

ABSTRACT

INTERIOR REDESIGN OF 4 STAR GRAND TEBU HOTEL BANDUNG

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The business hotel has an important role in economic and tourism development in each region in providing facilities and services to every tourist who comes. The city of Bandung is one of the areas that is eyed as a Meeting, Incentive, Conferencing, and Exhibition (MICE) destination. Bandung has enormous potential, with various choices of beautiful natural attractions, unique local culinary, culture and Bandung identity, one of which is the conservation of various heritage buildings. The city of Bandung is one of the attractive tourism destinations with the existence of cultural heritage buildings. For this reason, it is necessary to conserve heritage buildings by maintaining heritage buildings and juxtaposing them with new, more modern buildings. So this is one of the strategies used to stay ahead in business competition. Grand Tebu Hotel was built in 2015. This building has a traditional cultural concept to find out how to maintain heritage as one of the identities of the City of Bandung. This building still maintains the heritage building on the front of the building. However, this building experienced the addition of a new building with a different design that is modern design. Even so, the design of the interior of the building has undergone different styling changes but still has design harmony. This business hotel also has the potential to facilitate MICE activities. So that this hotel can be processed into a single unit for the success of MICE held in Bandung. With this redesign, it is hoped that the final result can overcome the problems found, namely to support the development of the MICE industry and reflect the branding image of Hotel Grand Tebu Bandung.

Keywords: Redesign, Hotel, Heritage, Bandung City, Modern, MICE, Business