

ABSTRACT

The rapid growth of hotels in Bogor, has its benefit because it is located near Jakarta, as a center of business and government. Hotels and resorts that located in tourist areas and also areas that used for resorts or other places that have tourist attractions. Nowadays, resort hotel is used by a lot of people as a destination for recreation and to freshen up their minds and souls, also providing an atmosphere of modern interiors that keeping up with the development of this era, but the element of the locality can still be felt. Aston Hotel and Resort located in Bogor, at the exact place of the tourist areas. Thus, it makes Aston has a potential to become tourists' choice as a place for them to stay. Moreover, with the existment of social media, especially Instagram, and high mobility, can be the factors that driven people to come to the tourist attractions.

This phenomenon can be used to introduce the tourism sector in Aston Hotel and Resorts. Using the 'nature and rides' theme, with the expectation that it will meet the needs of the community to freshen up their minds and souls by giving experiences that combined technology, environment, and social influences. Therefore, it will give the visitors a good impression to Aston Hotel and Resort and want to visit again in the near future.

Keywords: Aston hotel, bogor, tourism, locality, resort