

# Identification of Resort Hotel Architecture in Ubud Tourism Area

I Putu Hartawan<sup>1</sup>, I Gede Surya Darmawan<sup>2</sup>, Made Suryanatha Prabawa<sup>3</sup>  
{gdsuryadarmawan@gmail.com}

Universitas Warmadewa, Denpasar-Bali, Indonesia

**Abstract.** The development of an area into a tourism area has an influence on the spatial, economic, and social life of the community. Hotels are one of the tourist accommodations that play an important role in tourist areas. Ubud is famous for its unique arts and culture that are integrated into the daily life of its people. The development of Ubud into a tourism destination has led to the emergence of tourism accommodations such as inns, restaurants, galleries, and travel agencies. Lodging in the parawista area of Ubud is divided into several types, such as homestays, villas, bungalows, and five-star resort hotels. Resort hotels are one of the types of lodging that consume the most land, because there are various types of facilities offered. The existence of five-star resort hotels in the Ubud Tourism Area certainly contributes to regional income and provides employment for the surrounding community. In addition to the positive impact, the existence of a hotel resort also has a negative impact, namely there are many land use experts and indications of environmental damage. In previous research, it has been found that the distribution pattern of hotels in the Ubud Tourism Area and the factors that influence it. In this study, it will be further investigated how the architectural pattern and the impact on the physical environment in the Ubud Tourism Area will be investigated. So that later the results of this study can be used as a reference by the local government to make regulations and spatial planning of tourism areas. The research approach uses a descriptive qualitative approach that describes the phenomenon as it is, data collection techniques consist of, observation, interviews and literature studies from the relevant agencies.

**Keywords:** architectural identification; environmental impact; resort hotel

## 1 Introduction

Hotels are one of the tourist accommodations that play an important role in tourist areas. According to Webster, a hotel is a facility that provides rooms to stay, food and drinks, and other services to the public (Fonny, 2008). There are various types of hotels in Indonesia such as city hotels, business hotels, art hotels and resort hotels. In tourist areas with attractive natural beauty and cultural uniqueness, there are hotels with resort types. The development of an area into a tourism area has an influence on the spatial, economic, and social life of its people.

Various kinds of tourist accommodation have sprung up in proportion to the high number of tourist visits to the area.

Ubud is a tourism area located in Gianyar Regency, Bali Province. Ubud is famous for its unique arts and culture that are integrated into the daily life of its people. Art and culture are contained in the religious ritual life of the Ubud community. In addition to art and culture, Ubud also has natural potential such as green rice fields and trees that are still beautiful on the edge or river cliffs, as well as a still rural environment. These potentials attract domestic and foreign tourists to come to Ubud. According to Picard (2006: 120), in contrast to beachfront resorts in Bali, Ubud attracts tourists who see Bali more in the image of rural settlements with the artistic life and religious rituals of its people.

The development of Ubud into a tourism area cannot be separated from the role of artists who give a new color to the development of cultural arts in Ubud. Names such as Walter Spies, Rudolf Bonnet played an important role in the development of tourism in Ubud through the medium of painting. The development of Ubud tourism began in 1976 when electricity began to enter the village, then grew rapidly in the early 1980s (Putra, 2014: 3). At that time, tourism accommodation began to appear, such as lodging, restaurants, galleries, and travel agencies. By 1994 Ubud had grown, in terms of the availability of tourism accommodation, to 2200 rooms from 450 rooms in 1981, or about 7 percent of the hospitality capacity on the island of Bali (Picard, 2006:124).

Lodging in the tourist area of Ubud is divided into several types, namely, homestays, villas, bungalows, and five-star resort hotels. Ubud is even the location of famous star resorts such as Ubud Hanging Garden, Four Seasons, and Maya. The existence of five-star resort hotels in the Ubud Tourism Area certainly contributes to regional income and provides jobs for the surrounding community. In addition to the positive impact, the existence of a hotel resort also has a negative impact, namely there is a lot of land conversion and environmental damage. Couteau (in Sukawati, 2004:6) in his writings reveals that the tourism industry clearly has an impact on the agrarian sector, especially the problem of land conversion as an effort to meet the demands of tourism infrastructure and facilities.

