

The Orientation of Physical Image Production Based Hotel Development in Urban Heritage Tourism Destination: Drawing Experiences from Hotels Along the Philosophical Axis Area, Special Region of Yogyakarta

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Abstract

The purpose of this study is to investigate the spatial distribution of hotels along the Philosophical Axis¹ area of the Special Region of Yogyakarta, as well as their orientation development in terms of physical visualization. DIY – a popular nickname for the Special Region of Yogyakarta – is one of Indonesia’s culturally based tourist destinations. There is a Philosophical Axis in the spatial framework that is characterized by buildings and places that are in a straight line and serve as landmarks, namely Tugu, Kraton Yogyakarta, and Panggung Krapyak. Today, all three structures serve as tourist attractions. These circumstances lead to an increase in the sharing of tourism facilities in the surrounding buildings, one of which is represented by the hotel’s existence. Hotel is pivotal to note because it is classified as one type of amenity that supported the running of tourism activities, and its existence can be seen and placed at a specific location, so that it is identical to the spatial context. This is a descriptive study with a qualitative research approach. It collects primary data through observation and mapping, and secondary data through literature reviews related to the research’s focus and scope. According to the findings of this study, there are more hotels in the core zone of the Philosophical Axis area in terms of quantity. Meanwhile, the orientation of hotel establishments located at the Philosophical Axis area in terms of producing a physical visual image is largely the same, regardless of whether they are international or national hotel chains; or whether they are located on the Philosophical Axis’ main lane or not. In the case of independent hotels, only those in the main lane made significant efforts to physically synchronize with the image of the Philosophical Axis area.

Keywords: *Hotels, Urban, Heritage, Tourism Destination, Philosophical Axis, DIY*

1. Backgrounds

Indonesia's tourism industry's growth concomitantly in line with the rapid development of accommodation facilities encourages an upsurge increase in hotel development to support tourism activities. On the other hand, over the last three decades, the major international hotel companies' expansion has been looking increasingly not only in Europe but also in North America and the Asia-Pacific region, to expand their existing chains by size as a way to maintain profit growth (Go, 1989). Several hotel corporations, e.g. Four Seasons, Hyatt Corporation, Ladbroke, Marriott Hotels, and also Resorts and Saison rely primarily on management contracts for their expansion (Go et al., 1990). Those international hotel corporations have been cautious in expanding their business, particularly into developing countries (Yu, 1992). Therefore, it is no surprise that Indonesia has become one of the target locations for developing international hotel business corporations. This condition is generated simultaneously with Indonesia's participation in the *General Agreement on Trade in Services* (GATS). Through this agreement, WTO members divide trade in services into 12 sectors, one of them being travel and tourism. According to the GATS, travel and tourism sector is classified into several sub-sectors where hotel/resort and tour operators became sub-sectors that the investment is allowed 100% without any intervention from the government. Thus, resulting in international hotel companies can freely develop their business in Indonesia.

As aforementioned, the expansion of hotel development spread to various Indonesian regions. DIY being one of them because nationally it is known as one of the tourist destination provinces. According to the data provided by the DIY Tourism Office in 2019, the figures of star hotels (1-5-star hotels) in the province reached 163 hotels with a total of 15.817 rooms. This number increases significantly compared to the data in 2015 whereas there are 64-star hotels with a total of 5.479 rooms. Meanwhile, non-star hotels reached 610 hotels in 2019, and cottage hotels are not included. This number evolve compared to the data in 2015 with a total of 561 non-star hotels. On the other hand, foreign tourists staying in star hotels and non-star hotels in DIY reached 433.027 tourists in 2019,

which means there is a 4% increase compared to the data in 2018 with 416.372 tourist. Meanwhile, in 2019, 6.116.354 domestic tourists stayed in star hotels and non-star hotels in DIY, interpreted as a rise of 15,12% compared to the data in 2018 with 5.689.091 tourists (DIY Tourism Office, 2019). The data clearly show that hotel development in Yogyakarta increase constantly.

Sari (2013), revealed that hotel development in the Special Region of Yogyakarta began with the establishment of Hotel de Djokja² and Tugu Hotel in 1908. Those hotels location was built nearby the train station as the center of human mobility at *Mangkubumi* Street and *Malioboro* Street. After those hotels, the hotel's establishment in the Special Region of Yogyakarta occurred in 1962, namely the Ambarukmo hotel. In 1990-2000, hotel development continued to grow by establishing Quality Hotel in 1990, Melia Purosani Hotel in 1994, then Sheraton Mustika Hotel, Ibis Hotel Yogyakarta, and Novotel in 1997.

The proliferation of hotels has become one of the emerging issues in DIY. Subsequently, this condition generates the pros and cons from society. Meanwhile, the local government began to focus on registering Yogyakarta to gain UNESCO World Heritage Site predicate as The City of Philosophies. This objective was conveyed directly by the Head Office of the Heritage Preservation and Cultural Values, Department of Culture Special Region of Yogyakarta, who claimed that Yogyakarta had been registered in the tentative list of UNESCO World Heritage Site. The labeling core of Yogyakarta as The City of Philosophies is represented by Philosophical Axis, which consists of outstanding universal value regarding the journey of human life phase from birth to adult until finally passed away and returned to God or it is also known as *Sangkan Paraning Dumadi* in Javanese terminology³.

