

ABSTRACT
REDESIGN VERONA PALACE BOUTIQUE HOTEL IN BANDUNG WITH
SUNDANESE APPROACH

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Bandung, known as a tourist destination rich in diversity, has become a focal point for both domestic and international travelers, directly impacting the hotel industry. With various types of tourism, such as nature, culture, shopping, and culinary experiences, Bandung caters to diverse preferences in tourism, encompassing both mass tourism and alternative tourism. To meet the needs of visitors, especially through hotels, facilities that provide satisfying experiences are necessary. Given the high potential for tourist arrivals, intense competition in the Bandung hotel market encourages hotels to attract attention through superior design and services. Redesign is required to create a boutique hotel that aligns with the definition of boutique hotels, enhances uniqueness, and fulfills visitor satisfaction. This study discusses Hotel Verona Palace as an example of a boutique hotel that has yet to establish a unique identity. Through redesign, it is hoped that Hotel Verona Palace can offer a distinctive Bandung experience and satisfy its visitors.