

ABSTRACT

Bandung is one of the largest metropolitan cities in Java Island. Density and congestion is the obvious occurs continuously in this city. The number of places that can be visited by tourists create increased demand for hotel room reservations. Bandung became one of the natural tourist destination due to the many natural tourist sites, especially in Lembang. One type of hotel that developed and began to attract attention is a boutique hotel. This type of a hotel that attracts visitors because it has a special design and theme and also a unique services and different from the usual design. The hotel is expected to provide a different choice of other hotels.

(Keywords : Lembang, Boutique Hotel, Design)