Regarding the Philosophical Axis, the local government has given the special rules listed in Local Government of the Special Region of Yogyakarta Number 6, 2012 Chapter 61 Verse 4 regarding Cultural Heritage Preservation. It declares that the preservation of Philosophical Axis embodied by: a) the awarding of architectural nuances on the facades of the building along the main road between Tugu – Kraton (Sultanate Palace) – Panggung Krapyak; b) set clear visibility with an angle of 45° from the

midpoint of Philosophical Axis; c) tagging the toponym of the settlement around Tugu – Kraton (Sultanate Palace) – Panggung Krapyak; d) planting the types of vegetation both sides of the main road to solidify straight-line form (south to north); and e) structuring the heritage area of Malioboro and Kraton (Sultanate Palace).

According to the description above, this research tries to explore hotel's growth in the Philosophical Axis area of DIY and connecting it with cultural conservation issue. The latter is undertaken towards Philosophical Axis by local government to create Yogyakarta in gaining UNESCO World Heritage Site predicate as The City of Philosophies. Thus, the main focus of the research itself refers to the identification and categorization of hotel development's location along the Philosophical Axis area and to analyze the orientation of hotel establishment to conform with the visual landscape based on its management type in the Philosophical Axis area of Yogyakarta.

2. Theoretical Framework

Hotel buildings are unique compared to other public commercial buildings due to their varying size as well as their facilities and operating schedules (Kresteniti, 2017). They represent real estate investment and require a high degree of specialized service business management expertise to succeed. With the tendency over the past 10-15 years to build and operate larger properties, which require larger investments, today's hotel industry is characterized by players who are involved in the following activities: development, ownership, franchising and referral consortia and management (Go et al., 1990). On the international scale, the hotel industry represents all accommodation types from luxury to budget, from city center business-orientated to resorts, from motels to health spas (Go, 1989).

When discussing about hotel, one of the essential issues that cannot be eliminated refers to the location. It becomes one of the most important factors for a hotel establishment and a critical element of destination management strategy (Yang et al., 2012; Li et al., 2015). Successful investment in the hotel industry hinges greatly on location factors because the ideal location is always associated with larger accommodation demand, higher revenue

per available room, higher customer satisfaction, better performance and lower failure rate (Kim and Okamoto, 2006; Lockyer, 2005; Sainaghi, 2011; Sim et al., 2006; Chung and Kalnins, 2001; Baum and Mezas, 1992; Yang et al., 2014). Hotels are not randomly distributed through space (Yang et al., 2014). As a major element of "regional life" and basic urban infrastructure, hotels function in conjunction with other infrastructures in the city, like convention centers, central business districts (CBDs), transport gateways, and major tourist attractions (Yang et al., 2014). This fact generates the understanding of the determinants of hotel location selection is a key to ensure coherent spatial patterns at tourism destinations (Adam and Amuquandoh, 2013).

It comes as no surprise that hotel establishments choose strategic locations that are generally in the city area provided by all kinds of existing resources. Moreover, cities, in general, are annually hosting a large proportion of the world's tourists, attract many visitors, and generating benefits (van der Borg et al., 1996). On the other hand, cities as tourism destinations also provide opportunities for tourism stakeholders in using the unique heritage resources to increase place-based competitive advantage by using historic buildings, their associated relics, the morphological pattern of streets and spaces, and historical associations have all become tourist resources of the historic town (Orbasli, 2002; Timothy, 2011; Lee & Chhabra, 2015). This condition emerges due to the fact that heritage is one of the most pervasive tourism resources in the world, and it provides a commodifiable resource for sale on tourism markets, contributing towards the shaping of unique senses of place for tourists and hotel resident (Lee & Chhabra, 2015; Dewiyana et al., 2016).

Heritage in the tourism industry itself is seen as a way to bolster struggling urban economies and redevelop municipal spaces to create wealth and a livelihood strategy (Chang et al., 1996; Rindrasih & Witte, 2020). It can be important for cities and towns due to their concentrations of heritage resources (Karski, 1990; Edwards, 2008). Moreover, urban environments worldwide have been amongst the most significant of all tourist destinations for many years since Mesopotamia and Sumeria were spawning the phenomenon of urbanization (Karski,

1990; Edwards, 2008). Many tourists visit urban places primarily for reasons other than their heritage resources, perhaps because they act as gateways to tourist regions or have excellent retail and entertainment facilities, but the tourists may then engage in heritage tourism-related activities (Su et al., 2018). All cities underlined the importance of tourism for the local economy: tourism contributed to the local income, and many people were employed in the tourism industry (van der Borg et al., 1996). To cater to the expectations and needs of tourists within the historic urban landscape, tourism infrastructure is developed to provide an array of services such as accommodation, catering, and attractions (Khirfan, 2014).

