The M.C.O was initially scheduled to expire on March 18, 2020, but it was later extended until April 28, 2020. In point of fact, the tourism industry took the biggest damage. There is a risk that the tourism industry could suffer a loss of RM19.2 billion in receipts from tourists during the period of the next three months, from March to May of 2020. Because of the extraordinary consequences and severity of the COVID19 pandemic, particularly on the tourism sector, the domestic market has been highlighted as the "key" for the industry to quickly recover. This is due to the fact that the pandemic has primarily affected domestic travellers. (Tourism Malaysia, 2022).

## **Literature Review**

### **Restoration of Confidence Aspect**

COVID-19 sent shockwaves through all aspects of the modern tourism industry, sparking a surge in relevant research. Hotel and restaurant cancellations were common, resulting in a significant income reduction for the businesses, which required government aid to recover and at least one year to return to pre-crisis conditions. People had a negative attitude toward tourism activities, were hesitant to travel, and believed they would not be able to find the same level of service quality, sincerity, and hospitality that they had previously experienced. Furthermore, Covid 19 revealed that females were more concerned than males; married people were more concerned than single people; and the elderly were more concerned than younger people. (Kaygin and Topcuoglu, 2020). The government demonstrated confidence and trust in its policies by providing financial compensation to tourists who contract the Covid-19 virus, improving sanitary conditions and travel restrictions to prevent the virus's spread, providing subsidies, and certifying that the company adheres to sanitary protocols. Providing information to the media about strategies for revitalising the tourism and hospitality sectors, which will boost tourist and business confidence during the pandemic. (Allaberganov, Preko and Mohammed, 2021) Individuals may be sceptical and wait six months or longer before returning to tourism activities, even after the pandemic has been held. Most people will be motivated to travel again only when the COVID-19 vaccine becomes available. It was also discovered that when it comes to restoring travellers' confidence,

visible, calculated, or proven measures, such as face masks, social distancing, hand sanitising, and disinfection and sterilisation, may work best. There may also be a perception gap between what service providers see as critical and what travellers see as essential for restoring travellers' trust. The latter's perception will and should be the most important. According to travellers' perceptions, actual travel behaviour changes once COVID-19 concludes and tourism returns to "normal." (Bidder et al., 2021)

### **Performance of Stakeholders Aspect**

According to the stakeholder hypothesis, businesses that provide excellent care to a varied collection of stakeholders, including customers, suppliers, employees, and communities, would have better operational efficiency and will generate more value for their shareholders. cited in Phillips (2019). It is broken up into two key intellectual structures known as "Urban Strategy" and "Urban Marketing," both of which place an emphasis on collaborative urban governance, environmental management, and environmental performance. The generation of value is the means through which "Urban Strategy" seeks to accomplish its mission of living up to the expectations of urban stakeholders. While "Urban Marketing" is responsible for maintaining the beauty of cities. (Beck and Storopoli, 2021). The use of a basic, short-term, narrow, metrics-oriented strategy is one of the fundamental and recurring challenges in performance management. This method frequently leads in unforeseen bad repercussions that can be disastrous, and it is one of the reasons why this problem persists. Encourage management strategies that are more involved, comprehensive, long-term, and well-rounded. (Pinto, 2019). Both risk management and stakeholder management can be made more effective by combining their efforts into a unified whole, as in the case of construction risk and stakeholder management. (Xia et al., 2018). The theory of stakeholders can offer a number of advantages, including normativity, sustainability, people, and cooperation. It is an interesting approach that holds potential for advancing our knowledge of management. (Freeman, Dmytriyev, & Phillips, 2021).

### **Media Influence**

Extensive communication is a method used to transfer data uninterruptedly and available to networks around the world. In today's era of globalization, modernization makes it easier for individuals to complete their daily lives. Nevertheless, this complexity has both positive and negative effects on customers. The chaos of using this office will become a danger and may worsen social problems in public places. (Wahab, Othman and Muhammad, 2017). Mass media helps in spreading information and delivering good benefits to public. (Yangsun and Sunghak, 2019). Therefore, the influence of the media on the concept of actual work within society and its implied group and personal qualities is beyond doubt. In the field of media education, a variety of guidance and exploration opportunities can be found. In addition, a distinction is made between joins with different social indicators, such as intensity, malignancy, personal development related to exercise, excellent generalization, and medical care. (Pilar, Rafael, Félix, and Gabriel, 2019)

