

Painting Exhibition as a Tourist Attraction in the Hotel Industry in Yogyakarta: Case Study at Gramm and Kimaya Hotel

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ABSTRACT

Th Painting exhibitions are one of the innovative strategies in the hotel industry to create unique experiences and increase tourist attraction. This research aims to analyze the role of painting exhibitions in increasing the attractiveness and added value of two hotels in Yogyakarta, namely Gramm and Kimaya Hotel. These two hotels were chosen because of their consistency in holding painting exhibitions involving local and national artists. This research uses a qualitative approach with a case study method to provide an in-depth understanding of the strategy and impact of painting exhibitions on hotel guests. The data in this research was collected through in-depth interviews with hotel management, artists participating in the exhibition, as well as hotel guests who visited the exhibition, documentation and observation. The analysis technique uses the Milles and Hubberman approach (1994) which consists of data reduction, data presentation and drawing conclusions. Interview results revealed that hotel guests felt their stay was more memorable because of the painting exhibition, especially for those who have an interest in art and culture. Guests feel that the hotel functions not only as a place to stay, but also as a cultural space that facilitates interaction with local art. This exhibition also provides emotional value for guests, who claim to be more inspired and have a positive impression of the hotel. From the perspective of hotel managers, painting exhibitions contribute to improving the hotel's image as a destination that supports the preservation and promotion of local culture, while strengthening differentiation from competitors in the hotel industry.

INTRODUCTION (HEADING 1 STYLE)

Tourism is a strategic sector that plays an important role in the economic, social and cultural development of a region (Nugraha & Angligan, 2022). However, increasingly fierce global competition demands innovation in this sector. In Yogyakarta, tourism not only relies on rich culture and historical heritage, but also innovation in offering unique experiences to tourists (Mahadewi, 2018). This innovation is an important key to maintaining the competitiveness of tourist destinations, especially in facing the increasingly diverse needs of modern tourists (Nanggong, 2024).

One form of innovation that is starting to develop in the hotel industry in Yogyakarta is the integration of arts and culture. Painting exhibitions, for example, not only enrich the aesthetics of the hotel environment, but are also able to create a unique tourist attraction (Harsanto, 2011). The existence of these artistic elements can attract tourist segments with special interests, as well as improve the hotel's image as a destination that offers more experiences than just accommodation (Raharjo, 2011). Thus, art not only functions as decoration, but also as a strategic instrument for creating added value in the tourism industry.

Painting exhibitions at hotels also have a significant social impact, such as empowering local artists. Gramm and Kimaya Hotels in Yogyakarta, for example, are concrete examples of the hotel industry's efforts to integrate art into their marketing strategy (Mahadewi, 2018). Apart from attracting tourists, this hotel also provides space for local artists to exhibit their work to a wider audience, including foreign tourists (Harsanto, 2011). With this approach, the hotel not only increases its attractiveness but also contributes to the preservation of local culture.

However, the extent to which painting exhibitions are effective as a tourist attraction in supporting the hotel industry still requires in-depth study. Previous research shows that artistic elements can enhance tourists' experiences and their loyalty to a destination (Richards, 2018; Pine & Gilmore, 2018). Therefore, this research aims to analyze the role of painting exhibitions as a tourist attraction at Gramm and Kimaya Hotel Yogyakarta (Mahadewi, 2018). This study will also explore its impact on guest visitation rates, tourist experiences, and its contribution to strengthening local cultural identity (Nugraha & Angligan, 2022).

In conclusion, this research is important to support the development of innovation in the hotel industry, especially in Yogyakarta. By exploring painting exhibitions as a tourist attraction, it is hoped that this research can provide theoretical and practical contributions for hotel managers, artists and policy makers in the tourism sector. This focus is relevant in creating unique tourism experiences, while maintaining destination competitiveness in the modern era.

LITERATURE REVIEW

A. Hospitality Industry and Guest Experience

In the hotel industry, guest experience is an important factor in creating attraction and loyalty. Pine and Gilmore (1999) stated that today's consumers are looking for authentic and immersive experiences. This experience can be presented through unique elements, such as visual art, which provide a strong emotional impression. Kotler and Keller (2012) also mention the importance of experience elements as differentiating factors that can improve customer image and satisfaction.