So far, economic impacts are considered to relate to the building of a hotel in an area, but at the same time, the building of the hotel does not appropriate with vernacular architecture (Mason, 2003). It has been regarded as a negative environmental impact of tourism. Thereby, hotels need to achieve sustainable development without generating significant environmental problems (Chen et al., 2017). The international hotel industry can prepare for an uncertain future, by becoming more aware and protective of the host society's resources, cultural assets, and ecology (Go, 1989). So, hotels companies themselves in the tourism industry must be responsive to environmentally conscious stakeholders' demands, a planet in ecological crisis, and the risks of litigation and regulation while attempting to maintain profitability and market growth (Hornig et al., 2017).

It is evident that hotel businesses must be more attentive to these discussions by proposing an inclusion of sustainable practices in managerial and operation strategies, observing: the interests of employees (e.g., social benefits and volunteering), customers (physical accessibility, healthy commercial offer, etc.), suppliers (e.g., code of conduct and responsible purchasing) and so on (dos Santos et al., 2016). In fact, hotels building is an element of the city where the physical and economic aspect processes are a basic requirement for all cities to sustain (Travis, 2011), but such orientation towards the future is not at all excluding the consideration of the urban heritage—quite the contrary is true (Sandholz, 2017). This condition requires a general understanding of physical

elements together with an understanding of the social and economic dynamics, which are the premise for the formulation in managing the urban landscapes for all cities because cities today look increasingly alike depends on their architectural styles, amenities, and infrastructure (Siravo, 2015; Chang & Teo, 2008).

Furthermore, to understand how the hotel affects a particular area's image, another thing that has to be considered is related to how the hotel runs their business. In the terms of management, at least, there are two types of hotel operation, namely brand affiliation, also known as hotel chains, and independent operation (O'Neill & Carlback, 2010; Ivanova & Ivanov, 2015). Hotel chains themselves can be understood as a horizontal alliance of hotels under one or more common brands (Ivanov & Zhechev, 2011 in Ivanova and Ivanov, 2015). Obviously, hotel chains and independent hotel operations have significant differentiation. From the academic literature, Ivanova and Ivanov (2015) mentioned that hotel chains are multiunit enterprises that utilize different resources to produce a hotel product for the consumers, and most of the time operate beyond country borders. So, the term national hotel chains and international hotel chains emerge to divide hotel chains operation coverage area.

In this research, the description above is used to see the connection or linkage between hotel as tourism accommodation and as one of the spatial formers of the face of the urban heritage in the context of the Philosophical Axis area. On the other hand, the substantial theoretical framework is placed as the basis to assess the efforts made by the hotels in the Philosophical Axis area to make their building conform with the region's image.

3. Methods

This research uses the qualitative method as an effort to understand situations in their uniqueness as part of a particular context and the interactions there. This understanding is an end in itself, so it is not attempting to predict what may happen in the future necessarily, but to understand the nature of that setting, —what is going on, what the meanings are, what the world looks like in that particular context—and in the analysis to be

able to communicate faithfully to others who are interested in that setting (Patton in Merriam and Tisdell, 2016).

This research process involves emerging questions and procedures; collecting data in the specified setting; analyzing the data inductively, establishing preliminary narratives from particulars to general themes; and making interpretations of the data's meaning. The final written report has a flexible writing structure (Creswell, 2014). Meanwhile, the data of this research are classified into primary data and secondary data. Primary data is collected through mapping and surveys. Mapping and surveys itself are used to identify and categorize the hotel development's spatial pattern along the Philosophical Axis of Yogyakarta based on its management. To specify primary data collection according to the objective and limitation, this research used purposive sampling method to select samples. Meanwhile, secondary data were collected through a literature study from various sources related to this research's focus. Furthermore, this research's data analysis uses descriptive method, which is done by classifying the data thematically, describing the data, and interpreting the data into a sentence according to the theoretical framework. In addition, to reveal and visualize the spatial data where in this context is represented by the location of the hotels in the Philosophical Axis area, a set of logistic models is used with the assistance of ArcGIS (Li et al., 2015).

4. Research Findings and Discussion

4.1. The Description of Philosophical Axis

Javanese cities, just like other Southeast Asian cities, are believed to be based on a cosmological layout (Purwani, 2016), including Yogyakarta. Yogyakarta was designed according to the Philosophical Axis's harmony which shaped a straight line along Panggung Krapyak – Kraton – Tugu where every single building has its own meaning regarding the human life cycle (DIY Cultural Office, 2017). Along with that life, human experience processes are normative, in relationship with God, in terms to get closer or keep away. The continuous efforts to seek a balance in human life become the core of Javanese sense, good thinking, and good behavior, when mingling with others, coexist with

nature and related to God, which would eventually bring balance itself, the balance of man and the universe (Supriyadi et al., 2012). This context is elaborated by the existence of Philosophical Axis between Panggung Krapyak – Kraton (Sultanate Palace) – Tugu, which is motivated by cosmological notions that placed humans as part of the universe. In Javanese culture, humans are important entity known as a microcosm, while the macrocosm is represented by the universe (DIY Cultural Office, 2017).

