

## Abstract

**Purpose** – The purpose of this study is to investigate the readiness and implementation of mitigation plan that are focused on guest safety and security of the hospitality industry in Jakarta, focusing on hotel chains.

**Design/methodology/approach** – This research uses qualitative methods with an exploratory approach in nature.

**Findings** – The Hospitality Industry especially hotels in Indonesia are susceptible to crisis, it is becoming increasingly important of having its own mitigation plan and communicating it well to the stakeholders due to the recent pandemic that leads to a lot of loses in the industry, thus not all the hotel chains in Indonesia have communicated their mitigation well to their guest through one of the important communication platform of the hotel which is their official website. It is found out that communicating mitigation plan can bring extra value for the hotel from guest perspectives.

**Research limitations** – In its current iteration, the time was a major limitation and also, there is not much research regarding the situation in Indonesia. The study was conducted limited to only a few hotel operators and guest that stays at a hotel in Jakarta.

**Social implications** – Practitioners, researchers, government, and internal stakeholders in the hospitality industry will find the implications of this study useful in the context of the present complex hospitality environment which is fraught with risks.

**Originality/value** – Research regarding hotel mitigation plan were rarely discuss in Indonesia.

**Keywords** – Mitigation plan, Sustainability, Hotel chains, Tourism, Hospitality industry, Communication.

