

ABSTRACT

INTERIOR REDESIGN OF NYLAND HOTEL 3 STAR WITH USER ACTIVITY

In 2023, the number of visitors to Bandung City reached 7.7 million, consisting of 95% domestic tourists and 5% international tourists. The Hotel Occupancy Rate (HOR) for star-rated hotels in July 2024 reached 67.54%, with domestic guests accounting for 98%. However, Nyland Hotel faces various challenges, such as lobby and restaurant interiors that do not meet standards, suboptimal lighting and navigation, as well as cleanliness and ventilation issues in guest rooms, which have been major complaints on platforms like Traveloka and Tiket.com. Data collection involved direct observation, archival documentation, precedent studies of hotels like Swiss-Belhotel and Pullman Hotel, as well as literature reviews from sources such as Human Dimension and Time Saver Standards. The redesign of Nyland Hotel adopts the theme "Hybrid Hospitality," which is adaptive to the needs of various users, including transit tourists, family vacationers, small business travelers, and backpackers. The focus includes zoning, signage, spatial forms, lighting, and materials such as wood, marble, granite, and glass to create a warm and comfortable atmosphere. With a user activity and brand identity approach, the design reflects the hotel's vision and mission while building a unique identity to differentiate it from competitors in the Jalan Dr. Djunjunan area. Nyland Hotel is expected to become a preferred accommodation option that meets the needs of tourists and contributes to the growth of tourism and the economy in Bandung City.

Keyowrds : Bandung, Tourist Visit, User Activity, Brand Identity