

ABSTRACT

Tourism is one of the important sectors for the growth of economy in Indonesia. How to develop the tourism sector by building hotels and resorts. Not only in the main tourist destinations, but the area that potentially would be a wealth of beautiful natural and unique cultural locality is very important for support in the construction of hotels and resorts. The southern portion of Subang Regency is one of the tourist objects that have the potential to attract tourists both local and foreign tourists. The wealth of nature in the form of a natural hot spring, the hills of tea plantations, waterfalls and cool mountain scenery is a natural area of Subang Regency Ciater. The sunda ethnic cultural ambience is also one of the characteristic District of Subang. But in the Regency of Subang are still scanty means of supporting such an Inn run by the management of the hotel Indonesia international standard and offers the interior design with a touch of typical Sundanese ethnic Subang Regency.

According to such phenomena, can be set as potential through designing hotels and resorts by using management Santika Premiere hotel and resort in the area of Subang Regency Ciater, with interior architecture and approach the sunda ethnic in order to introducing and advancing the sector pariwisata in this territory. With the theme of "Simplicity in Locality" expected to advance, preserve the culture typical of the Regency of Subang in the current modernization of the era as well as meet the needs of local and foreign tourists who come on holiday to Ciater, Kabupaten Subang.

Keywords: Subang Regency, tourism, resort, Santika Hotel Premiere.