B. The Importance of Authenticity in Cultural Experiences

Research by McIntosh and Prentice (1999) in "Affirming Authenticity: Consuming Cultural Heritage" reveals that tourists seek authenticity in their cultural experiences. The integration of local art in the hotel environment creates an authentic impression and allows tourists to experience the nuances of local culture. Gilmore and Pine (2007) also support this view, emphasizing that authentic experiences are an added value that is highly valued by consumers, especially in the context of cultural tourism.

C. The Role of Visual Arts in Tourism and Hospitality

According to Hughes (2000), art plays an important role in the tourism industry as an attraction that enriches the tourist experience. In this context, hotels that present art exhibitions can broaden their appeal to the guest segment that appreciates art and culture. Richards (2001) also states that cultural attractions, including visual arts, have great potential to attract tourists who want to experience different and memorable experiences in their destinations.

D. Art Exhibitions as a Hotel Branding Tool

Evans (2003) outlines how cultural and artistic institutions can be used to build strong brands for cities and destinations. Likewise, hotels can use art exhibitions to strengthen their image as spaces that support the preservation of local culture. Prentice (2001) added that cultural experiences presented through art can

attract tourists by creating a romantic and authentic impression, which can increase the value of hotels as cultural spaces.

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The introduction consists of the background of the study explaining the actual phenomenon that has been investigated, supported by references and previous studies. The author must also explain the state of the art compared to those of the previous studies. The introduction is the section where you point out the gap in knowledge that the rest of the paper will fill.

The introduction contains the problem(s) becoming the focus of the study, the purpose(s) of the study, the significance(s) of the research, and theories used to solve the problem(s). All sources that are cited or paraphrased should be written in the references list.

METHOD

This research uses a qualitative approach with an interactive data analysis model developed by Miles and Huberman (1994). This approach was chosen to explore in depth the phenomenon of painting exhibitions as a tourist attraction in the hotel industry in Yogyakarta, especially at the Gramm and Kimaya Hotels. Using the case study method, this research focuses on a specific context to understand the process, benefits and challenges of holding a painting exhibition. Case studies allow researchers to gain a comprehensive understanding of the relationship between art, hospitality and tourism. The research subjects consisted of main informants, namely hotel managers, art curators and artists who participated in the exhibition, as well as supporting informants such as tourists or hotel guests who attended the exhibition. The selection of subjects was carried out purposively by considering their relevance and direct involvement in the phenomenon under study. Data was collected through in-depth interviews, participant observation and documentation. Interviews aim to explore the views and experiences of informants, while observations are carried out by directly observing the implementation of the exhibition. Documentation in the form of exhibition catalogues, hotel reports and visitor reviews is used as supporting data.

Data analysis was carried out in stages using three main steps in the Miles and Huberman model, namely data reduction, data presentation, and conclusion drawing and verification. In the data reduction stage, information obtained from interviews, observations and documentation is filtered to produce relevant and focused data. Furthermore, the reduced data is presented in the form of a narrative, matrix or diagram to facilitate interpretation and analysis. Conclusions are drawn by identifying patterns and relationships between themes, while the validity of the conclusions is verified through data triangulation, namely comparing information from various sources and data collection methods. The validity of the data is guaranteed through triangulation methods, member checks and audit trails. Method triangulation was carried out by combining interviews, observation, and documentation to ensure consistency of findings. Member checks involve informants to validate interview results, while audit trails are used to document the entire research process transparently. This approach provides a systematic and flexible analytical structure, so as to capture the dynamics of interactions between art, hospitality and tourism in the context of this research. Thus, the research results are expected to provide practical contributions for hotel managers and artists, as well as provide new insights for the development of the tourism industry in Yogyakarta.

RESULTS AND DISCUSSION

Based on the results of in-depth interviews with the management of the Gramm and Kimaya Hotels, as well as participating artists and guests who visited the painting exhibition, several main findings were obtained regarding the contribution of art exhibitions to tourist attractions and guest experiences at the two hotels.

