

ABSTRACT

Bandung is one of the favorite tourist destinations in Indonesia, especially on weekends. According to the Head of the West Java Tourism Office (Kadisparbud), Dedi Taufik, during the weekend Bandung experienced a significant increase in tourist visits (Gatra.com, 2019). This is caused by tourism attractions such as nature tourism, culinary, shopping centers, recreation, culture and others (mytrip123.com). In addition to the development of tourist attractions contained, the current development of globalization has had an influence on the development of Indonesian culture (Kompasiana.com, 2018). At this time, many Sundanese cultural values are weakened due to the development of western culture. Reported in inews.id (2017) that the City Government (Pemkot) of Bandung threatened to revoke business licenses for hotels and restaurants that did not display Sundanese culture. The existence of this Perda, Andi said, became a protector as well as increasing the appeal of the public, especially tourists towards Sundanese culture. Based on this phenomenon, the hotel design process will include elements of Sundanese culture with standard 4-star hotel facilities. The design of this hotel combines contemporary styling tailored to the interests of today's society. This 4-star hotel is located on Jalan Sudirman close to the main square on the Asian-African street where there are many tourist attractions and is also close to the Paskal Mall 23. The hotel building is surrounded by shophouses and close to the city center which makes this hotel strategically located .

Keywords: Hotel, Sundanese Culture, Modern