

ABSTRACT

DESIGNING A 4-STAR CITY HOTEL WITH AN ACTIVITY AND BEHAVIOR APPROACH IN NEW NORMAL ADAPTATION

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Abstract: The existence of the Covid-19 pandemic affects all activities and behavior of the community to adapt to a new order called the New Normal. The New Normal era requires the economic and business sectors such as hotels to implement health and safety protocols and environmental sustainability in hotels to prevent Covid-19 transmission in the hotel area. The limited movement of people for business and leisure purposes raises new needs in the business sector, hotels, to improve hotel occupancy during a pandemic by creating safe and comfortable leisure and business accommodation following health protocols. This design is a new design for a 4-star hotel located in the city of Bandung with the New Normal adaptation activity and behavior approach. The focus of the design is in the form of studies on interior problems identified in existing hotels in the city of Bandung related to the implementation of health protocols and interior design to decrease the risk of Covid-19 transmission. The design method used is qualitative research by observing, and analyzing a comparative study of three city hotels in Bandung. The design results are in the form of a city building with a 4-star hotel with an interior concept that refers to the activities and behavior needs of the New Normal era to create a healthy, safe, and comfortable environment for its residents.

Key words: Interior design, hotel, new normal