

ABSTRACT

Based on Law No. 11/2010, cultural heritage buildings in Bandung have important historical and architectural values, which need to be preserved because they provide historical, cultural, and educational values. In an effort to maximize economic and tourism potential, some cultural heritage buildings have been revitalized into hotels. According to the Decree of the Minister of Tourism, Post, and Telecommunications No.KM/37/PW/304/MPPT-86, a hotel is a type of accommodation that prepares part or all of the building to offer lodging, food and beverage, and other services that are managed commercially. One example of a hotel with a cultural heritage building is Hotel Maison Teraskita which is a 4-star hotel utilizing a grade B cultural heritage building, which was built in 1917. Hotel Maison Teraskita adopts the concept of "heritage, luxury and tropical" which aims to preserve and highlight the old building of historical value, as well as provide a modern touch through new building extensions that are in harmony. In the development of Maison Teraskita hotel, the construction is guided by a mutually sustainable living environment and follows trends that prioritize functional and geographical elements in the building. There are also several complaints from guests who feel that the room circulation is not spacious enough and there is a lack of storage space for goods, according to the owner of the hotel also conveyed the need for redesign because it enhances the image and identity of a memorable hotel. Therefore, it is necessary to add and develop elements of locality that can be a strategy in creating authentic experiences for guests. Judging from the condition of the building and the location of the building which is located in the building area with the art deco style, then one example of the locality applied is the art deco style and combined with environmental elements, the Asia Africa conference and Batik Pecah Kopi Ciamisan. These 4 things are packed together into an art deco design that gives the impression of luxury and warmth.

Keywords: *Cultural Heritage, hotel, locality*