



Study on the Impact of Flying Star Feng Shui on Hotel Occupancy Rate (Case Study: Sutan Raja Hotel and Convention Centre Soreang)

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ABSTRACT

This study addresses the intriguing phenomenon of the Sutan Raja Hotel and Convention Centre, which achieved a remarkable 62.42% occupancy rate in 2024. This success is particularly notable as it occurred during the transition into Period 9 of the Flying Star Feng Shui cycle, a phase often considered challenging for buildings, thus presenting a clear problem regarding the underlying spatial and energetic factors driving its performance. This research aims to examine the hotel's spatial alignment in relation to energy configurations defined by Flying Star Feng Shui, focusing specifically on the transition from Period 8 (2004–2023) to Period 9 (2024–2043). A descriptive qualitative method was employed, incorporating literature reviews, field observations, and a detailed energy chart analysis to assess the flying star configuration based on the building's orientation, spatial layout, room distribution, and the natural flow of Qi. The scientific findings reveal that although the overall site quality is suboptimal according to Flying Star analysis for both periods, several compensating factors contribute significantly to guest comfort and the rising occupancy. These key factors include a high degree of annual energy stability, the dominance of neutral sectors which minimizes negative influences, and the consistent presence of auspicious sectors across multiple floors. In conclusion, the energy shift into Period 9 demonstrably enhances the quality of certain upper-level sectors designated for public and strategic use. This enhancement, combined with the pre-

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existing positive attributes, strengthens the hotel's overall appeal and provides a comprehensive Feng Shui-based explanation for its unexpected success.

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1. INTRODUCTION

In the highly competitive global hospitality industry, the success of a hotel is determined by a multitude of factors, ranging from strategic location and service quality to brand identity and guest experience. The role of architectural design is pivotal, as it significantly influences both business performance and the overall guest experience (Floričić et al., 2024), thereby necessitating a design approach that is innovative, sustainable, and capable of addressing emotional aspects. This requires architects to strategically implement principles of zoning and circulation to achieve maximum spatial efficiency and functionality (Kelechuku & Anthony, 2025).

In many Asian cultures, this complex equation is intrinsically linked to traditional philosophies of spatial design and environmental harmony. Among these, Feng Shui, the ancient Chinese art of spatial alignment, remains an integral consideration that shapes architectural planning, interior design, and corporate decision-making. The practice is so profoundly embedded that many developers deem it essential, as attested by industry leaders who acknowledge the necessity of consulting Feng Shui experts before commencing construction in most parts of Asia (Lin, 2017).

At its core, Feng Shui is a practice aimed at harmonizing the individual with their environment, establishing a balanced and positive flow of vital energy, or qi, which is believed to directly influence occupants' well-being and the prosperity of an enterprise (Koh, 2003). This Flow and Chi concept is fundamental to spatial planning (Tan & Lee, 2022). Its philosophical underpinnings are rooted in Taoism and the concepts of Yin and Yang, striving to establish equilibrium (Huang & Seeumpornroj, 2024). Ecologically, the practice advocates for human-nature coexistence, often utilizing traditional patterns like "hiding the wind and gathering the Qi" and "backing the mountain and facing the water" to achieve a deep sense of environmental balance and inform sustainable design (Dong, 2025). This framework has also been applied beyond single structures to influence urban form and design (Madeddu & Zhang, 2017), linking it to citizenship rights and mental health in contemporary urban planning (Shokri et al., 2023).

Importantly, this ancient system should not be dismissed as mere superstition (Hassan et al., 2023; Lam, 2021). While some developers may disregard the influence of Feng Shui on housing selection among Generation Y due to perceived impracticality (Shafii et al., 2020), the consensus among many communities is that geomancy significantly impacts purchasing decisions and asset valuation (Yap & Lum, 2020). While scholars widely agree on its non-scientific nature due to the demarcation project's criteria (Fernandez-Beanato, 2021), suggesting it rests on fact, fiction, and belief (Jin & Juan, 2021; Poulston & Bennett, 2012), a systematic review of its effectiveness suggests classifying it as a quasi-science (Han & Lin, 2023; Kryżanowski, 2021). Feng Shui exhibits potential for reliability and validity in assessing specific environmental features (Skinner, 2017). The foundation of the Compass School, the Luo Shu Square, has even been rigorously analyzed using modern linear algebra, proving the strong coherence of its 36 variations and suggesting a complex mathematical basis (So et al., 2015). Furthermore, the principles of Feng Shui offer an insightful epistemological grounding for navigating modern ecological discourse and the human-nature relationship (Aditya, 2025; Ren & Woudstra, 2022; Skinner, 2015; Xie & Mao, 2025).



Figure 1. Sutan Raja Hotel Area
(Source: Ciwidy Outdoor, 2022)

This study focuses on a compelling case: the Sutan Raja Hotel and Convention Centre in Soreang, Indonesia. Despite facing intense competition from more modern establishments, the hotel has demonstrated a remarkable and counter-intuitive rise in its occupancy rate, achieving approximately 62.42% in early 2024. This phenomenon is particularly intriguing as it coincides with the transition from Period 8 (2004–2023) to Period 9 (2024–2043) in the Flying Star Feng Shui system. The hotel's thriving performance in the face of this theoretical adversity presents a central puzzle that conventional business analysis alone may not fully explain, inviting a deeper investigation through the lens of Feng Shui. It is categorized as a prominent four-star MICE hotel, known for its extensive meeting and convention facilities, making its sustained operational growth a significant regional phenomenon (Nugraha et al., 2021).