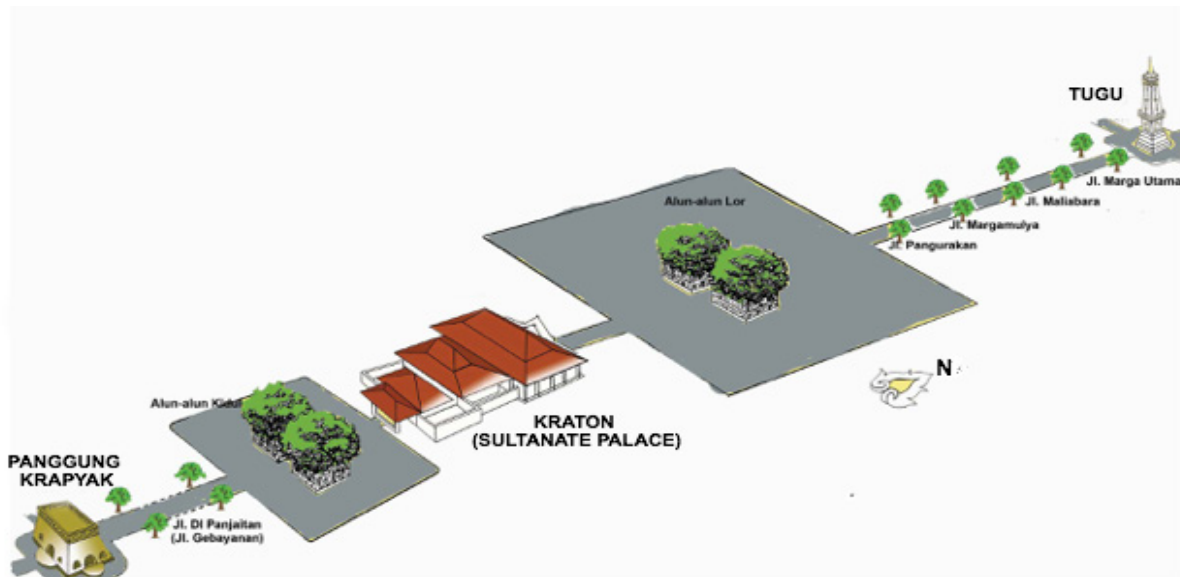


Source: Field Survey, 2019

The most accepted Javanese cosmological layout consists of two aspects, which are hierarchical circles and axes because it is considered to represent cosmos in Indic cosmology (Purwani, 2016). So, Philosophical Axis concept can be treated as manifestations of cognitive schemata, ideas held in common by the makers (and users) of the landscapes, which design as a choice process tries to express (Rapoport, 1990; DIY Cultural Office, 2017). It can be proven by the form of architecture building, spatial structure and the landscape itself. Here is the illustration of the concept.

DIY Cultural Office (2017), argued that the concept of Philosophical Axis operationally divides Yogyakarta into two areas, namely the southern section is the symbol of the beginning of the creation of human (*Sangkaning Dumadi*) and the northern section is a symbol of the path that must be taken by humans to return to their creator (*Paraning Dumadi*). The division of these two areas is limited by Kraton (Sultanate Palace), which is

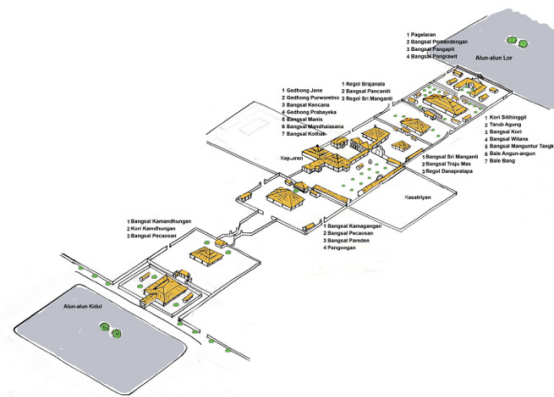
Figure 1. Illustration of Philosophical Axis Layouts



Source: DIY Cultural Office, 2017

considered the center from which the sacredness spreads in four directions and, its centrality is also considered the balancing force between natural forces around it (Purwani, 2016). The whole plan of Kraton (Sultanate Palace) may be interpreted to reproduce the pattern of concentric rings we have pointed to the Mount Mahameru Scheme, which presents a place of God (Behrend, 1980). Kraton (Sultanate Palace) is also considered a replica of the *Jagad Purana* in the Hindu tradition centered on the continent of *Jambudwipa* surrounded by seven layers of land and ocean in the form of linear constriction (DIY Cultural Office, 2017). On the replica of that *Jagad*, the center is located in *Gêdhong Prabayêksa*. *Gêdhong Prabayêksa* is a heritage house, the most sacred place located in the *Kêdhaton*, which is the most sacred center in Kraton (Sultanate Palace). There are individual fragments that create a totality in the case of Javanese architecture where the architecture itself is also closely related to the activities, such as rituals, behaviors, socio-political and economic activities (Purwani, 2016). Figure 2 below shows the layouts of Kraton (Sultanate Palace) of Yogyakarta.

