

## ABSTRACT

Bandung city is one of the very best place to holiday since the number of attractions that can be found round the city. Therefore the amount of tourists increase the hotel's occupancy, thereby growing the hotel's facilities and their service. Due to an increase in tourists and Bandung City's intentions to promote the image of city, obviously they can integrate each other to create a hotel that can respond the Bandung environment.

Taking advantage of an urban tourist strategy, a hotel can be planned to answer the needs and activities of tourists, where they tend to find a new and authentic experience for their holiday. It make possible if they can take advantage of the image of city and will integrate every city and hotel spaces.

Based on the result of the thesis, the image of city such as "World's Great Cities of Art Deco" can be used and utilised as a dominant style for a hotel interior and a contemporary style can answer the dinamism of urban tourist's environment.

***Keywords: bandung, holiday, hotel, city, urban, authentic, the image of city, art deco, contemporary***