### **Media Influence as mediating**

We are living in a period of computerization, which can be described from different perspectives: the digitization of simple data storage, the rise of the network society, the vertical quality correspondence model is replaced by informal organizations, and the

influence of habitual media is reduced. Shuiyun et al (2018). This article manages the main attributes of computerized time: intelligence, temporality, hypertext, and assembly. From the past research, the habitual media emergency helps to discover the applicable issues of the data space: the creation and dispersion of data content, the currency model, and changes in customer behavior (Peciulis, 2016). Individuals' assumptions about media influence usually influence their willingness to take part (Hong and Kim, 2019). In an emergency, an important corresponding shift is network-based media. Facebook is an organization that promotes interpersonal communication in the world. The results of the exam reveal the part of Facebook insight (as a picture recovery tool), and its superior quality as a multi-utilitarian tool, can be used to address various groups of people, guide formal and casual contacts, publish several types of data, avoid news media, and serve as additional dissemination Channels are filled (Ketter, 2016).

*Table 1 Summary of previous studies related to the topic*

No.	Topic	Findings	Author(s)/ Year
1	The Organizational Impact Of Covid-19 Crisis on Travel Perceived Risk Across Four Continents	<ul style="list-style-type: none"> <li>This study explores the effects of management, media coverage, crisis intensity, previous travel practises and covid-19 on the perceived risks in pandemic and cross-country travel and tourism.</li> <li>The findings corroborate the clustering of the data which affects results with media attention, governance, and crisis growth.</li> </ul>	Michail Toanogluo, Samiha Chemli, Marco Valeri. (2021)
2	The Impact of Covid-19 Media Coverage on Tourist's Awareness for Future Traveling	<ul style="list-style-type: none"> <li>This research examines the effect on the degree of knowledge of possible outgoing tourists of the media coverage, and perceived dangers connected to tourism and travel by the time of the pandemic.</li> <li>The results suggest that the more the physical danger perceived, the smaller the influence of mc on travellers during the pandemic awareness. The media therefore have a significant role in making the potential travellers aware of a pandemic.</li> </ul>	Samiha Chemli, Michail Toanoglou, Marco Valeri. (2020)
3	Visit Intention and Destination Image in Post- Covid- 19 Crisis Recovery	<ul style="list-style-type: none"> <li>The purpose of this research is to analyse in the post-covid19 recovery the elements that influence visit intention and images of the location.</li> </ul>	Albattat Ahmad, Azizul Jamaludin, Nini Shaliza

4	Business And Post-Disaster Management: Business, Organisational And Consumer Resilience and The Christchurch Earthquake	<ul style="list-style-type: none"> <li>The results show that the primary elements that impact the intention of visitors are physical aspects.</li> <li>This book presents a detailed study of the impact of a natural catastrophe on companies and organisations, as well as on a range of players, including employees and customers. Research into catastrophe response by communities and companies can influence policies and minimise the cost and effects of future disasters. This book explores how catastrophe situations recover and the essential responsibilities of companies and other organisations.</li> <li>The book offers much new light not only on catastrophe response by business and the organisation, but on how business and urban systems may become more resilient.</li> </ul>	Mohd Zuraimi, Marco Valeri. (2020) Michael Hall, Sanna Malinen, Rob Vosslander, Russell Wordsworth. (2016)
5	Tourism Crisis And Disaster Management in The Asia-Pacific	<ul style="list-style-type: none"> <li>This book helps comprehend crisis management and catastrophe management but focuses on Asia Pacific in general. The book addresses theoretical and practical methods to successful crisis management and catastrophe management with input from worldwide experts and practitioners.</li> </ul>	Brent Ritchie, Kom Campiranon. (2015)
6	Crisis And Disaster Management for Tourism	<ul style="list-style-type: none"> <li>This book presents a current crisis analysis at a time of global crisis and a strategic approach to understanding the nature of tourist crisis and tragedy, which highlights the necessity for integrated crisis planning, response and long-term plans for recovery</li> </ul>	Brent Ritchie, (2009)
7	Crisis Management in The Tourism Industry	<ul style="list-style-type: none"> <li>Editors and authors are certain that a large number of external and internal elements are helping to develop crises that might well put the industry.</li> </ul>	Peter Hosie, Christof Pforr. 2009)

