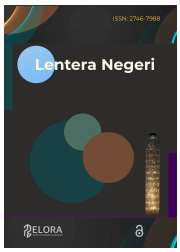
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Applying Servicescape to the PDRI House renovation to support cultural tourism in West Sumatra

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ABSTRACT

This study examined the integration of servicescape and heritage conservation in renovating the Emergency Government of the Republic of Indonesia (PDRI) House to support cultural tourism development. A descriptive qualitative approach employed field observations, semi-structured interviews, and document analysis. Findings were interpreted using three servicescape dimensions and heritage conservation principles, with source triangulation. Building deterioration affected walls, ceilings, floors, roofing, and wooden components, highlighting conservation and safety concerns. Historical interpretation and visitor facilities also required improvement. The proposed Heritage Servicescape framework established four intervention priorities: structural safety, conservation of authentic attributes, environmental enhancement, and tourism experience development. Integrating servicescape principles with heritage conservation provides a conceptual framework for improving historical interpretation, visitor accessibility, and environmental quality while preserving architectural authenticity. Further empirical evaluation is required to establish its effectiveness in enhancing visitor satisfaction and sustainable cultural tourism development.

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Introduction

West Sumatra possesses substantial historical and cultural heritage that offers opportunities for cultural tourism development. One significant landmark is the Emergency Government of the Republic of Indonesia (PDRI) House in Bukittinggi, associated with the government's efforts to maintain national sovereignty during 1948–1949 (Hilmatiar, 2015). The building represents historical identity through its architectural characteristics, original materials, and spatial configuration. Heritage tourism provides opportunities to experience historically significant places and cultural identities (Richards, 2001; Timothy, 2011). However, deterioration of building components, inadequate visitor facilities, and limited historical interpretation present challenges to its tourism development. These conditions highlight the need to integrate architectural conservation with improvements in environmental quality and visitor experience.

The servicescape concept explains how physical environments influence human perceptions, experiences, and behavioral responses (Bitner, 1992). Its principal dimensions include ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts (Wakefield & Blodgett, 1996). Previous studies have

demonstrated relationships between servicescape characteristics and customer experiences across various service and tourism environments (Mari & Poggesi, 2013; Dong & Siu, 2013; Tan et al., 2015). Environmental experiences also emerge through interactions between individuals and their surroundings (Pareigis et al., 2012). In heritage tourism, servicescape extends beyond physical comfort to encompass historical meaning and symbolic experiences (Magee & Gilmore, 2015). Related frameworks emphasize intangible cultural experiences and the physical, social, and symbolic characteristics of heritage environments (Chen, 2022; Wang et al., 2025).

Heritage tourism requires balancing visitor experience with the preservation of cultural significance and architectural authenticity (Timothy & Boyd, 2006). Visitors' motivations are influenced by their connections to historical identity and perceptions of heritage significance (Poria et al., 2003; Biran et al., 2006; Poria et al., 2006). Authenticity encompasses both the original characteristics of heritage objects and meaningful personal experiences (Wang, 1999; Chhabra et al., 2003). Previous research has associated perceived authenticity with cultural motivation, tourist loyalty, and revisit intentions (Kolar & Žabkar, 2010; Zhou et al., 2022). Nevertheless, tourism development may threaten heritage integrity through excessive commercialization and inappropriate physical alterations (Said et al., 2017; Mat Radzuan & Ahmad, 2020). Similar concerns arise in Minangkabau heritage environments, where architectural preservation and community participation remain important for cultural tourism development (Aryanti et al., 2022; Tela et al., 2024).

Historic building renovation must comply with conservation principles that prioritize authenticity, minimal intervention, and the protection of culturally significant attributes (UNESCO, 2013; Australia ICOMOS, 2013). Architectural authenticity is reflected in original materials, design, workmanship, and historical setting (UNESCO World Heritage Centre, 2011). In Indonesia, heritage preservation is governed by Law No. 11 of 2010 concerning Cultural Heritage (Republic of Indonesia, 2010). Heritage designation can influence visitor perceptions, while adaptive reuse presents challenges involving accessibility, technical feasibility, and long-term management (Poria et al., 2013; Yung & Chan, 2012). Consequently, renovating the PDRI House requires distinguishing historically significant architectural elements from components that can accommodate functional improvements. Such distinctions are essential to prevent physical modernization from diminishing the building's historical integrity.

