The Resilience of Hotel Managements to Multi-Hazard Potentials in Bandung and Denpasar City, Indonesia

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Abstract

Currently, tourism is one of the most developed service industries in Indonesia. There is no doubt that hospitality sector are the essential components of tourism industry. These are the areas of the hospitality industry which provide the services in different ways, such as hotels and restaurants. Hospitality is the focal point in some municipalities where tourism is the major industry. For instance, Hotels are important globally as providing the facilities for tourism attraction, especially for recreation and entertainment, meeting, conferences and business event. Therefore, hotel industry plays an important role for the economies and societies development in tourism destination. However, tourism is one of the most economically important industries in Indonesia, this industry is also one of the most highly exposed to hazard. Disaster risk cannot be avoided completely. Therefore, disaster risk reduction is needed particularly by all the tourism stakeholders.

Bandung and Denpasar are two cities in Indonesia where the majority of economic growth relies on tourism sector. Denpasar city is Bali's capital city and as an international destination, while Bandung city is Indonesia's third-largest city that has an attractive and unique for domestic tourist destinations. However, these two cities are prone to natural hazards. Bandung has a potential 6.7 Richter scale Earthquake by Lembang fault, meanwhile Bali has potential tsunami, abrasion and sea level rise. Considering this condition, the main question is that do the hospitality industry, such as hotel prepare for natural disasters?

Based on that question, this study assesses to the capacity of hotel management as a tourism stakeholder to prepare and mitigate natural disaster in their area. we are selected several hotels in Bandung and Denpasar, the total of respondents are 22 hotels in Bandung and 16 hotels in Denpasar with the differences level of the type of services. This assessment framework consists of 7 measurements, there are level of (1) hazard knowledge; (2) management, direction, and co-ordination of emergency operations; (3) formal and informal response agreements; (4) Supportive Resources; (5) life safety protection and property protection; (6) emergency coping and restoration of key functions; and (7) initiation of recovery activities. The method of analysis used in this study is a statistical analysis and qualitative analysis. Findings indicate that the level of preparedness on hotel management in Bandung and Denpasar have the same

level. That depends on the level of the type of services hotel, for instance three-star until five-star hotels tend to have better capacity of preparedness rather than low-star hotel. This is due to the lack of the basic knowledge about natural disaster in their hotel management. This study recommends to the government of the city of Bandung and Denpasar to implement the concepts of a safety and security tourism hospitality. These concepts aim to create a preparedness program with increase basic knowledge of disasters, emergency response, preparedness training and simulation for hotel staff and visitors/tourist.