



Hotel's Role in Enhancing Accommodation to Support Tourism in Cirebon City

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ABSTRACT

This research explores the role of hotel design in enhancing accommodation to support tourism in Cirebon City. Tourism is an important sector that contributes to national foreign exchange, regional income, and job creation. Cirebon City, with its rich culture and history, has become a major tourist destination in West Java, attracting both local and international tourists. Despite significant growth in this sector, the main challenge faced is the lack of adequate accommodation to meet the needs of tourists, which often reduces the duration of visits or leads to the cancellation of their travel plans. This study aims to formulate hotel design strategies that can improve the quality and capacity of accommodation in Cirebon. The research methodology uses a qualitative approach with descriptive analysis and field surveys. The research findings indicate that innovative hotel design, which integrates local cultural characteristics and environmental sustainability principles, enhances tourist attraction and strengthens Cirebon's image as a unique and appealing tourist destination. The projected hotel demand until 2028 shows a significant increase in the number of tourists, requiring an increase in accommodation capacity from 3-star and 4-star hotels. The development plan includes the construction of 3-star and 4-star hotels, each designed to meet the needs of different tourist segments. The implementation of design that emphasizes comfort, adequate facilities, and local cultural elements is expected to improve the quality of tourist experiences, promote local economic growth, create jobs, and preserve Cirebon's cultural heritage. This study concludes that effective hotel design that is responsive to the needs of tourists and the environment is key to supporting sustainable tourism development in Cirebon City

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1. INTRODUCTION

The tourism sector has an important value and a real contribution to the country's foreign exchange earnings, local revenue, and labor absorption in tourism businesses (Andi Rif, 2018). The development of the tourism sector is not only able to increase people's income, but also strengthen the local economy (Mamengko et al., 2020). Cirebon City, as one of the main tourist destinations in West Java, offers a rich culture and history that attracts local and foreign tourists (Abdillah, 2016). In recent years, the tourism industry in Cirebon has experienced significant growth, recording a substantial increase in the number of visitors (Amrin Conoras, 2017).

However, this growth is faced with the main obstacle, namely the lack of adequate number and variety of accommodation to meet the needs of tourists (Permana et al., 2020). Many visitors have been forced to reduce the duration of their visit or even cancel their plans due to limited accommodation options that suit their preferences and standards. Therefore, the importance of good hotel design in improving the quality and capacity of accommodation in Cirebon City is becoming increasingly urgent (Lawson, 2004).

In developing the tourism industry, hotels are one of the main real estate in providing lodging, hotels have a different meaning for each person (Hilal, 2011). According to Sulastiyono, a hotel is a company managed by its owner by providing food, beverage services, and room facilities for stays for people who travel and can afford to pay a reasonable amount according to the services received, without any special agreement. A hotel is a form of business engaged in providing services to guests, both physically, psychologically, and safely, as long as guests use facilities or enjoy services at the hotel (Hilal, 2011).

Based on the Decree of the Director General of Tourism No. 14/U/II/1988 concerning the business and management of hotels, it is explained that hotel classification uses the star system. Broadly speaking, the classification of these star hotels is as follows (Kep Dirjen Pariwisata No 14/U/II88, 1988):

- One-star hotel: It has a concept with a minimum of 15 standard rooms, all rooms have an en-suite bathroom, with a minimum room size including a 20 m² bathroom.
- Two-star hotel: It has a concept with a minimum of 20 standard rooms, including a minimum of 1 suite room with an area of 44 m².
- Three-star hotel: It has a concept with a minimum number of rooms of 30 rooms, including a minimum of 2 suite rooms with an area of 48 m².
- Four-star hotel: Has a concept with a minimum number of rooms of 50 rooms, including a minimum of 3 suite rooms with an area of 48 m².
- Five-star hotel: It has a concept with a minimum number of rooms of 100 rooms, including a minimum of 4 suite rooms with an area of 58 m².