Beyond physical preservation, effective heritage management requires meaningful historical interpretation and visitor-oriented environmental planning. Interpretation can encourage visitors to engage more deeply with historical narratives (Moscardo, 1996), while understanding visitor characteristics supports the development of relevant museum experiences (Jansen-Verbeke & van Rekom, 1996). Heritage tourism management also emphasizes conservation, authenticity, stakeholder collaboration, and accessible information (Boyd, 2002). Previous research has linked heritage experience quality with perceived value, satisfaction, and behavioral intentions (Chen & Chen, 2010). Furthermore, historically sensitive sites require careful interpretation to communicate their significance without diminishing authenticity (Light, 2017). Accordingly, the PDRI House requires an integrated approach connecting architectural conservation, environmental functionality, and historical communication to support meaningful cultural tourism experiences.

Despite extensive research on servicescape and heritage conservation, limited attention has been given to integrating physical deterioration assessments, architectural significance, and servicescape dimensions into renovation priorities for Indonesian historic buildings. Existing heritage servicescape studies emphasize symbolic experiences and visitor well-being, but provide less guidance for conservation-oriented physical interventions (Magee & Gilmore, 2015; Wang et al., 2025). Addressing this gap, the present study examines the historical significance, physical condition, and servicescape characteristics of the PDRI House through a descriptive qualitative approach. It further develops a conceptual Heritage Servicescape framework integrating conservation priorities with environmental improvements and historical interpretation. The study aims to formulate context-specific renovation recommendations that preserve architectural authenticity while supporting visitor comfort, historical understanding, and cultural tourism development.

Method

Research Design and Study Site

This study employed a descriptive qualitative approach to examine the integration of servicescape principles and heritage conservation in the renovation of the Emergency Government of the Republic of Indonesia (PDRI) House in Bukittinggi, West Sumatra, Indonesia. The research focused on identifying the building's historical significance, assessing its physical condition, and examining environmental characteristics relevant

to cultural tourism development. The analysis adopted three servicescape dimensions: ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts. These dimensions were examined alongside heritage conservation principles, particularly authenticity, minimal intervention, material compatibility, and architectural integrity. This approach enabled the identification of conservation requirements and visitor-oriented improvements without assuming causal relationships between environmental conditions and tourism outcomes.

Data Sources and Collection

Primary data were collected through direct field observations, physical measurements, visual documentation, and semi-structured interviews. Field observations conducted around August 2025 examined the building's structural and architectural components, including walls, ceilings, floors, roofing, doors, windows, and surrounding areas. Interviews involved representatives of relevant government management units, historians, architects, visitors, and other stakeholders to obtain perspectives on historical significance, building conditions, conservation requirements, and visitor experiences. Secondary data comprised historical records, renovation archives, rehabilitation planning documents, and relevant scientific literature. These sources provided complementary information for examining architectural authenticity, previous rehabilitation activities, and potential improvements to the physical environment. The combination of observational, interview, and documentary evidence supported a comprehensive assessment of the building's conservation and servicescape characteristics.

Research Procedures

The research was conducted over six months through six interconnected stages. The first stage involved reviewing historical documentation, conservation regulations, and relevant literature to establish the building's historical and architectural significance. The second stage identified physical attributes and servicescape elements requiring assessment. The third stage collected field observations, interview information, measurements, and documentary evidence. The fourth stage examined the relationship between existing environmental conditions, conservation requirements, and potential visitor experiences. The fifth stage integrated these findings into a conceptual Heritage Servicescape framework by considering architectural significance, physical deterioration, and environmental functionality. Finally, the sixth stage formulated renovation recommendations emphasizing building safety, conservation of authentic attributes, servicescape improvements, and historical interpretation. These stages provided a systematic basis for developing conservation-sensitive intervention priorities.

Data Analysis

Data were analyzed descriptively through data reduction, thematic organization, comparative interpretation, and conclusion drawing. Information obtained from observations, interviews, and documents was organized according to architectural significance, physical condition, conservation requirements, and the three servicescape dimensions. Building deterioration was classified as minor, moderate, or severe using the categories described in the rehabilitation planning document. Minor deterioration included superficial defects and limited nonstructural damage; moderate deterioration involved more substantial component damage; and severe deterioration included extensive damage, deformation, or conditions potentially threatening structural stability. These classifications were interpreted alongside the historical significance of affected attributes and the urgency of intervention. Conservation and servicescape considerations were subsequently integrated to formulate renovation priorities. The resulting Heritage Servicescape framework represents a conceptual synthesis of the qualitative findings rather than an empirically validated predictive model.