Based on the initial observations made, it was found that land use for hotel facilities reached the riverbank area. It is interesting to investigate further, whether the use of the land is in accordance with the applicable river border regulations, and what impact it has on the surrounding environment. When viewed from the architectural style, hotels in Ubud were originally tropical architectural style with a pyramid-shaped alang-alang roof, combined with natural stone, wood on the walls and interior. The landscape arrangement is also very interesting because it is inspired by a traditional Balinese garden with lotus plants and some traditional sculpture artwork.

However, if you look at its development in the last few years, there are many modern architectural-style hotels that are in stark contrast to the surrounding environment in the Ubud Tourism Area. The materials used are mostly steel, iron, and concrete with industrial themes. The development of the architectural style of the hotel is very interesting to investigate further, whether the architectural style of the hotel in the Ubud Tourism Area is currently still relevant to the identity of Ubud with tropical architecture characteristics with local materials or has undergone a shift.

Thus, it is very interesting to investigate further. Researchers will look in detail at the architectural characteristics of hotels in the Ubud Tourism Area, both in terms of architectural style and in terms of space utilization. Furthermore, researchers will see what impact it has on the physical environment around it. This becomes very important because if we do not pay

attention to environmental damage, it cannot be avoided and Ubud will lose its tourism architectural iden

### Literature Review

The definition of a hotel according to the Hotel Prictors Act in (Sulatiyono, 1999: 5) is a company managed by its owner by providing food, drinks, and room facilities for sleeping to people who are traveling. The definition of a hotel according to the Webster New World Dictionary is a building that provides lodging services, food, drinks, and other services for the public that are managed commercially, especially for tourists (Lawson, 1988). While the understanding contained by Grolier Electronic Publishing Inc. (1995) which states that, the hotel is a commercial business that provides a place to stay, food, and other services to the public. Based on some of the explanations above, it can be concluded that a hotel is an accommodation that provides lodging, eating, drinking, and general services as well as other facilities that meet the requirements of comfort and are managed commercially.

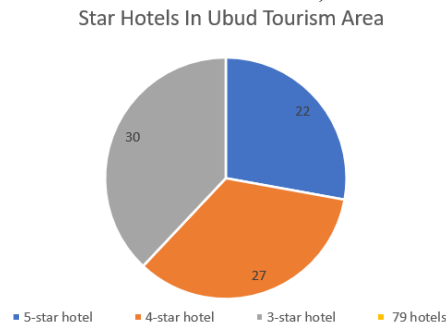
## 2 Research Methods

This study applies a qualitative research method with an inductive approach and uses a naturalistic paradigm. The naturalistic paradigm is used because the research is carried out in a reasonable situation as it should be. Qualitative method is a method that emphasizes the procedures for using tools and techniques in the field of research that is oriented to the natural paradigm (Moleong, 1989:124). Understanding qualitative methods according to Bogdan and Taylor (in Moleong, 1989: 125), is intended as a research procedure that produces descriptive data in the form of written words, pictures or verbal from the observed object.

## 3 Results and Discussion

### 3.1 Star Hotels in Ubud Tourism Area

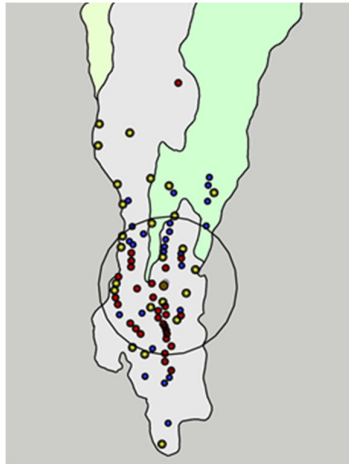
In this section, identification of the distribution of five-star hotels in the Ubud Tourism Area is carried out. Based on data obtained from the Gianyar Regency Investment and One Stop Service Office for the last four years (2017-2020), there are 79-star hotels that extend or create new tourism business registration marks. The hotel consists of 22 five-star hotels, 27 four-star hotels, and 30 three-star hotels. So, the most hotels in that period were three-star hotels, in second place the most were four-star hotels and the least were five-star hotels. For more details about the number of star hotels in the Ubud Tourism Area, see the following diagram.