Ada berbagai aspek krusial yang menentukan identitas sebuah hotel (Collins, 2001) yaitu:

First, architecture: It includes how a hotel as an architectural object integrates harmoniously with its environment, creating a synergy between local traditions, the typical architecture of the area, and materials from the surrounding environment. Both sign and branding: This aspect has to do with how signage and branding inform what the hotel has to offer and affirm its identity. Third: This part is often overlooked in hotel design but is important because it gives the first impression of the hospitality and overall design of the hotel. The entrance gives an initial impression and impression of the hotel's interior design.

Fourth, interior style: Choosing the right interior design style is crucial for the success of the hotel, aiming to attract a certain target market and strengthen branding. Fifth, services and facilities: Changes in lifestyle affect the perception of hotels. Today's hotels not only provide a place to stay but also meet the lifestyle needs of their visitors, including business activities and as an escape from daily routine.

Innovative hotel design and attention to local cultural characteristics can not only increase tourist attraction, but also strengthen Cirebon's image as a unique and attractive tourist destination. Innovation in hotel design needs to include the provision of adequate facilities and services, such as transportation, restaurants, and tourist tours tailored to the needs of tourists. In addition, the integration of hotel design with other tourism potentials in Cirebon, such as cultural attractions, local culinary, and natural attractions, is very important to enrich the tourist experience during their stay.

Design that pays attention to the principles of environmental sustainability is also a crucial factor in an era that is increasingly concerned about environmental issues (Kristiawan & Pramudito, 2022). The implementation of sustainability principles in hotel design not only enhances Cirebon's image as a responsible tourism destination, but also supports sustainable tourism growth (Khofif, 2021). Therefore, this study aims to study and formulate a hotel design strategy that can improve accommodation and support the development of tourism in Cirebon City.

2. METHODS

This research uses a qualitative approach, employing descriptive analysis, and collects primary data through field surveys. Qualitative research tends to focus more on the process rather than the results. This method processes qualitative data, and its implementation procedures can vary between studies. The research team conducted observations by spending several days in the field to observe various areas of Pondok Cina to understand the physical condition of the land.

3. RESULTS AND DISCUSSION

As a tourist destination, the city offers convenience to visitors, especially because of its easy transportation access. With the strategic position of Cirebon City and the government's active efforts in developing the tourism potential and development of the city, of course, this is something significant and should not be ignored by business people and tourists, both local and foreign, not to pay attention to the potential of Cirebon City (BPS Kota Cirebon, 2024).

Table 1 Tourist visits in Cirebon City

Year	Domestic Tourist	Foreign Tourist	Amount
2019	1.315.203	190.004	1.505.207
2020	941.329	45.465	986.794
2021	3.611.069	58.126	3.669.195
2022	4.226.068	90.761	4.316.829
2023	4.634.686	36.898	4.671.584

Every year, Cirebon City is visited by many tourists, both local and international (Dinas Pariwisata dan Kebudayaan Kota Cirebon, 2024). The presence of these tourists must be anticipated by providing more hotel rooms and other accommodations, so as to maintain a balance between demand and supply for these rooms/accommodations.

Table 2 Tourist visits to star hotels in Cirebon City

Tahun	Domestic Tourist	Foreign Tourist	Amount
2019	350.752	95.242	445.994
2020	462.051	45.191	507.242
2021	457.208	57.982	515.190
2022	480.119	83.514	563.633
2023	586.314	35.061	621.375

Capacity and Service Analysis

Determining hotel capacity is a crucial first step in the development planning process. To determine the type of hotel to be built, an in-depth study was first carried out regarding the required capacity. The study includes a projected calculation of the number of tourists who will visit the area in the next five years, until 2028.

