

# COVID-19 AND THE TOURISM SECTOR In Malaysia

Prince Mahidol Hall (PM Hall),  
Salaya Campus, Mahidol University, Bangkok

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# Presentation Outline

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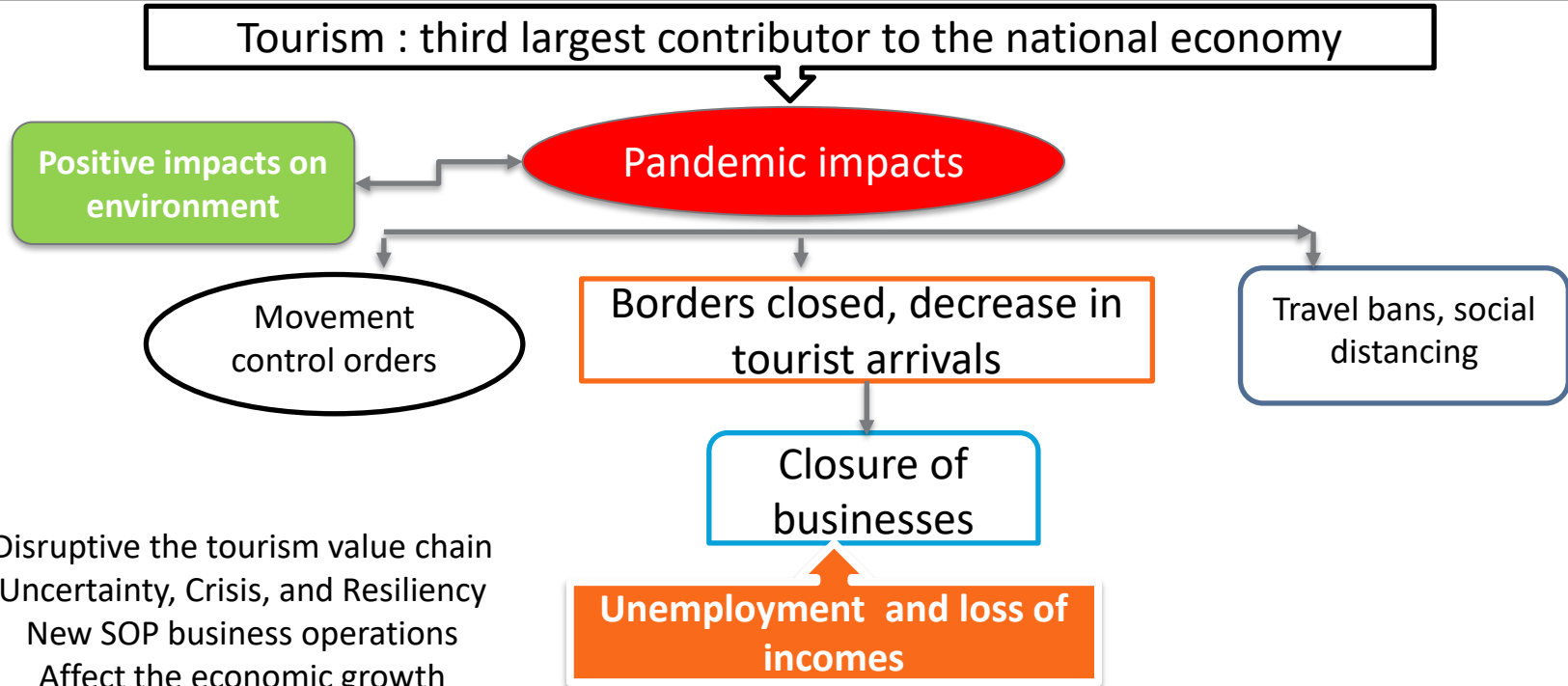
Impacts of COVID-19 pandemic on tourism industry

Government policies and mitigative measures

Long term adaptive strategies : sustainable and resilient tourism industry

Tourism Recovery Policy Recommendations

# Impacts of COVID-19 Pandemic on tourism industry



# Financial losses resulting from COVID-19

Tourist arrival (2019-2021)	Cancelled the Visit Malaysia Campaign 2020 (VM2020)	Malaysia budget hotel association
<ul style="list-style-type: none"> <li>• 99% decline in international visitor spending</li> <li>• 31% drop in domestic visitor spending</li> <li>• 65% drop in travel and tourism's contribution to GDP</li> </ul>	<ul style="list-style-type: none"> <li>• 30 million international tourists</li> <li>• £21.63 billion (RM100 billion) in tourist receipts</li> <li>• 2025</li> </ul>	<p>Estimated loss : RM 369,667million</p>
<p>Total financial lost : an estimated US\$29.6 billion from interrupted travel and tourism</p>		<p>RM 12.8 billion in total damages to the hotel sector</p>