**Fig 1.** Star Hotels in Ubud Tourism Area

There are several distribution patterns of star hotels in the Ubud Tourism Area. Three-star hotels tend to form clusters and linear patterns following the main road in the center of Ubud. Four-star hotels tend to form a diffuse pattern, mostly located on the outskirts of Ubud. Five-star hotels also have a diffuse pattern with locations near the center of Ubud and the outskirts of Ubud.

Four-star hotels and star hotels do not form a linear pattern because access or main roads are not a determining factor in choosing their location. The main consideration factor for four-star and five-star hotels is the natural potential that will be the main attraction in addition to the completeness of the facilities. The distribution pattern of star hotels in the Ubud Tourism Area can be described as follows



**Fig 2.** Distribution Pattern of Star Hotels in Ubud Tourism Area

### **3.2 Identifikasi Arsitektur Hotel Berbintang di Kawasan Pariwisata Ubud**

In this sub-discussion, we identify the architectural style applied by star hotels in the Ubud Tourism Area. Based on initial observations, there are several things that are used as references to identify the architecture of five-star hotels in the Ubud Tourism Area, namely, Design Themes, Roof Shapes, Materials, Mass Patterns, and Mass Orientation. It is also adapted to the theory and method of architectural design.

Drawing conclusions on the architectural style is carried out by researchers directly with the interpretation method from survey results in the field or the internet and does not calculate in detail. Because the research method has been explained in this study, the researcher has an important role in each object that is used as a research case. Identification is done based on the hotel class, namely 3-star hotels, 4-star hotels, and 5-star hotels. It aims to get an idea of the architectural style of the hotel based on its class.

#### **3-Star Hotels**

In this sub-discussion, the architectural style of three-star class hotels is identified based on the data presented in the previous sub-discussion. Parameters used as reference in identifying are Theme, Roof Shape, Material, Mass Pattern, and Mass Orientation. For more details on the identification of architectural styles at three-star hotels in the Ubud Tourism Area, it will be explained in the following table.



	Resort											
20	Hotel Royal Pandawa Maxone											
21	Inata Hotel											
22	Tetirah											
23	Junjungan Ubud Hotel											
24	Bhuwana Ubud											
25	Y - Resort											
26	Jati Cottages											
27	Hotel Puri Artha											
28	Tjampuhan											
29	Rama Phala Resort dan Restoran											
30	Radha Phala Resort & Spa											

Based on the table above, it can be seen the architectural style trend of three-star hotels in the Ubud Tourism Area. The explanation will be divided based on the parameters used by the reference to identify the architectural style, namely,

a. Theme

Based on the data above, it can be concluded that most or 70% of three-star hotels apply the traditional Balinese theme, the remaining 30% apply the tropical modern architectural theme. So, it can be concluded that based on the theme of three-star hotels in the Ubud Tourism Area, they still pay attention to local architecture which is identical to traditional Balinese architecture.

b. Roof Shape

Judging by the shape of the roof of the main building, most of the three-star hotels in the Ubud Tourism Area have a pyramid roof shape with a percentage of 67%. The rest of the roof has a flat apat shape by 10% and a plana roof by 7%. This shows that the roof shape of a three-star hotel in the Ubud Tourism Area still pays attention to the shape of the roof of the surrounding settlements and also takes into account the local climate with high rainfall.

c. Material

Judging by the dominance of the material used, most or 53% of three-star hotels in the Ubud Tourism Area use concrete materials and the remaining 47% use wood materials. The influencing factor is the high cost of wood material than concrete in a three-star hotel. Wood