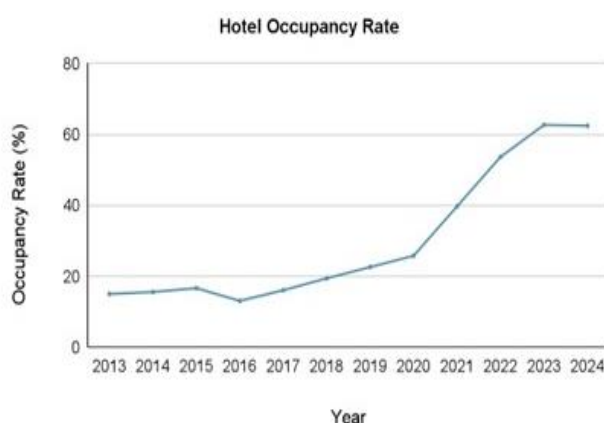


Figure 2. Sutan Raja Hotel Occupancy Rate
(Source: Hotel Management, 2025)

The application of Feng Shui in the hospitality and business sectors is well-documented in academic literature. Studies have confirmed its role in enhancing servicescapes, shaping corporate reputation, and improving the overall guest experience (Ogilvie et al., 2018; Zhang, 2024), thereby creating value for proprietors and patrons alike. Research demonstrates that the architectural spatial layout and intricate design elements in the hospitality sector are crucial determinants, strongly affecting customers' perceived value and consequently influencing customer loyalty (Chang & Lin, 2024). This connection is particularly evident in studies linking decoration styles to subjective guest evaluation of the indoor environment (Xu et al., 2022) and the direct impact of Feng Shui alignment on customer experiences of hotel rooms (Wu et al., 2023). The rigorous application of FS principles in settings beyond hospitality, such as healthcare, provides evidence of tangible psychological effects, suggesting its relevance to promoting overall occupant well-being (Zijlstra et al., 2024). This practical relationship has also drawn attention in management performance studies (Park, 2020), validating its significance beyond mere aesthetics.

Further research extends its application beyond design, using it as a formal analytical framework. For instance, a study on food and beverage establishments in Tasikmalaya utilized five core geomantic principles—Long, Sha, Xue, Shui, and Xiang—to systematically evaluate the spatial viability and comfort of commercial outlets, linking these factors to their long-term success (Mariana et al., 2025). This illustrates a methodological shift from using Feng Shui as a prescriptive design guide to an evaluative tool for explaining business performance. A more specific and dynamic branch, Flying Star Feng Shui, incorporates the dimension of time, analyzing how energy shifts over distinct periods. This school of thought is based on the concept that Feng Shui influences change over time, and it is the cycle of time which determines a building's prosperity and well-being. A key study in this area analyzed the impact of the Period 7 to Period 8 transition on residential layouts, successfully correlating specific life events of the occupants—such as robbery, lawsuits, and illness—with the changing star combinations in their homes (Liman & Budi Yuwono, 2019). This precedent confirms the validity of using period transitions to analyze the changing fortunes of a built space.

Despite these advances, a clear research gap exists. While literature has explored Feng Shui's general impact on hotels, its use as an analytical tool for commercial viability, and the effects of period transitions on residential spaces, no study has integrated these three streams to address the quantifiable success (i.e., occupancy rate) of a MICE hotel during a major Flying Star Feng Shui period transition. The complex interaction of factors—including the building's structural symmetry, as analyzed in heritage Chinese architecture using Ba Zhai principles (Marpaung & Jenny, 2020; Wijaya & Nilotama, 2024)—further underscores the need for a comprehensive, multi-layered approach.

The central problem investigated is the unexplained success of the Sutan Raja Hotel, whose rising occupancy rate appears to contradict the theoretical challenges posed by the Period 9 energy transition. This discrepancy calls for an alternative analytical framework that can account for subtle, energetic environmental factors. Therefore, this study aims to analyze the spatial configuration and energy dynamics of the Sutan Raja Hotel using Flying Star Feng Shui to determine how its alignment with changing temporal energies may have contributed to its increased occupancy. The research will specifically map and evaluate the energy shifts between Period 8 and Period 9, with a detailed focus on the annual flying stars from 2020 to 2024, to identify the specific factors driving the hotel's performance.

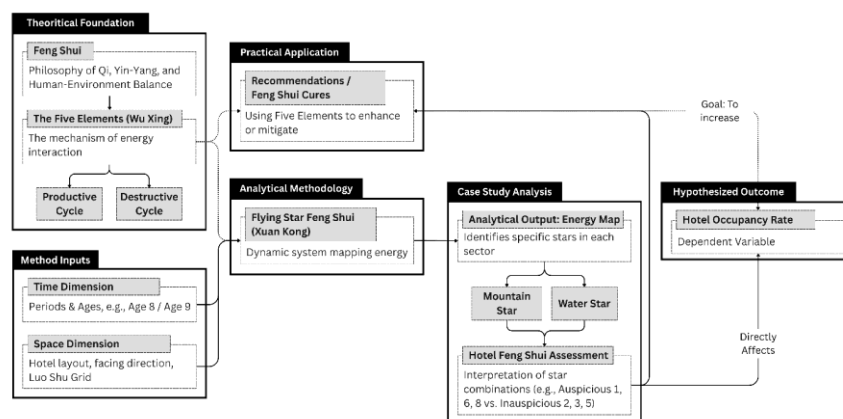


Figure 3. Theoretical Framework
(Source: Author, 2025)

2. RESEARCH METHODS

The research was conducted at Sutan Raja Hotel and Convention Centre, a four-star hotel located at Jalan Raya Soreang KM 17 No.10, Cingcin, Pamekaran, Soreang District, Bandung

Regency, West Java 40911. This study employed a descriptive qualitative method centered on an in-depth single case study. The research was conducted from February to June at the Sutan Raja Hotel and Convention Centre, a four-star hotel located in Soreang, Bandung Regency, West Java. The selection of this specific hotel was driven by a compelling phenomenon: a significant and steady increase in its occupancy rate, reaching 62.42% by 2024, despite facing competition from newer, more modern establishments.

This trend was particularly noteworthy because it occurred during the transition from Feng Shui Period 8 (2004–2023) to Period 9 (2024–2043)—a time theoretically predicted to bring less favorable energy for many existing buildings. This apparent contradiction made the Sutan Raja Hotel an ideal case to investigate the underlying energetic factors that could be contributing to its sustained success without major renovations.

The Flying Star method is predicated on meticulous calculations involving the building's cardinal orientation (Facing Direction) and the timing of its construction. This rigorous analysis necessitates the accurate determination of the Kua Number based on the construction year to correctly chart the energy distribution within the building (Johnson, 2022). The analysis utilized established texts on Flying Star FS theory, recognizing it as an ancient system focused on the harmony of human, heaven, and earth.