Data Trustworthiness and Triangulation

Data trustworthiness was addressed through methodological and source triangulation involving field observations, semi-structured interviews, historical records, and rehabilitation planning documents. Information from these sources was compared to examine the consistency of findings concerning building deterioration, architectural authenticity, conservation needs, and visitor-oriented environmental improvements. Historical documentation provided contextual evidence, while field observations supported assessments of existing physical conditions. Stakeholder perspectives contributed additional interpretations concerning conservation priorities and potential tourism functions. The integration of these sources strengthened the credibility of the qualitative interpretation and reduced reliance on a single form of evidence. Nevertheless, the proposed framework was treated as a conceptual outcome requiring further evaluation through expert assessment and post-renovation visitor studies.

Results and Discussions

The PDRI House, also known as the former House of the Assistant Governor of the Bukittinggi Region, has historical, architectural, and socio-cultural significance, so its rehabilitation or renovation cannot be treated like that of an ordinary building. The building is associated with the government activities and struggle of the PDRI in 1948–1949 and has the character of an official residence consisting of a main building and a supporting rear building, built of brick with timber elements, a gravel finish on the front, and a clay-tile roof produced in Padang. These elements form the building's identity. Its physical attributes therefore need to be distinguished into primary attributes, which are the priority for conservation; supporting attributes, which may be repaired or replaced while maintaining the overall character; and elements that do not contribute to significance, which may be altered or removed when necessary. The resulting approach is preserve first, improve second: maintaining authentic value first, then improving function, comfort, safety, and the quality of the visitor experience.

The main problem of the PDRI House is not only physical damage but also the sustainability of its maintenance. The building was affected by the 2007 earthquake and subsequently went through a period of poor upkeep. In 2015–2020, weathered walls, a damaged roof, and vegetation growing in the yard were reported, and in 2021–2023 initial repairs were carried out, including strengthening of the basic structure, cleaning of the yard, repair of the floor and roof, and securing of doors and windows. This sequence shows a pattern of damage, repair, and renewed damage. Rehabilitation therefore cannot merely resolve damage while a project is under way; it must be followed by routine maintenance and sustained building management. The existing condition documented in the survey around August 2025 became the basis for subsequent maintenance planning.

The PDRI House consists of a main building and a rear building, both single-storey. According to the information obtained, the two buildings were once connected by a covered corridor that no longer exists. The main materials are brick with timber columns, a gravel masonry finish at the front, and clay roof tiles produced in Padang. Old materials therefore cannot be treated on aesthetic grounds alone but must be considered in terms of material compatibility, workmanship, and the ability to retain historical character. Material interventions must be conservative, compatible, and documented. New materials should approximate the original as closely as possible while remaining recognizable as new interventions, whereas incompatible modern materials may cause new damage and reduce authenticity.

The level of damage was read together with the significance of each element, rather than on the basis of the percentage of physical damage alone, because two elements with the same level of damage may have different priorities if their historical value differs. Minor damage to a primary attribute may take priority over severe damage to an additional element with no historical value. Condition assessment therefore used a matrix of damage level × attribute significance × urgency of treatment. According to the planning document, minor damage includes damage to non-structural components, fine cracks, peeling plaster, and small-scale corrosion. Moderate damage includes larger cracks, damage to certain components, and loosened elements such as roof tiles or ceramic tiles. Severe damage is characterized by damage to most components, deformation or tilting, damage to more than about 50% of primary elements, and conditions that could lead to collapse. The observation results for each element are summarized in Table 1 and partly shown in Figure 1.

