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## TOURISM INDUSTRY RECOVERY DURING THE ENDEMIC PHASE OF COVID 19 WITHIN KLANG VALLEY

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### ABSTRACT

Covid 19 outbreak has been affecting more than 2 billion people all around the world. In Malaysia, Klang Valley is the most crowded area, and people that live there have gone through social distancing, travel bans, quarantines, and movement control orders since Mac 2020. These constraints have restricted mobility and created feelings of danger, health issues, and an unwillingness to travel amongst people there. This study aims to identify a positive relationship between travel activities and people perception focusing on people that live in Klang Valley. This study also determine the types of travel activities and analyze the barriers to stimulating and rebuilding the tourism industry during the endemic phase of Covid 19. A quantitative online survey will be conducted focusing on travel behavior, safety issues, places of interest, hotel rates, travel preferences, and willingness to travel. It is also expected that the result has significant impact to tourism industries player focusing on people who live within Klang Valley.

Keywords: Tourism, Covid 19, Klang Valley