A. Impact of Painting Exhibitions on Hotel Image

The two hotels that were the object of research utilized painting exhibitions as part of their unique identity and appeal. At Gramm Hotel, art exhibitions focus on traditional Yogyakarta works to provide an authentic experience for international guests, allowing them to experience the local cultural atmosphere in more depth. Meanwhile, at the Kimaya Hotel, painting exhibitions are held periodically as a form of the hotel's support for local art and to strengthen its image as a hotel that supports the preservation of Yogyakarta culture. Kimaya Hotel management said that this exhibition attracts guests who have an interest in art, making the hotel more than just a place to stay but also a cultural space that highlights local values.

These two hotels show that art exhibitions can be an effective tool to strengthen a hotel's image and attract guest segments interested in art and culture, in line with Pine and Gilmore's (1999) theory which emphasizes the importance of creating meaningful experiences to increase guest loyalty.

B. Memorable Experience for Hotel Guests

The results of interviews with guests from each hotel show that art exhibitions provide added value to their stay experience. Guests at Kimaya Hotel expressed that they felt more connected to local culture through the artwork displayed in various areas of the hotel. The presence of this art not only beautifies the hotel space but also adds a distinctive cultural impression. At the Gramm Hotel, which is visited by many international guests, art exhibitions provide an authentic local feel and strengthen the impression of Yogyakarta as a cultural city. This supports Prentice's (2001) view that art can increase romance and authenticity in tourist experiences. The majority of guests at both hotels felt that art exhibitions provided emotional value that enriched their experience during their stay, supporting the findings of Hume & Mort (2011) which showed that visual art can improve the quality of guests' emotional experiences.

C. Benefits of Exhibitions for Local Artists

The participating artists felt that this collaboration with the hotel provided a great opportunity to introduce their work to a wider audience. Artists at the Kimaya Hotel felt they received immediate appreciation from guests, and some even expressed interest in purchasing the work, supporting Richards' (2001) view of the role of cultural attractions in increasing exposure and appreciation. At the Gramm Hotel, local artists felt that this exhibition gave them the opportunity to show Yogyakarta culture to international guests, as mentioned by Smith and Lang (2019), that public art can strengthen emotional involvement and appreciation of local culture.

D. Challenges in Arranging and Managing Space for Art Exhibitions

Although painting exhibitions provide various benefits, management at both hotels also faces challenges in managing exhibition spaces. At Kimaya Hotel, limited public space requires management to carefully arrange the placement of works of art so that guests can still enjoy them without disturbing the main function of the hotel space. At Gramm Hotel, the arrangement of works of art is prioritized to maintain the quality of the experience for international guests, who tend to have high expectations for the aesthetics and atmosphere of art exhibitions. Hotel management realizes the importance of creativity in overcoming space limitations so that art exhibitions continue to have a positive impact on guests and artists. Kim & Adler (2017) stated

that effective space management is an important factor in displaying art in a hospitality environment, ensuring that works of art can be enjoyed optimally without disturbing guest comfort.

E. Guest Response to the Integration of Arts in the Hotel Environment

Interviews with guests from both hotels showed that the majority of guests really appreciated the art exhibitions at these hotels. Kimaya Hotel guests consider that the presence of art shows the hotel's concern for local culture, which for them adds value to their stay experience. At Gramm Hotel, guests find art exhibitions an interesting way to get to know local culture, especially for international guests who want to experience Yogyakarta authentically. A study by Smith & Lang (2019) supports these findings, stating that art in hotel public spaces can increase guests' emotional engagement and strengthen loyalty through a more immersive experience.

CONCLUSION

This research shows that painting exhibitions at the Gramm and Kimaya Hotels in Yogyakarta contribute to increasing tourist attraction and enriching guest experiences with an approach that combines art and local culture. Both hotels utilize painting exhibitions to create unique images. Kimaya Hotel as a cultural space that supports local art and Gramm Hotel which presents the nuances of Yogyakarta culture for international guests. The painting exhibition not only strengthens the identity of each hotel, but also creates a lasting impression on guests, who feel that the exhibition adds value and experience to their stay. For local artists, this collaboration provides an opportunity to introduce their work to a wider audience, including foreign tourists, thereby supporting the preservation of local culture. The integration of visual arts in the hospitality industry, as demonstrated in these two hotels, has the potential to become a distinguishing attraction and support the sustainability of culture-based tourism in Yogyakarta. Thus, painting exhibitions in hotels can be an effective strategy to increase the hotel's attractiveness while contributing to the preservation of local art and culture.

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