

Abstract

This study is about effects of strategic Leadership on Crisis Management in hospitality industry within Arusha Municipality. Hotels in Arusha municipality that are currently in operation have not been designed with high level of adaptability to potential crises. This is the reason why many hotel managements found themselves in a great leadership challenge and dilemma without knowing what to do when a crisis hit, for example Simeon Hotel and Arusha Crown Hotel are completely shut down due to COVID-19. This study used mixed approach with explanatory research design explaining the effects of independent variables (strategic leadership SL) affecting the dependent variables (crisis management CM). Probability sampling, multistage sampling, random sampling were used and each employee had an equal chance of being selected to participate in this study. In Data collection the researcher used questionnaires, observation and interview methods. In order to test hypotheses and derive estimates about the study the researcher used inferential techniques. The findings revealed that the coefficient of determination R square ($R^2 = 0.468$) which indicates that there is statistically significant effect of SL in CM. The value ($R^2 = 0.468$) indicates that 46.8% of the dependent variables (CM) can be explained by the independent variables (SL Practices) of the sample population. For further study the researcher recommend a study to be conducted in the all tourist strategic regions in Tanzania including Zanzibar with more sample size than 120 and explore other SL practises which has not been included in the multi-linear regression model but may significantly affect crisis management.