Figure 4. Sutan Raja Hotel and Convention Centre Location
(Source: Google Maps, 2024)

A qualitative case study approach was chosen as the most appropriate method to gain a deep and holistic understanding of the complex relationship between the hotel's architectural design, its spatial energy according to Flying Star FS, and its business performance. This approach allowed for a comprehensive analysis by integrating data from multiple sources, including direct on-site observation, in-depth interviews with hotel management, and a thorough literature review of FS principles. The findings were further triangulated with external business data that explicitly analyzed the hotel's real estate development strategy and operational potential (Nugraha et al., 2021). Furthermore, given the limitations of traditional, hands-on geomantic analysis, the field utilizes modern approaches, such as multi-objective evolutionary computation (Chiang et al., 2024; Wang et al., 2020), to solve complex optimization problems related to layout and orientation, demonstrating an evolving technical foundation. The development of tools that integrate FS principles with emerging technologies, particularly for real estate appraisal in regions like Vietnam (Tam & Mcgee, 2025), highlights the trend toward bridging traditional knowledge with contemporary analytical methods.

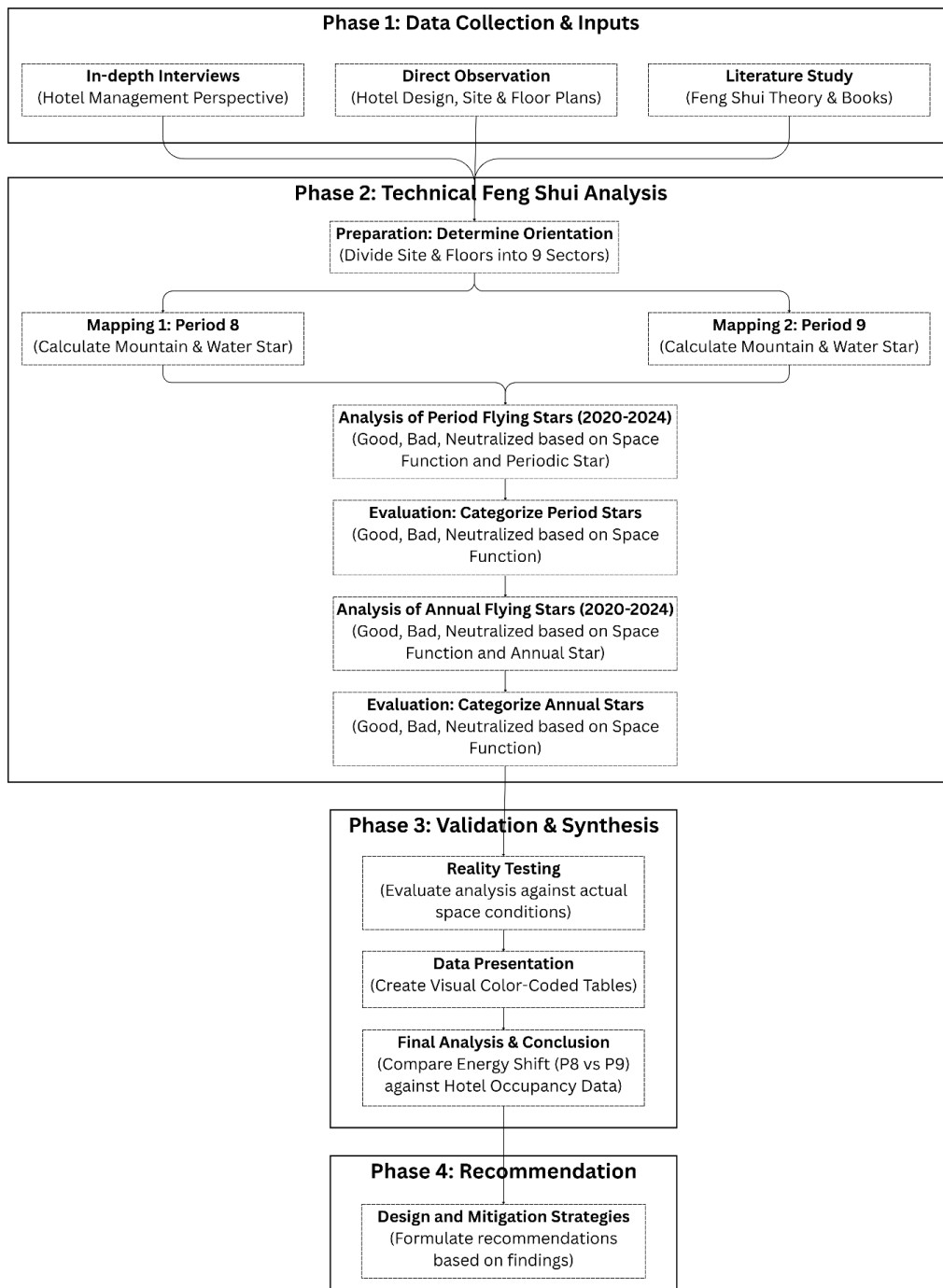


Figure 5. Research Methodology Framework (Source: Author, 2025)

3. RESULT AND DISCUSSION

3.1 FLYING STAR FENG SHUI ANALYSIS FOR PERIOD 8 AND PERIOD 9

The flying star feng shui analysis compares the star properties in Period 8 and Period 9 for three main objects: the site plan, the hotel, and the Convention Center. This comparison provides an overview of the changes in energy influence on each space.

In analyzing each sector in flying star feng shui, the basic properties of the stars in Period 8 and Period 9 are used as a reference, as the transition between periods can cause changes in star properties, where a previously good star can become bad, or vice versa. The analysis

of the floor plans based on star properties in Period 8 uses a number of implications outlined as follows.

Table 1. Star Properties in Period 8

Star	Element	Property	Implication
1	Water	Good	Future Prosperity
2	Earth	Bad	Sickness
3	Wood	Bad	Disputes and Conflicts
4	Wood	Neutral	Education and Romance
5	Earth	Bad	Misfortunes and Sickness
6	Metal	Neutral	Status
7	Metal	Bad	Faded Prosperity
8	Earth	Good	Current Prosperity
9	Fire	Good	Prosperity of Near Future

(Source: Koh, 2010)

The analysis of the floor plans based on star properties in Period 9 uses a number of implications outlined as follows.