Figure 2. The Spatial Layout of the Kraton (Sultanate Palace)



Source: DIY Cultural Office, 2017

4.1.1 Sangkaning Dumadi

The southern section of Kraton (*Sangkaning Dumadi*) designed to symbolize the journey of human life, from the process of a human occurrence described in detail in the symbols of various forms, such as the name of the building, the name of the streets, the name of the plants, the position of the building, the shape of the building, the size of

the building, decorative colors, and many more other symbols. For example, Panggung Krapyak symbolized Yoni, or female genitals (DIY Cultural Office, 2017). Panggung Krapyak is the initial embodiment of the process of human life.

Figure 3. Illustration of Sangkaning Dumadi Spatial Layout



Source: DIY Cultural Office, 2017

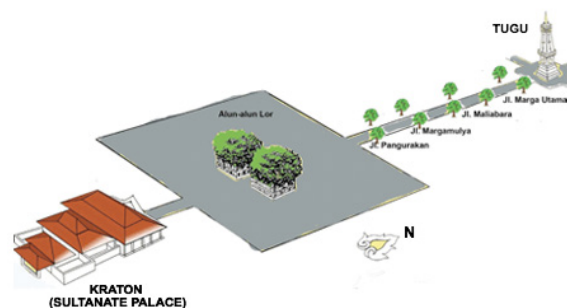
In the western of Panggung Krapyak there is Mijen settlement. Name 'Mijen' taken from word 'wiji' (seed), which symbolized that is contained in the mother's womb as a proof of the symbolic meaning of Panggung Krapyak. Mijen village is located northwest of Panggung Krapyak. The straightway from Panggung Krapyak up to Plengkung Nirbaya has a length of approximately 1 km with tamarind and cape on both sides of the road. This straightway is described as a child's life that is straight and free from sadness and anxiety. Tamarind symbolizes as an interested child's face, while a cape symbolizes that a child is always flattered by his/her father and mother. Straight forward to the north, a square, namely Alun-Alun Kidul, can be found. There are five roads around the place, which specifically indicate the five senses of the human body. An essential value of Alun-Alun Kidul revealed that the five senses of the human body, day by day, become the central source of human sexual desire (DIY Cultural Office, 2017).

4.1.2. Paraning Dumadi

The northern section of the Sultanate Palace (*Paraning Dumadi*) is represented by Tugu. Tugu is understood as the symbol of the spiritual way of

human life. In other words, the northern section of the Sultanate Palace has a hidden meaning in explaining how every single human will be back to their God. *Paraning Dumadi* terms have four stages, which is shown by the street along Tugu up to Sultanate Palace, i.e., *Margautama* Street, *Malioboro* Street, *Margamulya* Street, and *Panarukan* Street. Firstly, *Margautama* Street refers to the suggestion that every single human should choose good or bad things. Secondly, *Maliabara* Street refers to the suggestion that every single human should understand the whole aspect of the universe by traveling or exploring a lot of places. Thirdly, *Margamulya* Street refers to the suggestion that every single human will be getting novelty from God if they make their lives useful and choose the right path for living. Fourthly, *Panarukan* Street means humans succeeded in escaping from all of the human realm desires (DIY Cultural Office, 2017).

Figure 4. Illustration of Paraning Dumadi Spatial Layout



Source: DIY Cultural Office, 2017

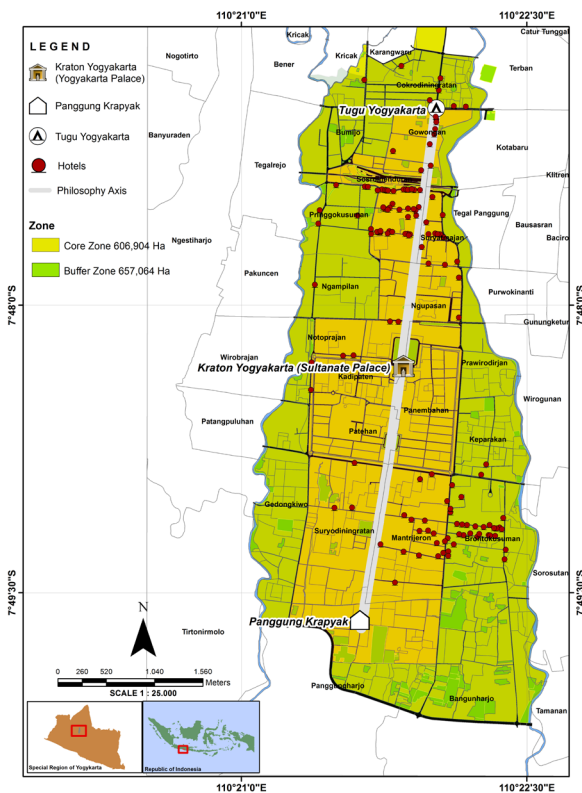
4.2. Spatial Distribution of Hotels Along the Philosophical Axis Area

The Philosophical Axis area is divided into two classifications, i.e., core zone and buffer zone where each of these zones has a width of 606,904 Ha and 657,064 Ha. The term of zoning: core and buffer zone, comes from the practice of designating permitted uses of land, based on mapped zones that separate one set of land-uses from another (Mason, 2013). Zoning will usually indicate areas

in which specific types, depending on, for example, the intensity of land-use and likely environmental impacts, can take place and where they are not permitted (Mason, 2013). In this context, zoning is acknowledged as a tool to sets the spatial distribution of hotels that are closely related to the geographical location in the Philosophical Axis Area.

