

ABSTARCT

Lombok is one of the tourist destinations that support economic growth, Mandalika and its surroundings including Pantai Guling Area is one of the 10 national priority tourism destinations formed by the Ministry of Tourism. Mandalika and its surroundings are Special Economic Zones (KEK) located in the province of West Nusa Tenggara (NTB) which will become an international tourist area. Therefore, a choice of accommodation facilities in the form of a resort hotel is needed. To support tourism and recreation activities in the Mandalika area and its surroundings including Are Guling Beach. As an area that will become an international area, in the Are Guling Coast area there are no accommodations using international standard operators. In the design of hotel interiors this resort will apply the standard of the international operator, namely The Jayakarta. Where The Jayakarta takes concepts from the aspects of the environment and the surrounding culture.

In this design conducted a comparative study phase related to resort hotels, carried out analysis of Are Guling Beach and Lombok areas, as well as standard analysis of The Jayakarta. "Local Culture" is a concept that is obtained for interior design. It is expected to be able to represent local culture, nature, and be able to preserve Lombok's culture.

Keywords: Resort Hotels, Lombok, Are Guling Beach, Tourism, The Jayakarta