This projection calculation uses a structured method, based on a certain formula that considers various factors that determine the number of tourists. Thus, the results of this study will provide a clear picture of the hotel's capacity needs, so that it can be optimally designed according to the projected market needs.

$$T_n = t (1 + i)^n$$

Mr: Projection of the number of tourists in the nth year

Q: Number of tourists in the first year (2023)

i: Average percentage of growth per year

n: Number of years in projection (5 years)

$$T_n = t (1 + i)^n$$

$$T_{2028} = 4.671.584 (1 + 10\%)^5$$

$$T_{2028} = 4.671.584 \times 1,61$$

$$T_{2028} = 7.521.250$$

The percentage of tourists in Cirebon City who stay at Bintang Hotels in 2023 is 55.3%, so the projected number of tourists is:

$$7,521,250 \times 55.3\% = 4,159,251 \text{ travellers}$$

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$$B_f = \frac{T_y \times S_n}{365O_f}$$

Information:

B_f = Total number of beds needed

T_y = Number of tourists who stayed at star hotels in a given period of time

S_n = Average length of stay (1.2 nights in 2023)

O_f = Stay chance factor

$$B_f = \frac{4.159.251 \times 1,2}{365(75\%)}$$

$$B_f = \frac{4991101}{273,75}$$

$$B_f = 18.232 \text{ tempat tidur}$$

The number 365 represents the number of days in a year. In the formula, the time period used is one year, which consists of 12 months with each month having an average of 30 days. The opportunity factor to stay is a number that indicates the likelihood that someone will stay or use accommodation facilities. Assumptions regarding this opportunity factor can vary, but to calculate the need for beds per year, a factor of 75% is usually used. This assumes that not all visitors will stay at tourist sites all the time. It could be that some others are staying at your place, so the need for a bed is needed in the projected year (Inskeep, 1991) :

The formula that will be used in calculating room needs is as follows:

$$Rf = \frac{Bf}{Pr}$$

$$Rf = \frac{18.232}{1,7}$$

$$Rf = 10,724 \text{ rooms}$$

Rf = Total number of rooms needed

Bf = Total number of beds needed

Pr = Average room occupancy (number of people per room)

The average occupancy of a commonly used room is 1.7, assuming that each room is usually occupied by more than 2 people. As for business orientation, the value used is lower, which is 1.2, assuming that one room is usually occupied by 1 person.

The number of hotel rooms in Cirebon City in 2023 is 2755 rooms

Table 3 Data on Star hotels in Cirebon City 2023

Hotel Class	Hotels	Room	Overnight Guests	TPK
1st Star	27	740	214297	39,67 %
2nd Star	12	493	187970	52,23 %
3rd Star	12	1089	400744	50,41 %
4th Star	3	450	232840	70,88 %

Based on the calculation of the projected number of tourists staying at star hotels and data in 2023, the projections for each star hotel are as follows:

Table 4 Calculation in the projected year

Hotel Class	Hotels	Room	Overnight Guests	TPK
1st Star	27	740	214297	39,67 %
2nd Star	12	493	187970	52,23 %
3rd Star	12	1089	400744	50,41 %
4th Star	3	450	232840	70,88 %

From the results of the calculation above, we can compare the number of hotel rooms available in 2023 with the number of rooms in the projected year:

Table 5 Comparison of the number of hotel rooms in 2023 and 2028

Hotel Class	2023	2028	Difference
1st Star	740	2144	1404
2nd Star	493	1930	1437
3rd Star	1089	4075	2986
4th Star	450	2359	1909

Based on the calculation above, the star hotel class with the highest difference is selected, assuming that more room needs are needed, namely 3-star hotels and 4-star hotels.

Hotel Needs Plan

The city of Cirebon, known for its rich culture, history, and tourism potential, continues to grow as a major tourist destination in Indonesia. To support the increasing number of tourists coming, the need for adequate accommodation is becoming increasingly important. In this context, the planning and development of 3-star and 4-star hotels in Cirebon City is crucial to provide facilities that suit various tourist segments.

3-star hotels in Cirebon usually target the middle tourist segment, both for business and leisure purposes. This type of hotel should offer comfort and basic amenities at an affordable price. 4-star hotels offer a higher level of comfort and service, targeting the segment of travelers looking for a more luxurious experience. More complete facilities and services should be provided to meet guests' expectations.