Table 1. Condition of the PDRI House building elements and their relation to the servicescape

Element	Observed condition	Related servicescape dimension
Walls	Interior walls (red brick with a cement-lime finish) were largely peeling, exposing the brickwork; the timber reinforcement was weathered and partly termite-damaged. Exterior walls were relatively well maintained and partly repaired.	Perceived authenticity; visual experience
Ceiling	Timber frame with plywood covering; severely damaged, with the plywood missing and the remainder unusable.	Ambient conditions (visual quality, sense of safety, psychological comfort)
Floor	Tiled surface; never repaired, with loose tiles and dusty ground exposed.	Spatial layout and functionality (safe movement, visitor route)

Element	Observed condition	Related servicescape dimension
Roof	Kho Sim Kong clay tiles produced in Padang; the right side of the building has been replaced with tile-patterned zinc sheets that differ from the original pattern.	Ambient conditions (heat, humidity, rain protection)
Frames, doors, and windows	Timber frames and leaves, some window leaves glazed. Most windows were still in good condition, especially those not exposed to rain spray; many exterior and interior doors were porous and decayed.	Ambient conditions (natural light and ventilation); spatial layout (connections between rooms)
Fence and site	No permanent fence around the whole plot; part of the boundary is the neighboring building's wall, and fencing has never been built.	Visitors' first impression; quality of the precinct



Figure 1. Existing condition of the PDRI House: (a) building exterior, (b) interior wall, (c) floor, and (d) clay roof tiles
Source: researchers' documentation

From a conservation perspective, wall damage consisting only of surface weathering is better handled through conservation and local repair than through total demolition, and new replacement is carried out only when the original part cannot technically be retained. From a servicescape perspective, walls that are well maintained yet still show the character of historic materials strengthen the perception of authenticity, whereas walls entirely replaced with new materials may produce a visually comfortable space that loses its historical character. A severely damaged ceiling gives the impression of a neglected building and lowers the quality of the visitor experience. Its treatment must restore technical function and safety while retaining the relevant architectural character, using new elements that are recognizable and reversible. Floor repair should not be limited to replacing damaged material, because the floor relates directly to visitor movement and functions as a heritage circulation system that helps visitors understand the sequence of spaces and the historical narrative.

Roof repair has a dual effect: it conserves historical attributes and improves ambient comfort by controlling heat, humidity, and rainwater. Frames, doors, and windows are openings that are important for buildings in a tropical climate, so the conservation of original elements is prioritized and replacement is limited to elements that cannot technically be retained. The fence and yard shape visitors' first impression. A

yard that is clean, orderly, safe, and visually connected to the building strengthens the destination's appeal, whereas a neglected environment can lower perceived quality even after the main building has been renovated.

Servicescape quality in a heritage building differs from that in a commercial building. In a hotel, restaurant, or shopping center, the physical environment is directed toward customer comfort, convenience, and satisfaction, whereas a heritage building has an additional dimension: the ability of the environment to maintain authenticity, convey historical meaning, and build visitors' emotional experience. Servicescape quality at the PDRI House was therefore formulated as the combination of physical quality, functional quality, information quality, experiential quality, and heritage authenticity. The building is assessed not only on its cleanliness, tidiness, and comfort but also on whether physical interventions still allow visitors to recognize its original character. This is consistent with the view that heritage servicescapes have physical, social, and symbolic dimensions (Wang et al., 2025) and that their symbolic dimensions are integral to the visitor experience (Magee & Gilmore, 2015).

For ambient conditions, artificial lighting needs to be placed carefully so as not to disturb historic elements, natural ventilation is maintained by optimizing the openings that define the building's architectural character, and cleanliness is an important part of the atmosphere. A historic building that is clean yet still displays authentic materials offers a stronger experience than an over-modernized space. For spatial layout and functionality, spaces of high historical value retain their original character and configuration, while more flexible spaces can be used as information areas, exhibitions, or supporting facilities. The visitor route is designed in sequence from entrance, orientation, introduction to the history, main space, artifacts and narrative, and reflection to exit, so that the building becomes a medium for learning history rather than merely an object to be viewed.

For signs, symbols, and artifacts, the historical narrative is the core value of the PDRI House. The information that can be developed includes the history of the PDRI, the role of the house, related figures, a chronology of events, a map of the PDRI's journey, historical photographs, document replicas, artifacts, and information on the building's architecture. Signage must not dominate the original elements and must respect legibility, reversibility, and minimal intervention. Interpretation of this kind matters because interpretive communication can encourage visitors to engage mindfully with a heritage site (Moscardo, 1996), because visitors' expectations of interpretation depend on how they relate the site to their own heritage (Biran et al., 2006), and because heritage sites linked to difficult pasts are increasingly managed with visitor engagement in mind (Magee & Gilmore, 2015; see also Light, 2017).