Within this research, data findings revealed that there are nearly a hundred hotels along the Philosophical Axis area. Those hotels vary from non-star hotel and one up to five stars' hotel. In the terms of management, the hotels that operate in the Philosophical Axis Area are also vary. Some hotels are managed independently, and some operate in national and international hotel chains operation. Many of them are located in the Philosophical Axis areas' core zone, specifically in the *Paraning Dumadi* area or the northern section of the Sultanate Palace nearby Tugu. Figure 5 below explains the spatial distribution of hotels along the Philosophical Axis area.

Figure 5. Map of Spatial Distribution of Hotels Along Philosophical Axis Area



Source: Adapted from DIY Cultural Office, 2017; Field Mapping, 2019

Seeing that the hotel distribution is located close in the area of *Paraning Dumadi* nearby Tugu, it could be understood that the hotel development intervention in the Philosophical Axis is actually located in the area considered philosophically sacred since it represents the spiritual way of human life. This finding proved that commonly hotel location choice based on the economic principle of utility maximization simultaneously spatial characteristics are also regarded as an important determinant of hotel locations itself (Li et al., 2015). This statement also applies to the context of choosing where the hotel should be developed in the Philosophical Axis Area. The consideration of hotel establishments in terms of location choice, notably in the Philosophical Axis Area, is then viewed to be solely based on economic interest and market reach, which in this context is the tourists and the infrastructure availability. Furthermore, the Philosophical Axis as an urban heritage area provides commodifiable cultural resources for sale on tourism markets.

4.3. Hotels' Orientation in Producing Physical Visual Image at Philosophical Axis Area

As aforementioned, the hotel establishment choice at Philosophical Axis Area is solely based on economic interest, but it is no less important to observe how these hotels make their effort to align with the existing landscape at the Philosophical Axis area. This self-alignment emphasizes the terms of how the hotels along the Philosophical Axis area try to visualize their buildings, especially from the exterior side. To figure out this issue deeply, an observation regarding hotel management types in the Philosophical Axis area must be done consequently. This means that these hotels need to be divided based on their management type, whether it is independent, national hotel chains, and also international hotel chains including its ratings. The Table 1 below exposes the hotels in the Philosophical Axis Area, including their management type and ratings, similarly to Figure 5.

The table 1 shows that independent hotel operation dominates the hotel management in the Philosophical Axis Area. Subsequently, other hotels that are brand affiliations/hotel chains, such as the international hotel chains operating in the Philosophical Axis area are less in terms of

