WORKING MATERIAL 2.7 · CHAPTER 2 — THE OPERATIONAL PERSPECTIVE (SECTIONS B, C AND D) · SETTING: YOGYAKARTA, INDONESIA

# Presenting Culture Honestly, and the Artifact in the Lobby

*Source: Francesco Dore, The Helm and the Lens, Volume 7a — GSTC Hotel Standard v4.0, subchapter 2.7 (book page 277)*

**GUIDING QUESTION**

*Local art in a lobby tells guests that a hotel belongs to its place. Every object on display also carries a question the guest rarely asks and the standard always does: who made it, who gave permission for it to be used here, and how did it come to be in the hotel at all?*

## 1 · Verification Pact: market claims against the standard

*Copied from the book. The last column is for your property: what holds here, and how you know it.*

| What is claimed | Binding? | What actually holds | In our property |
|---|---|---|---|
| Traditional motifs belong to everyone and need no permission | No | C3.3 asks for permissions for designs and artwork; a living designer's work is not public property | |
| Displaying local art is enough to meet C3 | Only partially true | C3.1 asks for local work, but the guidelines require authenticity and proper attribution to creators | |
| An object bought from a dealer is legally the hotel's to display | No | C4.1 asks for compliance with local and international laws; purchase alone does not document legal origin | |
| The standard tells a hotel which laws govern artifacts | No | C4 refers to applicable laws; the hotel identifies them in its legal register with local expertise | |
| Performances can be adapted freely to suit the dining room | Only partially true | Presentation is the hotel's choice, but C3.4 asks for consultation on sensitive or traditional elements | |
| A hotel avoids C4 by keeping its artifacts in storage | No | C4.2 asks for an inventory of any artifacts in the hotel's possession, displayed or not | |
| Removing all local art eliminates the risk | No | It removes the risk and fails C3.1, which asks for local work in guest-facing spaces | |

## 2 · Common mistakes — a self-check

*Tick each mistake you recognise in your own property, and note where it shows.*

☐ Treating traditional or living designs as free for anyone to reproduce.

☐ Displaying local work without naming the people who made it.

☐ Using the word "antique" in a shop or on a website without documented origin.

☐ Assuming that buying an object from a dealer makes it lawful to display or sell.

☐ Keeping artifacts in storage and leaving them out of the inventory.

☐ Adapting performances to the restaurant schedule without asking the performers.

☐ Expecting the standard to say which national laws apply, instead of identifying them with local expertise.

☐ Removing all local culture from public spaces in the name of avoiding risk.

## 3 · A Checklist for Culture on Display

*The book's checklist, with a column for your own answer.*

| Question | Why it matters | Our answer |
|---|---|---|
| Do we hold an inventory of every artifact in our possession, displayed or stored? | C4.2 applies to any artifacts the hotel holds | |
| Can we document the legal origin of every object of possible historical significance? | C4.1 and its guidelines ask for verified origin and permits where required | |
| Is every creator of the local work we display named? | The guidelines to C3.1 require proper attribution | |
| Do we hold permissions for the designs, music and performances we use? | C3.3 requires the necessary permissions | |
| Were communities or experts consulted on sensitive or traditional elements? | C3.4 asks for consultation to ensure accurate representation | |
| Have staff and suppliers received our artifacts policy? | The guidelines to C4 ask that it be communicated to both | |

## 4 · What would show this is working

*Questions drawn from the subchapter's reading of the standard and its practical application. Indicator references point to the GSTC Hotel Standard v4.0; where the evidence lives is this book's practice, not a requirement of the standard.*

| Question | Where the evidence lives | Seen? |
|---|---|---|
| Is local art, craft or design displayed in guest-facing spaces with attribution to its creators (C3.1)? | Object list with makers named | ☐ |
| Have permissions been obtained for cultural presentations (C3.3)? | Licences, agreements or written consent | ☐ |
| Were local experts or community representatives consulted for sensitive elements (C3.4)? | Records of who was consulted and what changed | ☐ |
| Have the legal requirements on artifacts been identified, with permits where required (C4.1)? | Legal register entries and permits | ☐ |
| Is there an internal inventory of artifacts recording origin, use, display and legal ownership or custody (C4.2)? | Artifact inventory with supporting documents | ☐ |

> *What this sheet is not: the GSTC Hotel Standard does not prescribe this form. It is a working aid drawn from the book; the standard's criteria, indicators and guidelines govern the real case. Independent material; not affiliated with or endorsed by the GSTC. The standard's own text at www.gstc.org prevails.*