

ABSTRACT

INTERIOR DESIGN OF HIGHLAND HOTEL RESORTS & EXPERIENCES WITH THE LOCALITY OF SEMARANG CULTURE IN THE TOURIST AREA OF THE GEDONG SONGO TEMPLE IN SEMARANG DISTRICT

Neysa Aulia Rahma

*Interior Design, Faculty of Creative Industries, Telkom University
Telekomunikasi St. Number 1, Terusan Buah Batu, Sukapura, Bandung, West Java 40257*

Central Java is one of the areas of interest of visitors in the tourism sector. Not only the tourist destinations visited, but the culture that is in great demand by domestic and foreign tourists. Semarang Regency is one of the leading and priority sectors in Central Java. But the area is not supported by good infrastructure, so visitors look for lodging outside the area. Not only that, the accommodations available are considered unattractive and do not have the characteristics of the area. The issue can be used as a tool in developing the tourism sector in Semarang Regency through the design of the Highland Resort Hotel & Experiences in the Gedong Songo Temple area, Semarang Regency with the Semarang Cultural Locality approach. With the existence of this resort aims to introduce and preserve the culture of Central Java to domestic and foreign tourists. As well as providing a good image and is known as a major destination

The tourism sector in Semarang Regency is also a major destination that can provide opportunities for residents and investors to develop hotels and resorts that offer these experiences. Experiences offered are none other than offering a variety of natural attractions around and cultural education typical of Semarang, which can be an attraction for domestic and foreign tourists.

Keywords: *Central Java, Locality, Hotel - Resort, Experience*