

Study on Disaster Adaptation Strategies for the Hotel Industry Under Extreme Climate -Taking Taiwan as an Example

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Abstract

The World Tourism Organization (UNWTO) has indicated that by 2030, extreme climate could have a significant impact on the 1.8 billion international tourists worldwide. Taiwan's unique geographical environment, coupled with extreme weather, results in high disaster risks for the hotel industry in Taiwan. Hotels in Taiwan have long been threatened by various disasters. Although most hotels have disaster prevention plans, they are usually limited to single disasters (such as fires) and rarely conduct disaster prevention training focused on natural disasters. This has led to insufficient disaster preparedness and high disaster vulnerability in the hotel industry. Understanding feasible disaster adaptation methods applicable to the hotel industry to reduce losses when disasters occur has become an important and urgent issue.

Currently, there are few studies that explore disaster adaptation strategies for the hotel industry. Therefore, this research aims to understand the key factors and feasible actions influencing disaster adaptation strategies in the hotel industry through qualitative and quantitative analysis. The empirical results demonstrate that the critical dimensions affecting disaster adaptation within the Taiwanese hotel industry are characterized by the status of disaster management, the disaster prevention literacy of personnel, resource mobilization, and financial standing.

The results are expected to enhance the disaster management resilience of hotels in Taiwan and increase the sustainability of industry development. It may also provide a reference for government in formulating guidelines and management strategies for hotel disaster adaptation.

Keywords

Hotel Disaster Management, Disaster Adaptation, Disaster Prevention Literacy, Disaster Vulnerability.