The servicescape analysis produced five main findings. First, servicescape quality is strongly influenced by the building's physical condition, because damage to the walls, ceiling, floor, roof, doors and windows, fence, and surroundings is not only a technical problem but also affects perceptions of the destination's quality. Second, servicescape quality cannot be separated from authenticity, because old materials and elements are part of the tourism experience and excessive replacement reduces the value of the heritage experience (Chhabra et al., 2003; Kolar & □abkar, 2010; Zhou et al., 2022). Third, information quality is a potential weakness, because a building without a good interpretation system leaves visitors seeing the object visually without understanding its historical meaning (Moscardo, 1996). Fourth, servicescape quality extends to the precinct, not only the building, because the yard, fence, entrance path, lighting, and orientation system are part of the experience from the moment visitors arrive. Fifth, renovation success is measured by two indicators at once: a building that is safe and well maintained, and an experience that is comfortable, informative, authentic, and memorable.

Conservation and servicescape are not in conflict but reinforce each other. Conservation provides authentic heritage, while the servicescape provides quality of experience. Their relationship is summarized in Table 2. The matrix shows that improving servicescape quality does not require large-scale modernization. Well-targeted minimal interventions can improve the visitor experience while maintaining authenticity.

Physical condition influences the visitor experience through a perceptual mechanism. Visitors receive visual and atmospheric stimuli from the environment and then form perceptions of the place's quality, comfort, safety, and authenticity. The chain of influence can be formulated as physical condition, environmental perception, comfort, historical understanding, tourism experience, satisfaction, and tourism appeal. Damage that is left untreated produces perceptions of a neglected, unsafe, and unattractive building, whereas rehabilitation that retains the original character strengthens the perception of authenticity and the heritage experience. This reasoning is consistent with Chen and Chen (2010), who found that the quality of the heritage tourism experience affects behavioral intentions indirectly through perceived value and satisfaction, and with Poria et al.'s (2003) view that identity connection is the main motivation of heritage

tourists. It should nevertheless be read as a conceptual proposition rather than a relationship tested at the PDRI House.

Table 2. Integration of conservation principles and servicescape at the PDRI House

Aspect	Conservation principle	Servicescape	PDRI House strategy
Materials	Authenticity	Perceived quality	Retain original materials
Walls	Minimal intervention	Visual experience	Conservation and local repair
Roof	Originality	Comfort	Repair of tiles and structure
Floor	Integrity	Circulation	Safe without losing character
Doors and windows	Authenticity	Light and air	Retain and conserve
Lighting	Does not damage attributes	Ambient conditions	Directed lighting
Spatial layout	Integrity	Functionality	Interpretive visitor route
Signage	Reversible	Information	Minimal, informative signage
Artifacts	Historical value	Experience	Display and interpretation
Yard	Setting	First impression	Simple, well-kept landscape

The appeal of the PDRI House derives from three layers of value. Historical value, namely the building's association with a critical period in the struggle to defend the Republic of Indonesia, is the destination's main asset. Architectural value is seen in the character of an official residence, with brick, timber, clay roof tiles, openings, and a spatial configuration representing buildings of its era. Experiential value determines whether the other two become tourism appeal, because historical and architectural values become meaningful to tourists only when they can be understood and experienced. The tourism development strategy must therefore transform the building from a "historical object" into a "historical experience space."

The analysis revealed four gaps: between the building's physical quality and visitors' comfort needs, between its high historical value and the quality of historical interpretation, between physical renovation and post-renovation management, and between the building's function as a historic site and its potential as a cultural tourism destination. The rehabilitation scope in the planning document covers preliminary work, dismantling, walls, ceiling, floor, roof, doors and windows, fence, electrical work, and yard. Based on the overall analysis, intervention priorities were grouped into four levels (Table 3). This order is important so that tourism development does not precede the need to protect the building.

Table 3. Renovation intervention priorities based on the heritage servicescape

Priority	Focus	Scope
I	Protection and safety	Structure, roof, decayed elements, and components that may pose hazards
II	Conservation of primary attributes	Building form, important materials, openings, timber elements, and roof character
III	Servicescape enhancement	Lighting, ventilation, cleanliness, visitor circulation, signage, historical information, interpretive facilities, and yard arrangement
IV	Tourism experience development	Mini museum, history gallery, digital interpretation media, historical narrative route, education space, and heritage tourism activities

Based on this analysis, a conceptual Heritage Servicescape model was formulated (Figure 2). The model positions the servicescape not as additional decoration but as a system linking building conservation and the tourism experience. Historical value and architectural authenticity form the basis for conservation and physical rehabilitation. The three servicescape dimensions then produce comfort, historical understanding, and emotional experience, which lead to visitor satisfaction, cultural tourism appeal, and the sustainability of conservation. The servicescape quality of the PDRI House is defined as the ability of its physical environment to provide conditions that are safe, comfortable, easy to understand, and attractive to visitors while maintaining the authenticity of the building's materials, architecture, spatial layout, and historical meaning. The principle formulated is preserve the heritage, improve the experience.

