What are the key challenges faced by the Malaysian hospitality and tourism industry in the context of industrial revolution 4.0?

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Abstract

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hospitality industry is facing some issues and challenges due to this shift in the global economy, game-changing service innovation, increasing alternative service providers and the disruption of technology. The study aims to identify the issues faced by industry experts and to provide some practical solutions for industry.

Design/methodology/approach

The paper identifies the key issues and challenges faced by the hospitality industry by using an open-ended question-based approach among senior industry practitioners and the management representative of the Malaysian Association of Hotels.

Findings

A number of innovative recommendations are offered from an industry perspective (including best practices and benchmarking) that if adopted would be beneficial to all stakeholders and encourage tourists to embrace the Malaysian hospitality industry.

Originality/value

The paper underscores issues and challenges stemming from rapid tourism growth and some operational issues relating to hospitality development. The paper also identifies some recent innovations that hoteliers could implement in their respective hotels.

Keywords

Alternative service providers   Challenges and issues

Disruptive world   Industrial revolution 4.0   Malaysian hospitality

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