Table 2. Star Properties in Period 9

Star	Element	Property	Implication
1	Water	Good	Near future prosperity
2	Earth	Bad	Future prosperity, sickness
3	Wood	Bad	Conflicts, dispute
4	Wood	Good	Education, romance
5	Earth	Bad	Misfortunes & sickness
6	Metal	Neutral	Status, long gone prosperity
7	Metal	Bad	Robbery
8	Earth	Neutral	Outdated prosperity
9	Fire	Good	Current Prosperity

(Source: Koh, 2010)

3.1.1 SITE PLAN

Based on the site's orientation to the north, it is known that the site has an inclination of about 1 degree from the north direction, so based on its location in the 24 Mountains system, the site belongs to the N sector (352.5°-7.5°).

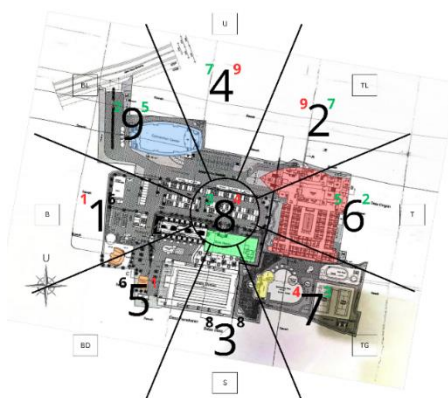


Figure 6. Sector Mapping of the Site Plan
(Source: Author, 2025)

There are several cases of increased and decreased energy quality in each sector. The central sector, including the outdoor parking and ethnic restaurant, shows a notable improvement due to the enhanced quality of Water Star 4 in Period 9. Although the paving's Earth element could weaken Star 4 (Wood), this is effectively counteracted by the supportive

Fire (roof) and Water (vegetation) elements, resulting in a net positive energy boost for the area.



Figure 7. Outdoor Parking and Ethnic Restaurant
(Source: Author, 2025)

In contrast, the southern sector containing the garden and Olympic pool experiences a decline as Star 8 becomes 'outdated prosperity' in Period 9. However, this negative shift is successfully neutralized by the site's key feature: the Olympic pool. Its dominant Water element nourishes the Earth element of Star 8, stabilizing the energy in this important recreational area.



Figure 8. Backyard Garden of the Ethnic Restaurant
(Source: Author, 2025)



Figure 9. Olympic Pool
(Source: Author, 2025)

Ultimately, the transition to Period 9 results in a net improvement of the site's overall energy quality, with an increase in 'Good' sectors and a decrease in 'Bad' ones. This enhancement creates a more harmonious and welcoming external environment, providing a strong energetic foundation that likely contributes to the hotel's sustained appeal and positive guest experience.

Table 3. Comparison of Site Plan Sector Quality

Site Plan					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Outdoor Park, Ethnic Restaurant	Water Star 4	Neutral	Neutral
2	East (5, 6, 2)	Hotel	Water Star 2	Bad	Bad
3	Southeast (4, 7, 3)	Cafe & Gym, Swimming Pool, Tennis Court	Water Star 3	Bad	Bad
4	South (8, 3, 8)	Backyard Garden, Olympic Pool	Water Star 8	Good	Neutral
5	Southwest (6, 5, 1)	Kids Pool, Management Building, Olympic Pool Access	Water Star 1	Neutral	Good
6	West (1, 1, 6)	Mosque, Gazebo Restaurant, Outdoor Park	Water Star 6	Neutral	Neutral

Site Plan					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
7	Northwest (2, 9, 5)	Site Access, Convention Center	Water Star 5	Bad	Bad
8	North (7, 4, 9)	Outdoor Park	Water Star 9	Neutral	Good
9	Northeast (9, 2, 7)	Hotel Drop-off	Water Star 7	Neutral	Neutral
Total Good Sectors				1	2
Total Bad Sectors				3	3
Total Neutralized Sectors				5	4

(Source: Analysis, 2025)

The finding that the overall site quality is suboptimal yet the occupancy rate has demonstrably increased provides compelling evidence that optimized internal factors, aligned with FS principles, can effectively neutralize external energetic challenges (Han & Lin, 2023). This echoes earlier analyses where the timely nature of local annual stars proved capable of overriding the inherent negative qualities of a structural chart (Liman & Budi Yuwono, 2019), directly influencing occupants' experiences, health, and finances. This successful internal optimization is comparable to findings in traditional settlements, where localized geographical and environmental factors correlated with auspicious site selection (Guan et al., 2024).

3.1.2 HOTEL

The hotel building has an orientation of approximately 280 degrees from the north, so based on its location in the 24 Mountains system, the building belongs to the W2 sector (277.5° - 292.5°).

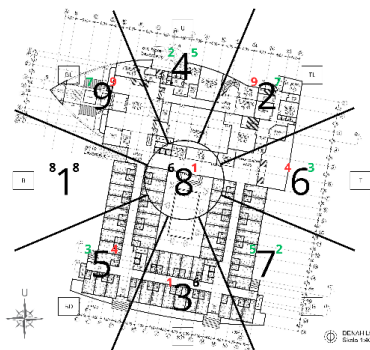


Figure 10. Sectoral Mapping First Floor of the Hotel (Source: Author, 2025)

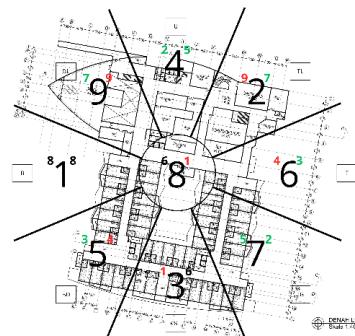


Figure 11. Sectoral Mapping Second Floor of the Hotel (Source: Author, 2025)

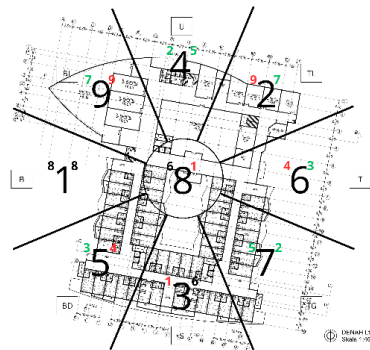


Figure 12. Sectoral Mapping Third Floor of the Hotel (Source: Author, 2025)