1	Mandapa A Ritz Carlton Reserve	Yellow			Yellow		Yellow			Yellow		Yellow
2	Ayung Resort Ubud	Yellow			Yellow		Yellow			Yellow		Yellow
3	Puri Wulanda ri A Boutique Resort & Spa	Yellow			Yellow		Yellow			Yellow		Yellow
4	The Garcia Ubud		Yellow		Yellow			Yellow		Yellow		Yellow
5	Maya Ubud Resort & Spa	Yellow			Yellow		Yellow			Yellow		Yellow
6	KAMAN DALU Resort & Spa	Yellow			Yellow		Yellow			Yellow		Yellow
7	Amandar i	Yellow			Yellow		Yellow			Yellow		Yellow
8	Tanadew a Ubud		Yellow		Yellow			Yellow	Yellow			Yellow
9	The Royal Pita Maha	Yellow			Yellow		Yellow			Yellow		Yellow
10	Kuwaras an		Yellow		Yellow			Yellow		Yellow		Yellow
11	Komanek a		Yellow		Yellow			Yellow		Yellow		Yellow
12	Komanek a Hotel Tanggay uda	Yellow			Yellow		Yellow			Yellow		Yellow
13	Royal Kamuela		Yellow		Yellow			Yellow		Yellow		Yellow
14	Natya Resort Ubud	Yellow			Yellow		Yellow			Yellow		Yellow
15	The Kayon		Yellow			Yellow		Yellow	Yellow			Yellow
16	Kayuman is Ubud Private & Spa	Yellow			Yellow		Yellow			Yellow		Yellow
17	Hotel Visesa	Yellow			Yellow		Yellow			Yellow		Yellow

	Resort & Villa Ubud	■			■		■				■		■
18	Hotel Suarti Grand Village	■		■			■				■		■
19	Alila Ubud		■		■				■		■		■
20	Samsara Ubud		■		■				■	■			■
21	Hotel Alaya Resort Ubud		■		■				■	■			■
22	Four Season		■			■			■		■		■

Based on the table above, it can be seen the architectural style trend of five-star hotels in the Ubud Tourism Area. The explanation will be divided based on the parameters used by the reference to identify the architectural style, namely,

a. Theme

Based on the diagram above, it can be concluded that most 54% of five-star hotels apply the Traditional Balinese theme. The remaining 46% apply the theme of modern tropical architecture. So, it can be concluded that based on the theme of four-star hotels in the Ubud Tourism Area, they still pay attention to local traditional architecture which is identical to traditional Balinese architecture. Judging by the shape of the roof of the main building, most of the five-star hotels in the Ubud Tourism Area have a pyramid roof shape with a percentage of 86%. The remaining 9% flat roof and 5% plana roof. This shows that the roof shape of a three-star hotel in the Ubud Tourism Area still pays attention to the shape of the roof of the surrounding settlements and also takes into account the local climate with high rainfall.

b. Material

Judging by the dominance of the material used, most or 54% of five-star hotels in the Ubud Tourism Area use wood materials and the remaining 46% use concrete materials. The influencing factor is that five-star hotels are the highest-class hotels, so the high cost of wood material is not a barrier.

c. Mass Pattern

Judging by the number of people, most or 82% of five-star hotels in the Ubud Tourism Area have a large number of main masses or spread out. The remaining 18% have a single mass amount. So, the character of the number of five-star hotels in the Ubud Tourism Area is that there are many separate masses on the site. The basis for consideration is to maximize natural lighting and ventilation as well as the potential view on the site.

d. Mass Orientation

In terms of mass orientation, all five-star hotels in the Ubud Tourism Area have a mass orientation towards the outside of the site. The basis for consideration is the potential view that is in the environment around the site.

## 4 Conclusion

Based on the discussion and analysis conducted, the following conclusions can be drawn. Based on the theme, most of the three-star and five-star hotels apply the traditional Balinese theme, while the four-star hotels mostly apply the modern tropical theme. Based on the roof shape, most of the five-star hotels in the Ubud Tourism Area use a pyramid roof shape. Based on the use of materials, three-star and four-star hotels mostly use concrete materials, while most five-star hotels use wood. Judging by the mass pattern and mass orientation, almost all five-star hotels in the Ubud Tourism Area have a large mass pattern with an orientation outside the site.

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