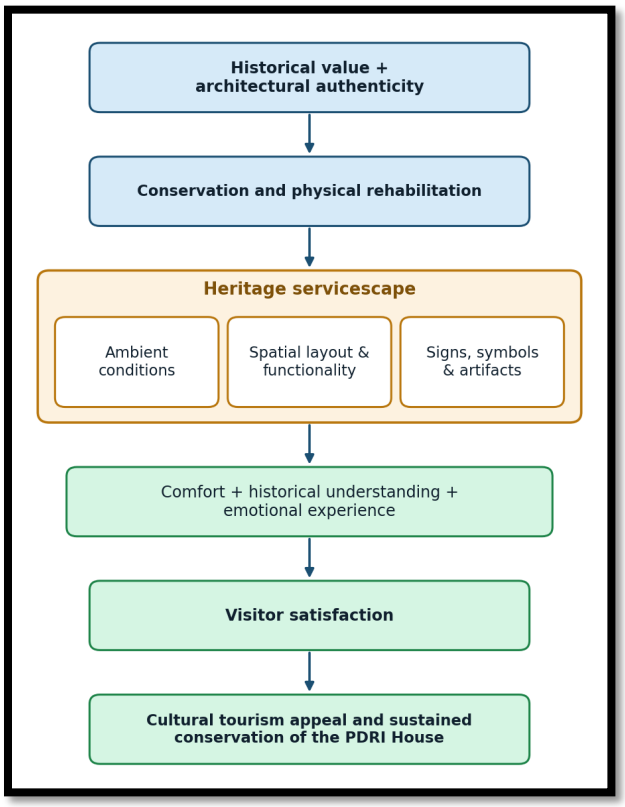


Figure 2. Heritage Servicescape conceptual model of the PDRI House
Source: researchers' analysis

In practical terms, the PDRI House has the opportunity to be developed as a heritage tourism destination based on the concept of a living historical experience. The planning document lists possible uses, including the PDRI House or PDRI Mini Museum, a Heritage Information Center, a West Sumatra Struggle History House, and a gallery of colonial and independence history in Bukittinggi. Museum-type uses can draw on research on museum visitors in urban tourism (Jansen-Verbeke & van Rekom, 1996), and the principles of heritage tourism development, namely conservation of the resource base, authenticity and quality, partnerships, and information for a complete experience (Boyd, 2002), apply equally here. Such development must follow conservation principles. Tourism functions should not be attached separately to the building but developed through adaptive utilization that is sensitive to historical value. The best strategy is therefore not total modernization but the integration of conservation, rehabilitation, historical interpretation, and improvement of the physical environment.

This study has limitations. Its analysis was descriptive and qualitative, so the relationships among physical condition, visitor experience, and tourism appeal in the Heritage Servicescape model remain conceptual formulations that have not been tested quantitatively. Future research is recommended to test the model through surveys of visitor perceptions and satisfaction after the renovation is carried out, and to evaluate the post-renovation maintenance system.

Conclusions

The problems of the PDRI House cannot be resolved through physical rehabilitation alone. The building requires an integrated approach that combines the preservation of historical value, conservation of physical attributes, improvement of servicescape quality, historical interpretation, and management of the visitor experience. The components requiring attention include the walls, ceiling, floor, roof, doors and windows, fence, electrical work, and yard. In terms of conservation, interventions must follow the principles of authenticity, minimal intervention, reversibility, compatibility, and evidence-based conservation. In terms of the servicescape, interventions must improve ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts. The recommended renovation model is the Heritage Servicescape, an approach that uses the quality of the physical environment as a medium to strengthen the historical experience without compromising the authenticity of the PDRI House. With this approach, the PDRI House can be developed

not merely as a preserved building but as a living, educational, authentic, and sustainable cultural tourism destination.

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