

**BUSINESS PERSON'S RESPONSES TO DISASTER  
(A CASE OF HOSPITALITY INDUSTRY IN SOUTHERN BALI)**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana**

**Ekonomi (S1) in International Business Management Program**

**Faculty of Economics Universitas Atma Jaya Yogyakarta**



**Compiled by:**

**Adriano Edo Kusuma**

**Student ID Number: 14 12 21628**

**FACULTY OF ECONOMICS**

**UNIVERSITAS ATMA JAYA YOGYAKARTA**

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**Has been read and approved by:**

**Supervisor**

**Dr. Martinus Parnawa Patranta, M.B.A, Ph.D**

**Yogyakarta, July 5<sup>th</sup>, 2018**



This is to certify that the thesis entitled

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Student ID Number: 14 12 21628

Has been defended and accepted on August 10<sup>th</sup>, 2018 towards fulfillment of

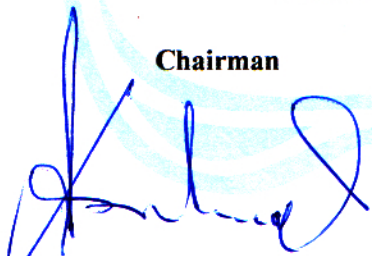
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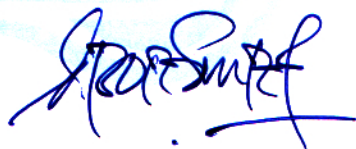
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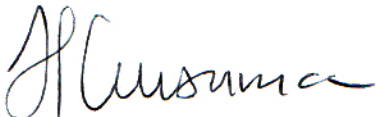
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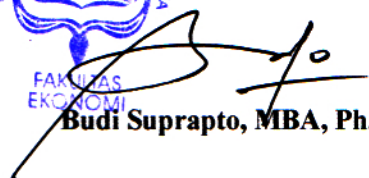
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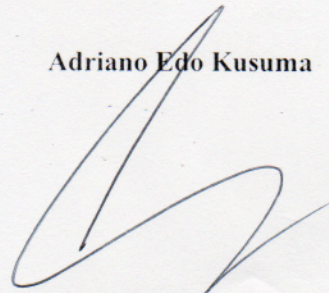
## **AUTHENTICITY ACKNOWLEDGEMENT**

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**Yogyakarta, July 5<sup>th</sup>, 2018**



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Deepest gratitude were given also by the author to all parties involved in the making of this particular studies, namely:

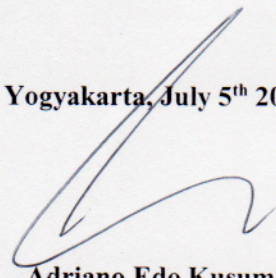
1. My advisor Dr. Martinus Parnawa Putranta, M.B.A, Ph.D, which had guide me from the even the 1<sup>st</sup> semesters through the courses until the time this reseach was finished. .
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**Yogyakarta, July 5<sup>th</sup> 2018**