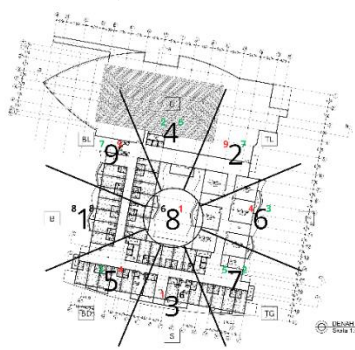


Figure 13. Sectoral Mapping Fourth Floor of the Hotel (Source: Author, 2025)

An example of energy improvement is the east sector on the fourth floor (meeting room and lounge), which elevates from Neutral to Good due to the strengthening of Star 4 in Period

9. While the Earth element from the flooring could potentially weaken Star 4's Wood energy, this is balanced by the supportive presence of Wood and Metal elements within the room's primary materials and furnishings, thereby securing the sector's positive energy.



Figure 14. Meeting Room 1
(Source: Author, 2025)



Figure 15. Meeting Room 2
(Source: Author, 2025)

Similarly, the negative influence of Mountain Star 3 (Wood) in the southwest guest rooms is effectively neutralized. The interior design's dominant Earth elements (from marble and ceramics) and Metal elements (from furnishings and accents) work together to control the detrimental Wood energy, successfully stabilizing the Qi in this sector.



Figure 16. Executive Room
(Source: Booking.com, 2023)



Figure 17. Lounge
(Source: Author, 2025)

Despite isolated improvements, the overall energetic trend for the hotel building itself shows a concerning decline in quality from Period 8 to Period 9, particularly in the critical East, North, and West sectors. This downward shift presents a significant long-term challenge. Without proactive remedies, the building's inherent energy may begin to undermine the operational success and guest comfort that the hotel has previously enjoyed.

Table 4. Comparison of Sector Quality on the Hotel's First Floor

First Floor of Hotel					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Inner Courtyard, Commercial Area, Deluxe Room	Water Star 1	Good	Good
2	East (5, 6, 2)	Service Area, Deluxe Room	Mountain Star 4	Neutral	Neutral
3	Southeast (4, 7, 3)	Deluxe Room	Mountain Star 5	Bad	Bad
4	South (8, 3, 8)	Deluxe Room	Mountain Star 1	Good	Neutral
5	Southwest (6, 5, 1)	Deluxe Room	Mountain Star 3	Neutral	Neutral
6	West (1, 1, 6)	Deluxe Room	Mountain Star 8	Good	Neutral
7	Northwest (2, 9, 5)	Drop-off Area, Lobby, Commercial Area	Water Star 9	Good	Good

First Floor of Hotel					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
8	North (7, 4, 9)	All-day Restaurant, Service Area, Meeting Room	Water Star 5	Bad	Bad
9	Northeast (9, 2, 7)	Kitchen, Service Area	Mountain Star 9	Bad	Bad
Total Good Sectors				4	2
Total Bad Sectors				3	3
Total Neutralized Sectors				2	4

(Source: Analysis, 2025)

Table 5. Comparison of Sector Quality on the Hotel's Second Floor

Second Floor of Hotel					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Grand Deluxe Room, Service Music Hall	Mountain Star 6	Neutral	Neutral
2	East (5, 6, 2)	Grand Deluxe Room, Lounge	Mountain Star 4	Bad	Neutral
3	Southeast (4, 7, 3)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 5	Bad	Bad
4	South (8, 3, 8)	Grand Deluxe Room, Executive Room, Junior Suite Room, Lounge	Mountain Star 1	Good	Good
5	Southwest (6, 5, 1)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 3	Neutral	Neutral
6	West (1, 1, 6)	Grand Deluxe Room, Business Center	Mountain Star 8	Good	Neutral
7	Northwest (2, 9, 5)	Restaurant, Kitchen, Office	Water Star 9	Bad	Bad
8	North (7, 4, 9)	Karaoke Room, Music Hall, Operator Room, Theater Room	Water Star 5	Bad	Bad
9	Northeast (9, 2, 7)	Spa, Kids Pool, Housekeeping Dept., Office, Warehouse	Mountain Star 9	Good	Good
Total Good Sectors				3	2
Total Bad Sectors				4	3
Total Neutralized Sectors				2	4

(Source: Analysis, 2025)

Table 6. Comparison of Sector Quality on the Hotel's Third Floor

Third Floor of Hotel					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Deluxe Room, Ballroom Operator Room	Mountain Star 6	Neutral	Neutral
2	East (5, 6, 2)	Grand Deluxe Room, Lounge, Ballroom Storage	Mountain Star 4	Neutral	Neutral
3	Southeast (4, 7, 3)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 5	Bad	Bad
4	South (8, 3, 8)	Grand Deluxe Room, Executive Room, Junior Suite Room, Lounge	Mountain Star 1	Good	Good
5	Southwest (6, 5, 1)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 3	Neutral	Neutral
6	West (1, 1, 6)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 8	Good	Neutral
7	Northwest (2, 9, 5)	Meeting Room, Rooftop	Water Star 9	Neutral	Neutral

Third Floor of Hotel					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
8	North (7, 4, 9)	Ballroom, Meeting Room, Storage	Water Star 5	Bad	Bad
9	Northeast (9, 2, 7)	Ballroom, Meeting Room, Storage	Water Star 7	Good	Bad
Total Good Sectors				3	1
Total Bad Sectors				2	3
Total Neutralized Sectors				4	5

(Source: Analysis, 2025)

Table 7. Comparison of Sector Quality on the Hotel's Fourth Floor

Fourth Floor of Hotel					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Void	-	-	-
2	East (5, 6, 2)	Meeting Room, Lounge	Water Star 3	Neutral	Neutral
3	Southeast (4, 7, 3)	Meeting Room, Lounge, Executive Room	Mountain Star 5	Bad	Bad
4	South (8, 3, 8)	Grand Deluxe Room, Executive Room, Junior Suite Room, Lounge	Mountain Star 1	Good	Good
5	Southwest (6, 5, 1)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 3	Neutral	Neutral
6	West (1, 1, 6)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 8	Good	Neutral
7	Northwest (2, 9, 5)	Grand Deluxe Room, Executive Room, Lounge	Mountain Star 7	Bad	Bad
8	North (7, 4, 9)	Corridor	Water Star 5	Bad	Neutral
9	Northeast (9, 2, 7)	Meeting Room, Lounge	Water Star 7	Good	Neutral
Total Good Sectors				3	1
Total Bad Sectors				3	2
Total Neutralized Sectors				2	5

(Source: Analysis, 2025)

3.1.3 CONVENTION CENTER

The Convention Center building has an orientation of approximately 270 degrees from the north, so based on its location in the 24 Mountains system, the building belongs to the W sector (262.5° - 277.5°).