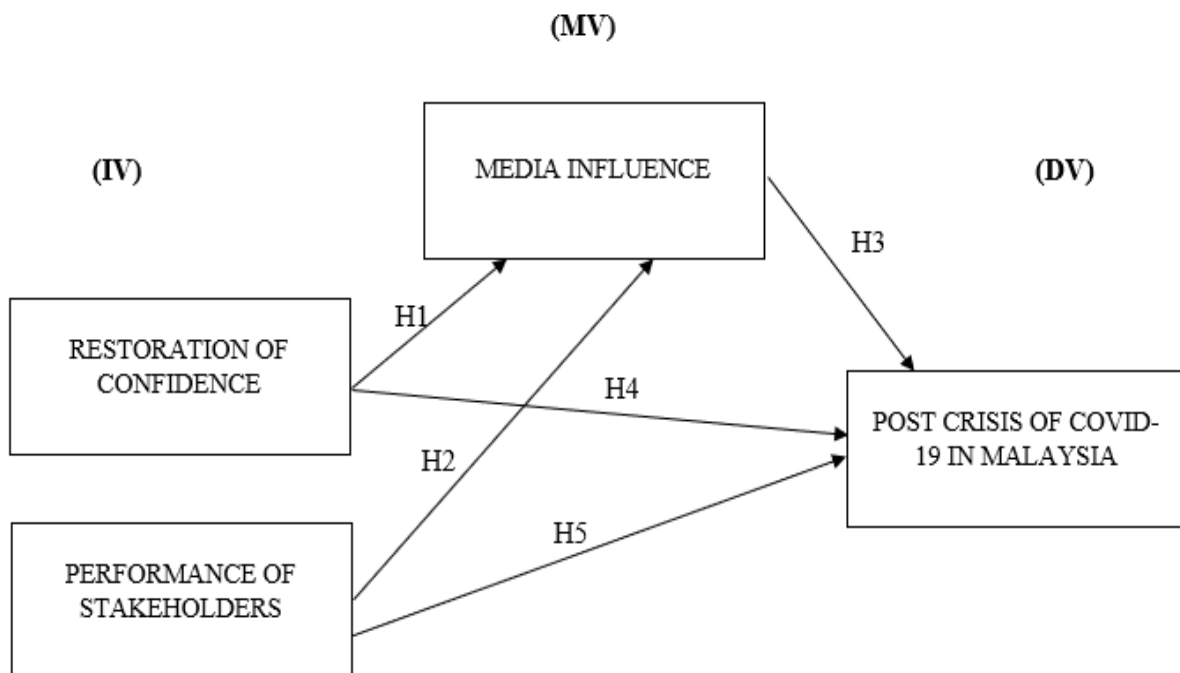
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8	<p>Tourism, Resilience And Sustainability: Adapting to Social, Political and Economic Change</p>	<ul style="list-style-type: none"> <li>• This book offers a critical assessment of durability and resilience and their relationship.</li> <li>• The contributions underline the complexities of addressing societal changes in a number of touristic situations, from islands to mountains, metropolitan areas to rural regions and in a variety of international contexts through resilience planning.</li> <li>• Casual studies show that tourism is an agent of social change and a victim of major processes of change, and offer significant lesson on how economic, social, and environmental systems are being addressed more unstable.</li> <li>• This is the first book to focus on social transformation and the sustainable development of tourism via a lens of resilience. This much-needed literary contribution is a significant resource for individuals involved, among others, in tourist research, tourism planning and management, social geography and development.</li> </ul>	<p>Joseph M. Cheer, Alan A. Lew. (2017)</p>
9	<p>Restoring Tourism Destinations in Crisis: A Strategic Marketing Approach</p>	<ul style="list-style-type: none"> <li>• This book provides a full variety of case studies examining the past tourist problem and analysing the answers it receives.</li> <li>• The associations and various levels of government discuss how the potential of future tourist crises may be handled in a pro-active manner.</li> <li>• Tourism is subject to public opinion shifts around the world. Tourists postpone holidays if the news is about an earthquake, a violent war or infectious disease in a remote place. The terrorist incident of 11 September 2001 and subsequent assaults on visitors have affected airlines and tourism sites worldwide.</li> </ul>	<p>David Beirman. (2020)</p>

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- These incidents underline the necessity for the global tourist sector of managing the destination issue.
- David Biermann, experienced marketer, and teacher of tourism has established for tour operators and offices a crisis management Guide. He thinks that public impression management is important for the recovery of a destination after a catastrophe, and it depends very much on clear, often updated, and correct information. He presents extensive case studies of many sorts of crises worldwide and analyses the merits and limitations of tourist management approaches. It is an essential benchmark and a great resource for tourism management throughout the global world.