Figure 1 Hotel design

The hotel development plan includes two types of hotels with different star standards, namely 4-star hotels and 3-star hotels. The planned 4-star hotel will consist of 112 magnificent floors and is designed to provide a luxurious and exclusive stay experience. In this building, there will be as many as 189 rooms, each of which is designed with attention to detail, comfort, and luxury.



Figure 2 Hotel design

On the other hand, the planned 3-star hotel will consist of 10 floors, with a larger number of rooms, namely 224 rooms. Despite having a lower star rating compared to a 4-star hotel, this hotel is still designed to provide comfort and satisfactory service for guests. Each room will be designed with efficiency and comfort, equipped with basic amenities required by guests, such as restaurants, meeting rooms, fitness centers, and room service.



Figure 3 Hotel design

The main difference between these two types of hotels lies in the number of floors and the number of rooms offered. A 4-star hotel with 112 floors and 189 rooms provides more space for luxurious and exclusive amenities, while a 3-star hotel with 10 floors and 224 rooms focuses more on space efficiency and a larger number of rooms to accommodate more guests. Nevertheless, these two hotels are designed with guest comfort and satisfaction in mind, and are equipped with adequate facilities according to their respective star standards.



Figure 4 4th star hotel rooms

The hotel's facilities are carefully designed to accommodate the wide range of amenities offered, providing a balance between function and aesthetics. The meeting room, which consists of 12 meeting rooms, is arranged with an efficient layout, ensuring easy access and privacy for every business event. The magnificent ballroom, with high ceilings and luxurious lighting, is strategically located to facilitate the hosting of large events and galas. The fitness and yoga center is designed with natural feels, using eco-friendly materials and soft lighting, creating a soothing atmosphere for relaxation and physical activity.



Figure 5 3rd star hotel rooms

The Skylounge, located at the top of the building, offers stunning views of the city with a modern and comfortable interior design. This area is designed as an elegant social space, ideal for enjoying a drink while enjoying the panorama. The hotel's three restaurants feature different but harmonious designs, each with a unique theme and ambiance, combining local elements with contemporary styles. The business center consists of three separate spaces, designed with a focus on efficiency and comfort, equipped with high-tech facilities to support guests' professional needs.

The development of 3-star and 4-star hotels in Cirebon City will have various positive impacts, both economically and socially. Some of them are:

1. Improving the Quality of Accommodation: Providing quality and diverse accommodation options for travelers with different budgets and preferences.
2. Boosting Local Economic Growth: An increase in tourist visits will increase revenue for local businesses, such as restaurants, souvenir shops, and tourist attractions.
3. Job Creation: The construction and operation of the hotel will open up job opportunities for the local community.
4. Promotion of Local Culture: Hotels that integrate local cultural elements in their design will help promote and preserve Cirebon's cultural heritage.

4. CONCLUSION

A well-designed hotel not only enhances the quality of accommodation but also has a broader positive impact on tourism in Cirebon City. A hotel with an attractive and functional design can enhance the tourists' experience, encouraging them to stay longer and return in the future. Furthermore, integrating local culture into the hotel design will enrich tourists' understanding of Cirebon's culture while contributing to the preservation of local cultural heritage.

Moreover, applying sustainability principles in hotel design can attract environmentally-conscious tourist segments, improving the city's image as a responsible and sustainable tourist destination. Therefore, innovative hotel designs that are responsive to the needs of both tourists and the environment will become one of the main pillars supporting the growth of tourism in Cirebon City.

Effective hotel design is key to supporting the development of tourism in Cirebon City. By combining local cultural elements, sustainability principles, adequate facilities, and strategic locations, hotels in Cirebon can offer an exceptional stay experience for tourists. This not only improves the quality of accommodation but also contributes to the overall economic development and cultural preservation of Cirebon.

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