

Impacts and measures covid-19 pandemic and tourism industry in Sabah

ABSTRACT

The COVID-19 pandemic has had a significant adverse influence on the country's economic and social situation, especially with regard to the tourism industry. This study examines the implications of the global pandemic on the tourism industry in Sabah, the study will consider the impact of the movement control order (MCO) and other mitigating measures adopted by tourism industry players. The survey and focus group findings indicate that the pandemic has had a significant impact on the tourism industry in the state, compelling operators and policymakers to re-evaluate current response strategies. The adoption of the MCO in response to the pandemic has resulted in business interruptions and income loss for tourism industry service-providers, with most of them losing more than 80% of their revenues. Diversification is one of the strategies used by operators in the industry to ensure long- and short-term viability. Meanwhile, a government vaccination program is a long-term strategy aimed at ensuring that the tourism sector in Sabah can return to normalcy. As with any study, this study too has limitations in terms of the number of industry sectors studied and sample size used to collect data