Table 1. List of The Hotels Along Philosophical Axis Area

| Name of the Hotel | Classification | Management | Name of the Hotel | Classification | Management |
|-------------------------------|----------------|---------------------|------------------------------|----------------|---------------------|
| Tulips Hotel & Resto | Non-Star Hotel | Independent | Kurnia Hotel | Non-Star Hotel | Independent |
| 1001 Malam Hotel | Non-Star Hotel | Independent | Larashati Sosrokusuman Hotel | Non-Star Hotel | Independent |
| 105 Hotel | Non-Star Hotel | Independent | Lilik Hotel | Non-Star Hotel | Independent |
| Abadi Jogja Hotel | 3 Star Hotel | Independent | Limaran Hotel | Non-Star Hotel | Independent |
| Airlangga 1 Hotel | Non-Star Hotel | Independent | Mataram Hotel | 1 Star Hotel | Independent |
| Akur Optic Hotel | Non-Star Hotel | Independent | Melia Purosani Hotel | 5 Star Hotel | National Chain |
| Arjuna Hotel | Non-Star Hotel | Independent | Mitra Hotel | 1 Star Hotel | Independent |
| Avalia Hotel | 3 Star Hotel | Independent | Mulia Kencana Hotel | Non-Star Hotel | Independent |
| Batik Hotel | 2 Star Hotel | Independent | Mutiara Hotel | 4 Star Hotel | Independent |
| Batik Taman Yuwono Hotel | 4 Star Hotel | Independent | Inna Garuda Hotel | 5 Star Hotel | National Chain |
| Berlian Hotel | 3 Star Hotel | Independent | Neo Awana Hotel | 3 Star Hotel | National Chain |
| Bhinneka Hotel | Non-Star Hotel | Independent | Neo Malioboro Hotel | 4 Star Hotel | National Chain |
| Bintama Hotel | 1 Star Hotel | Independent | Nueve Hotel | 3 Star Hotel | National Chain |
| Bintang Agung Hotel | 1 Star Hotel | Independent | Nugraha Hotel | Non-Star Hotel | Independent |
| Brongto Hotel | 3 Star Hotel | Independent | Nusantara Hotel | Non-Star Hotel | Independent |
| Cahaya Kasih Hotel | Non-Star Hotel | Independent | Oriza Hotel | Non-Star Hotel | Independent |
| Candra Kirana Hotel | Non-Star Hotel | Independent | Permata Hotel | 2 Star Hotel | Independent |
| Citra Dream Hotel | 3 Star Hotel | National Chain | Phoenix Hotel | 5 Star Hotel | National Chain |
| Dafam Fortuna Hotel Malioboro | 3 Star Hotel | National Chain | Plaza Arjuno Hotel | 3 Star Hotel | Independent |
| Dana Hotel | Non-Star Hotel | Independent | Poncowinatan Hotel | 1 Star Hotel | Independent |
| Dewi Sri Hotel | Non-Star Hotel | Independent | Pop Hotel Tugu | 2 Star Hotel | National Chain |
| Family Hotel | Non-Star Hotel | Independent | Pramesthi Hotel | Non-Star Hotel | Independent |
| Gaotama Sosrokusuman Hotel | Non-Star Hotel | Independent | Pules Hotel | Non-Star Hotel | Independent |
| Gembira Hotel | Non-Star Hotel | Independent | Puntadewa Hotel | 1 Star Hotel | Independent |
| Gloria Amanda Hotel | 1 Star Hotel | Independent | Puri Sosrokusuman Hotel | Non-Star Hotel | Independent |
| Grage Jogja Hotel | 3 Star Hotel | National Chain | Puspa Hotel | Non-Star Hotel | Independent |
| Grage Ramayana Hotel | 2 Star Hotel | Independent | Puspita Hotel | Non-Star Hotel | Independent |
| Grand Zuri Hotel | 3 Star Hotel | National Chain | Rama Hotel 1 | Non-Star Hotel | Independent |
| Harper Hotel bu Aston | 3 Star Hotel | International Chain | Ratna Hotel | Non-Star Hotel | Independent |
| Ibis Malioboro Hotel | 3 Star Hotel | International Chain | Ruba Grha Hotel | 3 Star Hotel | National Chain |
| Ibis Style Hotel | 3 Star Hotel | International Chain | Santalum Hotel | Non-Star Hotel | Independent |
| Indonesia Hotel | Non-Star Hotel | Independent | Santika Hotel | 4 Star Hotel | International Chain |
| Indrakilla Hotel | Non-Star Hotel | Independent | Seno Hotel | Non-Star Hotel | Independent |
| Istana Batik Ratna Hotel | 1 Star Hotel | Independent | Sri Wibowo Hotel | Non-Star Hotel | Independent |
| Jentra Dagen Hotel | 2 Star Hotel | National Chain | Srikandi Hotel 2 | Non-Star Hotel | Independent |
| Kartika Hotel | Non-Star Hotel | Independent | Suryapuri Hotel | Non-Star Hotel | Independent |
| Kartini Hotel | Non-Star Hotel | Independent | The Cabin Hotel | Non-Star Hotel | National Chain |
| Karunia Hotel | Non-Star Hotel | Independent | Winotosastro Garden Hotel | 2 Star Hotel | Independent |
| Kombakarno Hotel | Non-Star Hotel | Independent | Yogya Kembali Hotel | 2 Star Hotel | Independent |
| Kombakarno Utama Hotel | Non-Star Hotel | Independent | D'Senopati Hotel | 3 Star Hotel | Independent |
| Kristina Hotel | 1 Star Hotel | Independent | Zamrud Sosrokusuman Hotel | Non-Star Hotel | Independent |
| Kunthi Hotel | Non-Star Hotel | Independent | The 101 Hotel | 3 Star Hotel | National Chain |




Source: Field Mapping, 2019




number than the national hotel chains. Independent hotels are comprised of non-star to 4-star hotels. Meanwhile, the brand affiliation/hotel chains, whether national or international chain, consist of hotels of 2-star to 5-star.

The next chapter of perceiving the hotels' efforts in the Philosophical Axis Area to adapt visually is by seeing the orientation of physical

visual image production. Therefore, each management types hotels are chosen to understand better how these hotels made the effort regarding the orientation of physical visual image production. To assess fairly and without ruling out regulation, this study also uses the Regulation DIY Governor No.40 the Year 2014 regarding Guidance of New Architectures with Local Culture Nuances.

Table 2. Hotels' Orientation in Producing Physical Visual Image in the Philosophical Axis Area

| No. | Name of the Hotel | Management | Picture | Orientation in Producing Physical Visual Image |
|-----|-----------------------|----------------------------|---|---|
| 1. | Harper Hotel by Aston | International Hotel Chains |  | <p>Located in the main lane of Philosophical Axis Area.</p> <p>Attempted in partial harmony, by adopting one or more building components from a certain architectural style that can be varied into a harmonious form or harmonious modification, e.g., the use of exterior ornaments such as decoration stylized of flora/nature elements in a major scale.</p> |
| 2. | Ibis Style Hotel | International Hotel Chains |  | <p>Located in the outside main lane of Philosophical Axis Area.</p> <p>Attempted in partial harmony, by adopting one or more building components from a certain architectural style that can be varied into a harmonious form or harmonious modification, e.g., the use of exterior ornaments such as decoration stylized of other elements in a major scale.</p> |
| 3. | The IO1 Hotel | National Hotel Chains |  | <p>Located in the main lane of Philosophical Axis Area.</p> <p>Attempted in partial harmony, by adopting one or more building components from a certain architectural style that can be varied into a harmonious form or harmonious modification, e.g., the use of exterior ornaments such as decoration stylized of flora/nature elements in a major scale.</p> |