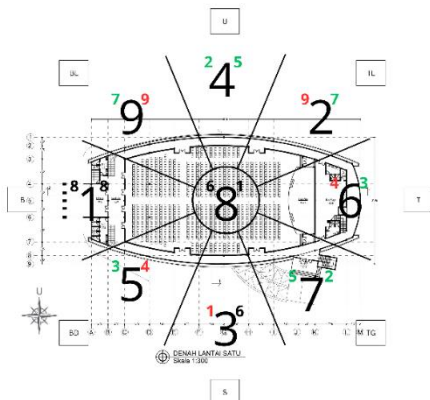


Figure 18. Sectoral Mapping First Floor of the Convention Center (Source: Author, 2025)

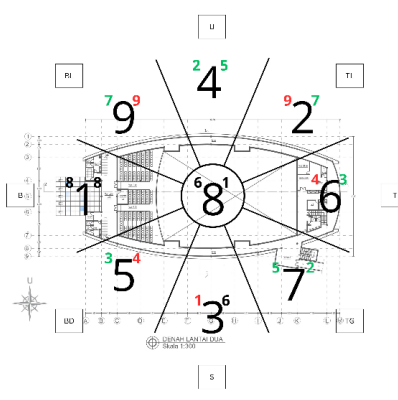


Figure 19. Sectoral Mapping Second Floor of the Convention Center (Source: Author, 2025)

On the first floor, the East sector's positive Mountain Star 4 (Wood) is successfully activated. Despite the presence of a controlling Metal element from the backstage area, it is effectively counterbalanced by the strong, supportive Wood (panels) and Fire (red accents) elements of the main stage. This elemental harmony allows the sector to maintain its positive influence, benefiting activities in the stage area.



Figure 20. Stage and Seating Area
(Source: Author, 2025)



Figure 21. Backstage Area
(Source: Author, 2025)

In stark contrast, the same sector on the second floor fails to capitalize on Mountain Star 4. Here, the interior is dominated by a controlling Metal element (white walls, ceiling, and floor). The minimal presence of supportive Wood and Fire elements is insufficient to counter this dominance, creating an elemental imbalance that actively suppresses Star 4's positive potential and degrades the sector's energy.



Figure 22. Second Floor Warehouse
(Source: Author, 2025)

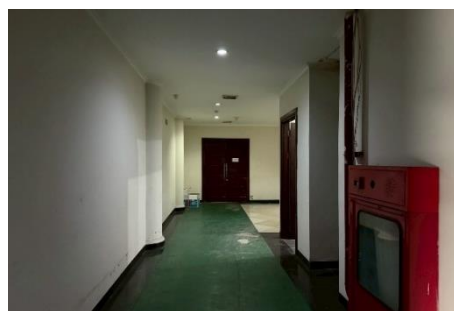


Figure 23. Service Area Corridor
(Source: Author, 2025)

In summary, the Convention Center's energetic health is a tale of two floors. The first floor remains relatively stable despite its challenges, while the second floor suffers a significant decline in energy quality moving into Period 9, marked by an increase in 'Bad' sectors. This suggests that the second floor, in particular, poses a considerable energetic liability and may require targeted Feng Shui remedies to support its functions effectively.

Table 8. Comparison of Sector Quality on the Convention Center's First Floor

First Floor of Convention Center					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Seating Area	Water Star 1	Good	Good
2	East (5, 6, 2)	Stage Area, Back Stage	Mountain Star 4	Neutral	Good
3	Southeast (4, 7, 3)	Corridor, Rear Entry Access	Water Star 2	Bad	Bad
4	South (8, 3, 8)	Corridor	Water Star 6	Neutral	Neutral
5	Southwest (6, 5, 1)	Corridor	Water Star 4	Neutral	Neutral
6	West (1, 1, 6)	Main Entrance, Lobby, Toilet, Seating Area	Water Star 8	Good	Neutral
7	Northwest (2, 9, 5)	Corridor	Water Star 9	Neutral	Neutral
8	North (7, 4, 9)	Corridor	Water Star 5	Bad	Bad
9	Northeast (9, 2, 7)	Corridor	Water Star 7	Bad	Bad

Total Good Sectors	2	2
Total Bad Sectors	3	3
Total Neutralized Sectors	4	4

(Source: Analysis, 2025)

Table 9. Comparison of Sector Quality on the Convention Center’s Second Floor

Second Floor of Convention Center					
No	Sector	Function	Active Star	Sector Quality	
				Period 8	Period 9
1	Central (3, 8, 4)	Void	-	-	-
2	East (5, 6, 2)	Office, Service Area	Mountain Star 4	Neutral	Neutral
3	Southeast (4, 7, 3)	Bridge Access, Corridor	Water Star 2	Bad	Bad
4	South (8, 3, 8)	Corridor	Water Star 6	Neutral	Neutral
5	Southwest (6, 5, 1)	Corridor	Water Star 4	Neutral	Neutral
6	West (1, 1, 6)	Lobby, Mezzanine Seating Area, Toilet	Water Star 8	Good	Neutral
7	Northwest (2, 9, 5)	Foyer	Water Star 9	Neutral	Bad
8	North (7, 4, 9)	Foyer	Water Star 5	Bad	Bad
9	Northeast (9, 2, 7)	Foyer	Water Star 7	Bad	Bad
Total Good Sectors				1	0
Total Bad Sectors				3	4
Total Neutralized Sectors				4	4

(Source: Analysis, 2025)

3.2 ANNUAL FLYING STAR FENG SHUI FOR 2020-2024

The Sutan Raja Hotel showed a significant increase in occupancy between 2020 and 2024. Therefore, an annual flying star feng shui study was conducted for this period to investigate the energy factors that may have contributed to this increase. The properties of the annual stars have the potential to modify the energy quality in each sector, and can even neutralize or improve the negative influence of the 20-year star combinations, allowing certain sectors to perform well despite being in a less favorable condition over the long cycle.

