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HOTEL BUSINESS DEVELOPMENT IN TOURISM INDUSTRY AT YOGYAKARTA

ABSTRACT

This research was conducted to reveal hotel business development in Daerah Istimewa Yogyakarta, its occupancy, business products and the effects of hotel existence onto surrounding society welfare.

The object was Inna Garuda and Sheraton Mustika Hotel. This research used qualitative model with data description from the informant. The informants the data were collected from were MPD, F & B Department, FO Department, Culture and Tourism Bureau of Daerah Istimewa Yogyakarta, society leader, traders, and tourist guider.

The results showed that hotel business development as one of tourism industries increased significantly by 60% for the last 10 (ten) years from 1993 to 1998, while from 1999 to 2002 it was stagnant. This was due to Indonesian economic crisis that decreased the development rate of tourism industry generally, including hotel. Its occupancy were 60% for 1993-1997 and 40% for 1998-2002. Its business product offered to the guess including real products, such as occupancy, food and beverages, location and facilities of the hotel, as well as abstract/unreal products, such as services, hospitality, comfortability, and satisfaction of the guess. The effect of hotel existence onto surrounding society including the chance to be its employees, tourist guider, traders of vegetables, eggs, and flowers, and BPW that all can increase society's income.

Key words: hotel, tourism industry, society welfare.