**Figure 1.** Study Framework  
Sources: Adopted from (de Sausmarez, 2007)



## **Methodology**

The research design is the organization of the investigation reaches that can be used as a guide for the investigation to gather information and break down their investigation. A research design is a set of rules that ensures the information gathered is significant and useful. The examination of leading will be ensured by a proper research design. The methodology used in this investigation to gather information and conduct the investigation is quantitative research. Quantitative research focuses on a factual examination of numerical data gathered through large scale overview inquiry, for example, surveys. These tests frequently include a large sample size to have a progressively arithmetic controller for discovery speculation. We fundamentally disperse in quantitative methodology to answer a portion of the exploration questions. The objective population for this examination was the Malaysian vacationers visiting Kuala Lumpur's main attraction territory. The measure of the population in Malaysia evaluated around 32.69 million of domestic travelers. (Tourism.gov.my, 2022). Malaysian visitors visiting Malaysia are the researcher's example criteria. Appropriately determining test criteria will improve the examination's external and internal legitimacy. The sample size is the number of target respondents chosen from the population when the survey questionnaire is distributed. The Malaysian population was assessed around 32.69 million domestic traveler's appearance after evaluating Malaysian vacationer appearance by utilising Krejcie and Morgan table based on the population, the number of surveys that should have been gathered is 384.

## **Discussion**

The first goal is to determine the factors that influenced the revival of the tourist and hospitality industries in Malaysia after the COVID-19 crisis. The results of the research analysis as well as the answers to the research questions based on the Likert scale the investigation revealed that each of the hypothesised links received some level of support, albeit to variable degrees. Restoration of confidence was the highest with moderate strength relationship towards aspects recovery, because the analysis shows that many tourists agree Malaysia has supply good serving hospitality product to the customer, which had positive effect which indirectly makes tourist have visit intention to Malaysia compared to the performance of stakeholders who have moderate strength with a coefficient value of ( $=.514$ ) Restoration of confidence was the highest with moderate strength relationship towards aspects recovery, because the analysis shows that many tourists agree Malaysia has supply good serving hospitality product to the customer, which had positive effect which indirectly makes tourist have visit intention to (Quintal and Polczynski, 2010), (Yoo, Yoon, and Park, 2018), and other studies have provided support for the findings presented in this section (Tavitiyaman & Qu, 2013). As a consequence of this, the first research question has been resolved, and the intended outcome of the research has been accomplished.

Objective 2: To investigate the opportunities presented by the media in the tourist and hospitality industries in Malaysia following the COVID-19 incident. Based on the findings of the research analysis and the responses to the research Likert scales questions, this article will investigate the opportunities presented by the media in the tourist and hospitality industries in Malaysia following the COVID-19 issue. This study demonstrates that the media's influence has had a positive effect as a mediator between the relationship of aspects



recovery, which is the restoration of confidence and performance of stakeholder influenced in tourism and hospitality after the post-crisis COVID-19 in Malaysia supported by (Chew & Jahari, 2014). It was demonstrated that the influence of the media helps improve the results between each variable in terms of attributes and intention to visit. As a result, the research question has been answered, and the research objective has been achieved.

### Conclusion

This research helps to develop a better understanding of Malaysia's domestic tourism product strategy after the crisis is over and what kind of contribution or innovation can enhance Malaysia's domestic tourism, hospitality, and services. It can be implied by paying attention to the problems that arise and finding solutions. For example, based on the findings, tourism industry can provide more services to satisfy tourists and regain confidence in our service industry. Therefore, it can be used as a reference for Malaysian government or private sector especially domestic tourism sector to analyse and solve problems in the future. Malaysia can provide an enjoyable and memorable trip by preparing what is best for the traveller and improve when they visit Malaysia. Therefore, by fully recovering, it can help Malaysia, especially the domestic tourism industry, to support growth and increase tourism-related foreign exchange.

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