3.2.1 SITE PLAN

On the site plan, the most crucial functions supporting occupancy are the site entrance, convention hotel, restaurant, recreational facilities like the cafe & gym and swimming pool, hotel drop-off, and the hotel itself.

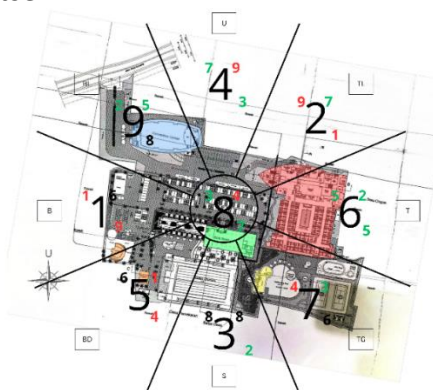


Figure 24. Annual Star Year 2020 Mapping of the Site Plan
(Source: Author, 2025)

The annual star analysis on the site plan from 2020-2024 shows consistent energy challenges, with a dominant number of "Bad" sectors. Despite this, the hotel drop-off area in the northeast sector consistently received good energy influences that supported guest services. Conversely, important functional areas like the ethnic restaurant (center) and the

Convention Center (northwest) were often affected by negative energy, with 2022 being the most challenging period.

Table 10. Sum of Annual Star Sector Qualities 2020-2024 for the Site Plan

SECTOR	ANNUAL STARS SITE PLAN				
	2020	2021	2022	2023	2024
Good	1	1	1	1	1
Neutral	1	1	1	2	1
Bad	3	3	3	2	3

(Source: Analysis, 2025)

An example of energy transformation occurred in the hotel drop-off area in the northeast sector. Although in 2023 this sector was influenced by the negative annual star 7, the presence of the strong 20-year star 9 successfully neutralized its impact. The fire from star 9 melts the metal of star 7, suppressing and transforming the bad energy into positive energy.



Figure 25. Hotel Drop-Off Area
(Source: Author, 2025)



Figure 26. Hotel Drop-Off and Entrance Access Area
(Source: Author, 2025)

3.2.2 HOTEL

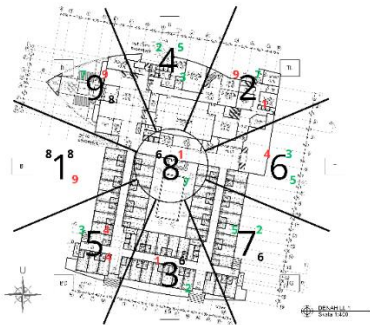


Figure 27. Annual Star Year 2020 Mapping of the Hotel, First Floor (Source: Author, 2025)

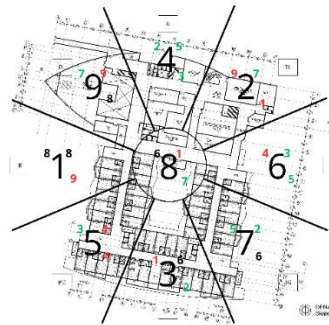


Figure 28. Annual Star Year 2020 Mapping of the Hotel, Second Floor (Source: Author, 2025)

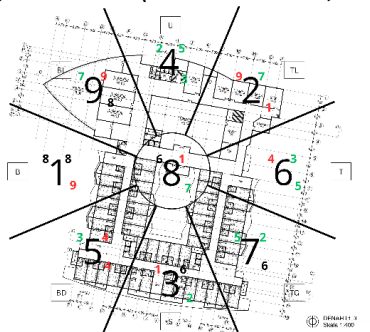


Figure 29. Annual Star Year 2020 Mapping of the Hotel, Third Floor (Source: Author, 2025)

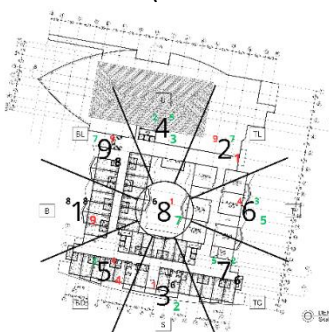


Figure 30. Annual Star Year 2020 Mapping of the Hotel, Fourth Floor (Source: Author, 2025)

The analysis of annual flying stars from 2020 to 2024 reveals a compelling pattern that directly explains the hotel's rising occupancy: its most critical revenue-generating and guest-facing areas were consistently activated by positive, timely energies. The most significant finding is the persistent auspicious energy in vital zones such as the main lobby and drop-off, the all-day dining restaurant, and especially the ballroom and main meeting rooms, which were consistently supported by wealth-driving stars like #8 and #9. This created a powerful anchor of positive Qi that fostered successful events and a welcoming guest experience. While a few areas, such as the specialty restaurant in the north sector, frequently faced challenges from negative stars like the #5, these were isolated issues.

Table 11. Sum of Annual Star Sector Qualities for the Hotel 2020-2024

SECTOR	ANNUAL STARS HOTEL				
	2020	2021	2022	2023	2024
Good	9	10	11	8	11
Neutral	11	9	8	9	8
Bad	11	12	12	14	12

(Source: Analysis, 2025)

The overall trend shows that the sustained boost of positive annual energy in the hotel's most important public spaces was strong enough to override the more challenging energy of its permanent chart, providing a clear Feng Shui-based explanation for the significant and sustained rise in occupancy.