# Government policies and mitigative measures

## 1) Financial and Monetary

Emergency economic stimulus package worth US\$4.8 billion

## 2) Economics Fall out : small and medium enterprises

Financial aid packages amounting to RM530 billion

## 3) Health and safety measure

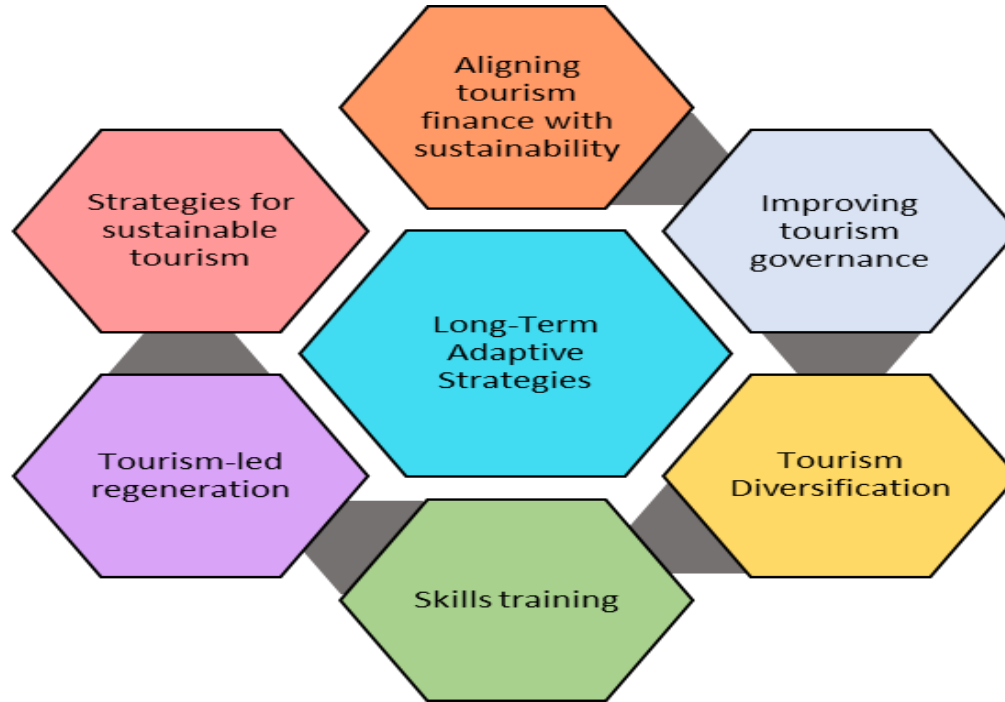
Movement control as an effective measure

## 4) Initiatives for the survival of the tourism industry

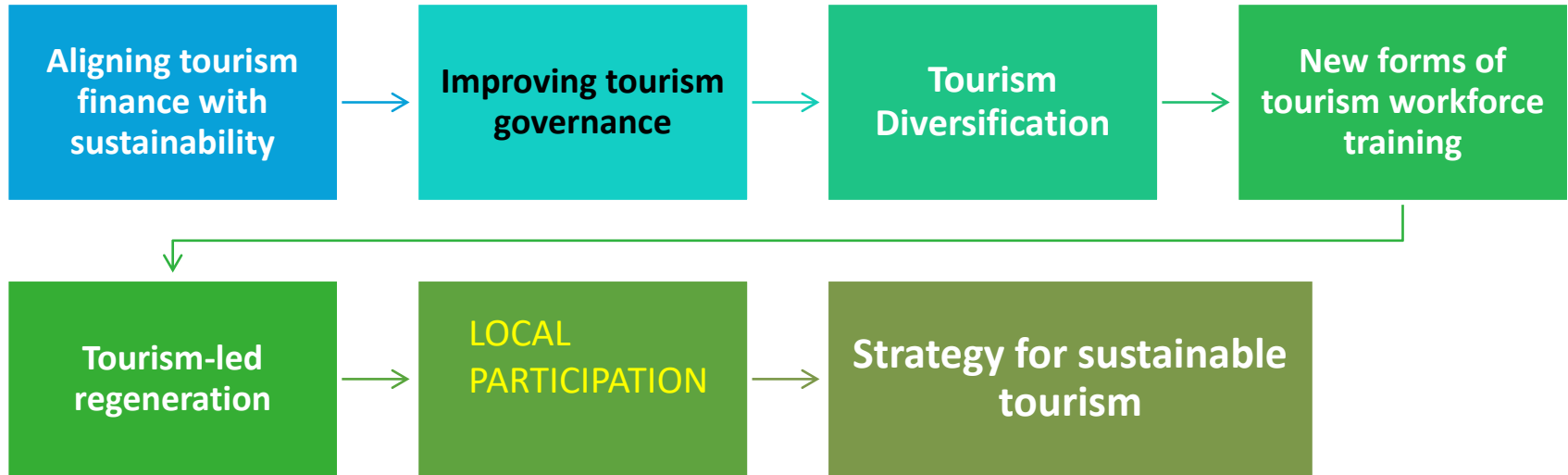
Overhead expenses, financial loan, wage subsidy one-of cash assistance

# Long term adaptive strategies : sustainable and resilient tourism industry

- six category strategies to revive the tourism industry



# Long term Measures



# Tourism Recovery Policy Recommendations

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- 1) PRIVATE PARTNERSHIPS & INVESTMENTS** : Investments in sustainable tourism may attract private sector participation and lead to stronger partnerships with the public sector
- 2) ECONOMIC DIVERSIFICATION** : growth of innovative micro-, small- and medium-sized enterprises, as well as promoting domestic and regional tourism
- 3) STRENGTHENED GOVERNANCE STRUCTURES** :Multilateral cooperation, alongside collaborative systems for travel safely, restore tourist confidence, stimulate demand and accelerate tourism recovery
- 4) PARTICIPATORY MECHANISMS** : local communities, the informal economy, and small businesses