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**Adriano Edo Kusuma**

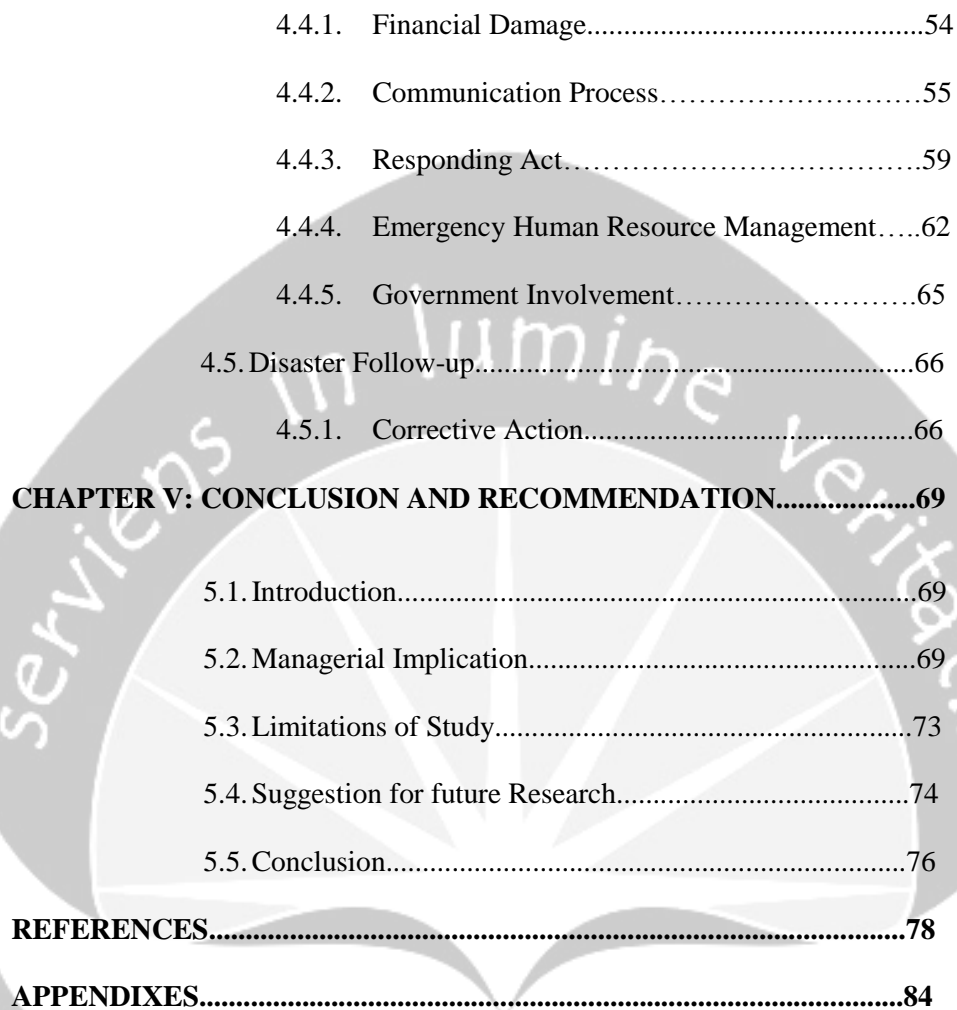


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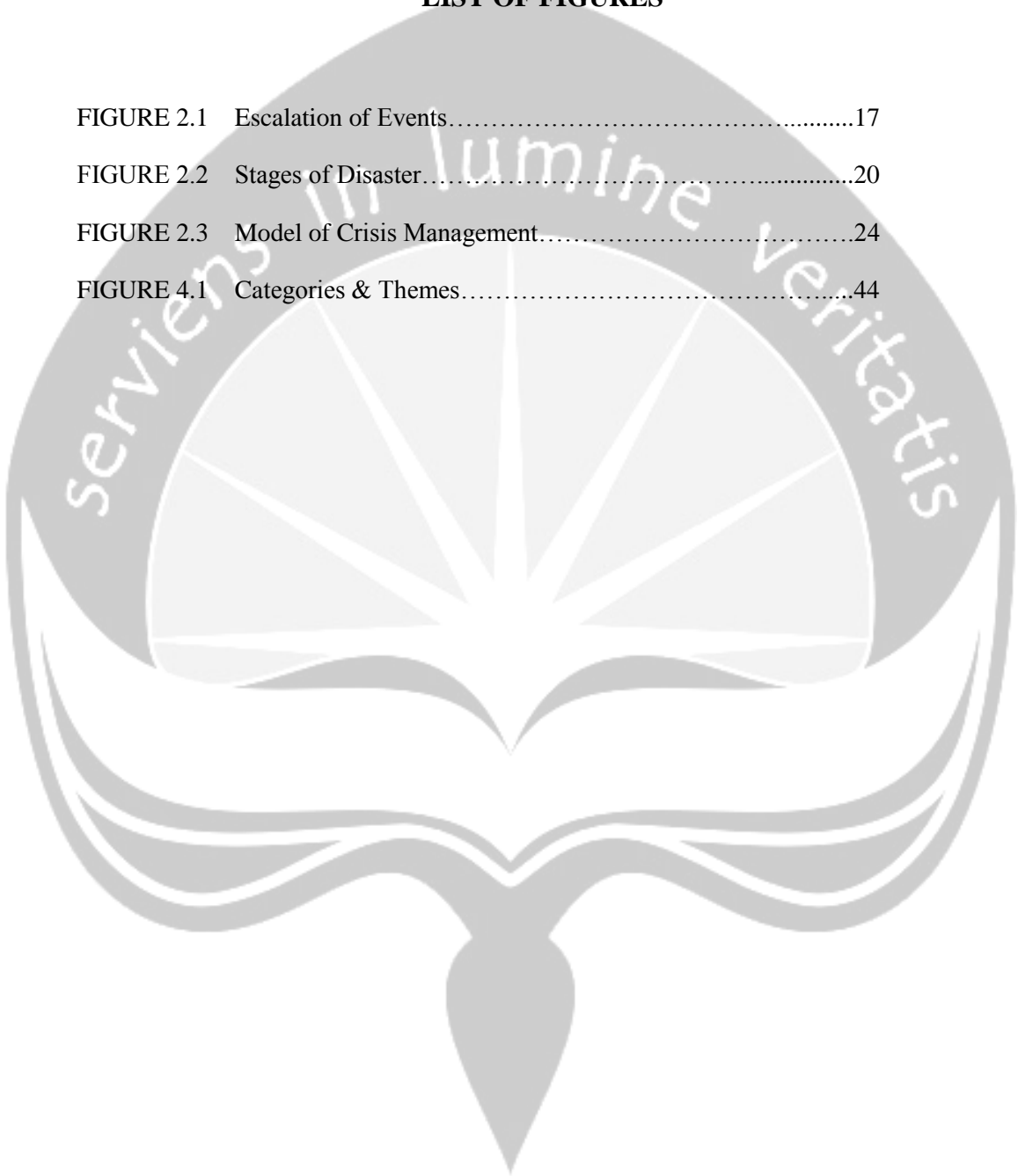
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**ABSTRACT**

Bali, the island of God is an island which life were affected in a major way by hospitality industry as a sector of tourism. In the end of 2017, Mt. Agung erupted, leaving the world of Tourism in a rather chaotic conditions due to the absent of tourist. The main purpose of this research is to explore hospitality industry in Southern Bali, as the central of Bali's tourism, on the preparation made by the businesses and how do they respond to the devastating effect of the natural phenomenon. This research is using a semi-structured interview with 11 participants divided into 7 hospitality businesses that consist of hotels, restaurants and travel agents in various scales.

The result shows only 1 out of 7 hospitality businesses owns a formal planning on facing a natural disaster such as Mt. Agung's eruption, while most of affected business decided to act responsively meaning that their actions were done spontaneously. New finding were discovered in the research, which suggest that existence of parties outside of the business in a rather unaccounted form might damage the business in a significant way. For future research it is suggested that a more specific research, which might be in the form of specific hospitality business type, or relation with outside parties could be conducted as a form of a more advance research with a better practical implications. The result of this study can help businesses especially hospitality businesses to gain insight in relations with planning for low probabilities, yet high impact crisis such as natural disaster.

**Keyword:** Disaster management, Hospitality businesses, Planning, Bali