| No. | Name of the Hotel | Management | Picture | Orientation in Producing Physical Visual Image |
|-----|---------------------|-----------------------|---|--|
| 4. | Neo Malioboro Hotel | National Hotel Chains |  | <p>Located in the outside main lane of Philosophical Axis Area.</p> <p>Attempted in partial harmony, by adopting one or more building components from a certain architectural style that can be varied into a harmonious form or harmonious modification, e.g., the use of exterior ornaments such as decoration stylized of flora/nature elements in a major scale.</p> |
| 5. | Arjuna Hotel | Independent Hotel |  | <p>Located in the outside main lane of Philosophical Axis Area.</p> <p>Attempted in partial harmony, by adopting one or more building components from a certain architectural style that can be varied into a harmonious form or harmonious modification, e.g., the use of exterior ornaments such as decoration stylized of flora/nature elements in a major scale.</p> |
| 6. | Abadi Hotel Jogja | Independent Hotel |  | <p>Located in the outside main lane of Philosophical Axis Area.</p> <p>Attempted in partial harmony, by adopting one or more building components from a certain architectural style that can be varied into a harmonious form or harmonious modification, e.g., the use of exterior ornaments such as decoration stylized of flora/nature elements in a minor scale.</p> |

Source: Author, 2019

It also needs to be noted that the number of hotels that are located along the Philosophical Axis area is relatively high, thus this study is limited to two samples of each type of hotel management. To rule out any bias, the sample hotels are neither old buildings nor cultural heritage. Moreover, to accommodate these various data, one of the sample hotels chosen is located in the main zone of the

Philosophical Axis area and the other is outside the main zone. Meanwhile, all the samples chosen are the stars hotel. Table 2 above shows more precisely about the data.

According to the table above, it can be analyzed that hotels in the Philosophical Axis classified as hotel chains – national or international – attempted to self-align with the landscape of

Philosophical Axis through the use of exterior ornaments; most are decorations stylized of flora/nature in a major scale. It does not matter whether the location is in the main lane or not. Whereas for hotels managed independently, they tend to have a differ where their location factor becomes the main influence. This means that independent hotel operations located in the main lane of Philosophical Axis attempted to self-align and use of exterior ornaments on a major scale. While the independent hotel operation located outside the main lane also attempted to self-align as well through exterior ornaments in order to harmonize the building-value that based on the formation of the region's image but in a minor scale.

Unsurprisingly, the findings of this research reinforce the comprehension that heritage resources are valuable component which can provide economic benefits for all tourism sub-sector, including for hotels industry. In other words, consideration of heritage resources availability could be understood as a notion of hotel industry that embedded with their business development strategies. Regarding the existence of hotels along the Philosophical Axis Area, the self-alignment efforts by providing regional visual landscape can be understood further as a negotiation form done by hotel managements to create a harmonious form and style with spatial image and surrounding environment. Although it can be seen that this effort is not an organic initiative, but instead an impact of a legalized regulation that controls building form technically, which is primarily targeted for hotel buildings in the Philosophical Axis area. It is even become more obvious that economic consideration grow into the main motive of these hotels operation. This means that the discourse of cultural space is still processed within the business and economy framework. Therefore, it is no surprise that the philosophical and cultural value embedded to the Philosophical Axis area do not entirely become the reference for the hotel industry and tend to serve solely as supplementary attributes.

5. Conclusion

The location of hotel development in terms of space in the Philosophical Axis Area is mostly located in the main zone, at the *Paraning Dumadi* section to

be precise, that is considered sacred regarding its philosophical and cultural values. As the location decision in the hotel development is based on the economic interest, this happens to be the case that occurred in the Philosophical Axis Area. Although the location choice to develop hotels could be interpreted as a well-thought consideration in the economic frame, both international and national hotel chains attempted to do a partial architectural harmony in order to create a building image with local cultural nuances, i.e., through the use of exterior ornaments that represent local architecture style in major scale. Simultaneously, only the independent hotels located in the main lane of Philosophical Axis area attempted to self-align their physical building image on a major scale. Furthermore, the recommendation from this research is directed to the next feasible research topics, that is to present a more in-depth understanding regarding the commercialization of sacred spaces in the Philosophical Axis Area as well as its implication, for example, the society's viewpoint towards the sacred space in terms of philosophy and spiritual.

Endnotes

- 1 Philosophical Axis is a cultural heritage shaped landscape straight line between Tugu Pal Putih, Kraton Yogyakarta (Sultanate Palace of Yogyakarta), and Panggung Krapyak (Local Government Regulation of Special Region of Yogyakarta Number 6, 2012 regarding Cultural Heritage Preservation Chapter 61 Verse 4)
- 2 Also known as Inna Garuda Hotel in the present time.
- 3 Tribunjogja – a local newspaper of Yogyakarta, October 18, 2017.

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