Figure 31. Grand Deluxe Guest Room Post-2020 (Source: Booking.com, 2023)



Figure 32. Deluxe and Grand Deluxe Bathrooms Post-2020 (Source: Booking.com, 2023)

The detailed analysis of the building serves as a compelling case study in energetic remediation: an inherently inauspicious sector can be successfully transmuted into a fortunate domain through temporal influences. Specifically, the guest accommodations situated within the fourth floor's northwest quadrant—a sector chronically influenced by the adverse natal Star 7 (symbolizing conflict or robbery)—experienced a profound energetic transformation. This transition effectively mitigated a spatial liability into a tangible commercial opportunity, achieved primarily through the fortuitous convergence and powerful interaction with the auspicious annual Star 9 (representing contemporary prosperity).

3.2.3 CONVENTION CENTER

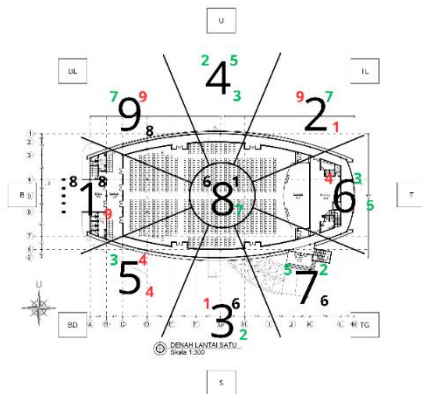


Figure 33. Annual Star Year 2020 Mapping of the Convention Center, First Floor (Source: Author, 2025)

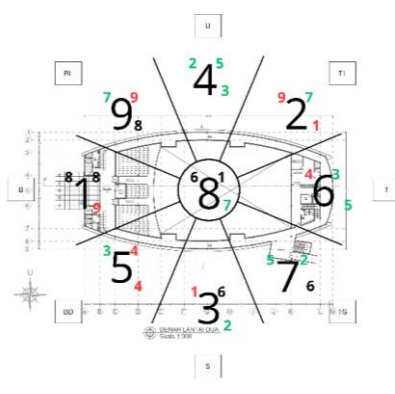


Figure 34. Annual Star Year 2020 Mapping of the Convention Center, Second Floor (Source: Author, 2025)

The annual star analysis for the Convention Center reveals a starkly different and more challenging energetic profile compared to the main hotel building. From 2020 to 2024, the facility was consistently afflicted by negative energies, with a strikingly minimal number of "Good" sectors throughout the entire period. The core finding is one of persistent struggle. Key functional areas, such as the main stage, audience seating areas, and lobby, were frequently under the influence of detrimental stars like the #5 Yellow or conflict-driven combinations. While there were fleeting moments of positive potential—such as the entrance showing good energy in 2020 and 2024—these were exceptions to the rule. The period from 2021 to 2023 was particularly weak, with not a single sector achieving "Good" quality, indicating a pervasive negative influence that likely hampered the success of events.

Ultimately, unlike the main hotel which benefited from timely annual luck, the Convention Center's annual charts show a consistent energetic liability. This chronic weakness provides a strong Feng Shui-based reason why this part of the complex may have underperformed or faced operational difficulties during this five-year period.

Table 12. Sum of Annual Star Sector Qualities for the Convention Center 2020-2024

SECTOR	ANNUAL STAR CONVENTION CENTER				
	2020	2021	2022	2023	2024
Good	2	0	0	0	2
Neutral	2	2	0	4	0
Bad	1	3	5	1	3

(Source: Analysis, 2025)

An example of energy change occurred in the stage and backstage areas of the Convention Center, as depicted in Figure 23 and 24. Located in the east sector of the first floor, this area was influenced by negative energy from 2020 to 2023, causing conflict and creative hindrances. The condition drastically improved in 2024 with the arrival of the annual star #1, bringing energy of future prosperity and showing that a previously problematic sector can be revitalized by the right annual energy.

4. CONCLUSION

This study conclusively demonstrates that Flying Star Feng Shui, particularly the temporal analysis of annual stars from 2020 to 2024, exerted a significant positive influence on the rising occupancy rate at the Sutan Raja Hotel and Convention Center Soreang. The activation of auspicious annual energies was the key factor driving improvement, offsetting negative

influences from the permanent chart and Period 9 transition. Key functional areas—such as the lobby, restaurants, and main ballroom—consistently benefited from harmonious energy, enhancing productivity, event success, and overall reputation. Likewise, upper-floor accommodations with neutral to good energy quality provided a stable revenue foundation.

The analysis also highlighted that certain inauspicious sectors were effectively neutralized through favorable annual star interactions, demonstrating the dynamic adaptability of Flying Star Feng Shui in practical applications. However, areas such as the southeast recreational facilities and the north specialty restaurant exhibited persistent energetic weaknesses, suggesting potential long-term operational challenges.

Based on these findings, it is recommended that management implement targeted energy optimization strategies guided by the Five Elements theory to sustain positive outcomes and mitigate energetic risks. Flexible, non-structural remedies—such as metallic accents, fire-colored decorative elements, or portable water features—are advised to balance annual star influences while maintaining operational continuity.

Table 13. Annual Feng Shui Cures Based on Flying Stars

Annual Star	Year								
	2006	2007	2008	2009	2010	2011	2012	2013	2014
	2015	2016	2017	2018	2019	2020	2021	2022	2023
	2024	2025	2026	2027	2028	2029	2031	2032	2033
Central	Fire	Metal			Metal	Water	Water	Metal	
East		Fire	Metal			Metal	Water	Water	Metal
Southeast	Metal		Fire	Metal			Metal	Water	Water
South	Water	Metal		Fire	Metal			Metal	Water
Southwest	Water	Water	Metal		Fire	Metal			Metal
West	Metal	Water	Water	Metal		Fire	Metal		
Northwest		Metal	Water	Water	Metal		Fire	Metal	
North			Metal	Water	Water	Metal		Fire	Metal
Northeast	Metal			Metal	Water	Water	Metal		Fire

(Source: Analysis, 2025)

The study's limitations suggest several directions for future research. Integrating other classical Feng Shui schools, such as Ba Zhai or San He, could provide a more comprehensive spatial analysis. Furthermore, employing a mixed-methods approach that correlates qualitative energy mapping with quantitative metrics (e.g., booking patterns or guest satisfaction data) would strengthen empirical validation and advance understanding of Feng Shui's measurable impacts in hospitality environments.

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