

## ***ABSTRACT***

Based on data from the Bandung Central Statistics Agency (BPS), the Room Occupancy Rate (TPK) for star-class hotels in May 2021 was 30.58%, then increased in October 2022 to reach 45.71%. This TPK percentage will of course increase as the holidays approach. One of the locations that is preferred and favored by tourists is the Dago area. Dago is a legendary and strategic area that is synonymous with young people in the city of Bandung. This is supported by the rapid growth of cafes as a response to the preference of young people for the consumerist culture of "hanging out" or spending time sitting in coffee shops. In addition, Dago is also a tourist destination, shopping center, factory outlets, entertainment, restaurants, tourist attractions and often a business center. Based on this, the design of the 4-star Hotel Dago Bandung will use the Sense of Place approach which aims to create a new experience that is different from other 4-star hotels in the Dago Bandung area and creates an experience of communal convergence. area, as well as creating accommodation facilities based on the needs of visitors. In response to this, many hotel businesses have built and offered distinct hotel experience facilities. Based on a survey and analysis of 4-star hotels around the Dago area, especially those on Jln. Ir. Hotel H. Djuanda generally has a classic, contemporary and modern concept. The choice of this concept was based on the history of the city of Bandung, which was once inhabited by colonialists, so that the average hotel offers the same concept. Based on the survey results, there is still no hotel that highlights Bandung's local culture as the hotel concept of choice. Meanwhile, Bandung is not only synonymous with colonial culture and its youth, but also synonymous with its diverse local culture. Based on this, the design of the 4-star Hotel Dago Bandung will use the Sense of Place approach which aims to create a new experience that is different from other 4-star hotels in the Dago Bandung area and creates an experience of communal convergence. area, as well as creating accommodation facilities based on the needs of visitors.

Keywords: Staycation, sense of place, Dago Bandung, 4 star hotel