

## **The Strategic Change Required for the Sri Lankan Hotel Industry to Face the New Normal Emerged with COVID -19**

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This study aims to examine the strategic change required for the Sri Lankan hotel industry to face the new normal emerged with the COVID -19 pandemic outbreak. More specifically, the study examines the essential change management strategies required for the hotel industry to successfully face all challenges emerged with Covid 19 pandemic in-order to survive and sustain. Drawing on change management theories, leadership, and organizational/disaster recovery theories, this study intends to collect qualitative (e.g., case study) and quantitative (e.g., survey) data from the hotel industry in Sri Lanka. In particular, the sample is intended to be drawn from eighty-seven-star class hotels. While thematic analysis is expected to be applied in the qualitative data analysis, quantitative data will be analyzed by using Partial Least Squares Structural Equation Modeling (PLS-SEM). The study intends to enhance understanding of more practical leadership styles essentially required in the process of disaster recovery and change management perspective as a whole. Further, this study looks forward to extend novel insights in what manner the hotel industry should devise its strategy to accomplish short and long-term business performance goals as a successful change management function. Novel Corona global pandemic outbreak had created an immense impact on socio-economic structure which is on halt while the local and international industrial operations are challenged. No one anticipated or never experienced this nature of global pandemic and the magnitude of the business impact developed particularly for the hotel industry. The purpose of this study is to explore appropriate strategies that need to be adopted by the hotel industry to recover respective businesses while facing new normal emerged with the Covid-19. The other concern is many industry experts and academia are not equipped with recovery strategies to face a global pandemic of this magnitude which has completely changed peoples' lifestyles and behaviors. Therefore, there is a compelling need to come up with strong strategies for the hotel industry to recover fast. Further, this study intends to discuss how the entire hotel industry will be changed as a long-term sustainable business in Sri Lanka. Therefore, hoteliers and interested stakeholders who have a significant interest in the hotel industry can use the research findings for strategic planning and investment purposes.

**Keywords:** *Change Management, COVID 19 Pandemic, Disaster Recovery, Hospitality Industry, Strategic Change, Sustainability*

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