

ABSTRACT

The objective of this research was to identify disaster prevention in Phuket hotel industry and assessed the readiness of the hotel industry in Phuket. Based on studying employees and managers of hotel industry-disaster prevention toward strategies of hotel industry to deal with the disaster. A convenience sampling of 382 employees who is working for the hotel industry in Phuket was adopted with the aid of structured questionnaires to fulfill the research objectives.

Quantitative research data was obtained for this research. The Independent Sample T-test was used to measure the difference between Hotel under management contract and Independent hotel in their crisis readiness on establish crisis management team, crisis management plan, simulation exercise, crisis awareness, train staff, decision making, establish local network, and emergency service. In order to assess the readiness of disaster prevention of the hotel industry in Phuket.

The findings of research showed, the hotel under management contract and independent hotel is difference on crisis readiness on the aspect of establish crisis management team, simulation exercise, establish local network and emergency service. The hotel under management contract and independent hotel is no difference on crisis readiness on the aspect of crisis management plan, crisis awareness, train staff and decision making. The hotel in Phuket already has the idea of disaster management. The Phuket government help the hotel did rehearse to move out the customer if any crisis happened. And some hotels even prepare the place to put the

important data, to prevent the customer data lost during the disaster. After tsunami, the Phuket government organized several time of the local people did evacuate rehearse if the big disaster came. Some hotel has the emergency team to handle the negative even instantly, to prevent become into big disaster.

Based on the findings, the researcher recommended some strategies to improve the disaster prevention of hotel industry. And then they can improve their readiness of disaster and save the customer life and property of hotel better during the disaster.

