

## ABSTRACT

Indonesia with its thousands of islands, making Indonesia the world's largest archipelagic state. Of the many islands, one of which is that Bali is a favorite tourist destination both foreign and local tourists. Balinese art and culture and customs are still strong is the main attraction for people, so many tour players who want to open a business in Bali. One of these businesses in the field of hospitality, many hotels built shows rapid development of tourism in Bali. But it is unfortunate that hotel construction only apply the local culture to look Bali and many have yet to apply the concept of Tri Hita Karana as one of the local wisdom of Bali that must be applied by tour players, especially in the field of hospitality. Tri Hita Karana is the third leading cause of happiness, which is man's relationship with God, fellow human beings, and human beings with the environment / nature. This is done to maintain the balance of the three realms, as well as one of the government programs to maintain and preserve the cultural wisdom is based on the concept of Tri Hita Karana. Thus, in this thesis, the object used is a hotel with a boutique type hotel. The Ivory Hotel is located in Petitenget, Seminyak, Kuta, Bali. The hotel will be redesigned with a contemporary style and theme of the Ramayana story is based on the concept of Tri Hita Karana.

**Keywords:** *Bali, Cultural Wisdom, Tri Hita Karana, Contemporary Style, Story of Ramayana*