

## ***ABSTRACT***

*Traveling or more familiarly called traveling is an activity that is carried out by going to a pleasant place with the aim of having a positive impact on one's health. Usually someone will go to visit a certain place with the aim to enjoy the natural beauty that is served in that place. Bali is one of the prima donna islands in Indonesia, many local and foreign tourists are willing to go to visit this island for days. Based on this phenomenon, there are many hotels available there to provide the best service in order to get the attention of tourists. However, it is very visible that the hotels offered are on average have the experience and feeling of staying that are not much different from one another. Seeing this phenomenon, the authors see an opportunity to develop a hotel with a different style and can provide a natural atmosphere in accordance with the surrounding atmosphere. When the resulting product is different then it can provide a different hotel atmosphere from the others but still paying attention to the comfort aspects of its visitors, it will produce a product that is quite attractive to visitors.*

*Keywords: bali, hotel, innovation*