

Abstract

This research aimed 1) to make natural disaster risk maps, including coastal erosion risk maps and maps for the areas with heavy rain in monsoon season and 2) to evaluate the market adaptation model of the East Coast hotel business under the natural disaster situations. Mixed method was used for the research, and geographic information system and mathematical models were applied to analyze the three types of risk areas and to collect the information of East Coast hotels' location. To quantitative research, data were collected from the top 109 hotels of three types of risk areas. The data were about general characteristics of the hotel, the impact of disaster and the marketing adaptation model (7P). In addition, qualitative research was used and in-depth interviews on the impact of disaster and the hotels' marketing adaptation model (7P) under the catastrophic conditions were conducted with 18 hotel managers.

The research findings showed that Chon Buri had coastal erosion with the distance of 62 kilometers and Rayong had coastal erosion with the distance of 48 kilometers while Chanthaburi had coastal erosion with the distance of 42 kilometers and Trat had coastal erosion with the distance of 65 kilometers. The total area of the low level of rainfall in the monsoon season was 3,116.06 square kilometers which accounted for 66.30%. The area of the moderate level of rainfall in the monsoon season was 508.08 square kilometers which accounted for 10.81 percent, and the total area of the high level of rainfall in the monsoon season was 1076.01 square kilometers which accounted for 22.89%. The total area of low flood risk was 504.34 square kilometers which accounted for 10.73 percent. The total area of moderate flood risk was 3,203.20 square kilometers which accounted for 68.15%. In addition, the total area of high flood risk was 992.61 square kilometers which accounted for 21.12 percent.

From the study of market adaptation (7P) of East Coast Hotels under the natural disaster situations, it was found that the sample hotels used the product strategy the most ($\bar{x} = 3.92$), and it was followed by physical characteristics ($\bar{x} = 3.45$). The third strategy they used was the place ($\bar{x} = 3.20$). The fourth was the process ($\bar{x} = 3.17$). The fifth was the price ($\bar{x} = 2.89$). The sixth was the people ($\bar{x} = 2.65$). The sales promotion was finally used ($\bar{x} = 2.54$). Based on the results of the research, the hotel business entrepreneurs could use 7P as a guideline for the hotel business marketing adaptation under the impact of natural disaster risk.

Key words: Hotel Business, Natural Disaster, Geo-Informatics, the East